

ACADEMY OF PERFUMERY & AROMATICS®

DEDICATED TO THE ADVANCEMENT OF THE ARTS OF PERFUMERY AND AROMATICS

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Thank you to our Academy associates

Christophe Laudamiel

Master Perfumer, ACADEPA President, Osmocurator, former Chemistry teacher at MIT and Harvard

Christophe has given more than 130 conferences, lectures and workshops in the past 13 years at institutions around the world. Besides his Air Sculpture® work for DreamAir, he is also the very first perfumer to be represented by a major art gallery in Chelsea, New York (Dillon Gallery) and in Berlin, Germany (Mianki Gallery).

Eliza Douglas

Fragrance Educator, ACADEPA Treasurer, Graduate from Grasse Institute of Perfumery

Eliza teaches classes in New York, including those that help visually-impaired people develop their sense of smell, to increase their perception and appreciation of the surrounding world.

Nicola Pozzani

Global Fragrance Lecturer and Consultant

Trained by Master Perfumers, Nicola teaches *Design With Scents* at the London College of Fashion (UK) and *Olfactory Art & Design* at Bern University of the Arts (Switzerland). His mission is to enhance lives and projects through the experience of fragrance.

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Smelling is good aerobics for the brain. —Professor Stuart Firestein, Neuroscientist, Columbia University, NY

Les Christophs Laudamiel and Hornetz are doing very important work. I am impressed to see the impact of olfactory approaches with children who struggle with communication. —Dr. Tamar P. Martin, Ph.D., CRC, Hunter College, Department of Educational Foundations, Programs in Counselor Education, New York, NY

The children learned a lot through a fun and totally different program. —Grade 1 Teacher, Phoenixville, PA

This was an excellent way to enhance our curriculum. —Grade 3 Teacher, Cumberland, MD

Olfaction has always been an important part of my landscape during my childhood in southern France. As a florist, I think it is important that children's senses are awakened as soon as possible to appreciate life to the fullest. Scents always bring extra dimensions. —Olivier Giugni, Master Floral Designer, New York, NY

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Dear Teacher and other Professionals,

We often associate scents with pleasure, like the aroma of a forest, a cookie or a loveable person. **But scents are more than just enjoyable; they can alert us to danger, whet our appetite, bring us comfort and help us to learn and to be healthy.** What and how people smell influences their perception of the world around them: appreciating other people, decors, animals, flora and landscapes. The sense of smell is actually an integral component of the central nervous system.

The power of scent is a remarkable thing. In 1991, Drs. Richard Axel and Linda Buck published their research on the genetics of the olfactory system, for which they received a Nobel Prize in 2004. With their discovery of the largest gene family in humans (humans have approximately 400 olfactory genes and receptors, compared to only 4 for the eyes), **they provided scientists with a key understanding of how smells are processed to impact our emotions and our ways of learning and storytelling.**

This kit and our online guides (www.acadepa.org) downloadable for free will help your students or patients understand how the sense of smell works: to awaken memories, images and other sensations, to learn vocabulary and various subjects under a new light, to remember better, to be more patient and assiduous, or simply to share their family culture via scent. It will help you to generate ideas, inspiration or bring a new kind of excitement to the classroom or in your practice.

We hope you, your students or your patients enjoy learning about the magic of olfaction—

Christophe Laudamiel, President
Academy of Perfumery & Aromatics

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Study Guide, Handouts and Activities free download: www.acadepa.org

