

17 July 2014

Perfumery taster presentation



Photo Courtesy of Philippe Exbrayat and Nicolas de Barry

Presented by Isabelle Gellé

Today

- The ABC of perfumery
- What is perfume and what is it made from?
- What are perfume families?
- Different types of perfumes
- How a perfume is structured
- Composition of a classic English lavender cologne

The ABC of perfumery



- A perfume is a picture painted in smells
- Like music it has notes and tones
- Like wine the more it macerates, the better it becomes.
- Like cooking, when you mix the right ingredients, it is delicious!
- **Perfumery is a living art**

A bit of history

- Origin of the word perfume:

Latin '**PER FUMEM**' =>
THROUGH SMOKE



The first perfume ever known is **KYPHI**, a blend of myrrh, juniper berry, fenugreek, pistachio, rosemary, mint in the Ancient Egypt.

Perfumes were made of resins and fats which, when melted were perfuming the hair and face.

A bit of history

TRADITIONAL PERFUMIER



Perfume from your kitchen or garden!

- **Tinctures & infusions**
 - Maceration of plant materials in oil or alcohol



What is perfume made from?

- **Essential oils**
 - isolated from natural plant materials



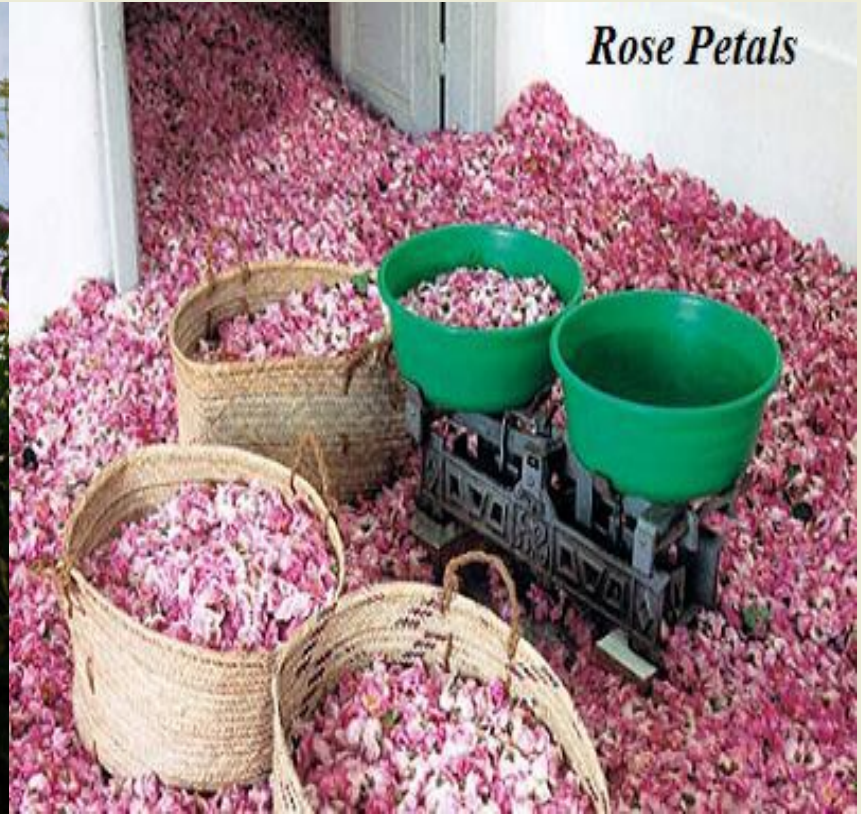
What is perfume made from?

- **Aroma chemicals –**
 - (chemicals with smells) either separated from essential oils or from chemical sources such as the crude oil industry (eg. pinene, benzene)



What is perfume made from?

- **FACTS**



It takes 4 tons of rose petals to extract 1 kg of rose oil.

What is perfume made from?

- **Animal products**– from animal secretions. Replaced by synthetics or natural alternatives due to animal protection rights.



What is perfume made from?

