

Wednesday, June 3 – Friday, June 5, 2009

Marriott Washington Hotel, Washington, DC, US

www.sustainablefragrances2009.com



Sustainable Fragrances

for Cleaning Products

The first event to focus solely on the development of criteria for green fragrances



early bird registration offer

Book through April 24, 2009 and save 10% on your registration

Online: www.sustainablefragrances2009.com

Tel: +1 207 781 9618

Email: brian.santos@pira-international.com

Plus!

Don't miss the pre-conference seminar on Wednesday, June 3, 2009:

A Primer on Green Fragrances

Sustainable Fragrances for Cleaning Products

reasons to attend

- Be the first to get up-to-date on the new criteria for green fragrances developed by EPA's Design for the Environment Program and RIFM
- Hear from the most knowledgeable and comprehensive group of speakers on this topic ever
- Participate in the creation of a definition of "green" or "sustainable" that is meaningful for all constituent industries
- Get a comprehensive review of current technology and where it's heading
- Learn the science behind determining allergic response and sensitization to fragrance
- Understand the market trends in fragrance driving consumer purchases
- Meet and network with key contacts in the fragrance and consumer product industries

what's on the agenda

The conference program is specifically designed to bring delegates on a journey that will take them from learning the basics of sustainable practices to the development of a framework that helps companies create products that meet certain stringent criteria, ultimately allowing them to communicate a message to their customers that is founded upon solid science.

In session 1, you'll learn how the **quest for sustainability drives innovation** and start the discourse on **defining "natural"** when it comes to fragrances. You'll also discover in this session why your company's **carbon footprint** matters to your overall sustainability goals.

Session 2 will help you **build a framework for environmentally preferable product recognition** with presentations on the **Design for the Environment Program's new Screen for Safer Substitutes in Fragrances** and the **CleanGredients® Fragrance Module**. Learn from fragrance formulators how they **approach designing sustainable fragrances**.

Finally, in **session 3**, the concepts from day one will be put into practice as you **explore the collaborative development between the fragrance formulator and the cleaning product manufacturer** in developing fragrances that are **not only sustainable, but safe for dermal contact**.

This compelling and thought-provoking program will be interspersed with ample time to network with speakers and delegates. We look forward to welcoming you to the first conference on sustainable fragrances for cleaning products to tell the whole story of sustainable fragrance development!

Industry overview

Currently, truly green cleaners account for only 2% to 5% of the products sold in the \$17.5 billion US cleaning products market for household, janitorial, food service and laundry chemicals. However, due to increased consumer misperceptions regarding the terms "green," "sustainable" and "natural," government regulatory agencies and NGOs have developed programs to certify consumer products that meet stringent standards for sustainable formulations.

Historically, these standards did not require companies to include the formula's fragrance in the criteria for certification, but this is about to change. Pressure from eco-savvy consumers and media reports that cast doubt upon the safety of household products have led the industry to move toward sustainability – and there's no going back.

About the conference

Sustainable Fragrances for Cleaning Products will address the challenges of creating "green" and/or "sustainable" fragrances for cleaning products. This conference is the first of its kind to bring together the cleaning products industry, fragrance manufacturers and the suppliers of raw materials for the fragrance industry to learn about changes to existing standards and discuss ways to untangle the intricate fragrance supply chain.

Who should attend

Fragrance manufacturers who have customers asking for sustainable fragrance formulations for their products will find this forum valuable for its case studies, networking opportunities and technology updates.

Cleaning products manufacturers will benefit from hearing how changes to various eco-labeling criteria will impact their new product roll-outs as well as from the opportunity to hear from their suppliers.

Suppliers of chemicals, additives and ingredients should attend in order to network with customers and find out how sustainability affects the entire supply chain.

conference proceedings

If you can't make it to Washington, you can still receive the latest information on this topic by purchasing complete conference proceedings. Available on CD and in pdf format, conference proceedings include full presentations and conference materials that will keep you up-to-date on the latest industry developments. For additional details, contact Brian Santos today at +1 207 781 9618 or brian.santos@pira-international.com.

pre-conference seminar

A Primer on Green Fragrances

Wednesday, June 3, 2009, 1:00pm – 5:00pm

This seminar will give an overview of the history and issues leading to the quest for a "green fragrance". The environmental movement had its origin two centuries ago. It gained significant public awareness with Rachel Carson's *Silent Spring* in 1962, and now has constant media attention. Input comes from government, NGOs, large retailers, consumer groups and scientific organizations. There are many ways to approach the concepts of "green" or "sustainability". For many people, "green" is synonymous with "natural", "organic", or perhaps "biodegradable". Another approach, Green Chemistry, is real chemistry done with a concern for safety and the environment.

