

Lectures program (29.04.2009)

(Simultaneous translation of lectures in English and French)

Wednesday 24 June 2009

(Networking lunch : 12.45 - 14.15)

08.15 - 09.15: welcome of the attendees

9.15: Opening by:

M. Jean GERMAIN, President of the Tour(s) Plus agglomeration, Mayor of Tours

M. Jean-Luc ANSEL, Cosmetic Valley Managing Director

Session 1: Introduction

(09.35 - 10.55)

Chairman: **Dr. Roland SALESSE**, INRA, Jouy-en-Josas, France

At the heart of consumer attitudes and beliefs: the influence of history and cultural legacies. An introductory session which will put the relationship between the aesthetics of perfumes and self-image across cultures and eras at the crux of the debate.

DR. ANNICK LE GUERER
LIMSIC, Bourgogne University
Dijon, France

Sense of smell, sens of the future.

PR. CHANTAL JAQUET
Paris I University
Paris, France

Aesthetics of odors and perfumes.

Session 2: New scientific breakthroughs in olfaction. Towards new targeting

(11.25 - 16.15)

Chairman: **Dr. Pierre-Marie LLEDO**, Institut Pasteur, Paris, France

Since the "big bang" of the discovery of olfactory receptors in 1991, with the awarding of the Nobel Prize in 2004, research in neurobiology has made giant steps. A key session for anyone wanting to be at the forefront of all the latest scientific advances in order to better assess the practical applications as regards artificial nose and olfactory sensory maps for the benefit of new very promising consumer targeting.

DR. EDITH PAJOT
INRA
Jouy-en-Josas, France

A new generation of bio-electronic noses.

DR. STUART FIRESTEIN
Columbia University
New York, USA

Fragrance and pharmacology.

PH. D. HITOSHI SAKANO
Department of Biophysics and Biochemistry Graduate
School of Science, The University of Tokyo
Tokyo, Japan

Molecular Basis of Odor Perception in Mouse.

DR. PATRICIA DUCHAMP-VIRET
CNRS
Lyon, France

Neuronal coding of aromatic blends or of natural odors; and what if everything or almost everything, took place in the nose?

DR. PR. PETER MOMBAERTS
Max Planck institute of Biophysics
Frankfurt / Main, Germany

Sensory olfactory maps.

Session 3: Language and classification of odors and sensations

(16.45 - 18.45)

Chairman: **Dr. Catherine DACREMONT**, University of Bourgogne, Dijon, France

Sensory evaluation, developed half a century ago in the food industry, provides tools and methods for describing, analyzing and developing new sensations in a field where it is important to be always innovative and in a way that it can be perceived by the consumer. This session will present measuring tools and methods.

PR. NOAM SOBEL

Weizmann institute of sciences
Rehovot, Israel

A metric for odorant comparison.

M. JEAN-NOËL JAUBERT

IAP Sentic
Evreux, France

The odors field.

PR. ISABEL URDAPILLETA

Paris VIII University
Paris, France

Shedding light on women's representation of perfume: linguistic and cognitive approaches.

Thursday 25 June 2009

(Networking lunch: 12.20 - 13.50)

07.30 - 08.30: welcome of the attendees

Session 4: Psychobiology of emotions, the revolution in measuring instruments

(08.30 - 10.30)

Chairman: **Dr. Claire SULMONT-ROSSE**, INRA, Dijon, France

The most recent scientific breakthroughs regarding the sensory offer us new, more reliable and powerful instruments for measuring emotions. These new methods will allow processes to be accelerated and, above all, creation of new tools for communication between R&D and marketing. Efficiency and speed: a session that will reveal new perspectives that serve creativity and drive innovation.

DR. MANUEL ZARZO

Department of Applied Statistics, Operations
Research and Quality, Technical University of
Valencia
Valencia, Spain

Understanding the psychological dimensions in odor perception space: development of sensory perfume maps.

DR. BORIANA ATANASOVA

François Rabelais University
Tours, France

An example of relationship between affective state and olfactory perception.