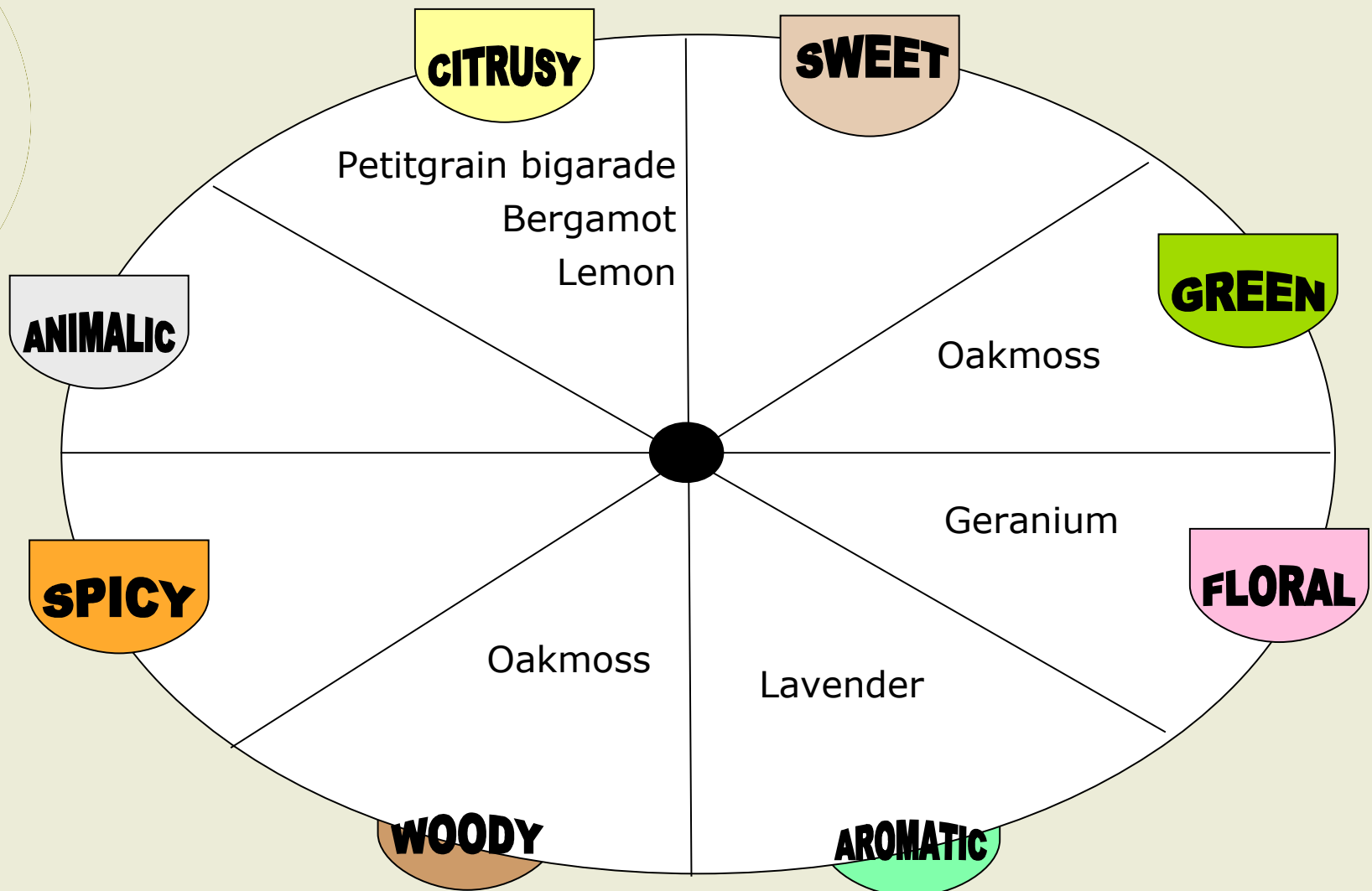
- **Ambergris**– a stone resulting from the digestive excrements of the sperm whale. One of the most expensive ingredient in perfumery... Gives the AMBER odour.



