



The Perfumery Art School UK

‘Back to the Future of Perfumery’

2012-2013

CERTIFICATE IN PERFUMERY ART – LEVEL 3

12- 18 months – E-learning/distance course

A comprehensive certificate to learn all the skills necessary in order to become a qualified artisan perfumer

1. MESSAGE FROM THE PRINCIPAL



“One of the myths in perfume-creation is that one needs to be a chemist or have a thorough knowledge of chemistry to become a perfumer. With the growing demand in natural and botanical perfumes, the demand to return to the essence of perfumery as practised by the master perfumers from the House of Grasse until the beginning of the 20th century is set to increase. The natural beauty industry which is currently worth billions of \$ has opened the door to new jobs being created.

Recently, the Ministry of Culture in France has declared Perfume as a living Art, sitting it next to Literature and Poetry. Artisan perfumers from the most traditional and renowned perfume houses are now officially recognised for their contribution to Art. As a perfumer – whether hobbyist or professional -, you need to gain an extensive knowledge of the various aspects of traditional perfumery and its various applications in order to ensure that you create beautiful scented work of art that remains timeless. Moving forward, it is important to understand the ‘scent’ emotion and how it has already become part of the wider marketing functions.

Throughout our online Perfumery Art course programmes, students benefit from the expertise and knowledge of our Principal and Tutors who are established experts in the industry, with years of combined experience and from regular lectures and workshops from guest speakers and companies, who not only offer insider knowledge, but also pass on the valuable commercial and business skills, necessary to those students who want to make a career in the exciting world of perfumery. We involve real business people, organise placements to prepare our students for careers in the perfume and botanical crafting industry. As an intern, you may end up helping in an essential oil distillery, supporting the marketing and sales of a fragrance house or working for a retailer involved in the sales of scented products.

The Certificate in Perfumery Art will help you enter the industry with the knowledge that your skills are valued by many companies involved in fragrances whether at a production level or at a marketing/sales level.

We are compiling other exciting courses that should be available in 2013 including an exciting Foundation Certificate in Oenology (wine-making) and an introduction course in Arabian perfumery.


I hope you enjoy your life as a distance-learning student at the Perfumery Art School UK and that it will help you on the way to becoming a Master perfumer. “

Isabelle Gellé

2. LEARNING OBJECTIVES

- Knowledge:
 - Know the history of perfumery to understand its evolution and developments
 - Be familiar with most of the essences and raw materials used in traditional artisan perfumery
 - Develop your sense of smell in order to formulate harmonious
 - Understand the safety and hygiene issues and regulations in the working environment
 - Get a competitive edge by learning methods that will help you be employed by companies involved in the development and sales of natural and botanical fragrances
 - Discover the concept of Aromachology

 - Practical:
 - Learn to plan and formulate a perfume using your creative skills and intuition
 - List the technical steps from the creation to the bottling of a perfume
 - Apply fragrances in other toiletry and personal care products

 - Keeping up:
 - Regularly update your skills and knowledge to remain competitive in the perfume industry
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3. SYLLABUS – PERFUMERY ART

The Perfumery Art programme runs over 1 year to 18 months (approximately 500 hours). Each part can be taken as a separate module. The methodology we use is based on our unique **S.C.E.N.T.©** approach:

SMELL

Discover the main raw materials, their structure and get acquainted to your sense of smell; learn to build up accords and to harmonise notes;

CREATE

Learn the architecture of a perfume and the traditional methods used to create fragrances and use your knowledge in other applications;

EXPLORE

Explore the history of perfumery throughout times and the geographical areas for the most precious botanicals;

NURTURE

Differentiate health & safety requirements in perfume-making and learn to respect and protect the environment; get acquainted to animal ingredients that are not harmful to the animals;

TRANSLATE

Next steps towards becoming a perfume expert.

DESCRIPTION OF MODULES

MODULE 1: SMELL – THE SENSE OF SMELL

Lesson 1: Introduction to the physiology of smell

- Olfactory function
- The language of perfumery
- Exploring scents
- What is perfume?
- Practical work: olfaction

Lesson 2: Genealogy of perfume

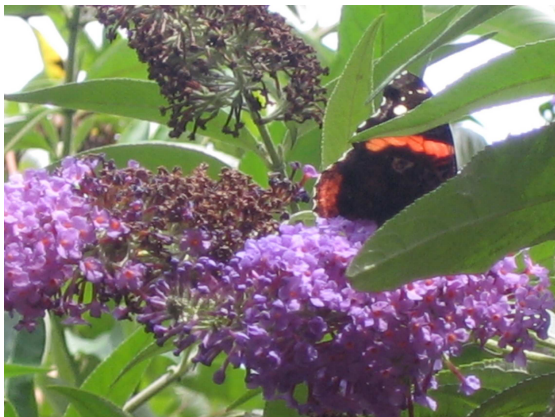
- Architecture of perfume
- Olfactory pyramid
- Olfactory notes: top, middle and base notes
- Olfactory and functional families
- Composition of a perfume
- Types of perfumes: Cologne, Eau de toilette, eau de parfum etc.

