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Since 1976, Cinquième Sens has been putting its skills to use for the creation of perfumes and for training to acquire, complete, and/or structure its olfactory knowledge. Cinquième Sens is a certified training centre open to professionals of the fragrance industry and particularly individuals passionate about perfumes.

Forty years of teaching has allowed Monique Schlienger, founder of the company, to develop a method of olfactory training, from its initial stages to its creation basing itself on the teachings of Jean Carles. In 2004, Isabelle Ferrand took over the management of Cinquième Sens; her 20 years of professional experience allowed her to reposition the business around four activities: training, creation, animation and advice.

Cinquième Sens offers you various short courses which allow you to accommodate your professional needs or other activities while you are being trained.



Recognized, professional and fun training méthod

Method:

Olfactory and visual combining words, colours and odours

concrete: uses exercises and practical work

technical: uses contrasting odours

fun and interactive: personal use of the Olfactorium®

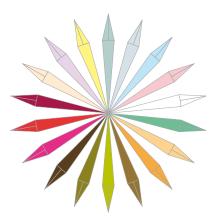
and active participation of trainees

Olfactory Pyramid

A visual representation of a perfume's architecture, invented by Monique Schlienger

The Rose des Vents ©

A graphic representation of olfactory families: the Rose des Vents (Compass Rose) shows you at a glance the olfactory trends for a given year

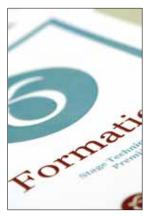


Learning tools adapted to olfactory theory and practice

L'Olfactorium®

Miniature version of a perfume organ, it allows olfactory illustrations of raw materials and perfumes specific to each training session (48 vials). Various models: Introduction, raw materials, Launches, Advanced, Custom-made to your brand





A class notebook

Technical sheets and specific workbook for every training session

A search engine online

www.olfathegue.com



Why choose us?

Together we define the approach most suited to your needs and you get a single interlocutor in Cinquieme Sens. Our courses are adjustable and can be adapted to your needs

Our areas of expertise

Our technical skills

- Creating a perfume
- Assessing the composition of a perfume
- Transmitting the formulation and evaluation techniques
- Training according to the expertise of the olfactory language
- Identify market trends
- A passionate sales know-how

Our teaching skills

- An education team with a passion for their profession and the transmission of their knowledge
- Personalised assistance
- Modules and evaluation exercises which are carried out according to your needs
- Our teaching methods are focused on the trainees
- we adhere completely to the logic of 'assess to assess'

Summer School Immersion in the perfumery's universe

From introduction to formulation: A cultural, technical and creative course

Profiles

- Perfume enthusiasts, who would like to have an immersion in the world of perfumery
- Professionals and individual who would like to master cultural aspects and the techniques of perfume's creation

Objectives

- Acquire and perfect your knowledge
- Be able to describe a perfume
- Know the main raw materials
- Develop a «Perfume Culture»
- Learn formulation
- Develop your creativity

Program

English language

2 complementary training sessions of 5 days each of one.

The trainees can choose between session A or session A+B

Session A

The techniques of perfumery The language of odors Study of raw materials Introduction to formulation Visit

Session B

From the origins of perfumes to nowadays Study of raw materials Advanced formulation Creative formulation Visit

Tools

- 1 Workbook
- 1 olfactorium (in option)

Session A: 5 days / Session A+B: 10 days

Session A:

from 29 june to 03 july or form 17 to 21 august

Session B:

from 6 to 10 july or from 24 to 28 august

The perfumer's palette

The Fragrance creation workshop

An introductory session to measure your olfactory abilities and acquire methods for memorizing odours

A workshop that will take you to the enchanted universe of perfumes

Profiles

- Professionals not familiar with perfume
- Perfume enthusiasts
- Students preparing a perfumer examination

Objectives

- Test your sense of smell
- Prepare for an olfactory examination
- Discover the Perfumer-Creator universe

Program

- Smell test
- Olfaction and emotions
- Chinese portrait of an odour
- Description of the Perfumer-Creator's organ
- Introduction to natural and synthetic raw materials
- Explanation of the olfactory pyramid

