



THE FRAGRANCE FOUNDATION UK



# THE FUNDAMENTALS OF FRAGRANCE!

## THE FRAGRANCE FOUNDATION UK ACADEMY: THE FUNDAMENTALS OF FRAGRANCE

***This 2 day Academy increases knowledge for anyone working within the Fragrance Industry – whatever the department – the programme is designed to improve standards throughout our industry. The Fragrance Foundation UK Academy is primarily targeted at ‘behind the scenes’ staff, including Brand Managers, Fragrance Suppliers, PR and anyone else working within the wonderful world of Fragrance.***

***Master Perfumer Roja Dove is one of the world’s most innovative fragrance creatives. Whether exposing the more risqué aspects of perfume, or revealing the industry’s anecdotes that only he knows, Roja always mesmerises and conveys the mysteries and exoticism of perfume with fervour and passion - he is the connoisseurs’ connoisseur. Roja’s creativity, combined with his extraordinary experience, led to his appointment as an Ambassador for the GREAT Britain Campaign.***

### ***The Fundamentals of Fragrance Part 1 hosted by Roja Dove***

***Course 1 is a comprehensive introduction to the fundamentals of fragrance, this course will cover:***

- The unique sense of smell and why everyone smells differently and develops their individual olfactory tastes.***
- A brief history of the fragrance industry and the key classic reference fragrances that made the industry what it is today, charting the evolution of modern perfumery through the decades.***
- An introduction to the everyday fragrance language and terminologies - i.e. ‘jargon busting’***
- Fragrance families, fragrance strengths and the key raw materials***

### ***The Fundamentals of Fragrance Part 2 hosted by Roja Dove***

***Course 2 is an in-depth look into how fragrances are made and the creative art of the perfumer, this course will cover:***

- A focus on the key ingredients used in perfumery and how they are obtained, and the olfactory effects they have.***
- Which ingredients fall into which ‘facet’ of perfumery, and how these can be combined together to create ‘accords’ and how they can be described.***
- This course works as a stand-alone day or works perfectly together with the Part 1 (which focuses more on the families and the history).***

---

SHISEIDO HEAD OFFICE  
10th FLOOR  
THE ADELPHI  
1-11 JOHN ADAM ST  
LONDON  
WC2N 6HT

---

TIMINGS:  
9:30AM - 5:00PM

---

DATES:  
TUESDAY 19th & WEDNESDAY  
20th OCTOBER 2021

---

Members Cost: £590+VAT

Non-Members Cost: £900+VAT

For bookings please contact:  
[info@fragrancefoundation.org.uk](mailto:info@fragrancefoundation.org.uk)

---

