



DISCOVERY FRAGRANCES – SENSORY SCIENCE

Givaudan's Mood programme consists of a suite of proprietary research techniques that work in concert, to provide powerful, unique insights into the fragrance drivers of human emotion.



The Mood family of tools allows predictable development of fragrances to support a spectrum of positive moods, from active invigoration to calm relaxation.

Mood Odour Mapping is a quantitative technique to measure mood and emotions experienced when smelling fragrance. It reveals fascinating local, regional and global differences and similarities.

The initial response to a smell is often a subconscious one, as the first thing a smell does when it reaches us is to drive an unconscious emotional reaction in the brain's limbic system. The rapid connection between the olfactory system and this part of the brain is the reason that fragrance evokes emotion and memories.

To recreate these intuitive responses, Givaudan uses Mood Portraits, a quantitative research technique that uses visual images to measure mood and emotions associated with fragrance. Responses are very spontaneous, as the technique bypasses the need for words.

Even more directly connected to true odour response is our Brain Imaging technique. This measures brain-wave activity from the surface of the scalp, removing subjectivity completely. Brain Imaging is used alongside Mood Odour Mapping and Mood Portraits to identify consistent group responses to odour. The technique has identified which brain structures, related to olfaction, are involved in emotional responses to smell.

These research tool findings generate extensive creative guidelines for perfumers, enabling them to deliver the required mood profile to match specific consumer needs in new formulation spaces that are protected with a family of patents.

