

# Fragrance and the Mind

**Location:** Your Computer **Offering #** 0901-706 **Priority Code:** 520

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## WHO SHOULD ATTEND

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**This online training will benefit professionals in the following industries:** Cosmetics, Household Products, Fragrance, Industrial and Institutional Products, Pharmaceuticals

**Within the potential job functions of:** Chemists, Formulators, Managers, Marketers, Retailers

**In departments such as:** Research and Development, Marketing, Management, Sales

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## LEARNING OBJECTIVES

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Upon completion of this course, participants will learn about the creative side of fragrance and will be able to:

- Explain the basic history of fragrance, fragrance creation, and some fragrance classics
- Describe how chemoreception (the mechanism of smell) works
- Appreciate the contributions of John Amoore, Luca Turin and Linda Buck to the science of odor recognition
- Describe some basic mental power of aromas, the power of aromascience, pheromones, and neuromarketing
- Develop a deeper appreciation of the power fragrances have over our mind in ways we barely recognize

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## COURSE DESCRIPTION

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Fragrance is not just chemistry, it involves creativity, the remarkable sense of smell, and the impact of odors on the brain. This 90-minute **accredited** online course will begin with a brief history of fragrance, how fragrances and some perfume classics are created. It will move on to the science of odor reception through the contributions of John Amoore (stereochemical theory), Luca Turin (vibrational theory) and Linda Buck (odor receptor gene family). We will see how age changes our perception of odors. Finally the course will examine the effects of fragrance on the brain via aromascience, pheromones and neuromarketing.

### **Module 1:**

- The history of fragrance
- Fragrance creation
- Perfume classics

### **Module 2:**

- Chemoreception
- The contributions of John Amoore, Luca Turin, and Linda Buck
- The effect of age on olfaction

### **Module 3:**

- Aromascience
- Pheromones
- Neuromarketing

**Question and Answer Session**

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## TUITION AND REGISTRATION

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**TUITION\*** – **Single Rate:** U.S. \$295.00 per person **Group Rate:** U.S. \$245.00 per person\*\*

**Register at [www.cfpa.com](http://www.cfpa.com).** Enter **Course Offering #0901-706** into **Quick Jump**. To register use **Priority Code: 520**.

For Questions and Information call Customer Service at 732-613-4500.

**Please Note:** Multiple participants are not authorized to share access provided to a single registrant, a single dedicated seat license must be purchased for each individual. CfPA reserves the right to cancel access or collect the group rate payment if this requirement has been violated. Only registered participants will receive accreditation.

For more information see reverse side ➡



# CfPA

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Accredited Technical Training Worldwide

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[www.cfpa.com](http://www.cfpa.com)

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## COURSE DIRECTOR

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**Steve Herman**, Technical Sales Director for J. & E. Sozio

Steve Herman is Technical Sales Director for J. & E. Sozio, and has many years of industry experience. He is an Adjunct Professor in the FDU Cosmetic Science Program, teaching the Cosmetic Formulation Lab and Perfumery. He is a regular columnist for GCI Magazine and has written a book, *Fragrance Applications: A Survival Guide*. His SCC activities include service as Chairman of the NY Chapter in 1992, election to Fellow status in 2002, and instructor in its Continuing Education Program.

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## ACCREDITATIONS

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The Center for Professional Advancement has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 8405 Greensboro Drive, Suite 800, McLean, VA 22102. In obtaining this approval, The Center for Professional Advancement has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally. As a result of their Authorized Provider membership status, The Center for Professional Advancement is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

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## WHO WE ARE

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The Center for Professional Advancement (CfPA) is the largest accredited technical training organization in the world with a curriculum of approximately three hundred and fifty short courses in 18 industries including Pharmaceutical, Biotechnology, Medical Device, Chemical, Cosmetics, Food and more.

Since our founding in 1967, we have successfully trained nearly a half million people worldwide in topics ranging from basic and introductory concepts to new advances and cutting-edge technology, and current U.S. and European regulations. CfPA courses are offered in a variety of formats – Public offering, Client Site and Online- to fit you or your company's training needs

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## COURSES OF INTEREST

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- **Biocidal and Plant Protection Products in the EU: Borderlines and Overlaps-An Online Course**  
course id# 2218
- **Creating Fragrance for a Green World-An Online Course**  
course id# 2238
- **Fragrance for the Chemist-An Online Course**  
course id# 2253
- **Global Cosmetic Regulations: Going Green -An Online Course**  
course id# 2226
- **Preservatives and Biocides in Consumer Products -An Online Course**  
course id# 2221
- **Silicon to Siloxanes: Chemistry and Properties -An Online Course**  
course id# 2247
- **Skin Inflammation – Reasons, Prevention, Treatment and Testing-An Online Course**  
course id# 2217
- **Topical Antiseptic Product Development-An Online Course**  
course id# 2219

### ABOUT ON-DEMAND:

Our pre-recorded on-line training courses are available for viewing at your convenience at your computer. Register for a CfPA on-demand course, your registration will be processed within two (2) business days, after payment and registration are complete you will receive an email from [olinettraining@cfpa.com](mailto:olinettraining@cfpa.com) with your password to access the on-demand course. You will have two (2) business days to view the course. You MUST complete all polls and the course evaluation to receive your accreditation certificate for this course.

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## TERMS AND CONDITIONS

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**\*Payment:** Tuition payable in US funds net of all charges. Payment is due at time of registration in the form of a credit card. Please contact CfPA's Customer Service for other payment options.

**\*\*Group Rate:** The Group Rate is for two or more enrollments, up to five registering from the same company at the same time. For groups of six or more, please contact Customer Service for group pricing.

**Cancellations/No Show: "Live"**- Registrants may cancel up to two working days prior to the course start date and will receive a letter of credit to be used towards a future course up to one year from date of issuance. No credit will be issued for no-shows and/or cancellations less than two working days prior to the course. : **"On-Demand"**- No refund or credit will be issued for no-shows and/or cancellations of on-demand training courses. CfPA is not responsible for any outside related costs incurred by registrant's cancellation.