

SPONSORED BY

TECHNICOFLOR

CLOSING CEREMONY

INTRODUCTION



This year, the 2021 class of the Grasse Institute of Perfumery is facing the social and environmental issues of the perfume industry in their end-of-year project put forward by TECHNICOFLOR.

Creating a responsible perfume with upcycling as a core element of the project has been the challenge our future perfumers have had to confront.

This very current and formative topic has been an opportunity for our students to develop their knowledge and use the skills they have acquired during this intensive year.

The students will have the privilege of presenting their creations at the end of the year ceremony which will take place on videoconference in front of a TECHNICOFLOR internal jury.



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**GRASSE INSTITUTE OF
PERFUMERY: A KNOW-HOW THAT
RADIATES INTERNATIONALLY**

Connecting, strengthening and training the future of the global fragrance industry was the common wish of PRODAROM and ASFO GRASSE when the Grasse Institute of Perfumery was created in 2002. Today the school is recognized worldwide for its quality courses allowing perfumers and evaluators to develop and express their full potential.

HIGH QUALITY TRAINERS

The strength of the Grasse Institute of Perfumery is its ability to deliver quality theoretical and practical training in correlation with the reality of a profession and industry in constant evolution.

The choice of trainers plays a key role in what makes the school world renowned today. Our teaching staff is composed of professionals who have worked or still work in the industry. This allows us to offer excellence in teaching, in line with the reality and requirements of the industry today.



A PROFESSIONAL TRAINING

Our one year training program in perfume creation and evaluation caters to a market of international candidates.

During their year of training, our students will discover hundreds of natural and synthetic raw materials, learn about creating different accords, develop fragrances and evaluate different alcoholic perfumes and perfumed applications on the market (shampoos, soaps, etc).

Throughout the year, students will work on different projects put forward by the school, giving them the opportunity to put into practice the knowledge and skills they have acquired.

At the end of the training, students will have the opportunity to complete a 6-month internship in order to perfect their learning in real-life conditions.



DIRECTOR INTERVIEW...

What does sponsoring the promotion mean to you? What are the advantages?

Sponsorship is an important phase in the students' learning process. It represents a direct link with the industry and the jobs associated with it. The sponsoring company supervises the students from the beginning to the end of their course. In addition to the material contributions, particularly in terms of raw materials and bases, which are a precious help for the school, the company contributes its know-how through various actions:

- Conferences and interactions with company professionals:
 - Perfumers, evaluators, marketing, R&D, legislation and sourcing experts.
- Visits to production sites and creation and R&D laboratories.
- Assistance in the choice and preparation of the "study trip" focused on raw materials from outside the PACA region (for example, a visit to a citrus essential oil producer in Calabria this year).

- Creation of a specific study subject (a "brief") that allows the students to be challenged on creation, evaluation and marketing, which is supervised by the sponsor's technical teams.

How has the pandemic affected the course this year?

As much as COVID had a strong impact on our 2020 course, causing a 3 months interruption, it had little impact on the 2021 class with the exception of a delayed start in March instead at the end of January. The course went on normally, respecting the established sanitary protocols with only a few cancelled visits to host companies.

What is your opinion on the brief given to the students for the 2021 class?

The notion of "upcycling" which is the key to this year's brief is very much in line with the new trend of "sustainability" which is a fundamental concern to all companies in the sector. As we ourselves are strongly committed to CSR projects (in particular through the creation of a futur garden/conservatory of perfumed, aromatic and medicinal plants), both of the school and the students were delighted with this choice by the sponsor.

To develop on the theme of eco-responsibility and the notion of upcycling, how have you tried to make your establishment more "sustainable"?

We are trying to promote CSR through our training program, focusing on the importance of sustainable development, waste sorting, energy savings, etc. In addition to this, as already mentioned, we have an on site project to create a garden with plants used in the creation of perfumes.

How do you feel about this class and their professional future?

It is always difficult to give "a prognosis" concerning the future of our future graduates. However, I can say that we have a group of 12 passionate, motivated and committed people who will no doubt make their way in the world of perfumery.