**Ambergris found in
Madagascar**

The perfume families

THE RAW MATERIALS ARE CLASSIFIED IN FAMILIES



The perfume families

ACTIVITY: UNLEASH YOUR SENSE OF SMELL

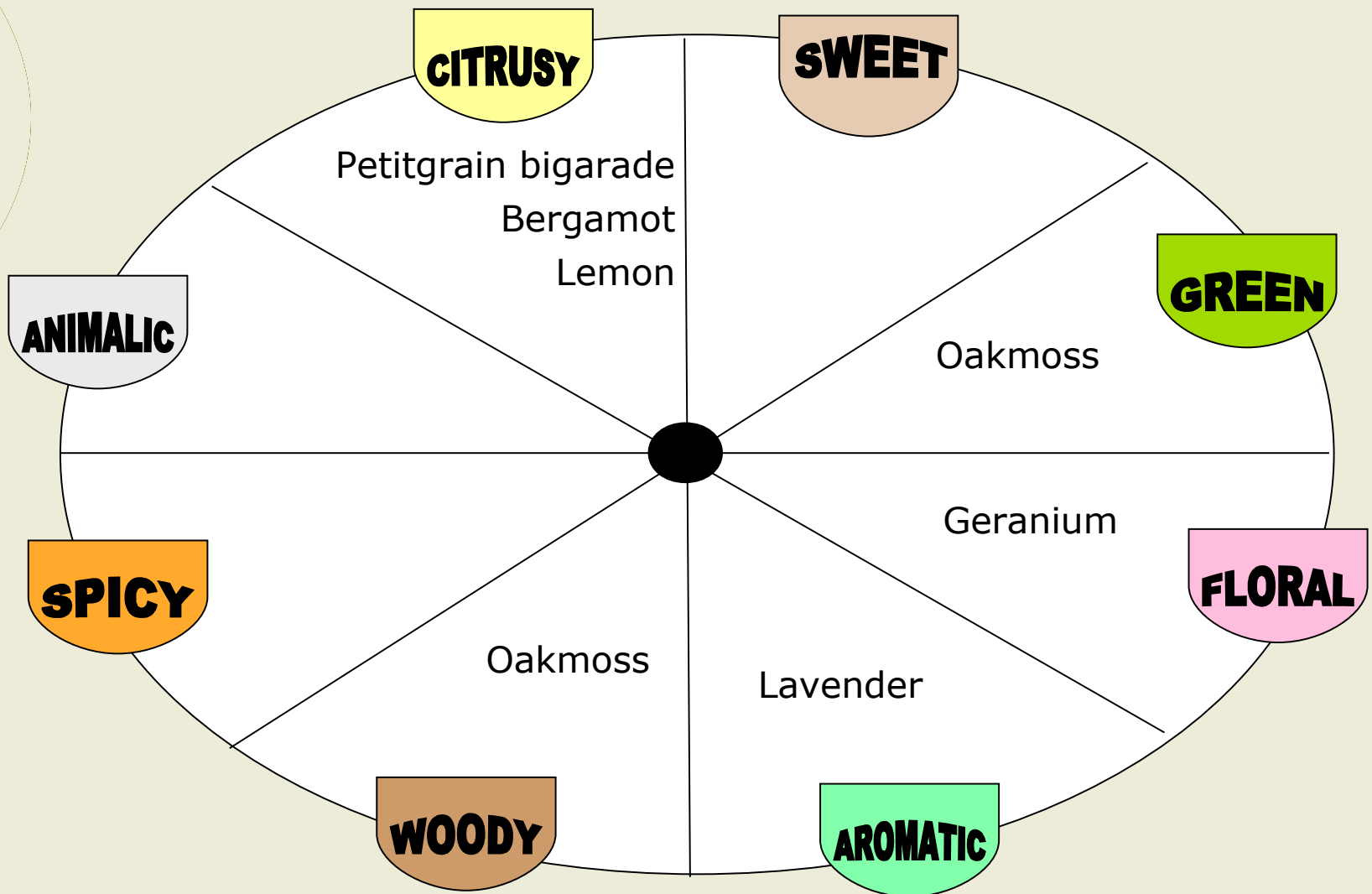




Photo Courtesy of Philippe Exbrayat and Nicolas de Barry

The pyramid of notes

EACH NOTE IS PLACED ON A 4 LEVEL PYRAMID

Citrus
Aromatic
Marine

TOP NOTES
Fresh,
citrus
'Sillage'

Floral
Green
Aromatic
Spices
Fruity

HEART NOTES
The theme of
the perfume

Modifiers: violet leaf, balsam, benzoin

Woody
Green, herby
Powdery

Spicy, Oriental
Animalic
Sweet

BASE NOTES
Fixative

The accords

THE BLEND OF INDIVIDUAL NOTES CREATES AN ACCORD AND GIVES A NEW ODOUR

THE ACCORDS PUT TOGETHER CREATE A PERFUME...



The accords

ACTIVITY: CREATE A NEW ODOUR WITH INGREDIENTS FROM YOUR KITCHEN!

