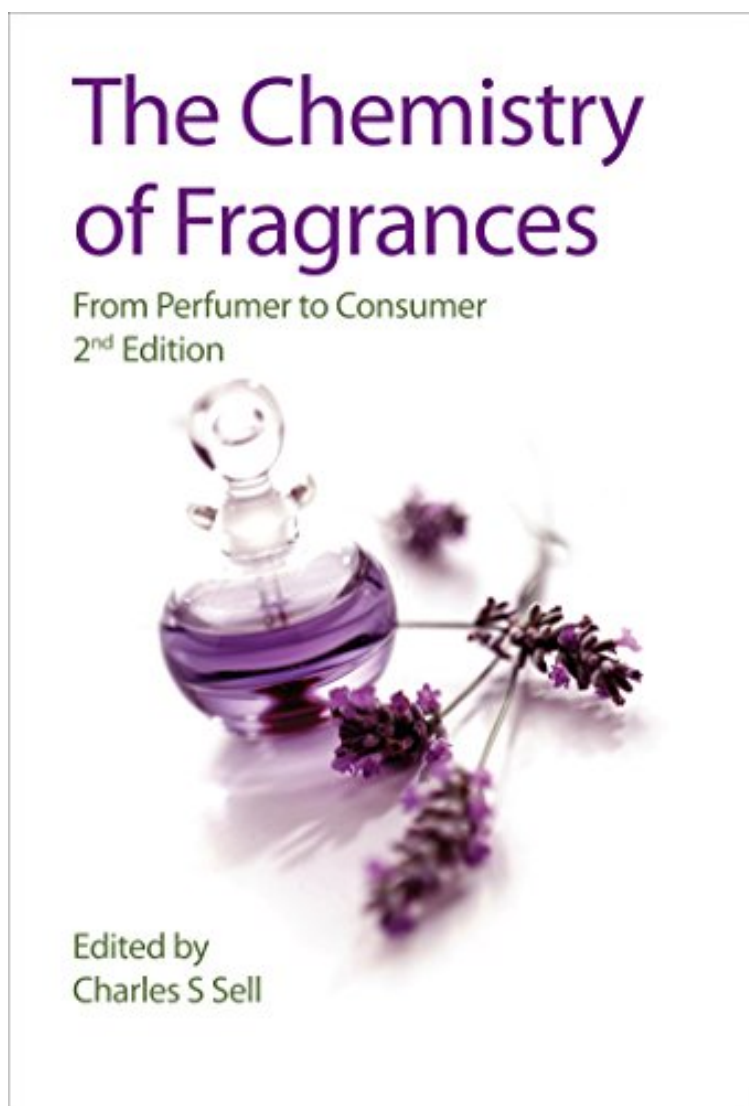


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The Chemistry of Fragrances: From Perfumer to Consumer



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Prsentation de l'diteurEver wondered how perfumes are developed? Or why different scents appeal to different people? The Chemistry of Fragrances 2nd Edition offers answers to these questions, providing a fascinating insight into the perfume industry, from the conception of an idea to the finished product. It discusses the technical, artistic and commercial challenges of the perfume industry in an informative and engaging style, with contributions from leading experts in the field. The book begins with a historical introduction and covers all aspects of the development process - from customer brief to producing a fragrance including; * Ingredients acquisition * Ingredient design and manufacture * Design and analysis of

fragrance * Sensory aspects including odour perception * Psychological impact of fragrance * Technical challenges * Safety An updated section on the measurement of fragrance discusses the role of senses in marketing consumer products. This book will appeal to anyone with an interest in the perfumery business and includes an extensive bibliography to enable those interested to explore the field further. It also comes complete with a selection of colour illustrations and a fragranced page.

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