“ *As we ourselves are strongly committed to CSR projects {...} we were delighted with the choice of this theme by the sponsor and our students are equally delighted.*





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**CLASS
2021**



Élodie DURBEC
France



Ali SAIF
Denmark



Antonio SCHIAPPA
Portugal



Gabriela SANTANA
Brazil



David VALENZUELA
France



Cristina BALAN
Romania

Alessandro VILLORESI
Italy



Eléonore BEURNIER
France



Anthony WILCOCK
United-Kingdom



Johannes MARINGER
Austria



Hyacinte CASSAM-CHENAI
France



Michael NORDSTRAND
United States





03 **TECHNICOFLOR : SPONSOR 2021**

Created in Marseille in 1981 by François-Patrick Sabater, TechnicoFlor is a family company that has been designing, manufacturing and distributing perfumed compositions, aromatic raw materials, plant extracts and food flavors for 40 years.

A WORLD-RENOWNED COMPANY

At TechnicoFlor, the perfumers create compositions for thousands of different products such as: perfumes, eau de toilettes, personal hygiene and care, cosmetics, home fragrances and cleaning.

Today, the group, which has an international reach, is present in more than 60 countries in Europe, the Middle East, Asia and Africa. Its ambition is to also cover Latin America and India in the next ten years.



EXPERT IN NATURAL AND RESPONSIBLE PERFUMERY

As part of its growth, the company has chosen to digitalize its processes. In September 2021, it inaugurated its new fully automated production site in Allauch, France. A second site is also planned in 2022 in Beautéville, China.

TechnicoFlor has been developing know-how and expertise in natural formulation for more than 15 years, with an environmental and social ethos that has made it one of the most recognized companies in the profession!



TECHNICOFLOR INTERVIEW

Why did you choose a topic based on responsible perfumery?

TechnicoFlor has always been concerned about the well-being of consumers and respect for the environment. In 2020, we strengthened our commitment and vigilance in the choice of our natural raw materials used in the composition of our fragrances through our BETTER TOMORROW® program. As a committed perfumer, launching this responsible purchasing program seemed to us to be the logical and necessary next step to offer our customers perfumes composed from a selection of raw materials that are increasingly respectful of nature and humanity. Our role is to accompany our suppliers in this approach and to create long-term partnerships based on respect for biodiversity, the use of green chemistry processes, fair trade, and obviously upcycling. In order to expand our range of upcycled raw materials, our purchasing and regulatory departments have started an active sourcing process of materials obtained from reused and/or diverted ingredients (which were destined to be thrown away by another industry, for example: unsprouted seeds or poorly graded fruits, or waste by-products).

Our mission is to arouse emotion through the development & creation of original fragrances, by mobilizing a responsible value chain on a daily basis. As part of our approach, we have also developed BIOD-SCENT®, a tool for calculating the biodegradability of fragrances, and we are currently working on the implementation of an ECO-SCORE which

will be applied to all the steps of the development cycle of our perfumes.

We consider our environment as a source of innovation, which is why we position ourselves today as a committed expert perfumer in natural and responsible perfumery.

It is therefore quite natural that we decided to give the students a brief on a responsible perfume, surfing on the "upcycling" trend!

As a company, what are your expectations of a perfume school?

We are pleased to sponsor the 20th graduating class of the Grasse Institute of Perfumery (GIP), in order to have the opportunity to pass on to young enthusiasts the know-how of our perfumers and to give them the chance to learn this wonderful profession.

We were pleasantly surprised by the level of creativity and storytelling behind all of the students' creations, they are a real source of inspiration!

In your opinion, what are the qualities required for a successful perfumer?

I would say that the necessary qualities for a Perfumer are Curiosity, Patience, ability to Listen and above all passion for this profession, without forgetting Humility. The knowledge of raw materials is essential too. It is said that it takes about 10 years for a Perfumer to master the art of formulation!

What do you think of the new generation of perfumers?

There is a strong environmental awareness amongst them, with the desire to protect our planet and to reduce the consumption of natural resources which are not unlimited on our planet. This is accompanied by the need for greater transparency. Consumers are more and more curious and informed, they want "safe" formulas, both harmless for the planet and without risk to their health.

