



*Perfumery education and training for the  
Aroma Trades industry.*

Looking for something specific?

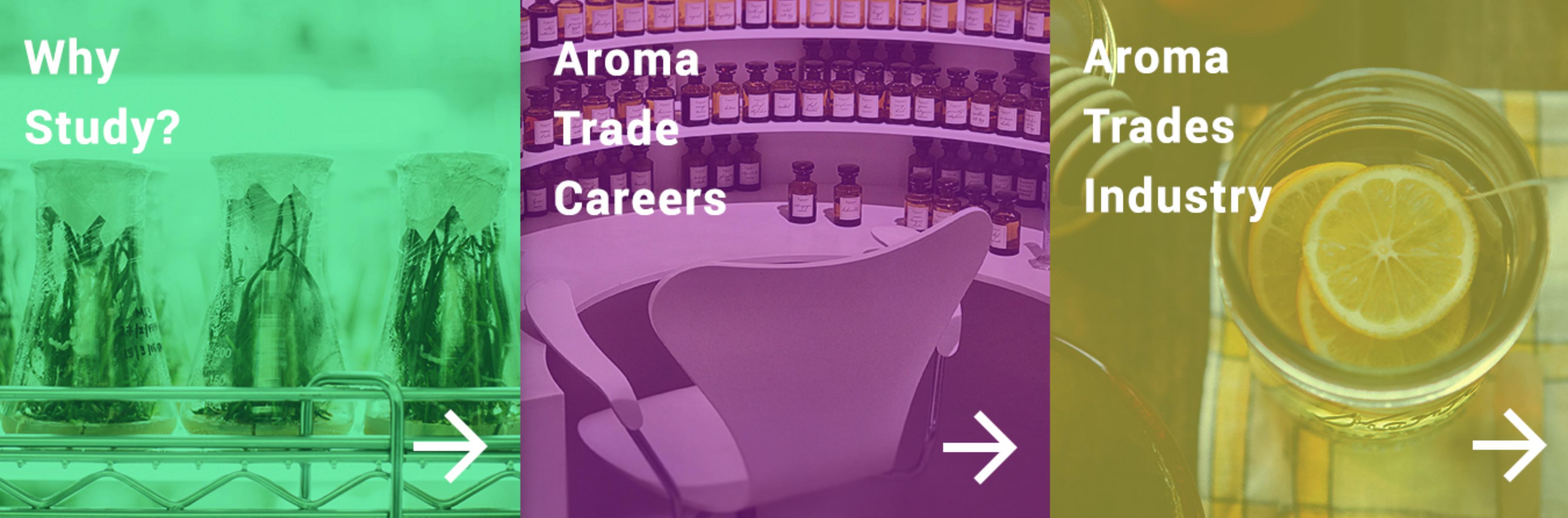


Search →

## Welcome



ICATS has been providing distance learning courses into the global Aroma Trades (perfumes and flavours) industry for over a decade. The ICATS Perfumery programme is validated by the International Federation of Essential Oils and Aroma Trades (IFEAT) and the British Society of Perfumers (BSP). Successful completion leads to the award of the IFEAT Diploma in Aroma Trades Studies.



## What Our Students Think

### Alin Bosilcov

QA Manager Brüder Unterweger Company in Austria

**“**The ICATS IFEAT Diploma Distance Learning Programme has given me comprehensive knowledge and profound insight into the complex world of the Aroma Trades. I experienced the programme as authoritative, highly informative and at the same time straightforward. The many years of industry experience of the authors is reflected in every single unit. **”**

### Gaelle Jacobsen

IFEAT Best Student Award Winner 2010

**“**a very challenging experience to manage at the same time as my professional career but absolutely worth the sweat! I would warmly recommend it to anybody wishing to further develop their understanding of the fragrance industry... **”**

### Robert Sherry

**“**My current role at Fragrance Oils (International) Ltd covers various aspects of their fragrance, flavour and botanical extract creation, application and manufacturing whilst my previous employment as a flavourist entailed a wide range of formulation development and end use targeting. I found the ICATS Perfumery Diploma to be very enlightening since it covered all angles of the Aroma Trades Industry from creation and evaluation to financial management thus making it a truly valuable learning tool for anyone working within or looking for a career change into the industry. **”**

## **Home - Aroma Trade Industry**

### Aroma, Perfume & Flavour Industry

The Aroma Trades consists of the aroma material producers, the aroma material distributors, the flavour / fragrance creative houses, the product manufacturers, retailers and consumers.



### The Aroma Trades Supply Chain

#### **Aroma producers**

These companies produce the essential oils, natural extracts and aroma chemicals which are used in flavours and fragrances.

#### **Aroma distributors**

These companies buy aroma materials from many sources and supply them to the creative flavour and fragrance houses. They may further process aroma materials to better satisfy special industry requirements.

#### **Creative houses**

The creative houses develop and manufacture the flavours and fragrances.

#### **Manufacturers**

These are the companies that manufacture the flavour and fragranced products (e.g. P&G, Unilever etc). The contract manufacturers (McBride, Swallowfield) supply the own label market for in house supermarket brands.

Perfumed products include: fine perfumes, personal care, cosmetics, laundry, household, air fresheners etc.

Flavoured products include: beverages, sugar confectionery, chewing gums, bakery, dairy, ice cream and frozen desserts, soups, snacks, condiments, dressings, convenience foods.

#### **B2B market**

The B2B (business to business) market is where the flavoured or fragranced products are not sold to individual customers directly but are part of another offering (often a service such as restaurant or hair salon). Some companies (e.g. hotel chains, airlines) buy both flavoured and fragranced products.

#### **Retail outlets**

The supermarkets, department stores and other outlets that sell flavoured and fragranced products to consumers. Major retailers (e.g. Wal-Mart, Tesco) have their own technical teams who collaborate with their suppliers to develop original products.

**Why  
Study?**



**Aroma  
Trade  
Careers**



Copyright © 2016 iCats.

**SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY**

[Home](#)[About Us](#)[Distance Learning](#)[Follow Us](#)

## Home - Aroma Trade Careers

### Careers in Aroma Trades, Perfumes and Flavours

The Aroma Trades, Perfumery and Flavour industry covers many areas and employs people in a wide range of roles. People from the job roles below have found ICATS learning useful in building their career success.



#### **Creative Perfumers**

These are the noses. The people who create the new fragrances.

#### **Perfumery Evaluators**

The perfume industry has a special role of evaluations. In the publishing industry the commissioning editor decides what areas to publish and works with authors to get the right books written. The evaluator performs a similar role for fragrances and fragranced products. The role needs expert understanding of the fragrance market, good smelling skills and good project management skills. Perfume evaluators may become full members of the British Society of Perfumers.

#### **Creative Flavourists**

The people who create the new flavours.

