Due to regulatory restrictions and plagiarism in perfume design, innovation is a key driver in fragrance industry. In chemical terms, this is tantamount with the synthesis and delivery of novel ingredients which outperform traditional benchmark odorants. In this review of ‘Recent Developments in Fragrance Chemistry,’ we’ll discuss strategies that have been applied to achieve chemical complexity through a variety of efficient transformations. The talk represents a journey through a broad range of odor families, their olfactophor models as well as the syntheses. We are going to smell odorants to gain empirical understanding of structure-odor correlations.

CBC SEMINAR ANNOUNCEMENT

Dr Andreas Goeke
Givaudan SA

Recent Developments in Fragrance Chemistry

Date: 28th February 2014 (Friday)
Time: 10:30am – 12:00pm
Venue: NTU SPMS CBC Building Level 2, Conference Room
Host: Assoc Professor Tan Choon Hong