

## DGP Spring meeting 2022

24<sup>th</sup> and 25<sup>th</sup> March 2022 in Barcelona, Spain

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DEUTSCHE GESELLSCHAFT  
DER PARFÜMEURE

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**SEPAWA<sup>®</sup> e.V.**

After a two-year break, the spring conference of the “German Association of Perfumers in SEPAWA<sup>®</sup> e.V.” took place again for the first time as a face-to-face event. Under the motto “*Scent and Inspiration in the City of Gaudi*”, 34 participants met in Barcelona.

On Thursday, 24 March 2022, the lecture conference began at 12:00 with a joint lunch at the conference hotel Occidental Atenea Mar. Here, the participants had their first opportunity to exchange ideas in person.

Afterwards, **Edison Diaz**, President of the DGP, opened the proceedings with the activity report of the Board and Advisory Council on the past year.



In addition to the successful virtual Spring Conference 2021, the President reported on the update of the **DGP Chronicle**. The DGP was founded in 1979, the chronicle was revised as an anniversary edition for the 40th anniversary and presented in book form.

The **DGP 2022 sponsorship award** goes to **Akshita Joshi**, University of Dresden. Her work “*Neural Associations between well-being and odor perception*” was awarded. We hope to welcome Ms Joshi as a speaker at the SEPAWA<sup>®</sup> CONGRESS in October.

For the future, the DGP is planning the next spring conference from the 23<sup>rd</sup> to the 24<sup>th</sup> of March 2023 in Bad Dürkheim. There will be a study trip to Tunisia at the end of April 2023.

The first presentation was given by **Ana Ripoll Santos**, perfumer at Iberchem, Murcia, Spain. Under the title “*The Challenges of Natural Fragrances*”, she highlighted the great importance that fragrances have in our daily lives.

For critical consumers today, concepts such as organic, natural, vegan or degradable play a major role as a purchase criterion. Ms Ripoll explained in detail which ISO standards apply to natural fragrances, when a fragrance can be described as being of natural origin, and also how the difference between “organic” and “biological origin” is defined.

Provided that a fragrance meets the requirements of the ISO standard, it can be described as natural. However, this is not independently verified and there are no intrinsically prohibited ingredients within the standard. The criteria for natural ingredients are met by about 40% of the 1500 fragrances in a perfumer’s palette.

The COSMOS standard for natural and organic cosmetics goes much further. COSMOS certifies compliance with its own standards, here only about 20 - 30 % of the standard palette can be used.

In view of the limitations mentioned above, it is indispensable for the development of a fragrance to define very precisely in the briefing which criteria the fragrance has to fulfil.

Ms Ripoll used four examples to show how fragrances with different claims can be designed. She also emphasised that “natural” is not synonymous with “sustainable” or “safe”. In this respect, the industry also has a responsibility to do more



education to overcome a frequently encountered and misguided chemophobia.

In the discussion, it was asked whether the restrictions on the development of natural or COSMOS-certified fragrances do not impede the perfumer's creativity. Here, the opposite is the case, according to Ms Ripoll. One has to forget everything one has learned and very creatively develop completely new ones!

In the second presentation, Ms Soizic Beaucourt, perfumer at Eurofragrance, Barcelona; introduced *"The Scents of the Gulf"*.

The Gulf region comprises the United Arab Emirates, the Kingdom of Saudi Arabia and Qatar. Fragrance has a tradition here that goes back thousands of years and is closely linked to religion. The Koran mentions 50 perfumes. Fragrances are also brought home from the pilgrimage to Mecca as gifts to the family.

In the Gulf States, eight times as much perfume is consumed per head as in Europe! Here, fragrance is inseparably linked to the expression of one's own personality. There are various forms of application for personal use: As pure fragrance oil as well as an alcoholic extract, without alcohol as a fragrance spray for the hair or as bakhour (fragrance blocks), where fragrant substances are used on burning coals for incense.

Layering is very common in the Gulf States. This means that between 7 and 9 different fragrances are combined with each other.