#### **Production**

The people who run the production facilities (e.g. essential oils stills, compounding of flavours / fragrances and manufacture of fragranced / flavoured products).

#### **Quality Assurance**

The people who sample and test ingredients and finished products. Special skills in this industry are good smelling / tasting skills. Quality assurance also demands broader management understanding e.g. to work in an ISO 9000 environment.

#### **Regulatory Affairs**

The industry is increasingly being subjected to new regulations e.g. REACH. People in this role have to have technical depth of insight to understand and interpret a wide range of international regulations.

#### **Analytical Chemists**

Analytical chemists not only work in quality control in the analysis of ingredients and finished products but also in the analysis of competitors' products. Great industry knowledge is needed e.g. for detecting the adulteration of essential oils. Analysis is also involved in blue sky research e.g. head space analysis to develop novel aroma materials.

#### **Research and Development (R&D)**

A number of different professionals may be involved in this. For an aroma materials producer a first degree may be in Chemistry or Chemical Engineering. In the creative house Creative Flavourists / Perfumers explore the application of novel aroma materials. In food product manufacture an appropriate first degree would be in Food Technology. For fragranced products a first degree in Cosmetic Science would be appropriate.

### Why Study?



### Aroma Trades Industry



**SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY**

iCats

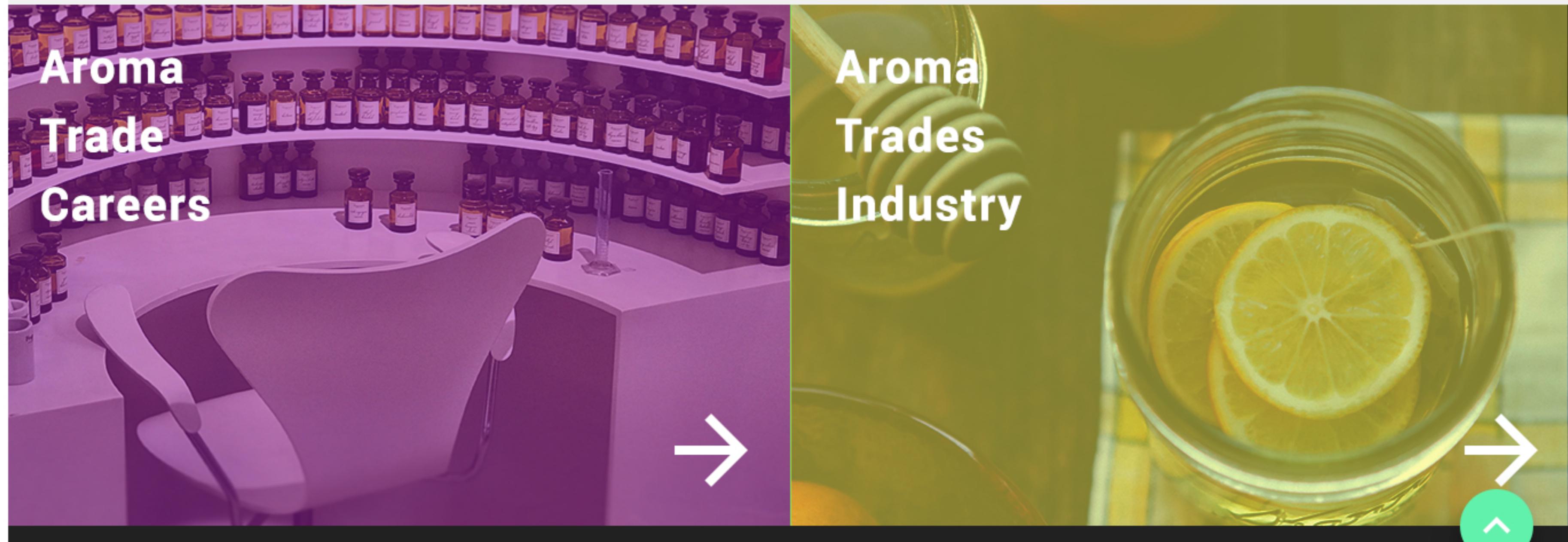
Copyright © 2016 iCats.

## Home - Why Study?

### Internationally Recognised Professional Qualification



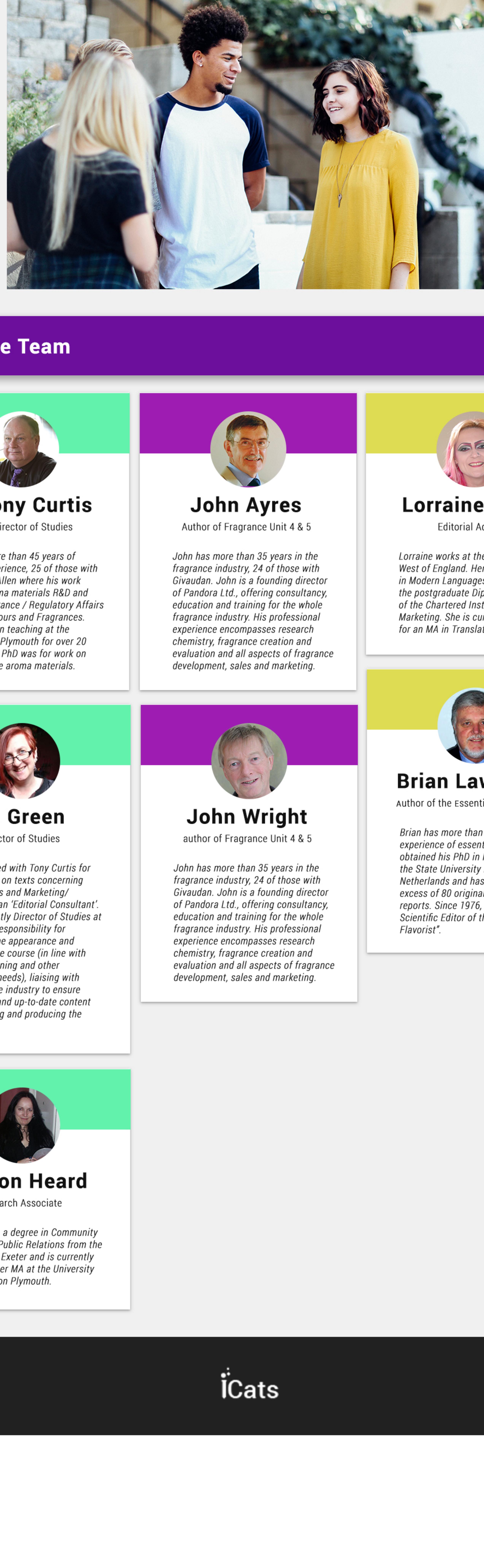
- Over 30 years experience of distance learning in the industry.
- Course workbooks are written by internationally acknowledged experts with depth of industry and teaching experience.
- All the required learning material is included the course pack.
- The syllabus has been developed in close collaboration with the industry and is accredited by IFEAT (International Federation of Essential Oils and Aroma Trades) and the BSP (British Society of Perfumers).
- There is individual support from a Personal Tutor by email.
- There is flexibility to work around business commitments with no fixed examination dates.
- Attendance at the University is not required but there is the opportunity to meet fellow students and professionals at occasional workshops – see our events section for further details.
- The IFEAT Diploma is an internationally recognised professional qualification in the industry.
- Both technical and business aspects of the industry are covered developing the dual competence for professional success in the Aroma Trades.
- For those without the time to take the full programme individual modules may be taken in CPD (Continuing professional Development) mode.