With the special case of fragrance, there has been an evolution of safety considerations. For many years the emphasis was on skin reactions, but now environmental and respiratory issues have gained prominence. In addition to experimental data, computer models such as the pbt profiler and EPI Suite give safety predictions based on structure for the many chemicals. Both IFRA (International Fragrance Association) and DfE (Design for the Environment) have been active recently in defining "green", "natural" and "organic". This primer will review the history of the environmental movement, the science of safety, and the latest activities focusing specifically on fragrance.

Your seminar leader



Steve Herman, President
DIFFUSION LLC, US

Steve Herman is President of Diffusion LLC, a consulting company specializing in regulatory issues, intellectual property and technology development and transfer. He has been an Adjunct Professor in the FDU Cosmetic Science Program since 1993, teaching the Cosmetic Formulation Lab and Perfumery. Steve is a regular columnist for GCI Magazine and has written a book, "Fragrance Applications: A Survival Guide." His SCC activities include service as Chairman of the NY Chapter in 1992, election to Fellow status in 2002 and instructor in the Continuing Education Program. He also teaches several fragrance related courses for the Center for Professional Advancement.

New! IntertechPira Webinars



IntertechPira now offers online webinars on a variety of conference topics. Receive valuable information from the event provider you trust from the comfort of your desk. Webinars will be available live on our website at www.intertechpira.com. To receive information on webinars, request a topic, or find out how you can be involved, contact Chandra Leister at [chandra](mailto:chandra.leister@pira-international.com).

leister@pira-international.com or +1 207 781 9602.



Conference agenda

Day 1 – Thursday, June 4, 2009

- 7:30** Continental breakfast and registration
- 8:30** Welcome and opening remarks
Jessica Johnson, Senior Conference Producer
INTERTECHPIRA

Getting to know sustainability

- 8:40** Opening remarks from the Session Chair
Ladd Smith, President
RESEARCH INSTITUTE FOR FRAGRANCE MATERIALS (RIFM)

- 8:50** **Keynote Address**
Making sustainability beautiful
- Why is fragrance important in cleaning products?
 - What are consumers looking for in scent in their products?
 - What are scent makers doing to make these scents green?

Chandler Burr, Perfume Critic
THE NEW YORK TIMES

- 9:20** **Sustainability as a driver for innovation**
- The trend toward sustainability across industries and markets
 - Benchmarks to achieving sustainability goals
 - Opportunities and challenges presented by the availability of sustainable materials

Lauren Heine, Senior Science Advisor
CLEAN PRODUCTION ACTION

- 9:50** **Defining "natural" for the personal care/household product industries**
- Recent trends in the personal care/household products industries to define "natural"
 - Focus on the efforts of the Natural Product Association's Personal Care Standard
 - Examine how fragrance and health are now intimately linked in the product development process at many personal care/household product companies

Jack Corley, Executive Vice President
TRILOGY FRAGRANCES INC

- 10:20** Morning refreshments and networking break

- 10:50** **Market Outlook**
Marketing and branding with fragrances
- The importance of scent in cleaning products
 - Alternative ways of removing odors
 - Providing the perception of cleanliness
 - Supporting your corporate marketing efforts and branding in a sustainable way

Harald Vogt, Founder and Chief Marketer
SCENT MARKETING INSTITUTE

- 11:20** **Carbon footprinting a green cleaning product: A step towards sustainability**
- What is a carbon footprint?
 - How is a carbon footprint calculated for a product?
 - What are the marketing advantages of having your product's footprint calculated?