Tools

- 1 Workbook
- 1 olfactorium

Acquired knowledge

- Knowledge of one's olfactory capacities
- Understanding the vocabulary used by perfumer
- Learning methods to develop the sens of smell

Profiles

- Professionals not familiar with perfume
- Perfume enthusiasts
- Students preparing a perfumer examination

Objectives

- Learn the basics of perfume creation
- Understand the importance of olfactory tenacity and intensity
- Create a unique fragrance

Program

- Explanation of perfume composition, from raw materials to creation
- Application of notions of top middle base notes
- Presentation of the olfactory facets in a perfume
- Composing a perfume formula using facets
- Make a composition
- Evaluate your creation

Tools

- 1 Workbook
- 1 olfactorium

Acquired knowledge

- Understanding the olfactory pyramid
- Identify different facets of a fragrance
- Introduction to the art of creation

1/2 day

1/2 day

Introduction to the techniques and the language of perfumery

Olfactory Improvement

A stroll through the universe of perfume, from the origin of raw materials to the classification of perfumes

Study of the main raw materials for each facet, illustrated by the most representative perfumes

Profiles

- Perfume enthusiasts who would like to work in the perfume world
- Students who would like to start a marketing or sales career in perfumery
- Professionals who are joining the perfumery sector or who would like to have an objective view of the perfume world

Objectives

- Acquired knowledge, perfect or structure theoretical and olfactory knowledge
- Develop a «Perfume Culture»
- Master vocabulary to describe a perfume
- Identify key notes in a perfume

Program

Smel

- Physiological diagram
- Olfaction and emotions
- Principles and techniques for memorization

Composition

- Different types of raw materials
- Extraction process and their products
- Notions of top middle base notes
- From perfume to eau de toilette: differences in formula and concentration

Language for describing a perfume

- Olfactory study of 18 words: Citrus, Floral, Fruity etc...

Tools

- 1 Workbook
- 1 olfactorium

Profiles

- People who have completed the 1 or 2 days familiarization training session or have been initiated to the world of perfume
- Training session particularly suited to marketing teams

Objectives

- Develop one's capacity for olfactory classification of a perfume and raw materials
- Discover the facets that make up a perfume
- Perfect one's sense of smell
- Develop one's perfume culture

Program

Olfactory facets that are studied

- D1: Citrus, Aromatic, New Freshness, Green
- D2: Floral, Aldehyde, Fruity, Marine
- D3: Woody, Spicy, Powdery, Gourmand
- D4: Musk, Oriental, Amber, Fougere, Chypre, Leather

Main raw materials for each facet

(Natural - Synthetic - Specialties)

Study of "Leading" perfumes for each facet (feminine & masculine) and recent launches

Formulation for historical accords

Tools

- 1 Workbook
- 4 olfactorium (3 of raw materials and 1 of perfumes)

2 days

4 days

A Century of Women's / Men's perfumes

Olfactive Trends

Retrospective of perfume since the beginning of the 19th century

Study of trends in last 3 years

Profiles

- Anyone who is enthusiastic about perfume history
- Training especially suitable to marketing teams

Objectives

- Olfactory study of perfumes that made history from the 19th to the 21st century.
- Discover the olfactory trends in each decade
- Develop one's perfume culture

Program

- Olfactory study of perfumes that have marked perfume's history: families, facets, nuances
- Study of historical factors in perfumery
- Society phenomena, art and actualities
- · Great molecules, great perfumes
- Presentation of each perfume with a factsheet
- · Stories about creation
- Historical context
- · Changes in advertising campaigns

Tools

- 1 Workbook
- 2 olfactorium

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training

Objectives

- Discover new trends olfactory marketing and market
- Yearly update of language for describing perfumes
- Find ideas for an upcoming launch

Program

- Evolution of the olfactory pyramid through time
- Overview of market: trends olfactory synthesis past 3 years and trendy raw materials
- Marketing concept (positioning, target, etc ...)
- Major recent launches and key success factors
- Major trends (collections, couples, limited editions, etc ...)