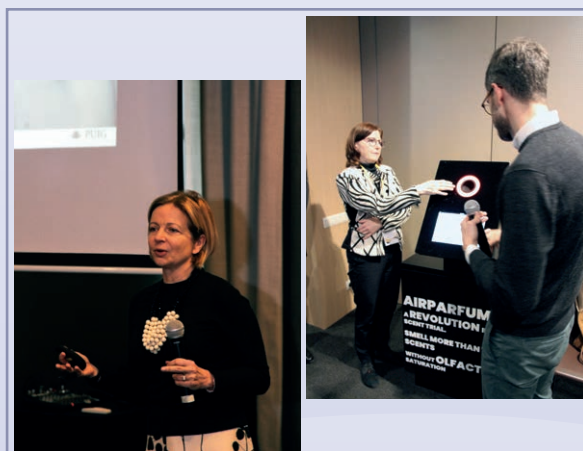
Besides frankincense and myrrh, musk, sandalwood and oud are particularly characteristic of the Gulf States' fragrances. Oud or eaglewood is produced by Asian Aquilaria trees after infestation with a fungus in their wood. The pure oud essence from the distillation of eaglewood is one of the most valuable and expensive fragrance raw materials. One tree can be harvested after eight years at the earliest and yields only 32 ml of pure agarwood oil.

We had the opportunity to smell this rare and precious fragrance on its own, as well as two other classic scents: Mukhal-



lat, based on rose, oud, saffron and sandalwood, and Musk Tahara or White Musk. With these, Soizic Beaucourt has transported us to the Orient.

After the coffee break, Camila Tomas, Vice President Innovation and Technology at Puig, Barcelona, continued the series of lectures with her expert talk *"Solving Key Pain Points in the Fragrance Industry"*. With brands such as Paco Rabanne, Carolina Herrera and Penhaligons, Puig is a major player in fine fragrances. For customers, the very large selection of fragrances makes it difficult to select the one that suits them best. Moreover, when trying out perfumes, the nose quickly tires.



Puig has developed an innovative system to recommend suitable fragrances based on customers' preferences.

One component is the internet-based profiler Wikiparfum. Registered users enter their personal preferences and receive fragrance suggestions. Wikiparfum contains a very extensive database of fragrances available on the market, which Puig has built up with its own scientifically collected and other independent data on the respective fragrances.

Another element is the AirParfum fragrance dispenser. It allows many perfumes to be smelled



without overloading the nose. The system is used in large perfumeries worldwide. From user feedback, it generates both customised suggestions for the customer and valuable customer data for the supplier.

An AirParfum device was presented to the participants in detail, and it could also be tried out for real.

We were impressed by the performance of the integrated system developed by Puig for a better understanding of customer profiles.



The lecture day was concluded by **Ada Parellada**, a well-known chef and owner of three restaurants in Barcelona. In her contribution *“Why Do We Eat the Way We Eat?”*, she passionately explained what criteria people really apply when choosing their food. It is not primarily the will to eat healthily in order to be fit and efficient. It is rather the food that is culturally known, what one has learned to prepare oneself, and finally, which food gives us positive feelings that play a big role. The emotionality of food closes the circle to smelling, which is also an emotional-sensual experience.

The programme continued after a short break: In a two-and-a-half-hour guided tour, the participants got to know the ancient city of Barcelona. We experienced an atmospheric tour that was packed with interesting information. It concluded at the restaurant El Cangrejo Loco, where we enjoyed the opportunity to talk to each other over excellent seafood paella.

On Friday morning, the second highlight of this year’s spring conference: A visit to the company Lluch Essence SL, Barcelona. The owners **Eva and Sofia Lluch** welcomed our group and together with their team gave us a comprehensive insight into the performance of their company. Lluch is a third generation family business with an annual turnover of €100 million and 150 employees. The company distributes 4000 natural and synthetic raw materials for flavours and fragrances, sourced from 300 suppliers. Lluch is extensively

certified and also offers contract manufacturing for fragrances and flavours. A sustainability report is produced annually and is available on the rightsupply website.

Together with **Ivan Borrego**, **Eva Lluch** informed about **Beauty Cluster Barcelona**, an association of 240 companies in the cosmetics and fragrance industry in Spain. The association has founded a Beauty Business School, where 15 students are currently receiving six-month basic training. It also supports an annual perfumery competition (Mouillette d’Argent). In 2021, there were 120 entries on the theme of “violets”, with participants coming from more than 20 countries.

After a guided tour of the laboratory, administration, warehouse and mixing plants, Lluch surprised us with a delicious lunch, during which contacts were made and refreshed.

We would like to thank **Eva and Sofia Lluch** as well as **Thierry Bourrat** for the perfect organisation and the generous reception of our group!

After a long period of virtual exchange, all participants of the Spring Meeting 2022 were glad to be able to share experiences and adventures in person again and started their journey home with a wealth of new insights.

Dr. Edison Diaz  
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