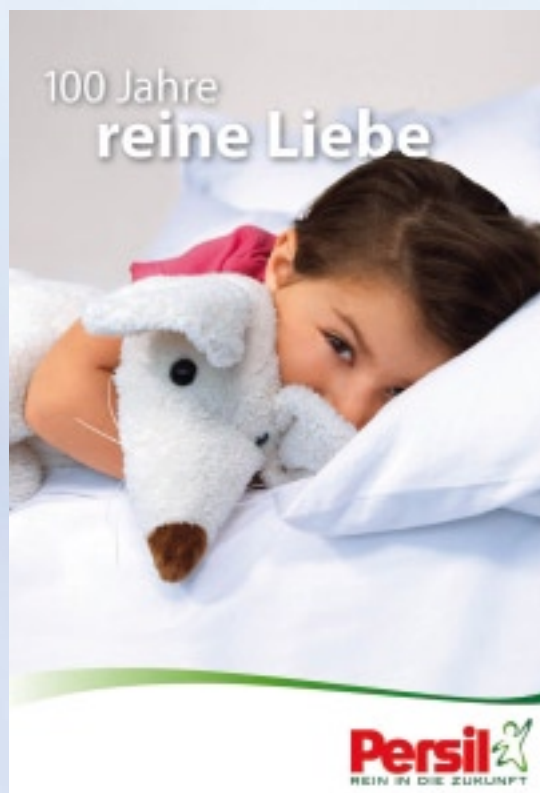


## Scents in Detergents

About the art of creating Fragrances

**When you hear the word “perfume” you will certainly associate it with the film “The Perfume” or the numerous perfumeries downtown, you will think of brands like Joop, Boss, Armani or Chanel. But even more perfume oil is applied into so-called functional products such as detergents, cleaners, fabric softeners, dishwashing liquids, shower gel, deodorants etc.**



Bitte ergänzen Sie hier noch eine kleine Legende. Danke. Bitte ergänzen Sie hier noch eine kleine Legende. Danke. Bitte ergänzen Sie hier noch eine kleine Legende. Danke.







**Frank Rittler** is working since 6 years as a Senior Perfumer at the Henkel Fragrance Centre in Krefeld, Germany. Here he is creating scents for Henkel Products which make life easier, better and nicer.

After a chemical apprenticeship at Dragoco in 1985, he got the chance to be trained as a perfumer. He did create all type of fragrances and also worked closely together with Dr. E.J. Brunke and Dr. G. Schmaus on the headspace analysis of flowers and fruits. This work and presenting its results internationally and externally made him travel world wide.

Living 4 years in Singapore he did create fragrances for national and international brands. He changed to the fragrance house Haarmann & Reinmer and worked for them over one year in Sao Paulo.

Meanwhile Frank Rittler can look back on more than 20 years experience in the fragrance industry

## Historical view

The history of perfume is very old. People of ancient civilisations in Greece and Egypt thought that it was possible to communicate with their gods through the rising smoke, produced by burning fragrant substances. The Latin idiom “per fumum” – through fume – is regarded as the origin of the word perfume. Around 900 A.D. the Arabs and Persians invented the method of producing alcohol by distillation. Now it was possible to extract flowers, plants and resins. This was the beginning of modern perfumery. Crusades brought this technique to Western Europe.

In order to make these treasured scents easily available, the first plants were cultivated in Grasse, France within the 12th century.

When in mediaeval times epidemic plagues escalated, people assumed that bad odour contained deadly ingredients. They were afraid of washing themselves with water and used perfumes and powder instead. They should cover the strong body odour and protect them from diseases. A new understanding of hygiene came in the 19th century when malodours disappeared underground into the canalisation. Fresh scents became a symbol of social status and wealth.

## Fragrance Experts

Throughout the world there are approx. 600 perfumers, in Germany only 35, 6 of them are working in the Henkel Fragrance Center in Krefeld. They create fragrances to ensure that the Henkel brands like Persil, Pril, Vernel, Fa etc. have such an outstanding and pleasant scent.

To be a perfumer takes 5 years of extensive training. During this period the prospective fragrance experts have to memorise the odour of thousands of different raw materials, its like learning the vocabularies of a foreign language. They also learn different techniques to create, they are mixing and testing. Henkel is the second largest producer of perfume oils in Germany with a production of 9000 tons p.a.

A perfume formulation consists of 40-100 components. These are either synthetic or of natural origin. The palette of a perfumer contains approx. 1200 synthetic and 300 natural raw materials coming from all over the world. We use Vanilla absolute from Haiti, rose oil from Bulgaria, cedar wood oil from the USA, patchouli from Indonesia, sandalwood from India and orange oil from Brazil.

We do use synthetic raw materials like Allylcyclohexylpropionat which is a fruit ester of pineapple, Dihydroisjasmon (flowery, jasmine) Iso E super (warm, woody), Ambroxan (warm, ambr), Damascone (flowery, rosy) or Aldehydes – just to mention a few.

Like a painter who visualises the picture he is going to draw or a composer who imagines the melody at first, a perfumer also creates the perfume in his head. Afterwards he notes down the formula. The formula is mixed in the laboratory and then added to the product which shall be perfumed (e.g. shampoo, detergent, fabric softener, dishwashing liquid or cleaner). The product and its scent have to be assessed and than reworked until the perfumer is content with his creation. This procedure can possibly last from some days up to several months.

Subsequently these scents are tested in the market to find out how the consumer reacts, because scents are messages: everyone of us interprets them in another way, according to our cultural and social environment. Trends in the fragrance industry vary regionally, supra-regionally and depending on the application area. We like well-known scents which we associate with pleasant memories, nature which surrounds us and the regional cuisine. It is not surprising that fragrances like Drakkar Noir and Paco Rabanne pour Homme are popular in Mediterranean countries. They are based on Lavender, Rosemary, Basil and Thyme, herbs which can often be found in the cuisine of this region.

Besides the difficulties of finding out the most convenient scent for a certain region, Henkel's glue stick Pritt represents a special challenge: its fragrance must smell pleasantly and be able to keep both, an Asian child and a Brazilian child from mistaking it for a lolly and putting it into its mouth. Therefore it is perfumed with a flowery, slightly spicy not fruity fragrance which covers the base and prevents biting into it. Fortunately children are the same all over the world: they love sweets.

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