

# AROMA BUSINESS: THE WINNING SCENT OF CLEAN & FRESH

Luncheon/Webcast • March 5, 2015 • Penn Club



## Event Schedule

### Location:

Penn Club  
30 W 44th Street, NYC

### Event Times: (ET)

11:15 am - 12:00 noon  
Registration and  
Networking

12 noon - 1 pm Luncheon

1 pm - 2 pm Talk - Webcast

### Luncheon Fees

\$120 for non-members

\$90 for members

Check for Early-bird savings

Webcast : \$30

## IFF Abstract

- What is the smell of 'clean and fresh' and why does this matter to consumers?

The fragrance industry is estimated to be worth > \$15 billion, with millions of dollars spent each year developing new molecules, technologies, and research approaches to unveil the secret of what delights consumers and why.

There are two fundamental challenges that need to be addressed to unlocking this secret. The first is the 'language gap' between how professionals talk about fragrances (Perfumers) and the consumers that experience these scents. The second challenge is in understanding the 'magic moments' where consumers experience fragrance in using a product such as a shampoo, fabric softener, or candle.

Uncovering the insights to optimize the scent character and intensity at these 'magic moments' is the key to making the holistic product experience more delightful for the consumer, and generating value creation for the company able to successfully leverage this in the market.

Join us to learn the critical issues related to these industry game changers.



**SPEAKER: Charles Tremblay** – International Flavors & Fragrances Creative Center Director, NOAM Consumer Fragrances, Global Home Care Center of Excellence Director

Tremblay joined IFF in March 2014 with over 28 years of experience at Procter & Gamble in roles of increasing leadership and managerial responsibility in both global Fragrance and Flavor Development. After successful completion of the P&G Perfumery Training Program, he led perfumery teams across Fabric Care and Beauty Care. He also led global flavor development teams for Oral Care, Personal Health Care, Pet Care, and Snacks categories. Tremblay holds a BA Liberal Arts, and Masters in Business Administration, both from Xavier University in Cincinnati, Ohio.

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### Takasago Abstract

Using R&D and technology to deliver the Winning Scent of Clean and Fresh to Consumers. The fragrance industry is highly dependent upon strong R&D and development to support the creative and consumer needs of our customers. While there are many aspects of R&D and technology that are used to support fragrance development, we will focus on three key topics to the industry: aroma chemical development, malodor control, and mood beneficial fragrances to deliver consumer winning fragrances.

Aroma chemical development, which all fragrance houses need, is becoming increasingly challenging due to regulatory/safety concerns and the development costs and timelines to qualify new materials. In support of creating winning fragrances that can deliver against the requirement for Clean and Fresh, malodor control technologies are critical in many of the functional fragrance categories that all fragrance and CPG companies work in. Mood beneficial fragrances or emotional response to fragrances is an exciting area that crosses between core disciplines of R&D, Consumer Insights and Market Research. Join us to learn the critical issues related to these industry game changers.



**SPEAKER: Charles C. Steward, PhD**, is Vice President of Research & Development for Takasago International Corporation (USA) leading the R&D, FR Applications and Innovations team. He has been with Takasago since 2007. His focus is to enhance fragrances and flavors in consumer applications. He has held similar positions at International Flavors and Fragrances and Givaudan Fragrances. He began his industry career in 1996 working at Reckitt Benckiser on product development for global brands. Steward has worked on scientific research, consumer product development, fragrance and flavor applications and technology. He was an academic Research Associate of the University of Tennessee Center for Environmental Biotechnology. He holds a BS from Furman University and a PhD in biological sciences specialized in microbiology and biochemistry from the University of South Carolina.

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Biographies - *continued*



**Moderator: Neil Burns** is managing partner of Neil A Burns LLC, an investment and advisory firm focused on the chemical industry. He is also CEO of P2 Science, Inc. a renewable chemicals company. He holds a BS in Chemistry from the University of York and an MBA from the Wharton School.



**Moderator: Adam Closson** is a senior researcher at IFF focused on the chemical processes of the fragrance industry, including the invention of new fragrance ingredients. Before joining IFF in 2006, he held research fellowships with the US Navy and at Stockholm University after receiving his doctorate at the University of California in San Diego.

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