Fragrance Today
Joint Meeting
Science - Regulation - Creation
Thursday March 22, 2018
8:30am-4:30pm
Legacy Castle
Pompton Plains, NJ
Join us for a full day of expert talks on all aspects of the fragrance industry, from the lab, though critical regulatory updates to marketing, creativity and the connection of fragrance to art.

Whatever your role in industry there will be much to learn, and attending will provide a unique prospective on the many diverse and exciting aspects of the world of fragrance.
Morning Agenda

8:40-8:45  Opening Remarks
8:45-9:30  The Science of Fragrance Evaporation and Fixation
Robert Fuller (Muhlenberg)

9:30-10:15  From Molecule to Man to Machine: Translating Chemical Perceptual
Responses to the Digital Environment
Dr. Andrea Buettner (Friedrich-Alexander-Universität Erlangen-Nürnberg)

10:15-10:30  Break
10:30-11:15  Biosynthesis of Fragrance Materials
Leandro Nonino (Ginkgo Bioworks)

11:15-12:15  QRA 2 and the 49th Amendment- RIFM Today for Perfumers
Anne Marie Api (RIFM)
Afternoon Agenda

12:15-1:00  Lunch

1:00-1:45  
What the Lab Wants Perfumers and Sales to Know
Davis O’Halloran (Arcade Beauty)

1:45-2:30  
Fragrance Marketing in the Digital World
Bart Schmidt (Brands With Purpose)

2:30-2:45 Break

2:45-3:30  
Entering the Magic Garden: Thoughts on Becoming a Perfumer
Jessica Reichert Weber of Premier Specialties Inc.
and Kaleigh Prokop of MANE

3:30-4:15  
Fragrance in the History of Art
Alexis Palmer Karl (Scent by Alexis)
Event Venue

Legacy Castle
141 NJ-23
Pompton Plains, NJ 07444
(973) 907-7750

Need a hotel?

Hampton Inn & Suites Fairfield
118 US-46, Fairfield, NJ 07004

Pre-registration cost/at door cost

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