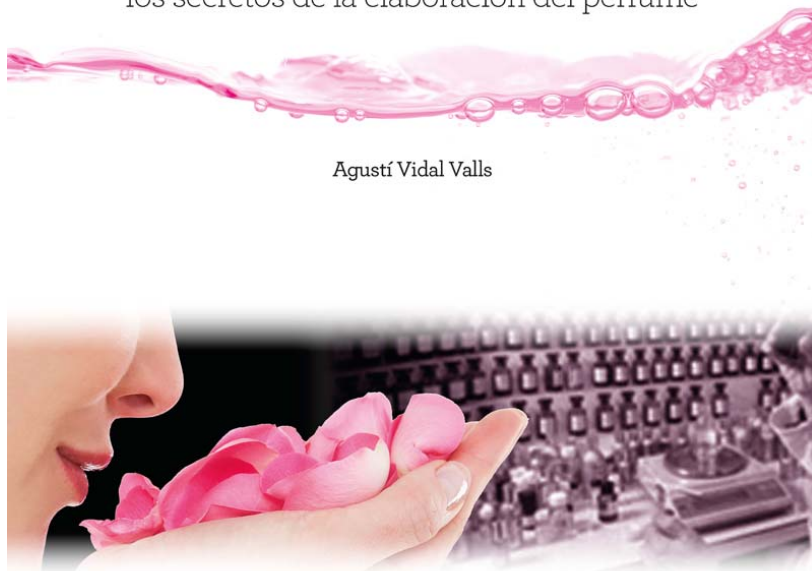


el Perfume

los secretos de la elaboración del perfume



Agustí Vidal Valls

 parramon

The Perfume

SPECIFICATIONS

- | Format: 230 x 290 mm
- | Pages: 160
- | Binding: Hardback, Paperback
- | Text: 230,000 characters (38,000 words)

SALES POINTS

| This book is all about the art and craft of creating perfumes and fragrances using the same methods as a professional perfumer. It is a both a practical guide and an educational book.

| There are few books on the global market that take this approach, and certainly no other that so clearly illustrates techniques step-by-step.

| Other books on this subject were published many years ago and are consequently outdated in some respects. Although production methods have changed little, products used to create fragrances and perfumes can vary depending on fashion and taste, as well as by health considerations and the environment.

TARGET

| Those who wish to learn how to create perfumes.

| Chemistry and pharmaceutical students looking to work in the perfume and cosmetic industries.

| Pharmacists and doctors who are interested in understanding how perfumes interact with and affect human skin.

| Professional image consultants in hairdressing and cosmetics.

| Marketing and publicity professionals who want to find out more about the commercial potential of fragrances, perfumes and perfumed products.

WHAT THE BOOK IS ABOUT

| This book introduces the technical fundamentals, tools and raw materials required to create perfumes, and how to use them.

| Although synthetic scents are also used in professional perfumes, the book explains the origin of natural essences and how they are classified and mixed to make new fragrances.

| It also explains how the sense of smell perceives odors, and how this perception varies over time and is influenced by fashion and culture.

ABOUT THE AUTHOR

Agustí Vidal

| A BSc (Chemistry), Agustí Vidal began his training as a perfumer in 1979. His entire professional career since then has been dedicated to the creation of perfumes.

| His academic training also includes studies in piano, composition and conducting, all of which have enabled him to work simultaneously in both the artistic fields of perfume and music. He has been the conductor of the Polifònica de Granollers choir since 1984.

| The constant presence of music in his life has determined a very personal creative corpus and a unique way of explaining perfumery. This has seen him invited to speak at conferences and seminars all over the world.

| Agustí Vidal has dedicated most of this professional career since 2009 to the creation of commissioned perfumes and the introduction of perfumery to a wider audience. He works from his creative studio in Bigues i Riells (Barcelona-Catalonia).

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