

## > NEW PRODUCTS

### Oceanspa line launched by Carrefour

A firming gel with a fresh, green, minty perfume and a purifying gel with a green, vegetative, aquatic fragrance.



### Via cosmetic line launched by Intermarché

A day cream **Via Sensitiv** with a jasmine, woody, vanilla and musk perfume, and a nourishing, moisturizing day cream **Via Fresh** with a floral, rose, violet, jasmine and aniseed note.



### A new range of aromatic flavours **Flavorissimo™** (natural organic) by **Sozio Inc.**

Sozio Inc. has just launched **Flavorissimo™**, its new line of aromatic flavours. These perfumes are 100% natural organic and can be used in various products including lip balms and massage oils.

**Flavorissimo™** is available in the following flavours: Anjou apple, sugared cherries, banana pudding, vanilla sugar, grapeberry, mandarin orange, strawberry fields.

**Sozio**  
DEPUIS 1758

**FLAVORISSIMO™**  
100% Organic Flavours!  
Smells Great, Tastes AMAZING!

100% Organic FLAVORISSIMO™ products are all natural organic flavors that can be used in various products, including lip balms and massage oils.

QAI CERTIFIED ORGANIC BY THE NATURAL ORGANIC PROGRAM

Smells Great, Tastes AMAZING!

FLAVORISSIMO™, available in the following flavors:

- ▶ Anjou Apple
- ▶ Sugared Cherries
- ▶ Banana Pudding
- ▶ Vanilla Sugar
- ▶ Grapeberry
- ▶ Mandarin Orange
- ▶ Strawberry Fields

J&D Sozio 908-755-7188 Fax: 908-755-9006  
19 Progress Street • Edison NJ 08820 [flavaid@sozio.com](mailto:flavaid@sozio.com)



## > INSIGHT INTO THE ROLE OF A CHIEF PERFUMER

Interview with **Dominique Bouley**, Chief Perfumer at Sozio Inc. (USA)

Dominique Bouley has been working in the perfume industry for over 25 years. She has been living in the US for the past 12 years, and joined Sozio Inc. in 2005. Today Dominique talks to us about her passion for her job, her professional background both in Europe and the United States, and especially her lifelong fascination with perfume and the latest creations.

***1 - Dominique, why did you choose to become a perfumer and can you please tell us how you started out working in this industry?***

My mother adored perfume and I distinctly remember afternoons spent together smelling perfumes and blending them, and sometimes adding them to oil, alcohol and lotions. She also adored painting. My father loved music. From an early age, I was influenced by the artistic creation side of my parents.

Early on, I was drawn to science and started to study medicine. But I finally chose to do a school of perfume, the ISIPCA school in Versailles, which enabled me to do an internship in New York for the magazine Beauty Fashion. Later on, I had the chance to do an internship at Firmenich in Princeton and I owe my discovery of the art of perfume to my mentor, which later became my passion.

After the ISIPCA school, I started to work in Paris for Felton and then in the United Kingdom for 10 years where I worked for Mane and Quintessence. Later, my « American » dream finally came true when I was sponsored by Alpine Aromatics to work in the USA for 7 years as a Senior Perfumer. I joined Sozio Inc. in 2005 and was appointed Chief Perfumer.

***2 – Can you please tell us about your job, your skills and the fragrances you prefer?***

Firstly, I am lucky to have a developed sense of smell as well as an excellent memory for different perfumes. My olfactory « memory », as well as my passion for creating perfumes, are my strong points.

Throughout my career, I have developed many skills by working on different markets with different olfactory tastes, and creating fragrances for different applications. I prefer fine fragrances, and within Sozio Inc. I also develop fragrances for toiletries and ambience products.

### **3 – Can you explain the procedure for the creation of a perfume ?**

The creation of a perfume is a true discovery. Each experience can last several hours or several months, depending on the brief. The possibilities of creation are infinite. Pour me, the discovery of a perfume is like a victory. My inspiration to create perfume compositions comes from many things: my observation of the world in permanent movement, fashion, the spirit of the times, and of course my own sensitivity.

In my job, it is important to propose perfumes which both respect the regulations in force and reply to the client's brief. I work closely with our regulatory affairs department to be updated on both American and international regulations in force. Within Sozio Inc., I also have the chance to create perfumes which are 100% natural and carry the American label « organic ».

### **4 – In your opinion, what are the future challenges for the perfume industry ?**

The perfume industry has greatly changed since I started out and for the past few years has experienced profound changes. Of course, the new regulations which come into force are restrictive and require perfumers to be more and more creative! The market evolves and each day we create new perfumes in response to the wishes of our clients. It is very interesting to work for Sozio because of its international presence and the various perfume applications which we work on.

Within Sozio Inc., we work closely together (creation, purchasing, regulatory affairs) both within the USA and on a global level. We are updated on the latest news within the perfume industry as well as the raw materials. We develop true partnerships with our clients and client service is at the heart of our business.

## **> ASIA**

### **A new creation laboratory in Hong Kong for Sozio Limited**

Under the responsibility of **Aurélie Demont**, Perfumer at Sozio Limited based in Hong Kong, this new creation centre includes the latest technological infrastructure for the development and preparation of perfume compositions for our Asian clients who wish to manufacture in Asia.

This new creation centre will enable Sozio to strengthen its presence in Asia and accompany our clients in the development of new products.

For more information, contact Aurélie Demont: [a.demont@je-sozio.com](mailto:a.demont@je-sozio.com)



## > EVENTS



Sozio Paris participates in the **PLMA** (Amsterdam, The Netherlands), international professional tradeshow for retailers

Sozio Paris was present at the **PLMA** (Private Label Manufacturers Association International Council), an international professional tradeshow for retailers which was held in Amsterdam on 18 and 19 May 2010. With more than 3500 stands representing manufacturers from 65 different countries in the food, packaging, hygiene, perfume and cosmetic sectors, a number of our clients participated in this tradeshow, and we were able to make contacts with several European companies with a view to a future partnership.

For more information, visit [www.plmainternational.com](http://www.plmainternational.com)



Sozio Inc. participates in the **World Candle Congress & Tradeshow** (Orlando, Etats-Unis)

Sozio Inc. participated in the World Candle Congress & Tradeshow which was held in Orlando from 6 to 9 July 2010. This world congress brings together manufacturers and suppliers in the candle industry. The theme of this year's congress was « Enlightening the world ».

The aim of this congress is to bring together the different actors of the market and allow them to exchange on the latest news in the candle industry and on what suppliers offer.

Sozio Inc. presented its trends for 2011 – fragrances for candles and diffusers – for its two new lines, the, **Absorbzio™** line and the **Organic Harmony™** line.



... discover the next issue of our Sozio newsletter in Autumn ...

Sozio  
6 rue Barbès, 92305 Levallois-Paris Cedex

For more information on the newsletter, contact Catherine Kennedy (Sozio France)  
c.kennedy@proxis-developpement.com