

Why do we need odour testing for the market success of cosmetic products?



Fragrances are fundamental components in **cosmetics**. Being able to **measure** them is a cornerstone for **successful marketing** and sales strategies.

A fragrance is the **perception** caused by one or several **volatilized chemicals** that stimulate our sense of smell.

Scents can be characterized from the **sensory perspective** through human assessors, either trained panellists or naïf consumers, or by their **chemical characteristics** through analytical laboratory instruments like GC-MS or GC-IMS.

The GC-sniffing-MS is an **integratory approach** that combines high end separation and analysis techniques, with the human nose as detector.

“You can't manage what you can't measure.”

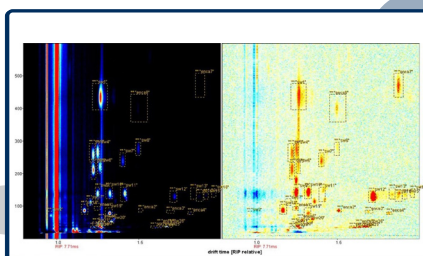
- Peter Drucker (1909-2005)

Sensory Assessment



Panel assay on body deodorant

Chemical Assessment



Comparative GC-IMS profiles of two fragrances

Sensory/Chemical Analysis



GC-sniffing-MS laboratory

Challenges tackled by **olfasense** :::

- ▶ There are robust sensory methods and standards for understanding consumer preferences.
- ▶ Raw-materials and formulations from manufactured products can be optimized from a sensory perspective.
- ▶ Specific chemicals responsible for off-notes can be identified.