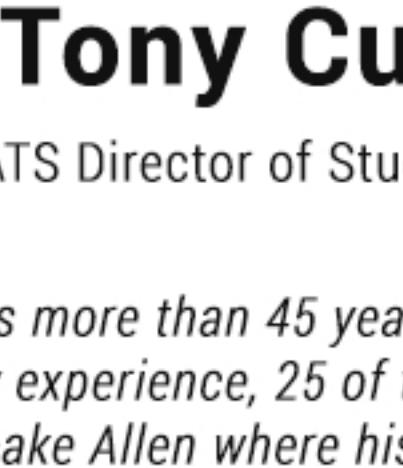
## About Us

**Flexible, distance learning for aspiring professionals in the Aroma Trades**

ICATS exists to provide flexible quality learning to professional and aspiring professionals in the Aroma Trades, Perfumery and Flavour industries. ICATS provides distance learning on a global basis leading to the IFEAT (International Federation of Essential Oils and Aroma Trades) Diploma. ICATS also provides occasional workshops with the British Society of Perfumers (BSP) and IFEAT exclusively focused on the Aroma Trades, Perfumery and Flavour industries. ICATS learning material is written by international industry experts with long experience of training and education.



## Meet The Team



**Dr. Tony Curtis**

ICATS Director of Studies

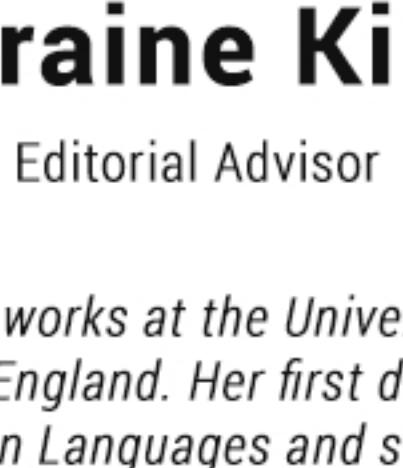
Tony has more than 45 years of industry experience, 25 of those with Bush Boake Allen where his work included aroma materials R&D and Quality Assurance / Regulatory Affairs for both Flavours and Fragrances. Tony has been teaching at the University of Plymouth for over 20 years. Tony's PhD was for work on sesquiterpene aroma materials.



**John Ayres**

Author of Fragrance Unit 4 & 5

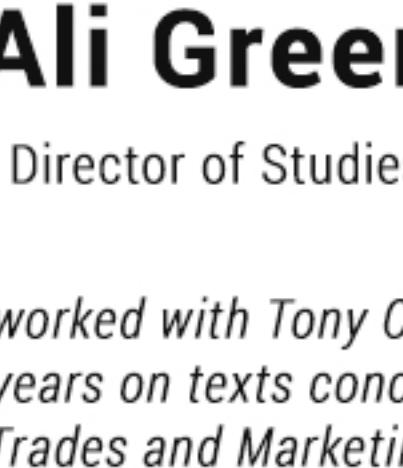
John has more than 35 years in the fragrance industry, 24 of those with Givaudan. John is a founding director of Pandora Ltd., offering consultancy, education and training for the whole fragrance industry. His professional experience encompasses research chemistry, fragrance creation and evaluation and all aspects of fragrance development, sales and marketing.



**Lorraine Kirby**

Editorial Advisor

Lorraine works at the University of the West of England. Her first degree was in Modern Languages and she holds the postgraduate Diploma in Marketing of the Chartered Institute of Marketing. She is currently studying for an MA in Translation.



**Ali Green**

Director of Studies

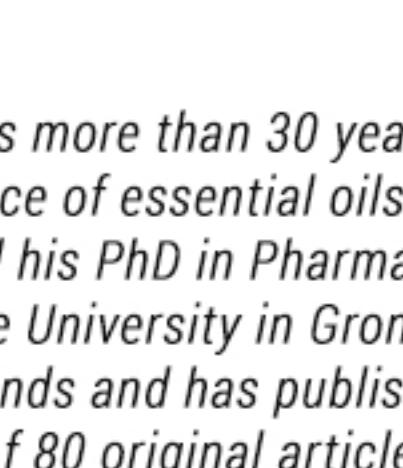
Ali has worked with Tony Curtis for twenty years on texts concerning Aroma Trades and Marketing/ Business as an 'Editorial Consultant'. She is currently Director of Studies at ICATS, with responsibility for formatting the appearance and content of the course (in line with distance learning and other educational needs), liaising with experts in the industry to ensure appropriate and up-to-date content and compiling and producing the Newsletter.



**John Wright**

author of Fragrance Unit 4 & 5

John has more than 35 years in the fragrance industry, 24 of those with Givaudan. John is a founding director of Pandora Ltd., offering consultancy, education and training for the whole fragrance industry. His professional experience encompasses research chemistry, fragrance creation and evaluation and all aspects of fragrance development, sales and marketing.



**Brian Lawrence**

Author of the Essential oil overviews

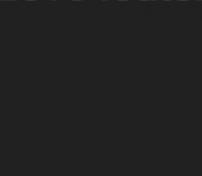
Brian has more than 30 years experience of essential oils. He obtained his PhD in Pharmacognosy at the State University in Groningen, the Netherlands and has published in excess of 80 original articles and reports. Since 1976, he has been Scientific Editor of the "Perfumer and Flavorist".



**Sharon Heard**

Research Associate

Sharon holds a degree in Community Studies and Public Relations from the University of Exeter and is currently completing her MA at the University College Marjon Plymouth.





