

# Artisan Perfumery

With Alec Lawless



## About your Tutor and the Course

World renowned Perfumer, Alec Lawless, is making a rare visit to Australia and New Zealand to teach his unique natural perfumery course.

Alec has spent more than 20 years sourcing oils for his successful essential oils business, Aqua Oleum. This, combined with his love of good food and wine, naturally led him to spend many years blending perfumes and developing a range of perfume-making supplies. Alec's passion is to recreate the golden age of perfumery.

Weaving together stories of the history of perfume – from the court of Cleopatra to the salons of Paris – with anecdotes of adventures seeking out the rarest natural ingredients, Alec takes students on a truly special olfactory journey. Working with an array of 60 natural aromatics, over 5 days, students construct a

beautiful, sophisticated natural fragrance.

You will work with some of the finest aromatics available: from the ethereal floral essences of jasmine, rose, osmanthus and gardenia; to the balsamic myrrh, frankincense and benzoin. You will learn to link with herbs and woods – thyme, chamomile, sandalwood, cedarwood; to mix spices – caraway and nutmeg; and introduce intrigue with agrestic beeswax and hay and maverick patchouli, blackcurrant bud, coffee and cocoa.

Suitable for anyone from the experienced natural perfumer to the enthusiast wishing to develop perfumery skills.

Essentially Me LLP  
Unit 16, Griffin Mill, London Rd  
Thrupp, Stroud, GL5 2AZ, UK  
[www.esSENTIALLY-me.co.uk](http://www.esSENTIALLY-me.co.uk)



# Curriculum

History of Aromatics and Perfumery

Focussed learning, concept of "felt sense"

Smelling, categorising aromas, cultivation of olfaction and olfactory vocabulary

Methods of extracting aromatics from plants and their preparation for use in perfumery

Technical considerations for blending a quality fragrance

Blending, ratios and record keeping; use of extracts to minimize waste; importance of ageing alcohol

The concept of "Heart, Nuance and Intrigue"® in a fragrance

Volatility, Molecular Weight, Fixatives; combining with Heart, Nuance and Intrigue®

Construction of a fragrance "on paper"

Hands-on blending sessions – what works and what doesn't, use of laboratory equipment, storage and safe use of perfume ingredients

Role of botanical musk to provide structure and longevity

Cold filtering

Communication skills, working with clients' aromatic preferences

## Course dates & times

9:00am – 4:30pm, finishing at 2pm on the final day

Wellington, New Zealand  
3<sup>rd</sup> – 7<sup>th</sup> September 2010 (Fri - Tues)  
NZ\$1350 per person

All courses will have a maximum of 12 participants.

Course fees include:

Full set of lecture notes and record keeping templates  
Use of materials & equipment for practical sessions  
56ml bottle of your perfume with personalized label  
Copy of Alec's book  
Preferential rates for purchase of supplies from Essentially Me website.

## Booking

To book, please call us direct on:

+44 (0)1453 882525

or email:

[sales@essentially-me.co.uk](mailto:sales@essentially-me.co.uk)

Wellington Contact:

Francesca Brice, Pacific Perfumes

[info@pacificperfumes.co.nz](mailto:info@pacificperfumes.co.nz)

+64 4 976 6976

To guarantee your place we require a deposit of NZ\$675 payable either by credit card or international money transfer, with the balance payable 2 weeks before the course. For security reasons, please don't email credit card details – we will contact you in order to arrange payment.

Cancellation policy (International):

The deposit is fully refundable if you cancel more than 8 weeks before the course start date or consultation date or in the event that the course does not run.

If you cancel between 8 weeks and 1 calendar month of the start date we will refund 50%.

If you cancel within 1 calendar month of the start date we regret we are unable to refund the deposit unless we are able to fill the place.