



The Perfumery Art School UK

‘Revisiting traditional perfumery’

2014-2015

CERTIFICATE IN PERFUMERY ART – LEVEL 3

24 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. ”

Isabelle Gellé
Founder
Principal, Course Leader

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 marketable fragrances
 - Discover the concept of Aromachology

 - Practical:
 - Learn to develop your sense of smell in a comprehensive way by getting acquainted to all the facets of perfume raw materials in a practical manner
 - 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 (approx. 300 hours)

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 (approx. 250 hours)

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

EXPLORE (approx. 40 hours)

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

NURTURE (approx. 80 hours)

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 (approx. 50 hours)

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
- Gas chromatography and mass spectrometry
- The language of perfumery
- Exploring scents
- Practical work: olfaction

Lesson 2: Extraction methods and derived materials

- The extraction methods
- Materials derived from extraction methods
- Presenting natural isolates

Lesson 3 : Genealogy of perfume

- The odorscape: what is perfume?
- Olfactory pyramid: top, middle, base, accessory and modifier notes
- Linear and horizontal accords
- Classification of notes according to volatility
- Using a pyramid of notes
- The perfume families classification (families wheel)
- Summary of the odorscape
- Types of perfumes: Cologne, eau de toilette, eau de parfum, others

Lesson 4: Getting acquainted with the raw materials

- Introduction to functional (aromatic) groups and their chemistry
- The 9 functional groups
- Method to detect aromatic compounds with the nose

Lesson 6: Using the raw materials

- Method for smelling the Nature Identical materials
- Using the Nature Identical materials
- The importance of modifiers

- Creating a classic Chypre accord
- Preparing a perfume project

MODULE 2: CREATE – FRAGRANCE CREATION

Lesson 1: Planning a formulation

- Preparation for the creation
- Perfume production process
- The nitty gritty of measurement calculation
- Using and updating a formulation sheet

Lesson 2: Composing

- The relationship between top, heart and middle notes
- The notion of balance in perfumes
- The special case of Cologne
- Focus on the floral, Muguet and soliflore accords
- Creating a solid perfume
- Testing methods: pH testing

Lesson 3: Creating a signature perfume

- Introduction
- Unleashing the artist in you
- Constraints to creation
- Oil perfumes
- Creating classic bases: Fougere and Oriental accords
- Processes to creation
- Using Natural isolates in compositions

Lesson 4: Technical considerations

- Introduction
- Chilling, filtering, maturing and decanting
- Testing performance: stability testing

MODULE 3: EXPLORE – ORIGIN AND HISTORY OF PERFUMERY

Lesson 1: The Art of Perfumery©

- The Art of Perfumery: an introduction
- Masters of the Art of Perfumery
- Perfume cultures, scent trails and influencers



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 Seychelles or through our partners in the U.K, France and Europe.

Lessons 2 & 3: Perfumery from 3000 B.C. to 20th century

- Ancient Egypt
- Middle Age & Renaissance
- Royal and court perfumes of the XVII and XVIIIth century
- XIXth century perfumes
- Birth of commercial perfumery
- Natural perfumes

Lesson 4: Trends throughout the history of perfumery

- How Grasse became the capital of French perfumery
- Perfumes in non-Western cultures
- The trend-setters in contemporary perfumery
- Perfumes in the 21st century

MODULE 4: NURTURE - HEALTH, SAFETY AND ENVIRONMENT

Note: This module is certified by the Continuous Professional Development Organisation in the UK and delivers a Certificate of Skills & Competences recognised by many companies.

Lesson 1: Cosmetic Legislation and Selling Legalities

- What is Cosmetic Legislation?
- Why your products need to be safety assessed
- Preparation and information needed for a successful Safety Assessment
- Registering with the Cosmetic Products Notification Portal (CPNP)
- Good Manufacturing Practice document

Lesson 2: Product recording process

- Information required for a PIF
- MSDS Information
- Product Specifications
- Batch Control and Record Keeping
- Quality Control

Lesson 3: Product information and specifications

- Information required for a cosmetic product label
- INCI Information and CI references
- Allergens



Lesson 4: Selling legalities

- Wrapping, Recycling and Weighing your Products
- Selling Over the Web
- Trading Standards and what they will expect
- Start selling - Check list

Lesson 5: Functional perfumery

- Definition
- Aesthetic and technical considerations
- Cosmetic Directive implications
- Adding scents in products: candles, personal care and household products

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
- Preparing a brief for a client
- 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

- Market validation questionnaire
- Evaluating and working with 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. You will be able to interact through regular livecasts but also through our Forums and your student's website so that you feel part of a peer group where you can share your experiences and expand your knowledge. 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 achieve your academic goals.