Margaret Whittaker, Managing Director
and Chief Toxicologist
TOXSERVICES LLC

11:50 Alternatives to animals in toxicity testing

- The National Academy of Sciences "Toxicity Testing in the 21st Century" report
- Paul Locke, Associate Professor**
JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH and CENTER FOR ALTERNATIVES TO ANIMAL TESTING

12:20 Lunch will be served for speakers and delegates

Building the framework for environmentally preferable product recognition

1:20 Opening remarks from the Session Chair
Lauren Heine, Senior Science Advisor
CLEAN PRODUCTION ACTION

1:30 Creating sustainable fragrances: A perfumer's view

INDUSTRY INSIGHT

- Sustainable materials to create sustainable fragrances
- What are the pros and cons of a sustainable fragrance?
- Current market for sustainable fragrances
- A perfumer's curiosity

Steve Schuh, Director Fragrance Research and Development
BELL FLAVORS & FRAGRANCES

2:00 EPA Design for the Environment (DfE) Screen for Safer Substitutes in Fragrances

- Overview of the DfE Program
 - DfE approach to Safer Substitutes: Informed substitution
 - Development of DfE Screen for Safer Substitutes
 - DfE Screen for Safer Substitutes in Fragrances
- Libby Sommer, Environmental Scientist**
EPA DESIGN FOR THE ENVIRONMENT

2:30 The CleanGredients® Fragrances Module: Development and approach

- Overview of CleanGredients®
 - The CleanGredients® Fragrances Module
 - Next steps for CleanGredients®
- Topher Buck, Senior Project Manager**
CLEANGREDIENTS®

3:00 Afternoon refreshments and networking break

3:30 Delivering sustainable fragrances for cleaning products: A holistic and integrated approach

INDUSTRY INSIGHT

- Balancing the needs of people and planet
- Integrating sustainable innovation throughout the value-chain: Lifecycle thinking
- The benefit of sustainable innovation versus retro-fitting solutions
- Balancing out the benefits: Natural fragrances vs synthetics
- Managing perception: Educating and engaging consumers

Greg Adamson, Global VP Regulatory Affairs
GIVAUDAN

4:00 Evaluating fragrances in certification

- Description of how fragrances in cleaning products have been evaluated by ecolabels
- Different green "screens" and ways to evaluate fragrances
- Confidentiality of fragrances and explanation of how this shapes evaluation
- Perception of the use of fragrances in cleaning products industry

Christine Chase, Environmental Scientist
GREEN SEAL

4:30 EPA's Sustainable Futures Program

- Many chemicals lack data necessary to evaluate their human and environmental effects
- 30 years of EPA development of several approaches to evaluate chemicals lacking data
- What does the Sustainable Futures Program do?
- Encouraging commercialization of safer products while saving companies time and money

Bill Waugh, Toxicologist
US ENVIRONMENTAL PROTECTION AGENCY

5:00 Closing remarks from the Co-Chairs and end of day one

5:15 Networking reception

All speakers and delegates are invited to this relaxed and informal reception to network and discuss the day's proceedings

Day 2 – Friday, June 5, 2009

7:30 Continental breakfast and networking

Creating a sustainable fragrance: Collaboration, safety and the consumer

8:30 Opening remarks from the Session Chair
MJ Marshall, Director of Government Relations
THE ROBERTS GROUP

8:40 What is a sustainable, green and/or natural fragrance?

- Examples: ISO 9235, DfE, etc
- How Seventh Generation defines a natural fragrance
- Complexities of: Sustainable/green/natural fragrance
- Opportunities for: Sustainable/green/natural fragrance

Reed Doyle, Director of Global Strategic Sourcing
SEVENTH GENERATION

9:10 Things we need to remember about the basic science of poisons

- What happens, how much does it take and where does it go
- Immediate and longer term effects
- Origin, exposure and risk

Ladd Smith, President
RIFM, US

9:40 Designing sustainable fragrances

MARKET OUTLOOK

- Market trends driving consumer purchases
 - Fragrance trends
 - Industry challenges
- Michelle Harper, Director of Fragrance Evaluation and**
Cynthia Reichard, EVP of Client Services
ARYLESSENCE INC

10:10 Morning refreshments and networking break

10:40 An *in vitro* screening system that identifies skin sensitization

R&D INSIGHT

- Alternative to animal testing
- Human skin models
- Identifying chemical sensitizers
- Mixtures and finished products
- Rapid *in vitro* screen