Home

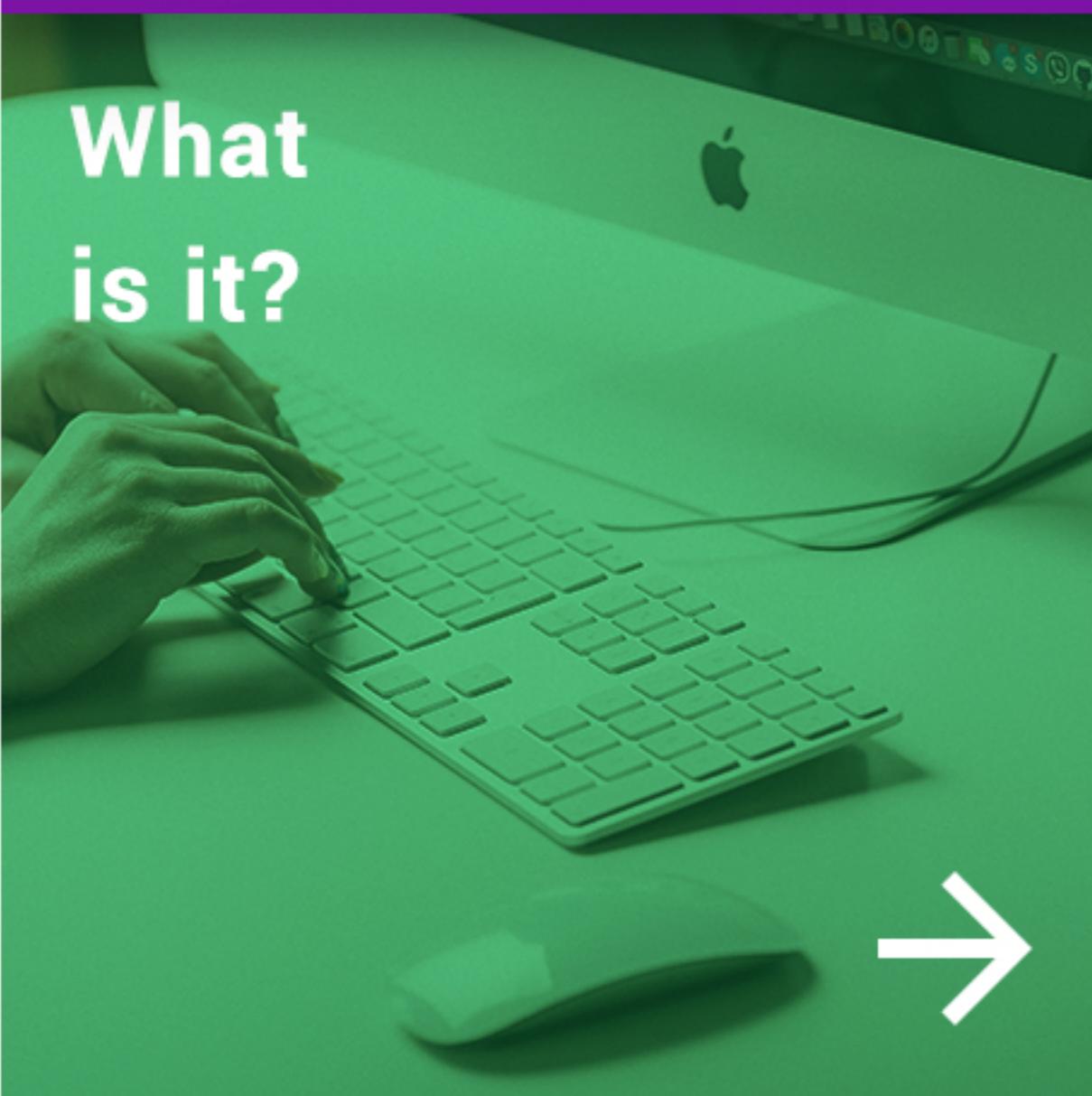
About Us

Distance Learning

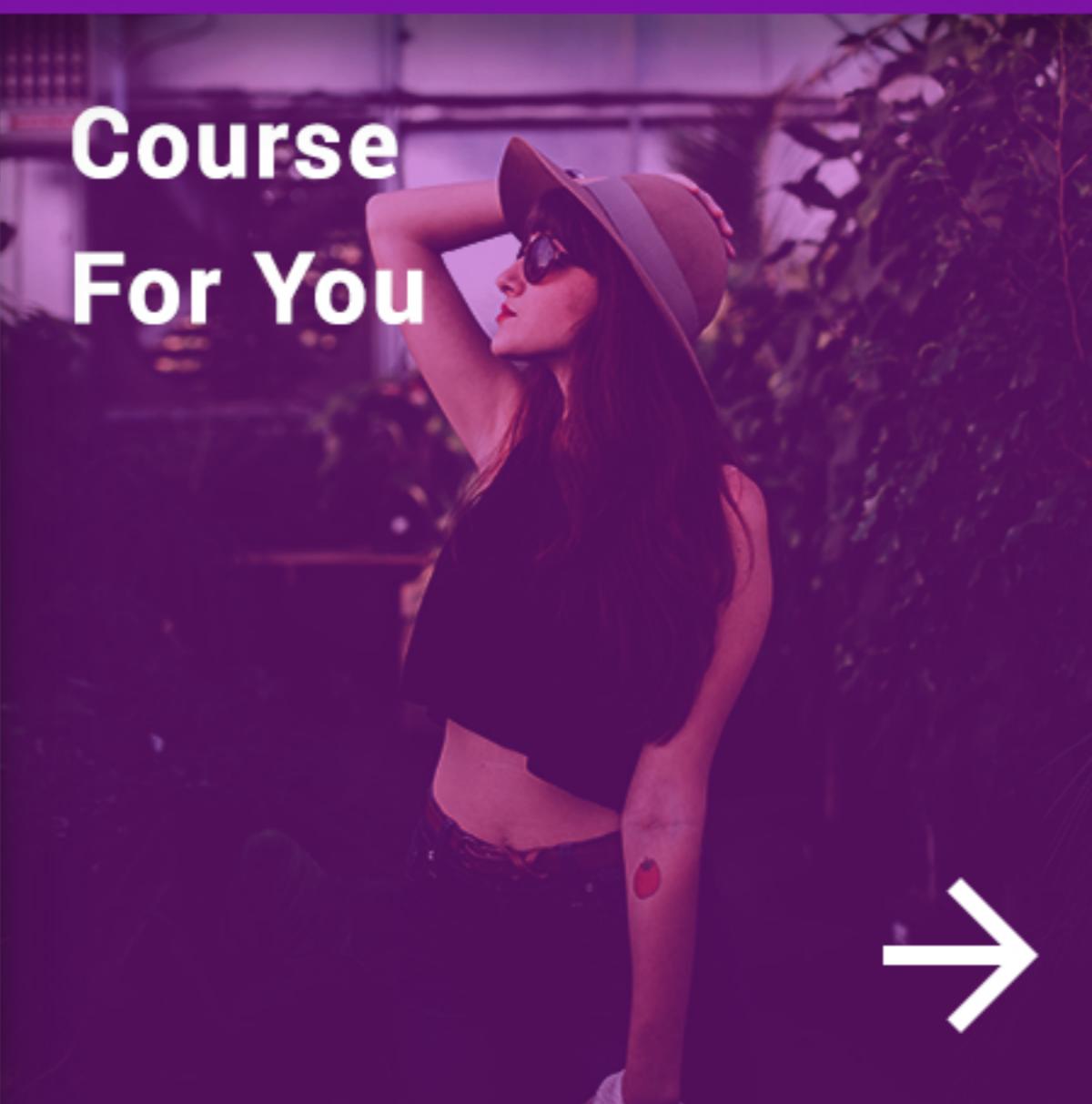
Follow Us

## Distance Learning

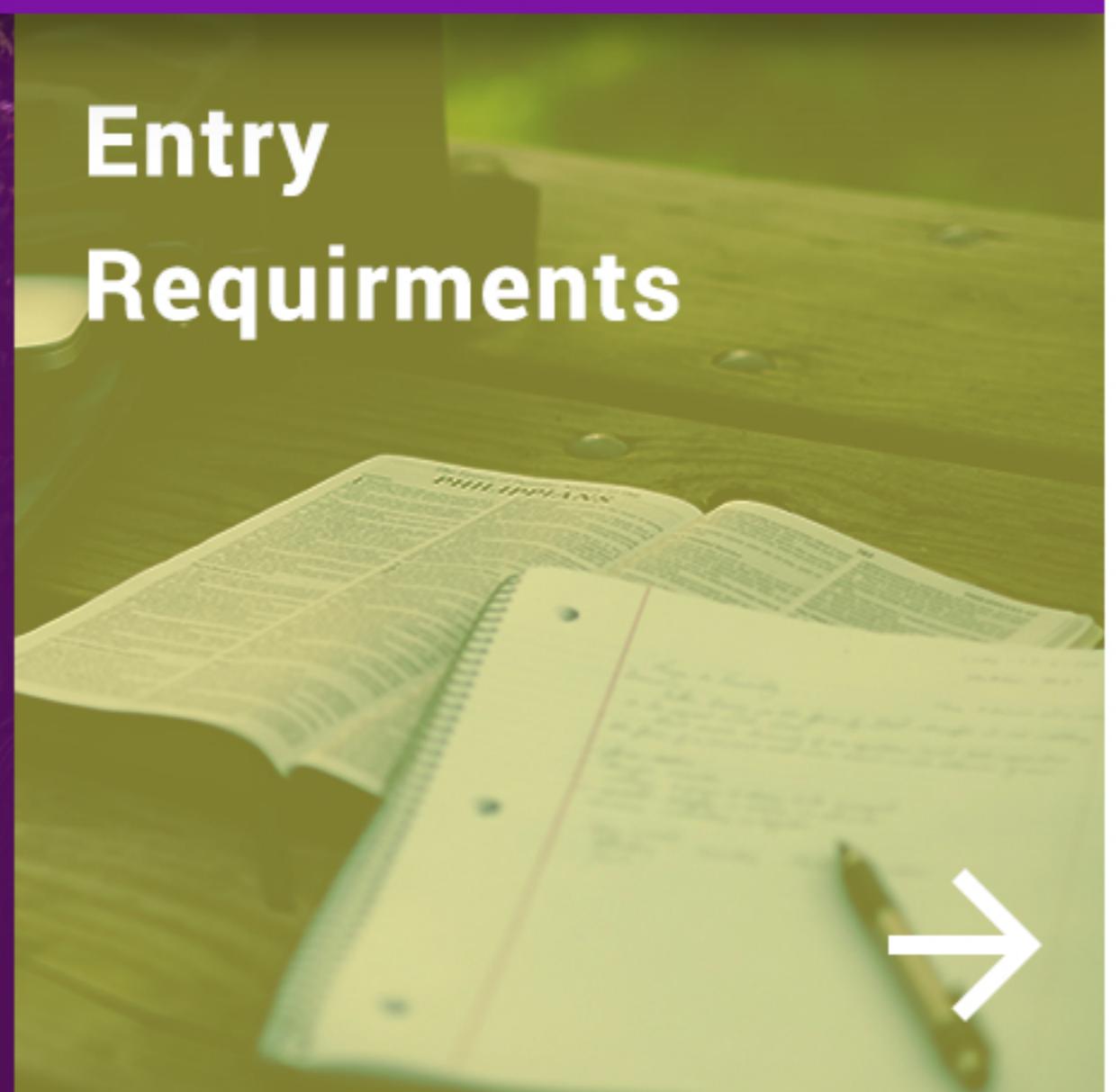
What  
is it?



Course  
For You



Entry  
Requirements



Support



SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY

iCats

Copyright © 2016 iCats.