Moreover, I am a great believer in raw materials derived from BIOTECHNOLOGY, especially in our field. They will help in avoiding the plundering of natural resources, they are much safer without any trace of pesticides and above all they allow for the control of stable production and consequently price stability too.

Furthermore, with digital technology we have entered a new era. The digital customer experience is also increasingly valued, with a growing number of so-called "experiential" cosmetics that can be tested by the consumer using a digital tool before being sold. We can bet that this type of technology will be an integral part of tomorrow's perfume shopping experience!

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We are pleased to sponsor the 20th promotion of the GIP {...} to pass on to young enthusiasts the know-how of our perfumers, {...} to learn in this wonderful profession.

We were pleasantly surprised by the level of creativity of all the students in the class.





04

END OF YEAR PROJECT: A RESPONSIBLE PERFUME SURFING ON THE UPCYCLING TREND

This year the theme of the 2021 project of the Grasse Institute of Perfumery is based on responsible perfumery and more precisely on the notion of upcycling.

" TAKE YOUR RESPONSIBILITY" !

For this project, the students, twelve in number, had to learn about committed perfumery. To do so, they had to research the term eco-responsibility (which consists of taking into account sustainable development issues in all areas of daily life) and the term upcycling (the process of transforming waste, useless or unwanted products into new materials or products perceived as being of better quality, often reused in a creative manner). They had to use their creativity, their curiosity and their experience to accomplish the project.

The composition will be judged by a panel of TechnicoFlor representatives:

- **Caroline CATHERINE**, *Marketing and Evaluations Manager*
- **Marie-Caroline SYMARD**, *Perfumer*.

INTRODUCTION TO COMMITTED PERFUMERY

Each student had to make a marketing presentation in order to express the concept of their creation, which had to contain a mood-board, the general idea, the atmosphere, the name of the fragrance, as well as the olfactory pyramid, the packaging and the design that would be used, etc., everything that would finally help the client to understand the creation and to fall in love with the perfume.

Throughout their research, the students had to present their analysis to the sponsor so that the latter could judge its relevance. With the recommendations obtained, the future perfumers could continue to develop their work until the final date.

TechnicoFlor expected the students to be creative and original and above all to express their personality as artists, while respecting the cost of the raw material used, which could not exceed 80€/kg. They also had to integrate wheat bran as the main olfactory character in their creation and use at least one eco-responsible raw material "Better Tomorrow" (from the TechnicoFlor eco-responsible purchasing program): Ylang, Iris, Rose, Sage and Vetiver.

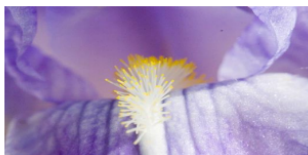
Take YOUR Responsibility !

The 5 Better Tomorrow Ingredients

*Choose 1 or several
Better Tomorrow
ingredients
to facet your
fragrance*



Ylang



Orris



Rose Essential



Sage Officinalis



Vetiver



Better Tomorrow
By TechnicoFlor

The goal was to create a perfume that would come as close as possible to an eco-responsible concept, but not only that. The future perfumers were also asked to look beyond the creation of the perfume, to imagine an eco-responsible product from packaging to use.

Once the creations had been realized, the 4 best fragrances were selected by TechnicoFlor. The students from the chosen projects then had to work in trio with the 8 other remaining students, in 4 working groups, to improve the chosen fragrances. The winning fragrance was selected from these groups.


This year again, our students had to face another tough challenge.





05

DIGITAL CEREMONY




Due to the health context, this year's Grasse Institute of Perfumery ceremony will be held on Thursday, January 27, 2022 via videoconference.

This ceremony represents a whole year of intensive training for our future perfumers and evaluators.

The students had the opportunity to present their very first perfumed creations and discover the one that drew the most attention from the TechnicoFlor jury.

During the ceremony, the president of the school, Mr. Philippe Massé announced the sponsor for the 2022 class, which is **SOZIO** and marked the beginning of a new year!



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