**3 drops of orange
8 drops of lime**

**1 drop of
cinnamon bark**

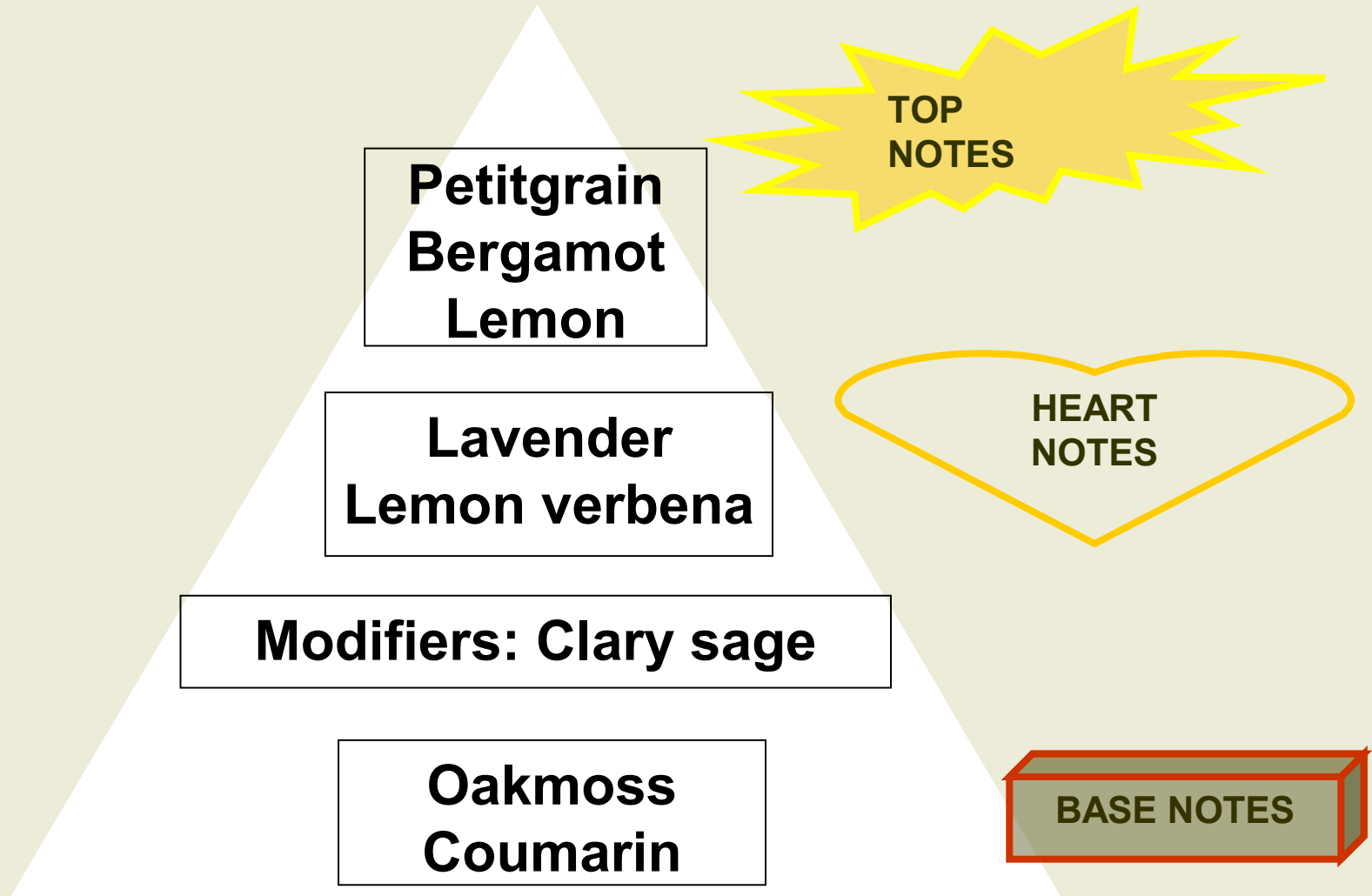
2 drops of vanilla

2 ml alcohol

= ???

Classic English lavender...

ENGLISH LAVENDER COLOGNE: INGREDIENTS



The different types of perfumes

- Extrait (extract): 30% compound
- **Eau de Cologne**: 8-12% compound
- **Eau de toilette**: 12-20% compound
- Eau de parfum: 20-25% compound
- Aftershave: 5-8% in alcohol and distilled water or floral water

**Enjoy your
English
cologne!**

CONTACT DETAILS

WWW.LESPARFUMSISABELLE.CO.UK

TEL. 248 2613687

Thank you!