

TRAINING



CINQUIÈME SENS

awakens your emotions



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CINQUIÈME SENS

awakens your emotions

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.



Isabelle Ferrand

CEO & Owner

Daughter of a farmer, Isabelle Ferrand, passionate about the world of smells, joins the company Cinquième Sens in 1985 just after a Biochemistry Diploma to assist its founder, Monique Schlienger. She discovers all facets of the profession of «Parfumeur».

Cinquième Sens allows Isabelle to also reveal herself in training; thus she discovers the pleasure to convey her passion.

In 1987 she created the Olfactorium® with the company Carrafont, an unusual name but nevertheless suggestive: a miniature version of the perfumer's organ.

It was in August 2004 that Isabelle Ferrand took responsibility for managing the company after a course at the «School for Managers». Her objectives: sustain and enrich Cinquième Sens with new activities always related to smell, while respecting its values: a passion of perfume, an open mind, a traditional know-how and artistic sensibility.

Under the leadership of Isabelle, Cinquième Sens, initially dedicated to creation and training, is now an indispensable professional agency expert in fragrances.

Because the world of odors is also present in many fields of application, Isabelle regularly detects new horizons to provide her expertise: spirits, wines, champagnes, whiskey, chocolate, coffee, ...



Over 40 years of experience and innovation for enterprises, 500 executives, managers, marketing, training, sales, sales managers, production technicians trained each year. Many brands use our methods and tools.

Expert in consulting and training in Perfumery, Cinquième Sens is an independent and objective training center

Our strengths

Cinquième Sens is a meeting point between professionals and individuals. Each of our courses can be provided in a developed and condensed formula, in English or Spanish, and chargeable to the budget for lifelong learning. We provide on request a certificate of training and offer access to our library outside of class. Our training rooms, located in the heart of Paris, are hosting up to 20 people.

Our trainers: creative perfumers

Our training team is composed exclusively of creative perfumers to put at your disposal their expertise, experience and passion of perfume.



**Camille
Leguay**

Trainer,
fragrance
development
manager

ISIPCA degree
8 years of
professional
experiences
in the fragrance
industry



**Alice
Dattée**

Perfumer,
trainer

ISIPCA degree
More than
17 years of
experience
as perfumer



**Sarah
Burri**

Laboratory
manager

Biochemistry
diploma
Cinquième Sens
experience



Recognized, professional and fun training method

Method:

Olfactory and visual combining **words, colours and odours**

concrete: uses exercises and practical work

technical: uses contrasting odours

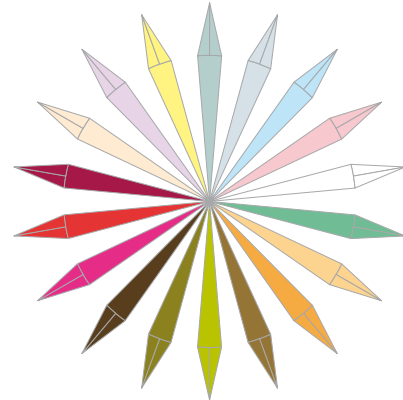
fun and interactive: personal use of the *Olfactorium*[®]
and active participation of trainees

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.olfatheque.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 educational 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 fall within the approach of “assess to perform”



Photo : Laurent Chermiere, CAPG

Grasse, capital of Perfume

The area around Grasse is the origin of modern Perfumery.

This small town of the French Riviera has been able to quickly occupy a strategic position in the heart of the perfume industry. This is as a supplier of aromatic raw materials for the composition that it imposed, based on the strengths of its region: the quality of its soil and climate. Three activities developed there: trading of aromatic materials, expertise in extraction processes and culture of perfume plants, including the famous Rose Centifolia.

In the eighteenth century, interest in perfume and scented objects grew. That's when the "Maître Gantier et Parfumeurs" came out, with their know-how in manufacturing and perfuming leather. Furthermore, the growth of wealthy tourism for European aristocrats allowed Grasse to expand its international sales network, and to continue the cultures of fragrant plants.

At the end of the nineteenth century, the Grasse perfume saw the rise of industrial production plants, focusing their research on new technologies and innovation. Thus was the birthplace of modern perfumery. These family companies are still today the reference of Grasse international activity. It deals even the soil of fragrant plants but also those from overseas countries.

This is why Grasse is known as the birthplace of perfumery.

After 40 years of existence, Isabelle Ferrand joins Claire Lonvaud to create a Cinquième Sens - Grasse.



Claire Lonvaud

Cinquième Sens Grasse

The head in the clouds, feet on earth...

This could be the motto of Claire Lonvaud, whose life is focused around her passion for perfume.

