



# Evolution of Perfumery. . . .

*A Journey through the ages*



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# What is “Perfume”?

- A combination of inspiringly chosen fragrant ingredients :
  - Using naturals and/or aromatic chemicals,
  - Varies from a few to a hundred ingredients,
  - Blended creatively
  - To give an interesting and suitable odour.
- Originates from the word “PAR – FUMERE” which means – Thru’ SMOKE (Aroma through Smoke)

# Origin of Perfumery

- Essentially derived from Plant and Animal sources
- Started in Syria and Egypt – 5000 years ago
- Continued by the Greek and Romans
- First Application of fragrance in cosmetics and toiletries – Middle and Far East
- Birth of Modern Perfumery – End of 19<sup>th</sup> Century

# Started in Egypt – till 40 years BC

- The inventors of perfumes
- Used only by the priests and later by royalty for their personal enjoyment
- Embalmed their dead with scented oils
- Extravagant use of scents in religious ceremonies and for pre-lovemaking rituals.
- End of beauty and luxurious era after Cleopatra





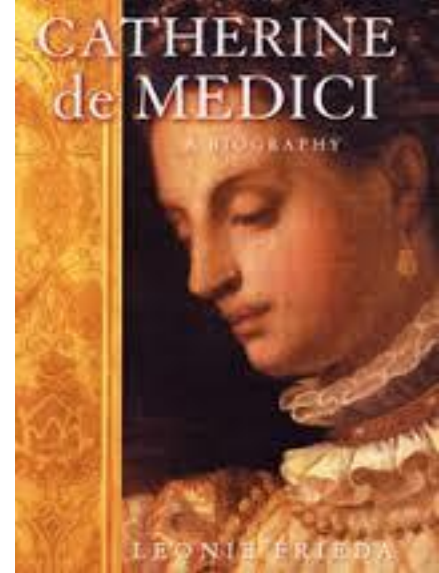
## Continued by the Greek & Romans

- Perfected the technique of the Egyptians
- Dominated the trade in the Mediterranean
- Used different fragrances for different parts of the body
- Used in religious ceremonies and in funerals
- Introduced ingenious ways to use perfumes



# Evolution continues... Middle East Saga

- Reduced use of perfumes due to rise of christianity
- Preserved the age old techniques
- Used lots of Musk, rose and Amber
- Discovery of the Still in 10<sup>th</sup> Century
- Catherina De Medici brought perfumes to Europe
- Grasse became the centre of perfume industry



# Through the Middle Ages....

- Venice was the capital of perfume industry
- Cleanliness took prominence
- Champions of washing and bathing
- Existed as Toilet Waters
- Invention of the Pomander
- Trade in spices from Far East and Asia
- Discovery of America



# Evolution Continues.....

- Venice lost its position to Portuguese and Spaniards
- Improved and preserved local agriculture
- No. of Toilet Waters increased – single ingredient to complex mixtures
- Hygiene and medicinal effect
- Mal odour masking
- Trade in spices and other essential oils



# Arrival of Eau de Cologne

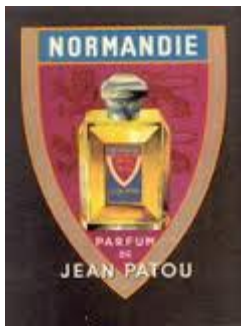
- Decisive improvement in the world of perfumes
- Developed by Gian Paolo Feminis
- Cure for all water
- Napolean – biggest user of this product
- Oldest and most continuous perfume – 4711.
- Introduction of Synthetic Organic Chemistry - 1860



Als in Anno 1738 die Tropfen No. 4711  
zum ersten Mal in der Quinquennal  
des Kaiserthums der Familie von 4711  
in der Gasse von der Zahl 4711  
- der Zeichen für Echte Kölnisch Wasser.

# The 20<sup>th</sup> Century

- Single florals more in vogue, floral bouquets
- Era of marketing emerges
- Emergence of the Chypre family
- Use of both natural and synthetic materials
- Advent of the organic chemistry
- Grasse becomes hub for flower and herb cultivation



# Growth of synthetic chemistry

- First synthetic material – Coumarin, Vanilla
- 1900 – extensive use of synthetics
- Chanel No. 5, the first synthetic perfume
- From luxury to affordable
- New fragrance families introduced
- Skilled personnel involved in fragrance creation



# Structure of Fragrance

- Single Florals, Floral bouquets
- Simple structure
- Animal notes to provide binding
- Sweet and woody notes to add character
- Complex structure

# Olfactory Pyramid



- Top Notes : Mostly Citrus (Hesperides) and Fruit notes
- Heart Notes : Floral, Aromatic, Spicy
- Base Notes : Woods, animalic notes, Resins

# Modern perfumery

- Advent of Gas Chromatography & Mass Spectroscopy
- Ability to analyze and recreate Naturals
- Cost –effective fragrances
- Consistent and reliable quality
- Trickle down fragrances more popular

And the journey  
continues.....