

Introduction

Fragrance sets mood. It touches our emotions, stirs our heart and captures a memory. Personal fragrance defines who we are, what we want to become, what we dream of becoming. Scent lingers in a room long after we have left.

Think about an ordinary day and all the smell sensations that surround us; an invigorating, cool shower gel, an herbal shampoo, the smell of clean, crisp linen, vanilla and spice scented lit candles surrounding a steamy tub of relaxing oil, the citrus tang of dishwashing liquid, the mint and cucumber smell of soap from the dispenser or the light, floral note of a personal perfume that promises a romantic evening, evoking images of passion and love and . . .

And then there is the business side of fragrance. And what a booming business it has become. According to *Euromonitor International's* latest data, fragrances put in a surprise appearance as a top performer in the cosmetics and toiletries market. With an increase of 7% to reach a staggering \$30.7 billion, it is the third largest sector after sun and baby care. (For more information, see chapter 58, "Fragrance Gains in 2006".)

Fragrance in Personal Care is a compilation of selected articles written by world-renown experts from *Cosmetics & Toiletries* magazine, *Perfumer & Flavorist* magazine and *Global Cosmetic Industry* magazine. This book delivers to the reader a gamut of information from Formulation and Technology to Marketing and Trends and, therefore, reaches a wide audience with research scientists, chemists/formulators, marketing and sales, business owners and fragrance entrepreneurs. Included are chapters on naturals, fragrancing candles, aromatherapy and even a chapter on fragrancing detergent as requested by some of our readers.

In the Technology and Formulation Section of this book an article written by the esteemed team of Randy Schueller and Perry Romanowski discusses the basic principles of fragrance and how they are employed in personal care products for the formulator. Several articles can be found by fragrance applications expert Steve Herman which includes fragrance

in emulsion and surfactant systems. Under the Section, Essential Oils and Aroma Chemicals, separate articles by essential oils experts Brian Lawrence, Robert Adams and chemist perfumer Danute Pajaujis Anonis convey material review in lavender, tea tree and patchouli oils. The final Section, Marketing and Trends, includes articles on consumer needs, emerging trends, new techniques and branding, to name a few.

What does the future hold for fragrance in personal care? We hope this book will offer you insight, education and inspire.