## Distance Learning - What Is It?

### What Is Distance Learning?



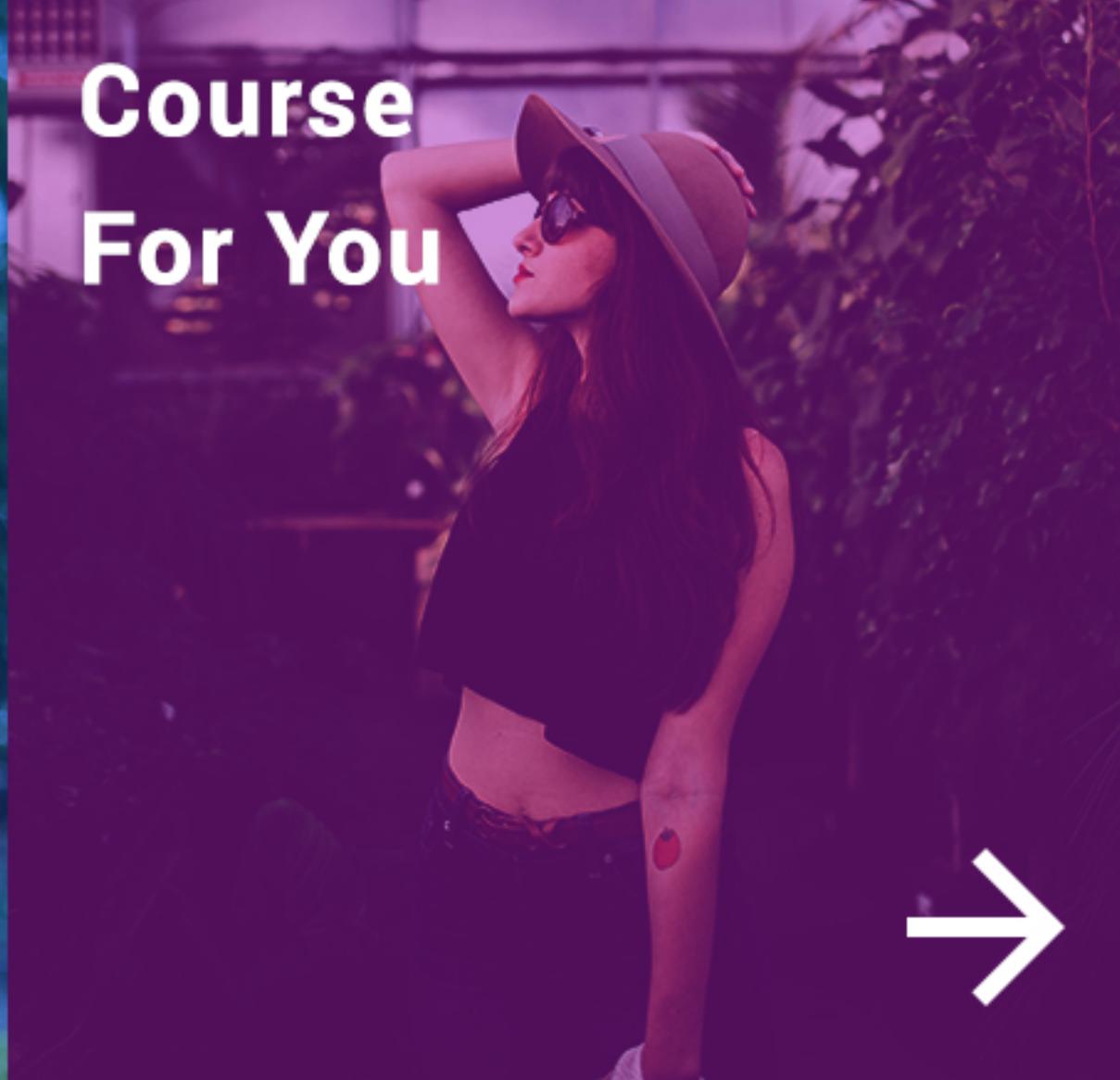
In distance learning the normal university approach of lectures, tutorials and workshops are replaced with reading and activities. The approach has proved its worth over 30 years. All the necessary materials are included in the learning pack (ICATS module workbooks on CDs, textbooks, monographs, aroma reference standards, smelling strips and IFEAT expert papers). There is a lot of flexibility. There is no fixed exam at the end of the academic year or fixed hand in dates for assignments. Students can work through the material at their own pace.

Modules are assessed by Tutor marked assignment reports and a final dissertation submitted to the IFEAT External Examiner. Support is provided throughout study by Personal Tutors who are only an email away from students. The foundation module of this programme covers the basic science and mathematics needed in the Aroma Trades. This provides the necessary underpinning for those without a technical background and a refresher for those with science qualifications.

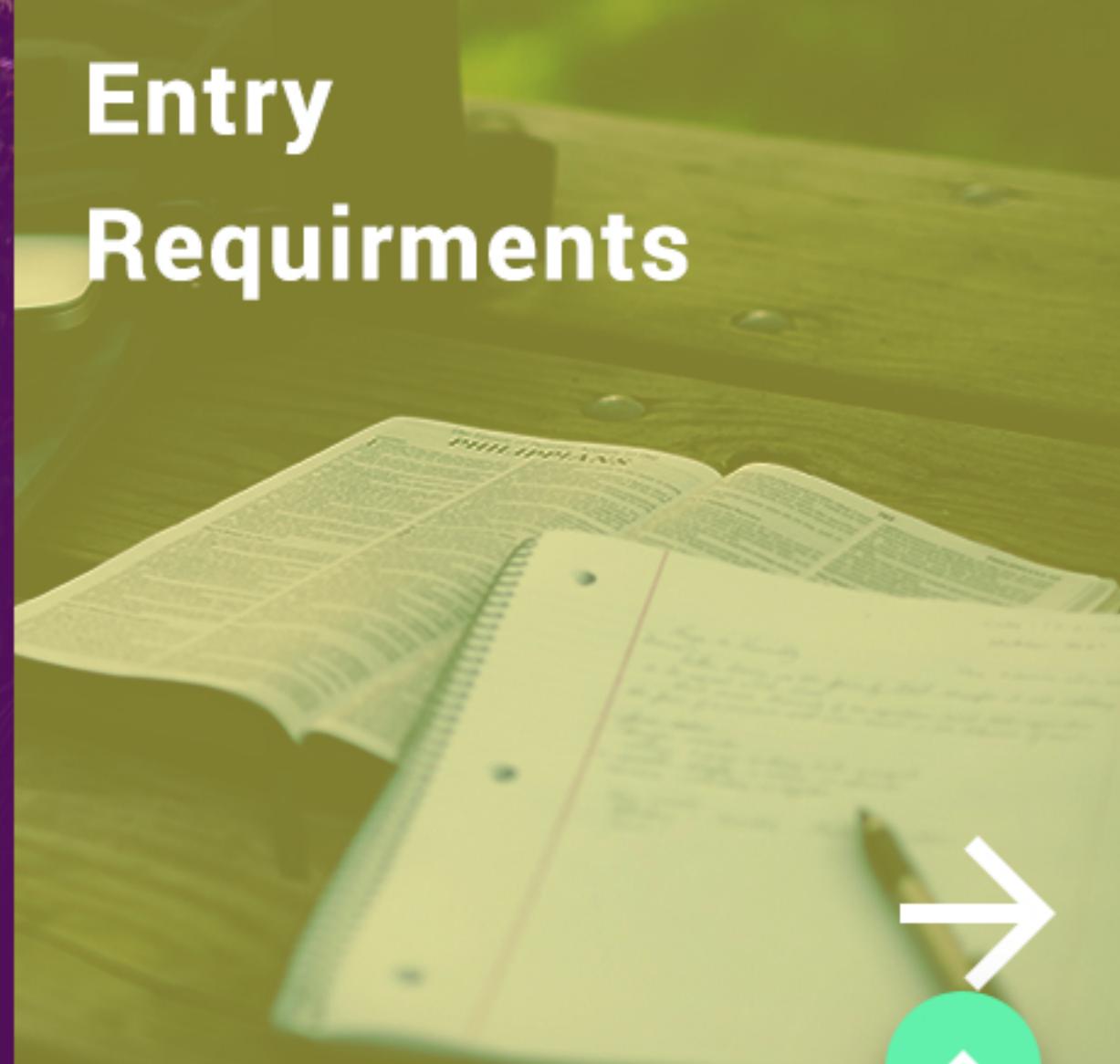
**Support**



**Course  
For You**



**Entry  
Requirements**



**SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY**

[Home](#)[About Us](#)[Distance Learning](#)[Follow Us](#)

## Distance Learning - Course For You

### Is This The Best Course For Me?

#### **The Aroma Trades is: Art + Science + Technology + Management**

The ICATS Diploma programme provides the necessary perspectives to succeed in the multi-disciplinary global Aroma Trades Industry. For the recent graduate, the programme provides the answer to the question 'What is special about the Aroma Trades industry?' The coverage from production to finished consumer product provides that essential overview of the industry that the developing professional needs. Both management issues (e.g. management of new product development) and technical issues (e.g. production of essential oils and aroma chemicals) are included.

