

Fragrance for Personal Care

Reviewed by Steve Herman, author of *Fragrance Applications: A Survival Guide*

There are two kinds of fragrance books, those by single authors and those combining the expertise of multiple contributors. Compilations are far more common because there are so many separate disciplines involved in the fragrance industry, including marketing, chemoreception, aroma chemistry, applications and regulation. Rare is the individual who has mastered every aspect of this complex landscape. Thus the approach of this book is probably the preferred way to deal with the breadth of subject matter encompassed.

The present volume draws from three sister publications, GCI, Cosmetics & Toiletries, and Perfumer & Flavorist. GCI is aimed at a general industry audience, C&T at the more serious formulator, and P&F at the fragrance professional. Combining material from each gives an unusually well-rounded view of the concerns of the industry as a whole. Chapter 1, Lipstick and the Art of War, is a perfect example of the creative side of the business, and is written in a captivating, conversational tone. At the other extreme, Chapter 26 on Formulating with Citrus may force the reader into flashbacks to a long ago course on organic chemistry.

The selection of topics and articles is excellent, and each chapter on its own is well written and informative. The fragrance industry is constantly evolving, and books and articles from 10 years ago can be seriously out of date in both technical matters and the marketplace: think only of REACH or the natural and organic trend. Nothing here predates the new millennium, and the bulk of the articles are from the last few years. Whatever other fragrance books

are on your shelf, this volume is a necessary supplement for its coverage of contemporary issues.

Since the book has 58 chapters, it is impossible to deal with each one separately. The Table of Contents and Introduction are online at <http://allured.stores.yahoo.net/frforpeca.html>, and viewing it will make it clear that whatever your interest, a number of chapters will be enticing. The contributors are a who's who of the industry, and it is obvious that everyone involved is well qualified to address their particular topic.

Two caveats arise through the direct reprint of articles. To keep the integrity of original data, contributors' affiliations were not updated, so they frequently do not reflect their current positions. The second is that errors which crept into the initial appearance of the articles may recur in the book. For example, Figure 2 on page 296 is incorrect. However, the publisher has a correction available at no cost, at <http://media.allured.com/documents/Figure+Correction.pdf>.

As an industry professional, this book immediately becomes an essential addition to my bookshelf. Everyone who makes, buys, or uses fragrance will find it valuable.

- Steve Herman

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Allured Publishing Corp.
336 Gundersen Drive, Suite A,
Carol Stream, IL 60188-2403
Phone: 1-630-653-2155
Fax: 1-630-653-2487
www.allured.com/bookstore
books@allured.com