Jim McKim, Chief Science Officer
CEETOX

11:10 The dermal sensitization Quantitative Risk Assessment (QRA) for fragrance ingredients

- Key elements of the dermal sensitization quantitative risk assessment (QRA) for fragrance ingredients
- Why did the fragrance industry look for another method for assessing dermal sensitization
- How does the new dermal sensitization QRA for fragrance ingredients work
- How has the new dermal sensitization QRA for fragrance ingredients been implemented

Anne Marie Api, VP
Human Health Sciences Program
RIFM

11:40 The Consumer Product Ingredient Communication Initiative

- Summary of the Consumer Product Ingredient Communication Initiative
- Review of the Initiative's approach for the disclosure of fragrance ingredients
- Challenges associated with providing meaningful information to consumers about ingredients while protecting valuable company trade secret information
- Discussion of how ingredient disclosure could impact the selection of ingredients
- Review of efforts by industry to increase the transparency of fragrance ingredients
- Outlook for the future: Potential for mandatory labeling of consumer product ingredients

Michelle Radecki, General Counsel
THE SOAP AND DETERGENT ASSOCIATION

12:10 Collaboration for sustainability

CASE STUDY

- Fragrance: A pillar of Method's business
 - Development: Environmental design and human safety
 - Partnership: Joint effort with fragrance houses
- Suzanne McCormick, Director of Fragrance Development**
METHOD INC, US and
Dr William Troy, VP and General Manager of Product Safety and Regulatory Affairs
FIRMENICH

12:40 Closing remarks from the Co-Chairs and end of the conference

The venue

The newly renovated Washington Marriott Hotel in downtown Washington DC is ideally located steps away from historic Georgetown, Dupont Circle, Foggy Bottom and DC's central business district. This warm and welcoming hotel is also conveniently located near The George Washington University, Georgetown

University, the Kennedy Center and the Washington Convention Center.

Venue address

Marriott Washington
1221 22nd Street NW
Washington, District Of Columbia 20037, US
www.marriott.com/hotels/travel/waswe-washington-marriott

Accommodation

Speakers and delegates are responsible for booking their own travel and accommodation. A limited number of rooms have been reserved for speakers and delegates wishing to stay at the **Marriott Washington** at a special rate of **\$189** plus taxes. Rooms must be reserved no later than **May 13, 2009** to take advantage of this special rate. To book your accommodation, please contact the hotel directly at **+1 202 872 1500**. Please state that you're attending the IntertechPira **Sustainable Fragrances for Cleaning Products** conference to receive the preferential rate.

Conference fees

The conference fee includes entry to the conference sessions and the exhibition, conference proceedings CD, luncheons, receptions and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/E/\$ exchange rate at the time the transaction goes through. **PLEASE NOTE:** Credit card details will be necessary if your booking is made less than 10 days prior to the start of the conference, or if your invoice remains unpaid at the start of the event. Please see step 3 for further details. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and current exchange rates and bank charges will apply.

Cancellations

Cancellations will be accepted and fees will be refunded (less 20% handling charge) only if made in writing and received ten working days before the event. Bookings cannot be cancelled or fees refunded thereafter. Substitutions may be made at any time, please notify Brian Santos at brian.santos@pira-international.com or + 1 207 781 9618.

Note

IntertechPira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. IntertechPira reserves the right to cancel, defer or modify the event proceedings without prior notice. If you have sent a booking to us and have not received confirmation, please contact Laura Preston at laura.preston@pira-international.com or + 1 207 781 9613.

Visas

Delegates requiring visas should request a visa invitation letter from IntertechPira at the time of registering for the event, ensuring sufficient time is left for applications to be completed. Delegates are then responsible for contacting the relevant/appropriate embassy themselves. IntertechPira can do nothing further to assist in this process.

Your conference organizer

IntertechPira provides events, training, online information and publications across a wide range of contemporary issues and technologies affecting a variety of industries. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, ME, US and London, UK through 20 specialized industrial platforms. Our core competencies are information on: research and product development, globalization and new markets; production methods; regulatory and compliance.

Exhibition and sponsorship opportunities

Sponsoring **Sustainable Fragrances for Cleaning Products 2009** is a prime opportunity to put your products and services in front of the key industry players and decision makers. There are numerous opportunities to raise your company's profile and build brand awareness. Below are the benefits of being a sponsor and/or exhibitor at this year's conference.