For existing professionals in the industry who want to make that next promotional step up in the industry, the programme provides that vital broader perspective and deeper skills base. Each level of the industry is considered and both technical and management issues are covered.

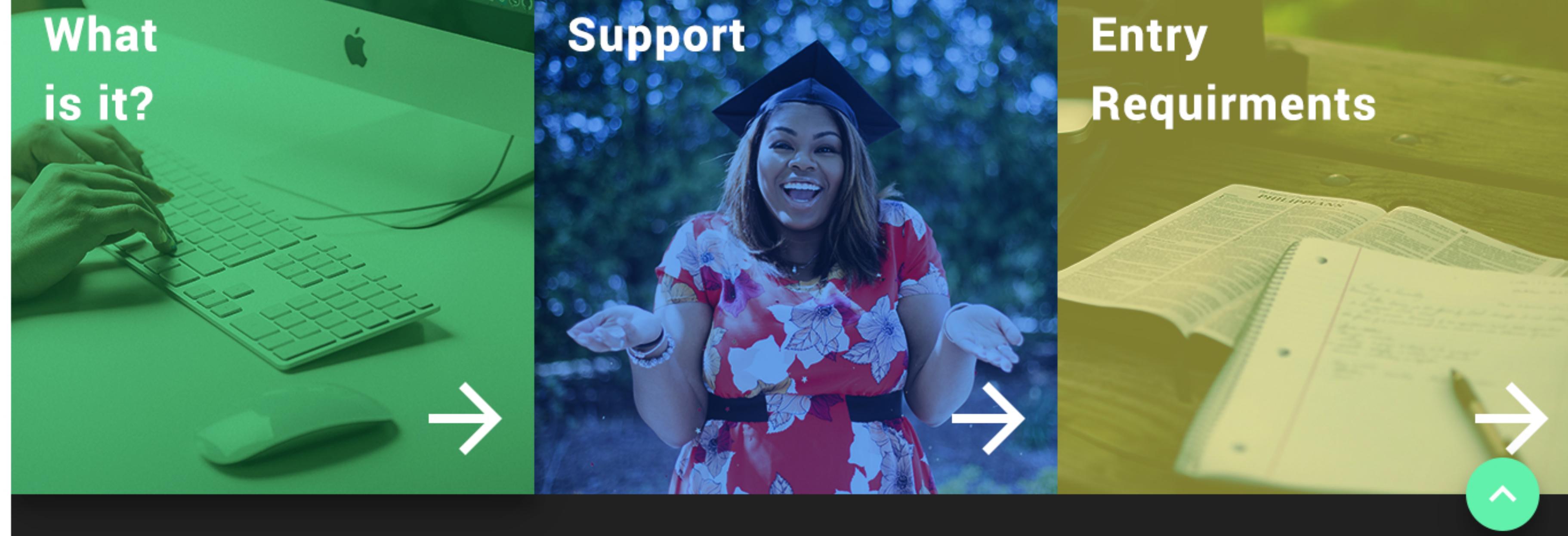


### Course Content & Structure

Units 1 and 2 provide the necessary foundation knowledge and skills. Units 3, 4, 5, 6 and 7 cover specific technical aspects of the Aroma Trades. Units 8, 9, 10 and 11 cover the business aspects of the Aroma Trades. The concluding units (12 & 13) lead to the production of a researched based dissertation of the participant's own topic selection with tutor support and guidance.

#### **Studying the units by distance learning**

In this distance learning programme all the necessary learning materials are sent to participants and there is no attendance at the University. The normal university approach of lectures, tutorials and workshops are replaced with set readings and activities. Assessments are by tutor marked assignments for the taught units and a dissertation for the research phase. Assignment submission and tutor support is by email. The distance learning approach has proved its worth over 30 years in the Aroma Trades Industry.



**SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY**

**iCats**

Copyright © 2016 iCats.

## Distance Learning - *Entry Requirements*

### Requirements to study with ICATS

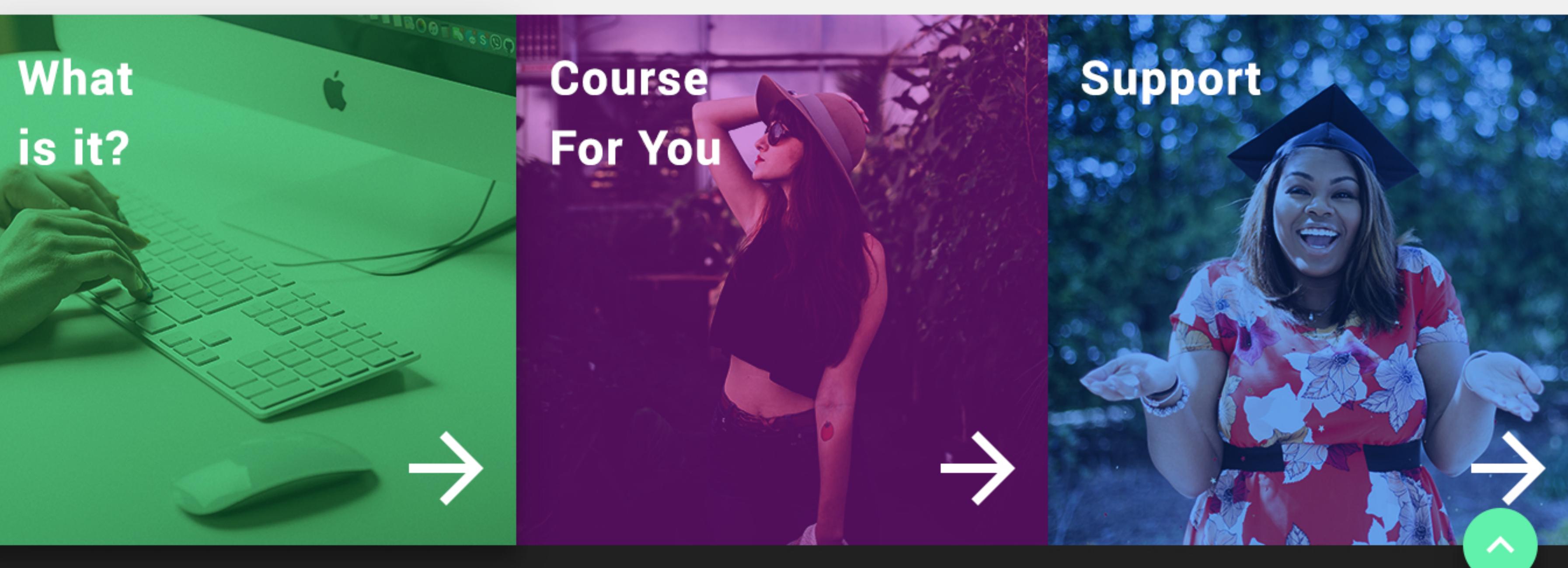


Most entrants possess an honours degree or a professional qualification. This need not be technical or science orientated. The foundation unit provides the necessary underpinning.