Lesson 3: Decoding a perfume

- Introduction
- The technique of matching
- Using gas chromatography & Mass spectrometry (GC/MS)
- Module 2 Assessment: Q&A; essay

Lesson 4: Getting acquainted with the raw materials

- Introduction: aroma materials of natural origin
- Harvest
- Classification of odours
- Essential oils
- Natural isolates and extracts
- Oleoresins
- Absolutes and otto
- CO2 extracts
- Hydrolates
- Animal origin ingredients



After each lesson, the student is required to complete tests and exercises or practical work and there is one essay/paper assessment at the end of each module. The final exam for the completion of the certificate consists in submitting a perfume creation.

Optional practical training is proposed in our centre in the UK or through our partners in France and Europe.

- The importance of modifiers
- Creating a Chypre accord
- Costs of raw materials

MODULE 2: CREATE – FRAGRANCE CREATION

Lesson 1: Planning a formulation

- Functional skills: measurements
- Building accords using arithmetic
- Getting started
- Creating a Cologne

Lesson 2: Composing

- The relationship between top, heart and middle notes
- Choice of support
- Creating accords (floral)
- Testing methods

Lesson 3: Creating a signature perfume

- Introduction
- Unleashing the artist in you
- Constraints to creation
- Using existing base
- Starting from scratch
- Creating a floral base
- Creating a Cologne base

Lesson 4: Technical considerations

- Introduction
- Chilling, filtering and decanting
- Testing performance

Lesson 5: Applications of fragrances in cosmetics & household products

- Introducing Aromachology
- Adding scent in candles
- Adding scents in soaps
- Adding scents in shower products
- Adding scents in household products
- Creating a solid perfume (concrete)

MODULE 3: EXPLORE – ORIGIN AND HISTORY OF PERFUMERY

Lesson 1: The Art of Perfumery©

- The Art of Perfumery: an introduction
- Jean Carles and Edmond Roudnistka, Masters of the Art of Perfumery
- Overview of botanicals and geographical locations

Lesson 2: History of perfumery

- Ancient Egypt
- Middle Age & Renaissance
- Royal and court perfumes of the XVII and XVIIIth century
- XIXth century perfumes
- The XXth century and contemporary perfumery
- Industrial perfumes
- Natural perfumes

Lesson 3: Methods of extraction

- Introduction
- Distillation
- Solvent extraction
- Expression
- Infusion
- Headspace
- Nature identical vs. nature artificial

MODULE 4: NURTURE - HEALTH, SAFETY AND ENVIRONMENT

Lesson 1: Safety and Hygiene

- Overview of H&S in perfume-making
- H&S - Materials and accessories
- Storage
- Environmental considerations

Lesson 2: IFRA & EU Cosmetics Directive

- Introduction
- Constraints of regulations in perfume-making
- Labeling according to INCI requirements
- Allergens description
- Decoding a MSDS



Lesson 3: Fragrances and the environment

- Introduction
- Animal ingredients
- Using sustainable raw materials
- Rare and precious ingredients
- Module 4 assessment: Q&A; multiple choices

MODULE 5: TRANSLATE – BEING A PERFUME ARTIST IN MODERN TIMES

Lesson 1: Writing a perfume project

- Defining the signature of the perfume and its concept
- Communicating the abstract sense of smell through language and other senses
- Promoting the value of your creation to the end consumer and buyer
- Keeping the consumer informed with your website or blog

Lesson 2: Marketing analysis

- The perfume personality questionnaire
- Learning to evaluate market trends in the fragrance industry
- The natural perfume trend: how to make the best of it?
- Scent or Olfactory marketing: what is it?
- Why is perfumery not Aromatherapy?
- Perfume project checkpoint

Lesson 3: Costing and planning production

- Costing made easy
- Identifying reliable suppliers
- Meeting the potential buyers
- Design and equipment for a perfume studio
- Planning production from a small perfume studio
- Perfume project checkpoint

Lesson 4: Branding for artisan perfumers

- Competing with the big ones
- Using modern technology and social media
- Communicating your brand and marketing at the lowest cost
- Completion of the perfume project including the signature perfume
- **Final assessment: Completion of perfume project and assessment of signature perfume by School board**



Programme and school information

4. OUR TUTORS & SUPPORT

Our Principal and Tutors are both skilled teachers and experienced practitioners having worked in the perfume industry for many years, either as formulators or as perfume experts. Most of them have established businesses. With their wealth of knowledge in a wide variety of settings, our students can expect to follow a similarly rewarding and challenging career path.

