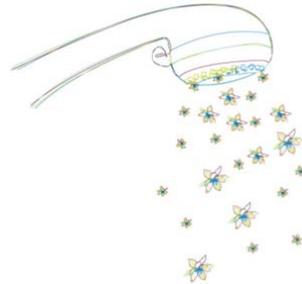




Main Sponsor of the IFRA UK Fragrance Forum 2012: **CPL Aromas**

PRESS RELEASE



Speakers and Sponsors for IFRA UK's 2012 Fragrance Forum announced 18 October 2012

The speakers and some of the key sponsors supporting IFRA UK 2012 Fragrance Forum have been announced. The headline sponsor, for the second year running, is to be the international fragrance house, **CPL Aromas**, a member of IFRA UK. The Forum is on the theme of 'From Flower to Shower'.

Other sponsors and exhibitors include:

CPL Aromas – goody bag contributor; provider of gift bags and smelling strips;

Givaudan – sponsoring the wines at the event;

ICATS - exhibitor;

Inovia International – exhibitor;

Pell Wall Perfumes – exhibitor;

Pell Wall Perfumes – goody bag contributor;

Seven Scent – goody bag contributor;

Seven Scent – sponsor of poetry books to every delegate: *'Penning Perfumes'*;

SGE Analytical Science – exhibitor.

Lisa Hipgrave, Director of IFRA UK, said: "We are immensely grateful to CPL Aromas and our other wonderful sponsors, contributors, exhibitors without whose support this event would not be possible. We are also most grateful to our speakers and session chairmen who are giving their time to help us explore so many fascinating topics surrounding the art and science of fragrance creation."

The panel of speakers includes:



Professor Tim Jacob of the School of Biosciences at Cardiff University.
Topic: Smell is a potent wizard.

More...



Dr. Jenny Tillotson, Senior Research Fellow at Central Saint Martin's College of Arts and Design - University of the Arts, London.
Topic: From Flower to Shower to Empower: The Fragrant Future.



Dr. Robin Clery of Givaudan
Topic: Reconstruction of Flower Scents for Perfumery.



Will Andrews, of P&G Prestige
Topic: Communicating scent through holistic design



Alan Osbiston (chair of IFRA UK's Technical Committee Chairman Director of Product Safety & Compliance with CPL Aromas) will chair the technical presentations by Matthias Vey and David Basketter.

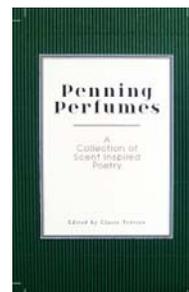


Dr. Matthias Vey of IFRA
Topic: IFRA – Challenges and Opportunities.



Dr. David Basketter of DABMEB Consultancy Ltd.
Topic: Fragrance allergy: challenges and opportunities

Penning Perfumes



A poet and perfumer – selected from the dozen people representing each art - who have been involved in an enticing joint project initiated by *Scratch + Sniff* will present on the process of creating words and a scent, inspired by one another. Introduced by Lizzie Ostrom of *Scratch + Sniff* (above left) the

session involves perfumer Kate Williams of Seven Scent (pictured centre) who worked with poet Lindsey Holland – one of the poets whose work is included in the anthology Penning Perfumes (right).

This is IFRA UK's second industry Fragrance Forum which will examine the art and science of fragrance creation. The full-day event will take place at **The Royal Society in London on 18 October 2012**. The conference is free for IFRA UK Members who will have priority booking with a limited number of tickets available for purchase by non-members. The occasion will provide an opportunity to meet those from the fragrance industry including perfumers, scientists, customers and academics as well as senior personnel from other trade associations

The 2012 IFRA UK Fragrance Forum is entitled '**From Flower to Shower**' and will explore the entire creative process of fragrance creation.

The Annual General Meeting of the Association will also take place during the course of the day.

To register interest in placing your name on the list of potential delegates or to advertise in the programme, please contact IFRA UK's Executive Secretary, Julie Young by emailing secretariat@ifrauk.org. Places for those who are not members of IFRA UK will be awarded on a first come, first served basis and costs £150.00 + VAT.

Ends

NOTES TO EDITORS

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