

# THE PERFUME FOUNDATION

*Help us to protect your art of living*



FOR IMMEDIATE RELEASE

23<sup>rd</sup> April 2013

## **THE PERFUME FOUNDATION LAUNCHES THE PERFUMERY ART SCHOOL**

The Perfume Foundation has formalised an agreement with The Perfumery Art School UK to certify their first online Art of perfumery course with the objective to educate, inspire and enthuse students in the Art of Perfumery, Perfume Heritage, Aromas, Scents and Flavors. Further online courses are in the process and will include the application of traditional perfumery and the respect of New Luxury Code in the fields of Marketing, Health, Social Influence, Culture and Trade.

The Art of Perfumery has been used for more than 3000 years and its existence is mainly about delivering on the data and facts regarding the beneficial power of plants and flowers instead of about the synthetic molecules created by scientists and technician within the laboratories controlled by the chemical industry, and which currently compose the core of the perfume, fragrance and cosmetic brands sold commercially and to the end consumer.

### **Note to the Editor**

#### ***About The Perfume Art School***

Founded by Isabelle Gellé, one of the first perfumer who decided in 2006 to establish herself in the UK and started an online perfumery business restoring the use of 100% natural ingredients in her perfume compositions.

The school is a UK based online school with a vocational purpose and addresses:

Perfume enthusiasts who are interested in learning the A-Z of Perfumery

Perfumers who would be inspired to create their own scents / aromas business

Employees working in a fragrance-related career including

retail sales, consulting, marketing, olfactory marketing and / or product design and willing to professionally expand their understanding and knowledge of perfumes

Marketers and Media reporters writing about perfumes, aromas and scents

Spa, Aromatherapy and Wellness professionals involved in signature treatments where scents are required or used in protocols

Flavourists and Perfume Evaluators who will be required to expand their knowledge of Natural Perfumes and the Art of Perfumery

More info: <http://www.perfumeartschool-uk.com>

# THE PERFUME FOUNDATION

*Help us to protect your art of living*

## ***About the Perfume Foundation***

**The Perfume Foundation is a consumer organization. The Perfume Foundation's mission is to be the leading authority on environmental and health issues related to fragrances and scents, while contributing to the cultural heritage of perfume.**

Many cultures in the world have used perfumes from the beginning of time. Perfume has a long history and worldwide heritage. Perfumes used to be good for you – man used to call it "the soul of flowers".

The Perfume Foundation goals are to develop, conduct, coordinate, expand and stimulate new laboratory and clinical research to improve the toxicity testing of perfumes. The Perfume Foundation encourages tests on human cells and refutes animal testing.

The ultimate goal of The Perfume Foundation is to protect the Perfume Heritage and the Art of Perfumery

The Perfume Foundation is a Belgian non-profit organisation ASBL/VZW created in 1995, known internationally and recognised by UNESCO, Government Institutions, the perfume and cosmetic industry and NGO's

## ***Contacts :***

### **The Perfumery Art School**

Contact Person: **Isabelle Gelle**

Tel: +44(0)7917 850902

Email: [admin@perfumeartschool-uk.com](mailto:admin@perfumeartschool-uk.com)

Website: [www.perfumeartschool-uk.com](http://www.perfumeartschool-uk.com)

### **The Perfume Foundation**

Contact Person: **Ms. Creezy Courtoy, Chairman**

Tel.: + 32 2 475779247

Email: [cc@perfumefoundation.org](mailto:cc@perfumefoundation.org)

Website: [www.perfumefoundation.org](http://www.perfumefoundation.org)

### **The Perfume Foundation / North America**

Contact Person : **Mr Paul K Holmes. Vice Chairman**

Tel : 1-604-544-4116

Email : [pkh@perfumefoundation.org](mailto:pkh@perfumefoundation.org)

Website : [www.perfumefoundation.org](http://www.perfumefoundation.org)