



**An interactive olfactive journey visiting some of the world's most trend setting perfumes through the eyes of the odorant molecules that made them different...**

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The volatile molecules that make up the head, heart and base notes of a typical perfume are very varied in structure and volatility. Many trend setting perfumes have been created around a completely novel captive molecule or the intentional overdose of known perfumery molecules. This interactive talk will present an olfactive journey from the molecules that made Chanel No5 different in 1921 through to modern day trend setting molecules. The industrial approaches to the large scale manufacture of these key molecules will also be described.