Daughter of oenologists and collector of miniatures, she sees an opportunity in the perfume to let grow her inexhaustible curiosity of fragrances. Chemical engineer, she developed her nose at Isipca's school. Building her scientist knowledge between Quintessence in England, Chanel and Robertet in Grasse, she also learned the mysteries of raw materials and the secrets of the composition. Wishing to understand the market facet, the product and consumer, she joined the ESSEC business school in marketing and management.

With this dual experience, she learned the position of product manager with Yves Rocher, and then joined Reminiscence for almost 9 years, where she became marketing manager. Her supporting role in the creation include her in this unbroken chain that leads from the olfactory creation to the place on the market of the finished product.

Today, after 15 years of professional experience, she decides to offer her services to passionate creators wishing to develop their own fragrance, from design to production. The transmission of her expertise and the meetings with professionals are a big part of the thread of her career, built with patience and requirement.

In February 2015, during a training at Cinquième Sens, Isabelle told her about her dream to set up her activity in Grasse, the cradle of perfumery.

An opportunity for collaboration was born around the same ambition: the transmission of knowledge about the beauty of Perfumery, authentic and always creating emotion.

The perfumer's palette

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

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

1/2 day

The Fragrance creation workshop

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

- 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

Introduction to the techniques and the language of perfumery

Stroll through the universe of perfume, from the origin of raw materials to the classification of 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

Smell

- 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*

2 days

Olfactory Improvement

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

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)

4 days

A Century of Women's / Men's perfumes

Retrospective of perfume since the beginning of the 19th century

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*

2 days

Olfactive Trends

Study of trends in last 3 years

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*

1 day

Study of the Top 20 France

Study of the Top 10 World

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

Olfactory and visual study of the top 10 in different world country (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 countries / geographical areas:
 - Europ
 - North America
 - South America
 - 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

Study of the emotional and olfactory world of the main french 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 Nicolai - Reminiscence - Serge Lutens*
 - *The Different Company*

Tools

- 1 Workbook
- 1 olfactorium

1 day

World Tour of the Confidential Perfumery

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:**
 - *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 Villorosi*
 - *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

Only available in France

Collection- Haute Parfumerie

Study of the emotional and olfactory world of the main private collections

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
- Velvet Collection Dolce & Gabbana
- L'Atelier Givenchy

Focus on distribution: specific merchandising tools

Tools

- 1 Workbook

1 day

Only available in France

Perfume Launches

Olfactory and marketing study of all of the year's launches

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 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

Study of the emotional and olfactory perfume of a brand

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*

Time to define depending on how many brands studied

A journey through a olfactory family

Study of the evolution of an olfactory family

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 historical perfume structures

Program

- Families studied (1day/family)
 - Citrus
 - Aromatic
 - Floral
 - Woody
 - Chypre
 - Fougere
 - 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 / family
- 1 *olfactorium*

Time to define depending on how many families studied

From the idea to the product

Summer School Immersion in the perfumery's universe

Presentation of the key steps in developing a fragrance, from the idea to the bottle

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

Profiles

- Managers and employees not experts in marketing (sales teams, technicals, communication ...) wishing to acquire a global vision of the marketing approach
- Passionate Creators project leaders

Objectives

- Understand the role of marketing for the company's competitiveness in its market
- Master the key steps of development from the idea to the finished product, and the conditions of success.
- Acquire the language of business partners and know how to find them
- Validate the feasibility of a project in terms of product positioning, planning and budget

Program

• Theory

- Definition of Marketing
- Presentation of five key stages of marketing
 - Study
 - Strategy
 - Development
 - Operational
 - Control
- Content of the Planning and the Budget
- Essential concepts of cosmetics regulations

• Practice

- Association between concept / packaging / odor
- Work on an olfactory brief
- Concrete example of a perfume launch

1 day

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

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

Few notions of chemistry applied to perfumery

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 Seukan

- 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

1 day

Only available in France

Raw Materials

Complete study of raw materials by theme

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
- Woody
- Spicy
- 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)

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



**OLFA LEARNING
NEWS
2016**

The Cinquième Sens Training now accessible online

Each existing training module will be provided in a training pack including specific educational tool *Olfactorium*® associated with multiple sequences for more flexibility in your learning.

Cinquième Sens wishes to offer with this new approach a response to the current demands of working life.

A solution to increase the employees' competence while providing a flexible learning experience.

OlfLearning to follow on www.cinquimesens.com

**Teach yourself:
when you want - where you want - at your own pace**

Contact us in France



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Grasse

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Our partners

The Cinquieme Sens method is also available in other countries

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