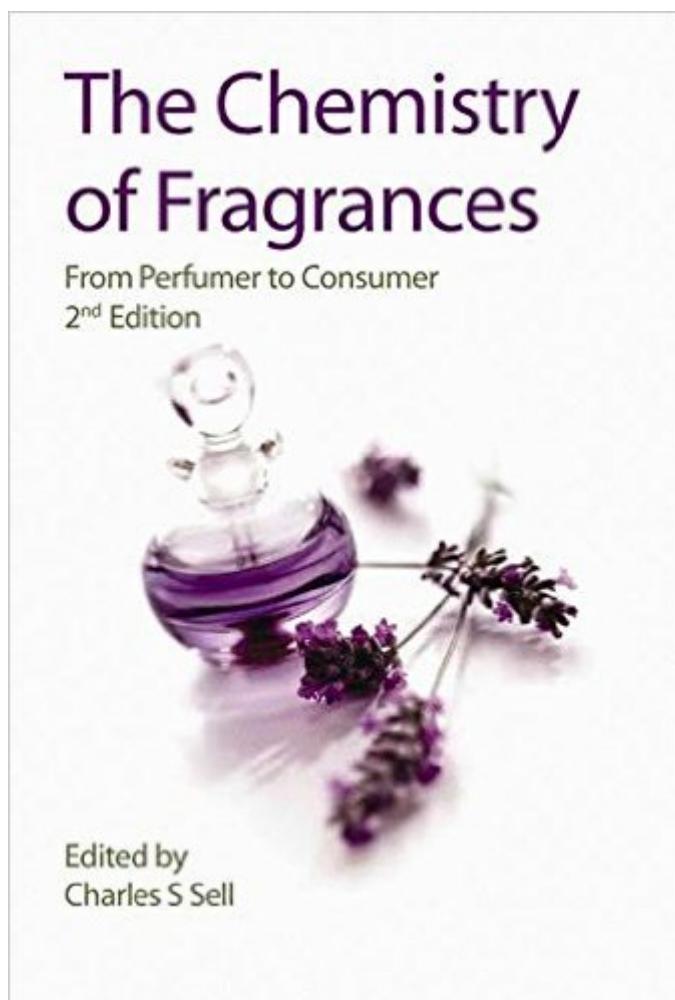


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The Chemistry Of Fragrances: From Perfumer To Consumer (RSC Paperbacks)



Synopsis

Ever 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.

Book Information

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Customer Reviews

I also own Scent and Chemistry, this book is a lot easier to read. It's more well written and easier to comprehend, there are no annotations/diagram numbers breaking up every sentence. The diagrams are much fewer in number than the aforementioned text book but no less informative. If you are a student of perfumery this book is invaluable, I highly recommend it!

Very good book, covered many topics and subjects , to understand this book well, you should have a chemistry background , I think the benefit from this book is gaining wide knowledge not technics ,,, the structure activity relationship chapter is one of the advanced subject about finding new fragrances, specially about odor behavior and physical chemistry of the fragrances,,,

if you love organic chemistry and fragrance this is the book for you! Otherwise it contains tiny tidbits of information for natural perfumers. Natural perfumers should buy something by Mandy Aftel. If you are into synthetic fragrance you might like this book.

The Chemistry of Fragrances is informative, detailed and very helpful for anyone wanting to get into chemistry of fragrances.

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