Our qualified and trained online tutors are always on hand to answer questions from their students. You will be assigned a tutor for the duration of your course and your tutor will usually send you a

schedule of availability for the support once you have become a student with us. Tutors are there to answer your questions about course materials and give you guidance on your understanding of course content, but they are not there to make sure you reach any deadlines! You need to be responsible for your own study plan.

The tutors will answer questions within 48 hours and mark work within 14 days and if you have not heard from them within this time, please contact us so we can make sure there are no technical issues. We want your distance learning experience to be as enjoyable as possible so that you can concentrate on achieving your academic goals.

5. ENTRY REQUIREMENTS

- To be 16 years old or over
- All nationalities are accepted
- **Note:** enrolment at *the Perfumery Art School UK* does not authorise you to work in the UK. The school does not give sponsorship for obtaining a visa in the UK or any EU country. Students wishing to attend the optional practical workshops and courses in the UK or in any of our partners' country will be required to make their own visa arrangements through the British or EU Embassy/Consulate of the visiting country.
- **For more information, please contact our Students' Services.**
- The student should be able to understand, read and write English to a minimum of GCSE level C/ESOL level 3.

-The course is currently available in English language only.

-There is no experience or previous qualifications required for enrolment on this course. A basic knowledge of chemistry to GCSE standards can be useful.

-The course is available to all students, of all academic backgrounds and from all over the world who have access to a computer and the Internet. Those students who do not hold the minimum qualifications required can be admitted on a case-by-case basis following a conference interview with the Principal

- Upon completion of the Certificate in Perfumery Art, the student receives a Certificate of completion delivered by the Perfume Foundation International (Brussels).
- *Accreditation from NCFE is currently being arranged. Students who have already completed their course and received their certificate will be notified in due course should they wish to apply for accreditation. Please note that accreditation incurs extra costs.*
- Accreditation may be subject to an external exam as required by the accreditation body or organisation.

6. QUALIFICATIONS & ACCREDITATION

7. COURSES DATES

ACADEMY YEAR AND ENROLMENT DATES

- For all our online courses, enrolment is all year long.
- The Perfumery Art course is to be completed within 18 months from the date of full payment received by the School.
- For our practical courses and workshops, enrolment is as stated in the published schedule.

8. COSTS

LEVEL 3 CERTIFICATE IN PERFUMERY ART (without optional practical courses): **£1250**

- The price for the full course includes the student's material kit, tutor support, free student's website and the certificate of completion. Accreditation will be subject to extra costs depending on the accreditation body. The course is sent in pdf format to a valid e-mail address or is downloaded via the Perfumery Art school website with the student using the login details and password that have been allocated.
- Students will only receive the complete modules once payment has been received in FULL by the school.
- Should the student pay through a finance plan, only those modules paid in full will be delivered. The next module or, when applicable, the materials kit will not be sent prior to payment received. Please note that delays in payment will result in completion time being reduced.
- You may choose to purchase a paper copy for an additional £35.00 for students from the UK, Northern Ireland; £50 for students from the EU and EEA countries and £75 for international students worldwide.
- To ensure course material arrives safely, The Perfumery Art School UK uses the services of an express courier delivery company. To this effect, all students are required to provide us with a physical address in their home country. Postal boxes addresses will not be accepted.

• **LEVEL 3 CERTIFICATE IN PERFUMERY ART – cost per Module:**

- Module 1: **£325**
- Module 2: **£475**
- Module 3: **£150**
- Module 4: **£150**
- Module 5: **£150**

Each module can be taken separately. The material kit will be sent when enrolling upon receipt of FULL payment of modules 1 and 2.

Students choosing to study per module will not receive any certificate unless they complete all the modules + the final assessment and project.

The free student's website is not included when enrolling per module only unless the student has joined the Financial instalment scheme (*see our website for details*).

We accept payments in STERLING, US DOLLAR AND EURO via Credit card, Debit card, Paypal or Bank transfer.

OPTIONAL COURSES/WORKSHOPS

Should the student wish to enrol to any of our practical workshops or short courses, the costs involved will be as per the schedule sent whenever such workshop or course is published. The costs for the workshops or courses include the materials necessary and usually refreshment drinks or tea/coffee. They do not include travel costs to the venue, residential costs or meals costs unless otherwise stated. The school always strives to negotiate accommodation costs at a discounted price with the course venue or a hotel close to the venue.

9. CONTACT DETAILS

Registered address:

29 Brigg Drive, First Lane

Hessle, East Yorkshire

HU13 9HG

Tel.: 07917 850902

Email: admin@perfumeartschool-uk.com

Website: <http://perfumeartschool-uk.com/>

OPENING HOURS: Monday to Friday – 8h30 to 20h00 / Saturday: 8h30 to 14h00

Centre address:

Leeds (opening 3rd quarter 2012)