



Media Release

Paris, 13 June 2019

The Givaudan Perfumery School announces a new vision for a fragrant future

The Givaudan Perfumery School announces an ambitious new vision combining our rich heritage and modern innovations to deliver a transformational education, training, and a one-of-a-kind learning experience for the perfumery students of tomorrow.

With a longstanding history of using traditional learning techniques, the Givaudan Perfumery School has complemented its curriculum by evolving the Jean Carles' method and by introducing new digital tools and technologies to train our future perfumers. As part of the traditional training method, apprentices will memorise over 500 perfumery ingredients over the course of their study and they will now also learn how to best use new digital creation tools such as 'Carto', an artificial intelligence perfumers' tool, to deepen their knowledge about ingredients and creation.

Opened in 1946, the Givaudan Perfumery School set the standard for modern perfumery training and has since trained many international perfumers of the past and present. These perfumers have crafted some of the world's most notable fragrances for prestigious brands and manufacturers of consumer products resulting in beautiful creations that have become part of our rich heritage that we continue to build upon to this day.

Calice Becker, Vice President Perfumer and Director of the Givaudan Perfumery School, said: "Our new vision blends the past with the future and enhances how we train and prepare our young perfumers. New state-of-the-art tools and technologies available today provide a digital environment that promotes learning the essentials of perfumery in modern times."

Maurizio Volpi, President of Givaudan's Fragrance Division said: "We believe that creativity and innovation are pillars for growth and our new modern approach helps prepare our perfumer trainees to understand how the art of creation evolves by learning new digital tools."

The Givaudan Perfumery School offers an exemplary training programme for a few accepted students every year who study in Argenteuil, France as well as our Singapore campus, which opened in 2015 to get closer to our customers in the Asia Pacific region. Our new vision modernising the approach to learning perfumery will be initiated in September 2019 when the new students arrive for their first year of study.





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About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 5.5 billion in 2018. Headquartered in Switzerland with local presence in over 100 locations, the Company has more than 13,500 employees worldwide. Givaudan invites you to discover more at www.givaudan.com.

About Givaudan Fragrances

Givaudan is passionate about perfumery and is dedicated to combining creativity and innovation to design beautiful fragrances. With the industry's largest perfumery team, Givaudan contributes to making life delightful and memorable through unique scent experiences for customers around the world. Currently present in all major markets, Givaudan strives to deliver fragrances for personal, home and laundry care, as well as prestige perfumes. Our customers benefit from Givaudan's expertise in three business areas: Fine Fragrances, Consumer Products, and Fragrance and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more about Fragrances at www.givaudan.com/fragrances.

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