Candidates working in the industry but without a first degree or equivalent will be considered. Such candidates should submit their CV and their application must be supported by a senior professional from their sponsoring organisation (e.g. Training Manager, Laboratory Manager etc.).

#### **Academic standards for Aroma Trades Studies**

The IFEAT Postgraduate Diploma in Aroma Trades Studies (successful completion of 180 module credits) is at postgraduate level. Students taking selected modules in CPD (Continuing Professional Development) mode may be awarded the IFEAT Certificate in Aroma Trades Studies (successful completion of 60 module credits) or the IFEAT Diploma in Aroma Trades Studies (successful completion of 120 module credits). The IFEAT Certificate, Diploma and Postgraduate Diploma are awarded directly by IFEAT.



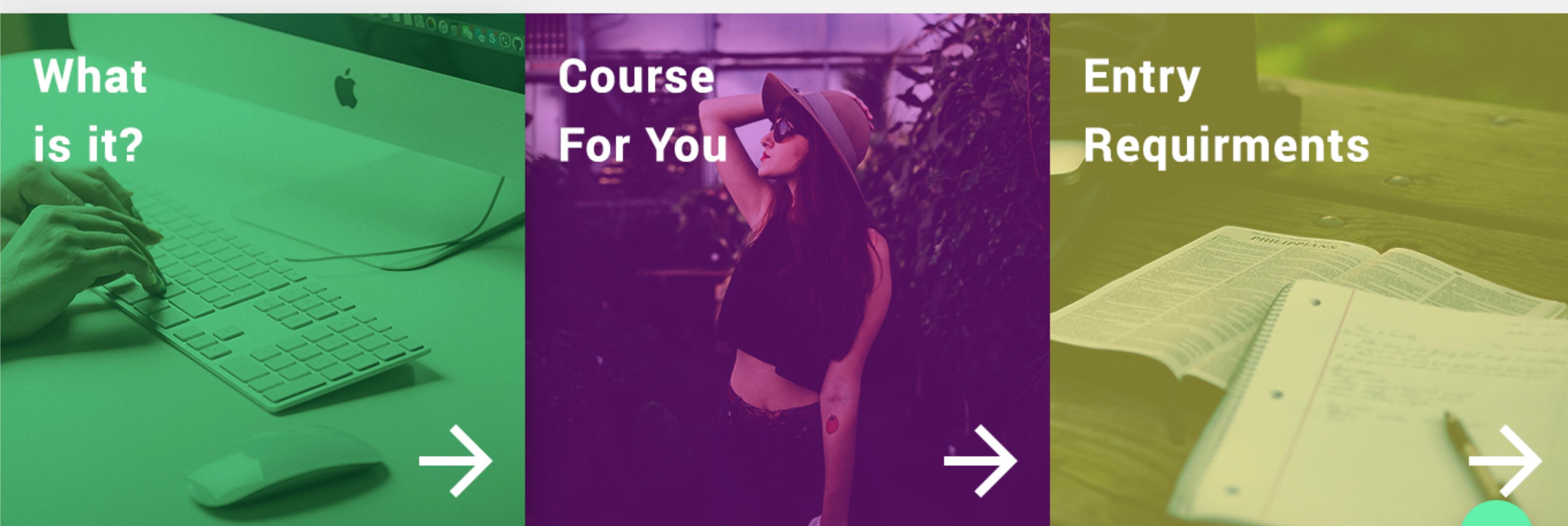
## Distance Learning - Support

### FAQs



In distance learning the normal university approach of lectures, tutorials and workshops are replaced with reading and activities. The approach has proved its worth over 30 years. All the necessary materials are included in the learning pack (ICATS module workbooks on CDs, textbooks, monographs, aroma reference standards, smelling strips and IFEAT expert papers). There is a lot of flexibility. There is no fixed exam at the end of the academic year or fixed hand in dates for assignments. Students can work through the material at their own pace.

Modules are assessed by Tutor marked assignment reports and a final dissertation submitted to the IFEAT External Examiner. Support is provided throughout study by Personal Tutors who are only an email away from students. The foundation module of this programme covers the basic science and mathematics needed in the Aroma Trades. This provides the necessary underpinning for those without a technical background and a refresher for those



**What is it?**

**Course For You**

**Entry Requirements**

[Home](#)[About Us](#)[Distance Learning](#)[Follow Us](#)

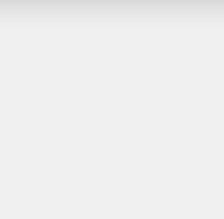
## Follow Us

We're Social



## Sign Up To Our Newsletter





## Recent News

### ICATS Events

The ICATS team have successfully run workshops in the UK, North America, China and India. ICATS has also collaborated with the BSP (British Society of Perfumers) in delivering their biennial 'Perfumery Workshop Weekend'.

### Articles

Aromachology and Fragrance Evaluation

Ashish Jhunjhunwalla

Fragrance Evaluation/Business Development Manager

AFF Aromatics Pvt. Ltd. – Kolkata, NOIDA

Over the years, fragrance users have moved from being a simple consumer of Perfume to become a demanding individual with a global perspective and a unique identification. Consumers of today are more aware of themselves and their environment and the changing social scenario has led the modern day consumer to understand their own selves and people have started to spend money to create their own identity and to please themselves, rather than others.

[Click here to read full article – \(PDF format\)](#)

You can keep track of what's happening with our regular ICATS newsletter. Click on any link to read the newsletter. Keep coming back to read the latest newsletters.

Click each link to read/download each edition of the ICATS student newsletter.

[ICATS Newsletter Spring 2016](#)

[ICATS Newsletter Autumn 2015](#)

[ICATS Newsletter July 2014](#)

[ICATS Newsletter July 2013](#)

[ICATS Newsletter Winter 2012/2013 IFRA Special](#)

[ICATS Newsletter July/August 2012](#)

[ICATS Student Newsletter IFEAT Barcelona Conference 2011](#)

[ICATS Student Newsletter IFRA UK Fragrance Forum November 2011 Edition](#)

[ICATS Student Newsletter Summer 2011](#)

[ICATS Newsletter BSP Workshop 2011 Special Edition](#)

[ICATS Newsletter February 2011](#)

[ICATS Newsletter Autumn 2010](#)

[ICATS Newsletter June 2010](#)



SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY

iCats

Copyright © 2016 iCats.