Tools

- 1 Workbook
- 1 olfactorium

2 days

1 day

Study of the Top 20 France

Study of the Top 10 World

An olfactory and visual study of the Top 20 on the feminine and masculine fragrance market

An olfactory and visual of the top 1° in different world countries (study of 4 geographical areas)

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training

Objectives

- Discover the best sellers perfumes
- Competitive watch, knowledge of brand universes
- Yearly update of language for describing perfumes
- Understand the success of this perfumes

Program

Reminder about olfactory vocabulary

Market overview with figures:

summary of olfactory trends

Blind olfactory study for each perfume:

- Olfactory facets of these perfumes
- How raw materials mark perfume

Visualisation of the concept:

- Bottle
- Packaging
- Press release
- Advertising
- Price

Tools

- 1 Workbook
- 1 olfactorium

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training

Objectives

 Discover new trends olfactory marketing and market in 4 geographical aeras:
 European countries, North America, South America and Asia.

Program

Reminder about olfactory vocabulary

Market overview with figures:

summary of olfactory trends

Blind olfactory study for each perfume:

- Olfactory facets of these perfumes
- How raw materials mark perfume

Visualisation of bottle and packaging

Tools

- 1 Workbook
- 1 olfactorium

1 day

1 day

The Confidential Perfumery France

World Tour of the Confidential Perfumery

A study of the emotional and olfactory world of the main french niche brands

A study of the emotional and olfactory world of the main world niche brands

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training
- Perfume's passionnate

Objectives

- Discover the creativity of confidential perfume brands in the olfactory world
- Analysis of key success factors
- Perfect perfume culture and yearly update of language for describing perfumes

Program

- Reminder about olfactory vocabulary
- Detailed study of the universe from each brand (inspirations, creations of perfume history brands)
- Study of the universe creators of Perfumers, their signature, their style
- Olfactory blind study of each selected fragrances
- Evaluation of significant raw materials
- Classification of perfumes
- Visualization of the concept: Bottle / Packaging

- Brands studied:

- Annick Goutal Atelier cologne By Kilian
- Comme des garçons Diptyque Divine
- Editions de parfums Frédéric Malle Etat libre d'orange
- Frapin Honoré des Prés Huitième Art
- Juliette Has a gun L'Artisan Parfumeur
- Maître Parfumeur et Gantier Maison Francis Kurkdjian
- Nez à Nez Oriza L.Legrand Parfumerie Générale
- Parfums d'empire Parfums d'Orsay Parfums de Rosine -Patricia De Nicolaï - Reminiscence - Serge Lutens
- The Different Company

Tools

- 1 Workbook
- 1 olfactorium

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training
- Perfume's passionnate

Objectives

- Discover the creativity of confidential perfume brands in the olfactory world
- Analysis of key success factors
- Perfect perfume culture and yearly update of language for describing perfumes

Program

- Reminder about olfactory vocabulary
- Detailed study of the universe from each brand (inspirations, creations of perfume history brands)
- Study of the universe creators of Perfumers, their signature, their style
- Olfactory blind study of each selected fragrances
- Evaluation of significant raw materials
- Classification of perfumes
- Visualization of the concept: Bottle / Packaging

- Brands studied:

- Acqua Di Parma Aedes De Venustas Al Qurashi
- Amouage Andy Tauer Bond n°9 Byredo Creed
- Escentric molecule Etro Floris Grossmith
- Heeley Jo Malone Les Eaux d'Italie Lorenzo Villoresi
- Le Labo Miller Harris Mona Di Orio
- NU.BE Odin Ortigia Penhaligon's Puredistance
- Roja Dove Santa Maria Novella Vero Profumo

Tools

- 1 Workbook

1 day

1 day

Only available in France

Collection- Haute Parfumerie

Perfume Launches

A study of the emotional and olfactory world of the main private collections

An olfactory and marketing study of all of the year's launches

Profiles

- Anyone wishing to update their knowledge of the market
- Marketing teams, sales and training
- Perfume's passionate

Objectives

- Discover the creativity of collections and their olfactory positioning
- Analysis of distribution
- Perfect his cultural knowledge of perfume

Program

In- depth study of the universe of each brands (inspirations, creations, brand's history, their perfumers)