You may view the biography and expertise of each of our tutor on the School website at:

<http://www.perfumeartschool-uk.com/about-us.html>

5. ENTRY REQUIREMENTS

There is no experience or previous qualifications required for enrolment on our courses. A basic knowledge of chemistry to GCSE standards can be useful if you are studying perfumery but is not required.

The course is available to all students, of all academic backgrounds 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.

INITIAL 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 to:** info@perfumeartschool-uk.com or call +44(0)2030869956
- The student should be able to understand, read and write English to a minimum of GCSE level C/ESOL level 3.

NOTE: The course is currently available in English language only.

6. QUALIFICATIONS & ACCREDITATION



- Upon completion of the Certificate in Perfumery Art, the student receives a **Certificate of completion** from the Perfumery Art School certified by the Perfume Foundation International (Brussels).
- *The Module 4 of the Certificate in Perfumery Art course programme related to Health, Safety, Cosmetic Regulation and Selling Legalities is certified by the CPD Certification organisation in the UK. At the end of the programme, you will also receive a **Certificate of Competence** which is recognised by most employers seeking competent staff in their Regulatory Affairs department.*
- Please note that some accreditations might incur extra costs.
- Accreditation may be subject to an external exam as required by the accreditation body or organisation.

7. COURSES DETAILS & DATES

DELIVERY METHODS

- All the online courses are delivered via the SCORM Cloud eLearning platform and are presented in the form of slides similar to Powerpoint.
- The School has ensured that the system is user-friendly and does not require any technical knowledge.
- Courses are a combination of lectures, lessons, interactive exercises and videos. The school may sometimes organise Webinars.
- The Students Forum available on the website as well as the access to their own free website

- allows the students to share their experiences of the courses and support each other.
- When applicable, practical or residential courses are delivered face-to-face by qualified tutors, using group interaction, practical exercises and lectures.

More information is available on our Website at:

<http://www.perfumeartschool-uk.com/learning-environment.html>

ACADEMY YEAR AND ENROLMENT DATES

- For all our online courses, enrolment is all year long according to the annual Course schedule available on the school's website.
- The Perfumery Art course is expected to be completed within 24 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.

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

Note: As of 1 January 2015, the full course will increase to £1390

8. COSTS

- 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 separate Module:

- Module 1 - SMELL: **GBP 350 / USD 560 / EUR 420**
- Module 2 - CREATE: **GBP 500 / USD 800/ EUR 600**
- Module 3 - EXPLORE: **GBP 120 / USD 190 / EUR 150**

- Module 4 - NURTURE: **GBP 280 / USD 450 / EUR 340**
- Module 5 - TRANSLATE: **GBP 140 / USD 220 / EUR 170**

Modules 1 & 2 may not be taken separately. The material kit will be sent when enrolling upon receipt of FULL payment of modules 1 and 2. Kits are not available when modules 3, 4 or 5 are taken on their own. They can be purchased at a cost of GBP 450 / USD 720 / EUR 540 if you register for any of the standalone modules.

Except for Module 4 on Cosmetic Regulation, students who choose 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.

We accept payments in STERLING, US DOLLAR AND EURO via Credit card, Debit card, Paypal or Bank transfer. Only STERLING cheques are accepted. Invoices can be sent to Finance Departments when a student's fees are paid for by their company. Please check the details on our website for further information.

An administration charge of GBP 46 / USD 75 / EUR 55 is automatically added for all payments by instalments. Please refer to our website under **TUITION FEES** for further information about payment plans.

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. The locations for the optional courses and workshops are: Europe and International.

9. CONTACT DETAILS



Registered address:
29 Brigg Drive, First Lane
Hessle, East Yorkshire
HU13 9HG
Tel.: +44(0) 203 0869956
Mob. +44(0)7917 850902

Email: admin@perfumeartschool-uk.com

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

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

Note that the school currently does not have a physical campus.

10. TERMS AND CONDITIONS

Our terms and conditions as well as Privacy Policy and Use of personal data are available on our website at: <http://www.perfumeartschool-uk.com/terms--conditions.html> .

You may also contact our Admin Service to: admin@perfumeartschool-uk.com should you wish more information about our Terms and conditions and Policies.