Exposure: Extensive branding throughout the marketing campaign and at the event.

Competitive Edge: Position yourself ahead of the competition and raise the profile of your company and brand to key decision makers.

Build rapport as you meet face to face and network with global experts.

Access to all **networking functions providing a social and enjoyable environment** to meet with all conference attendees, exhibitors and presenters.

All exhibit tables are located in a **high visibility area** just outside the conference room.

All sponsor and exhibit packages can be **tailored to meet your individual budget and business goals** and designed to ensure you receive return on investment.

This year's event will attract presidents, CEOs, fragrance manufacturers, cleaning products manufacturers, suppliers of chemicals, additives and ingredients, business development directors and sales and marketing executives.

For more information, contact Brian Santos at brian.santos@pira-international.com or +1 207 781 9618.



Attendees will receive strategic insights from:

- Arylescence
- Bell Flavors & Fragrances
- CleanGredients
- Clean Production Action
- CeeTox
- EPA Design for the Environment
- Firmenich
- Givaudan
- Green Seal
- Method Inc
- The New York Times
- RIFM
- Scent Marketing Institute
- Seventh Generation
- The Roberts Group
- The Soap and Detergent Association
- ToxServices LLC
- Trilogy Fragrances
- US EPA


Including presentations from:



Plus!

Don't miss the pre-conference seminar on Wednesday, June 3, 2009:

A Primer on Green Fragrances



IntertechPira
 19 Northbrook Drive
 Portland, ME 04105, US

Register now!

Book through **April 24, 2009** and save 10% on your registration!

- **Phone the team:** +1 207 781 9618
- **Fax us the form:** +1 207 781 2150
- **Email us:** brian.santos@pira-international.com
- **Mail us:** IntertechPira, 19 Northbrook Dr, Portland, ME US 04105
- **Visit us online:** www.sustainablefragrances2009.com

Sustainable Fragrances for Cleaning Products 2009 Conference Registration

1 Your details

Title:.....First Name:.....Last Name:.....

Organization:.....Position:.....

Company business:.....

Address:.....

.....ZIP:.....

Telephone:.....Fax:.....

Email:.....

Opt me in! I would like to receive regular electronic updates about Sustainable Fragrances

2 Event options and fees

Don't miss the early bird offer - book through April 24, 2009 and save 10%

Choose your payment package:

- Conference fee (through April 24th) \$1259
- Conference fee (after April 24th) \$1399
- Pre-conference seminar \$499
- Conference + pre-conference seminar \$1599
- Academic/Gov't rate² \$849
- Conference proceedings \$899
- (For those who cannot attend)
- Team discount¹ contact us

Exhibition packages:

- Tier 1 package \$2500
- Exhibit table + delegate registration³
- Tier 2 package \$1500
- Exhibit table only³

1. Sign up 3 or more colleagues and SAVE \$200 on each registration. Contact Brian Santos at +1 207 781 9618 or brian.santos@pira-international.com
 2. Academic rate for full-time students and teaching staff at universities only. Early bird offer does not apply. Government officials please provide ID.
 3. For more information on our many exhibition and sponsorship opportunities that meet your business goals, please contact Brian Santos at +1 207 781 9618 or brian.santos@pira-international.com.
- DISCOUNTS CANNOT BE USED IN COMBINATION**

3 Payment method

Purchase Order No:..... VAT No:.....
 (VAT will be charged at the local rate)

Charge my credit card: American Express Visa MasterCard

PLEASE NOTE: Credit card details will be necessary if your booking is made less than 10 business days prior to the start of the conference, or if your invoice remains unpaid at the start of the event. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and current exchange rates and bank charges will apply.

Card no:.....Expires:...../..... Security code:

Cardholder name & address:

Email address for credit card receipt:.....

Check/banker's draft (made payable to IntertechPira) Please invoice my company

Invoices cannot be issued without receipt of a purchase order number at the time of booking.

Banker's information for credit transfer payments

US Dollar A/C:	CitiBank N.A.	Account No: 40710066
	Swift Code: CITIUS33	ABA No: 021000089

Signature:.....Date:.....

4 How to book

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