Studied Collections

- Les Exclusifs de Chanel
- La Collection privée de Dior
- Les Hermessence Hermès
- Armani Privé
- Collection des Mille et une Nuits Armani
- Les heures de Cartier
- Les collections Guerlain (L'Art et la Matière, Les Parisiennes, Les elixirs Charnels)
- Les Collections Tom Ford (Private Blend, Jardin Noir, Atelier d'Orient...)
- Les essences exclusives de Prada
- La Collection Orientale d'YSL
- La Collection extraordinaire Van Cleef & Arpels
- Private Collection Estée Lauder
- Veluet Collection Dolce & Gabbana
- L'Atelier Givenchy

Focus on distribution: specific merchandising tools

Tools

- 1 Workbook

Profiles

- Anyone who wants to remain up-to-date with the market
- Marketing teams, sales and training

Objectives

- Discover olfactory trends of the market
- Competitive watch, knowledge about brand geography
- Yearly update of language for describing perfumes

Program

- Reminder about olfactory vocabulary
- Market overview with figures: summary of olfactory trends
- Main launches of the year
- Blind olfactory study for each perfume
- Olfactory facets of these perfumes
- How raw materials mark these perfumes
- Mapping of summary of important events

Blind games to find:

- A raw material, a concentration, an olfactory pyramid, a target, a distribution channel, leaders and influences.

Visualisation of the concept:

- Bottle / Packaging / Press release / Advertising / Price

Tools

- 1 Workbook
- 1 olfactorium

1 day

Only available in France

1 day for 1 semester
2 days for the 2 semesters
or 1 day Synthesis of the year

The Fragrance Sales Program

The Fragrance Development Program

Mastery of key skills for emotional counseling in the sale of perfume

Comprehension and method of fragrance development steps and key success factor of a launch

Profiles

- Sales consultants
- Store animators
- Marketing Merchandising
- Sales team
- Brand trainer

Objectives

- Know how to identify your customer's personality based on style
- Know how to suggest the perfume that will suit the customer thanks to the PPI method (perfume, personality, image)
- Use keywords from PPI to turn his/her emotions into a purchase

Program

- Reminder about sales fundamentals
- The pyramid of emotions: 3 emotional facets
- Sale a perfume: cause emotion in the client, understand and respect their feelings and share the emotion
- Emotions reflect the quality of a relationship
- Reason makes one think emotion made to act

Style and Personality

- What is style?
- Discovery of different clothing styles and one's own style
- In-depth study of each style
- Correlation between style and perfume
- Words to talk about this

Tools

- 1 Workbook

Profiles

- Anyone exposed to olfactive evaluation willing to deepen their understanding of the various aspects of the fragrance development and to better manage the whole process.
- Evaluation, Marketing, Sales team

Objectives

- Full understanding of the conceptual and olfactive potential of a brand
- Optimize your briefing to perfumers
- Use fragrance evaluation as a key tool for better communication and a more efficient team work

Program

- Definition of the conceptual and olfactive territories of a brand and analysis of its potential of evolution
- Fix your brief
- Optimize your briefing to perfumers in developing an olfactive strategy consistent with the brand and concept
- Study of the 5 index and 1 key factor
- Practicing olfactive evaluation

Tools

- 1 Workbook

2 days

1 day

Olfactory territory brands

A journey through a olfactory family

A study of the emotional and olfactory perfume of a brand

Study of the evolution of an olfactory family

Profiles

- Marketing teams
- Fragrance Manager
- Sales team
- Trainers

Objectives

- Perfect perfume culture and update of language for describing perfumes
- Place a brand in the market
- Analysis marketing coherence of a brand

Program

- Complete study of a brand:
- Azzaro Bulgari Calvin Klein Cartier Chanel
- Christian Dior Clinique Estée Lauder Giorgio Armani
- Givenchy Guerlain Hermès Hugo Boss Issey Miyaké
- Jean Paul Gaultier Kenzo Lancôme
- Maison Martin Margiela Narciso Rodriguez
- Roger&Gallet Thierry Mugler Yves Saint Laurent
- Other brands on demand
- Description of universe and brand history
- Analysis of olfactory and marketing positioning
- Description and olfactory analysis of each perfume

Tools

- 1 Workbook
- 1 olfactorium

Profiles

- Marketing teams
- Fragrance Manager
- Sales team
- Trainers

Objectives

- Study how the great olfactory families have evaluated over time with great perfumes
- Know the raw materials acting in historicals perfume structures

Program

Familiies studied (1day/family)

