

Annex 2: Transcript of the interview with Perfumist Rosendo Mateu

The interview was held on June 20, 2015.

1. Is it important to disclose the content of perfumes?

Some years ago, dermatologist in the Scandinavian countries published a number of studies warning about the toxicity of some components that were regularly used by perfume manufacturers in small quantities, such as musketone. As a result, the EU legislator has imposed strict disclosure obligations. However, few cases have been documented where an adverse reaction has actually occurred. Nonetheless, the legislation in the EU is more restrictive than in other jurisdictions. ,

2. How is the process of creating a formula?

The creation of a perfume has both a creative and a technical dimension. It is a very complex process. It takes me months, even years to create a perfume. The process is as follows: usually, a brand (such as fashion designer) and its marketing team get in touch with scent manufacturers (or providers). In turn, the scent manufacturers have an in-house team of perfumists, who are commissioned the creation of a perfume, under the aesthetic guidance of the marketing team of the fashion company.

Only a few fashion brands like Chanel and Hermes have their own in-house perfumist. Nowadays, this is very rare.

3. Could you clarify if imitations of perfumes, such as the ones sold through comparison lists, have the same quality as the original ones?

From my experience, perfumes sold through comparison list are usually of lower quality than the original perfume.

4. This is leads as to the question of whether a perfume can actually be reverse engineered.

This is a very complex question. Nowadays, there is technology that allows finding a formula that is very similar to the original one. It works as follows: a small amount of the original perfume is introduced into a chromatograph. The machine heats the perfume up to 250°C. During the stationary phase, the mass spectrum identifies each of the components of the formula. The technology has improved, so that the formu-

la can be reproduced in a very precise manner. However, high-end perfumes are more expensive because they have very expensive components. Imitations and lower-end perfumes have less quantity of organic compounds and higher amounts of dissolvent, which is cheaper. For instance, a kilogram of concentrate of rose scent of good quality costs around 600 euros. In this regard, it should be noted that higher end perfumes now have lower quality than some years ago. A lot of expenditure goes into the marketing.

It is very important to identify the provider of a perfume. For example, the lemon scent in Spain is cheaper than the Italian one. The key lies in the machines used. The Italian ones only peel a very thin layer of the lemon, where scent is more intense. Spanish manufacturers, peel a thicker layer, so that the scent is less intense and cheaper.

5. How are formulas best protected against misappropriation or imitation?

If one of the synthetic compounds of the formula is patented, this provides a very strong protection against competitor's imitations. However, please note that RD is usually carried out by scent manufactures. Fashion labels do not deem it important. The problem lies in meeting the inventiveness hurdle.

What I do is to divide the formula into several parts. Usually, each of the scents providers had a part of the formula. Only preparators of a specific formula had access to the entire formula, but only of a specific perfume.