DR. ARNAUD AUBERT

Tours, France

Well-being, emotions and pleasure psychology.

Session 5: Multisensory integration, memory and culture

(11.00 - 15.10)

Chairman: **Pr. Rémi GERVAIS**, Claude Bernard Lyon I University, Lyon, France

Because all perception is in essence multisensory, research is starting to decipher the cerebral mechanisms behind it. At a time of new international challenges; a session which will demonstrate to what extent it is vital to integrate, from the very specifications for product design, all the cultural and sociological variables in terms of perception of olfactory signals.

DR. JEAN-PIERRE ROYET

Institut Fédératif des Neurosciences de Lyon
Lyon, France

Olfactory Emotional and Cognitive Processes.

DR. PR. DONALD A WILSON

Institute Neurobehavioral
Norman, USA

Memory and discrimination of odors, neural support of odorant memory.

MRS. RÉGINE CHARVET-PELLO
RCP - SENSOLAB
Tours, France

Integrating the human aspects (sociology, psychobiology, perception, ...) into the product design: CERTESENS.

M. THIERRY AUDIBERT
DR. ANNE CHRUCHILL
Givaudan Fragrances
Argenteuil, France
Ashford, United Kingdom

The Multi-Sensory Approach to Product Design. The power of fragrance in communicating with consumers.

Session 6: Methods for human sensory evaluation

(15.40 - 18.20)

Chairman: **Pr. Catherine BELZUNG**, François Rabelais University, Tours, France

The food industry, but equally well the cosmetics industry, has incorporated sensory evaluation methods in its products for numerous years. This session will demonstrate the most recent tools and models that have been developed to integrate the end consumer in the conception.

DR. ANNE-MARIE PENSE-LHERITIER
Industrial biology school
Cergy, France

Sensory evaluation and cosmetic innovation.

PH.D. JEAN-MARC SIEFFERMANN
Agro Paris Tech
Massy, France

An integrated approach of sensory optimization taking into account the diversity of consumers perceptions.

MRS. ALINA SELICK
Avon Products, Inc.
New York, USA

Kano satisfaction model in color cosmetics: automation of data collection.

MRS. ANNE ABRIAT
L'Oréal
Levallois-Perret, France

Sensory science as a source of competitive business advantage.

Friday 26 June 2009

(Cocktail: 13.00 -14.30)

07.30 - 08.30: welcome of the attendees

Session 7: Sensory marketing

(08.30 - 11.10)

Chairman: **Régine CHARVET-PELLO**, RCP-SENSOLAB, Tours, France

It is important for a saturated industry like the cosmetics branch that brands and products are differentiated and stand out from the crowd. This session will present the procedure adopted by sensory marketing specialists for ranges of products as well as at the point of sales.

DR. BRUNO DAUCE
Angers University,
Angers, France

Sensory dressing of experience.

MRS. CLAIRE DENIAU
SAM Sensory and Marketing
Paris, France

How to interpret men's secret relationship with their cosmetics? *The power of a Sensory Marketing approach as applied to facial care.*

DR. ERIC PERRIER
LVMH Research
Paris, France

Luxury cosmetics and sensory.

MRS. VERONIQUE NOEL
Beiersdorf

To be confirmed

DR. PATRICK BEAU
Spin Control
Tours, France

Sensorial metrology: an accurate mean to evaluate the cosmetic.

Session 8: Research and trends in industry

(11.40 - 13.00)

Chairman: **Pr. Stuart FIRESTEIN**, Columbia University, New York, USA

Contrasting views of a manufacturer and a researcher on sensory trends - those of today and tomorrow - in the cosmetics industry. This will act as a summing up of the 5 half-days of this symposium.

DR. CHARLES SELL

Givaudan Fragrances
Ashford, United Kingdom

Current and future trends in fragrance R&D.

PR. GORDON SHEPHERD

Yale University School of Medicine
New Haven, USA

Effects of odors on mood, perception and cognition:
neuronal mechanisms.

Discover Tours and Touraine program

(from 15.00)

