

FOR IMMEDIATE RELEASE

SCIENCE MAKES SCENTS

AT THE USA SCIENCE & ENGINEERING FESTIVAL, WASH, DC



Woodcliff Lake, NJ/Arlington, VA (April 16, 2016)—*Science Makes Scents* is a collaboration of the International Fragrance Association, North America (IFRA NA) and the Research Institute for Fragrance Materials, Inc. (RIFM). The organizations are teaming up to highlight that the fragrance industry relies heavily on a workforce trained in the sciences, as well as technology, engineering and math. Come experience the creativity and science of the

fragrance industry through a booth at the USA Science & Engineering Festival, a Free Expo taking place at the Walter E. Washington Convention Center, Washington, DC April 16 & 17, 2016.

From plants to perfumes, the fragrance industry is rich in the sciences. It's a natural fit to connect the fragrance industry to STEM education. Through highlighting the creative side of STEM, the *Science Makes Scents* booth will entice middle-school-aged students to express their individuality through floral "scent arranging" while learning about the safety and the science behind this fascinating industry. Come discover scintillating scents and the science behind fragrance.

"The fascinating science behind the fragrance industry is right under your nose," says Jennifer Abril, President, IFRA NA. "Stop by the *Science Makes Scents* booth to express your brilliance through mixing and matching scents," adds James C. Romine, Ph.D., President, RIFM. "Let's sniff out the science of fragrance together at Booth 5406."

RIFM

Founded in 1966, RIFM is the international scientific authority for the safe use of fragrance materials. RIFM generates, evaluates and distributes scientific data on the safety assessment of fragrance raw materials found in personal and household care products. Through extensive research, testing and constant monitoring of all scientific literature available, RIFM maintains its Database as the most comprehensive source worldwide of physical-chemical, toxicological and eco-toxicological data associated with known fragrance and flavor materials. RIFM's scientific findings are evaluated by an independent Expert Panel—an international group of dermatologists, pathologists, toxicologists,

reproduction, respiratory and environmental scientists. The Expert Panel evaluates the safety of fragrance ingredients under conditions of intended use and publishes its results in peer-reviewed scientific journals. The decisions of the Expert Panel regarding restrictions of use are published as IFRA Standards. For more information about RIFM, visit www.rifm.org or e-mail rifm@rifm.org.

Contact: Marie Gartshore, Communications Manager
RIFM
201-689-8089, ext 111
mgartshore@rifm.org

IFRA NA

IFRA North America represents over 90% of all fragrances developed and sold in the United States and Canada. Our member companies create and manufacture fragrances and scents for home care, personal care, home design and industrial and institutional products, all of which are marketed by consumer goods companies. IFRA North America also represents companies that supply fragrance ingredients, such as essential oils and other raw materials, used in perfumery and fragrance mixtures.

Contact: Angela Brown
IFRA NA
202-765-9459
www.IFRANA.org

###