- Citrus
- Aromatic
- Floral
- Woody
- ChypreFougere
- Orientale

Evolution of families in fonction of regulation and trends The main raw materials of each family Study leaders perfume of each family

Tools

- 1 Workbook / familly
- 1 olfactorium

Time to define depending on how many brands studied

Time to define depending on how many families studied

Expertise to perfumery techniques and the language of scents

Complete immersion in the perfumery universe, from the origin of raw materials to perfume classification

Profiles

- Perfume enthusiasts who would like to work in the perfume world
- Students who would like to start a marketing or sales career in perfumery
- Professionals who are joining the perfumery sector or would like to have an objective view of the perfume world

Objectives

- Acquire, perfect or structure theoretical and olfactory knowledge
- Develop a «Perfume Culture», from various actors to finished product
- Master vocabulary to describe a perfume
- Know how to identify main notes in a perfume

Program

Smell

Physiological diagram Olfaction and emotions Principles and techniques for memorizing odours

Actors in the perfume world

Raw material companies and the Perfumers Brands (from marketing to packaging) Legislation Suppliers (packaging, conditioner, bottles...)

Composition

Different types of raw materials (natural, synthetic, «specialties»)
Detailed classification of raw materials
Extraction procedures and their products
Chromatography
Notions of top – middle – base notes
Explanation of 3 different concentrations found in perfumery
From perfume to eau de toilette: differences in formula and concentration

Language for describing a perfume (Citrus, Floral, Fruity...)

Olfactory study of raw materials of each facets Practical work: formulate an accord Perfume classification The heart of the great perfumes Illustration of each facet by scents of Top 20

4 days

Introduction to the chemistry of perfumes

Raw Materials

A few notions of chemistry applied to perfumery

Complete study of raw materials by theme

Profiles

- Individuals or students who wish to attend the formulations workshop
- Technical professionals

Objectives

- Increase knowledge for formulation
- Learn basic notions from chemistry
- Know olfactory characteristics for each molecule
- Integrate technical constraints of perfumer

Program

Developed in collaboration with two experts in chemistry and Dr. Pierre Etevenon Reyhan Sevkan

- Great discoveries in the chemistry of perfumes for over 150 years
- Basics of chemistry
- Organic chemistry of odorant molecules
- Olfactory perception
- Relation structure / odor and structure / activity chirality
- Gas chromatography
- Laboratory
- Technical aspects of perfumery

Tools

- 1 Workbook

Profiles

- Technical teams
- Students or individuals who have completed the 4-day Expertise workshop and who wish to work in perfume creation

Objectives

- Enrich olfactory and technical knowledge about raw materials
- Develop one's sense of smell
- Create a personal directory of olfactory references
- Blind test the main raw materials

Program

In-depth study of each of these themes:

- Citrus
- Aromatic
- Fruity
- Floral
- WoodySpicy
- Base notes (gourmand, powdery, musk, vanilla, hay & coumarin)
- Accessories (green, aldehyde, marine, tobacco-leather, animal)
- Trends (bio...)

Olfactory references for each raw material

Technical study: origin, elements, characteristics

Illustrations of use of these raw materials in perfumes

Tools

- 1 Workbook (per theme)
- 1 olfactorium (per theme)

1 day

Only available in France

9 courses of 1 day

Only available in France

Formulation Workshop

Formulate, create and evaluate in order to master the construction of major fragrances

Profiles

- Anyone who has completed the workshops for Raw Materials and Introduction laboratory
- Technical professionals

Objectives

Good command of formulations

for the following families

- Single flowers
- Fruity
- Floral; floral bouquets
- Chypre
- Oriental / Ambrée
- Fougère & Citrus
- Woody
- Creative 1
- Creative 2

Program

- General presentation of families studied
- Olfactory review of raw materials that are essential in formulating these perfumes: olfactory family, references, description, tenacity and intensity
- Olfactory study of perfume:
 Families / Facets / Nuances
- How raw materials mark these perfumes
- Theoretical and practical formulation of leading perfumes in each family
- Free or guided formulation (after briefing)

Study three criteria for evaluation permitting good proportions for perfume: recognition, intensity and long-lastingness

Tools

- 1 Workbook per course



9 courses of 2 days

Only available in France

Contact us in France





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