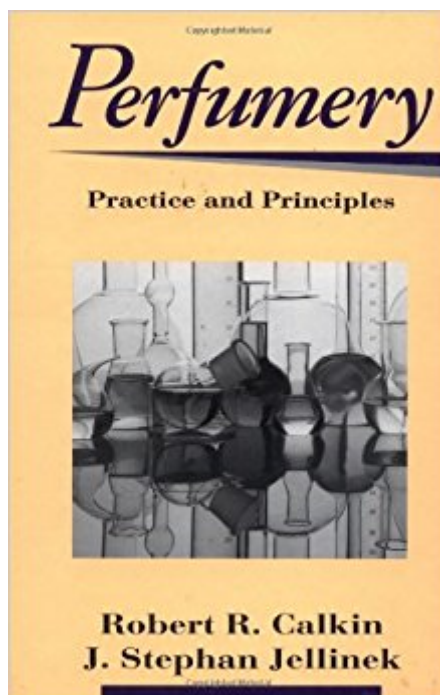


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Perfumery: Practice And Principles



Synopsis

A text/reference regarding the structure and function of components used in perfume development and the process of developing perfumes. Covers gas chromatography, mass spectrometry and a host of other analytical techniques; the esthetics and techniques of perfume development; the manifold and ever-changing safety-related requirements of countries and customers; concerns about the environmental impact of materials and impurities which affect the perfumer's work.

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A text/reference regarding the structure and function of components used in perfume development and the process of developing perfumes. Covers gas chromatography, mass spectrometry and a host of other analytical techniques; the esthetics and techniques of perfume development; the manifold and ever-changing safety-related requirements of countries and customers; concerns about the environmental impact of materials and impurities which affect the perfumer's work.

The art of creating perfumes was, for centuries, steeped in mystery. Over the past thirty years, gas chromatography, mass spectrometry, and other technological innovations have largely lifted the veil of secrecy. The formulas of successful perfumes can now be analyzed, studied, and taught, profoundly altering virtually every aspect of the perfume industry, making it both much more efficient and far more competitive. This book is the first ever to present the time-honored skills and techniques of perfumery together with a detailed look at the physical, chemical, and psychophysical

underpinnings of perfume development and an in-depth analysis of the structure of some of the world's great perfumes. Destined to become one of the most consulted volumes in your professional library both now and for years to come, *Perfumery* covers every aspect of the modern perfumer's art, including matching using gas chromatography, the structure of great perfumes, aesthetic principles of perfume creation, the perfuming of functional products, the perfumer and marketing, the IFRA recommendations, and much more.

Not many pages, but it's still the best practical book written for wanna-be or start-up perfumer. Lots of specific information given on naturals and aromachemicals. Very valuable discussion on the benefits and limitations of GC/MS analysis in modern perfumery. A great need-to-know guide for beginners.

Cuts to the chase. Everything one needs to know about the subject as a textbook should. Well written and practical. Expensive but worth it.

love it . my husband think it is amazing , very useful. very fast, receive it next day, Weight of the product fees good in my hand and it's very nice looking. If your looking for value in a product this is it.

For the lay person that is not involved in the fragranceindustry thisbook sheds an entirely different light on perfumery. Perfumes are not a matter of attractiveness, they are a matter of chemistry, image, and clever marketing.

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