



Ultra International



PERFUME CREATION COMPETITION

**Celebrating our 60th
Anniversary In Partnership
with the Ultra Group**

Create a new fragrance
staring Patchouli Oil

SPONSORED BY ULTRA
INTERNATIONAL

**Produced sustainably
in Sulawesi, Indonesia**

The British Society of Perfumers, in collaboration with Ultra would like to invite perfumers all over the world to invent a fragrance that incorporates the unique and captivating scent of Patchouli.

Patchouli has been a staple in the perfumers' repertoire for centuries because of its dark, earthy, woody character.

From the lush countryside of the Indonesian islands, Patchouli has been an integral part of Indonesian culture and tradition for centuries, revered as a natural medicine, perfume, and remedy. It is traditionally been cultivated by clearing forested areas, using the land for about three years, and then abandoning it once the soil is depleted of nutrients.

This method has been applied carefully and skilfully by indigenous peoples over the millennia. Patchouli was traded into China for centuries and is still used there as a herbal remedy. At the beginning of the 19th century the Dutch and British took over the trade and expanded it into Europe. The forest could not replenish itself fast enough. Patchouli was grown for this increasing commerce, first on the northern tip of Sumatra. Gradually the forest clearing for patchouli moved across the Indonesian islands and now it is grown mainly on Sulawesi.

As we move forward into the next decade of the British Society of Perfumers there will be an ever increasing realisation that we need to consider the toll on the planet of producing our aromatic treasures.

CELEBRATING 60 YEARS OF THE BSP

To mark this significant milestone in the life of the BSP - as it celebrates inspiring, supporting and educating industry professionals for 6 decades - **the BSP council is launching a competition focusing on the sustainably sourced Patchouli oil from the Ultra Group.** The theme aims to promote environmentally conscious and ethical practices within the industry, looking to the future and to new accords both olfactively and socially. To mark this special occasion, the BSP has launched a competition that focuses on sustainably sourced Patchouli oil from Ultra, promoting environmentally conscious and ethical practices within the industry.

WHAT CAN WE LEARN FROM THE INSPIRATION OF THE PAST?

Patchouli's dark, earthy, woody odour belies the fact that the plant is a member of the mint family, a perennial herb native throughout Maritime Southeast Asia. Dutch and British traders, developing the spice trade, brought patchouli to Europe. During the 19th century patchouli became popular with fragrances like Grossmith's Phul Nana. Later in 1917 Coty's Chypre was launched, marrying patchouli with oakmoss among other notes. In the swinging sixties patchouli was associated with the hippy vibe, often the oil itself was used as a personal fragrance. Reinvented in combination with the cheeky gourmand character of ethyl maltol, patchouli found a new generation of devotees with Angel by Oliver Cresp for Thierry Mugler in 1992. This style has trickled down into countless products for personal care and air care.

So what more can this fragrance material give?



The sustainable quality of patchouli oil for the competition will kindly be provided by Ultra International.

CALLING ALL CREATIVE SCENTMAKERS

The British Society of Perfumers partnered with the Ultra Group is inviting you to create a fragrance with Patchouli oil as its signature theme. As part of the competition you will recount your creative journey and how you have enhanced the fundamental personality of patchouli with newly discovered aromatic relationships. Especially explain other sustainable stories of ingredients you have used.

Have you got the nose to create a patchouli fragrance unlike any other with a story that speaks to all, the planet and the future?

TO ENTER:

For more information including:
Rules of the competition,
Registration forms,
Final date for registration

Visit our website
www.bsp.org.uk



Ultra Natura is our vertical farming initiative focused on conducting plant science research on various crops growing them in controlled indoor environments. Modifying light, nutrients, humidity and temperature. Project Patchouli focuses on creating a support system to grow and distil patchouli in event of a climate disaster or a bad crop. The tailored conditions produce a consistent crop quality and price all year round regardless of geographical location and without the shipping emissions, with up to 95% of the water reused and recirculated.



SUPPORTING INDIGENOUS FARMERS

Working closely with the Patchouli farmers in Indonesia has been the cornerstone of this sustainability drive. Farmers have influenced our opinions, and sustainable practices are being adopted. The local community also understands this drive's importance and works in tandem with Ultra Group; efforts are paying dividends, and we are optimistic about the future of sustainable harvesting of many naturals like Patchouli.





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