

An aerial photograph of a vast sandalwood plantation in Australia. The trees are arranged in neat, parallel rows, stretching towards the horizon. The sun is low on the horizon, creating a warm, golden glow over the entire scene. The sky is a pale, hazy blue, and the ground between the rows is a light brown color. The overall atmosphere is peaceful and natural.

Let Indian sandalwood oil
inspire you

TFS Indian Sandalwood Perfume Competition Fragrance Brief

TFS and the American Society of Perfumers are giving you the chance to WIN a trip to Australia by creating a fragrance using sustainable, Australian-grown Indian sandalwood (*Santalum album*).



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Perfumers, it's time to be reacquainted with Indian Sandalwood (*Santalum album*). One of the oldest perfumery materials in the world, this precious ingredient has had a tumultuous history, plagued by illegal poaching and adulteration. Little wonder it all but vanished from the perfumer's palette.

But that's about to change.

By sourcing seeds from Mysore, the birthplace of this premium fragrant sandalwood, we at TFS have established the world's largest plantations of *Santalum album* in Australia's tropical north. What's more, we've created a sustainable and pure supply of this oil for perfumers.

We've partnered with the prestigious American Society of Perfumers to create a competition that celebrates this new supply, inviting perfumers of all ages and experiences to create a fragrance using TFS Indian sandalwood (*Santalum album*) oil. The other secret ingredient? Your ingenuity.

Just as we've given new life to *Santalum album*, we want to pique your creative appetites and drive innovation and imagination in your space.

Inspired by the rebirth of an ancient ingredient, the competition is about celebrating the artistry of perfumery and finding inspiration in forgotten places.

1. The Brief

This competition is about giving you the chance to work with this ancient ingredient.

As a result we're removing normal parameters of a commercial fragrance brief like consumer profile and budget. Instead we're asking you to use our plantation-grown Indian sandalwood (*Santalum album*) to inspire you, with a few basic guides.

Your fragrance should be:

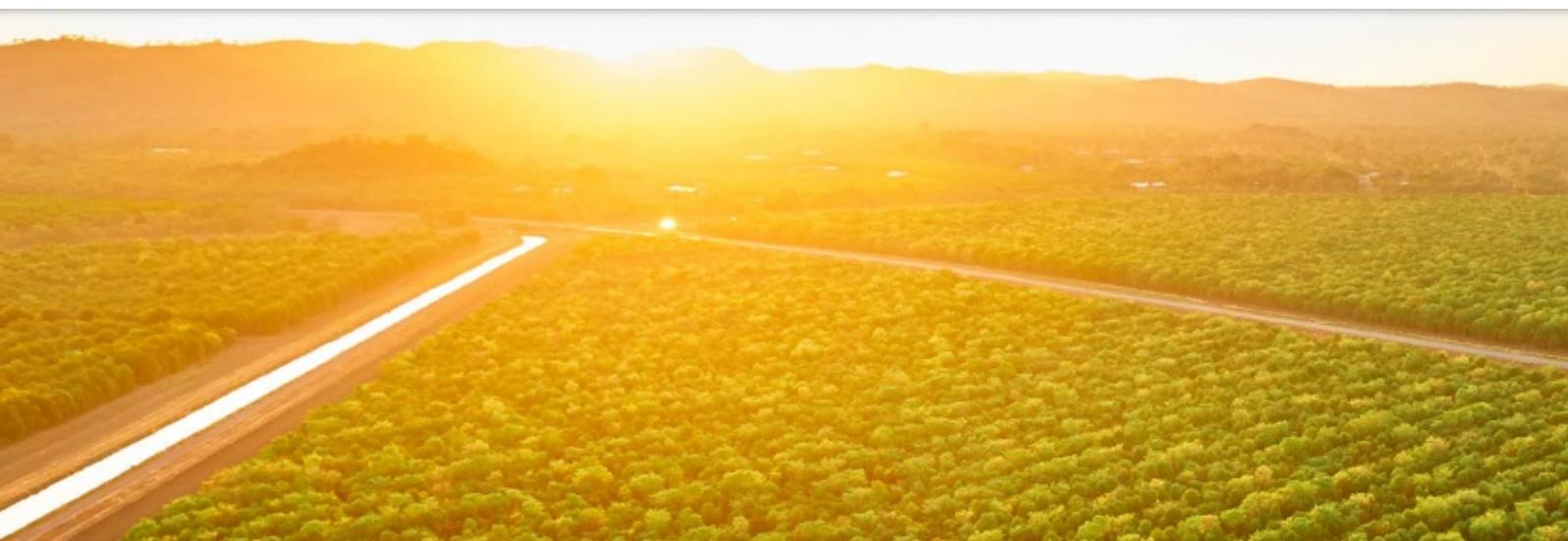
- Male, female or unisex
- Eau de toilette (EDT) @ 12% (alcohol 40B/H20)
- Minimum 1% TFS plantation-grown Indian sandalwood (*Santalum album*) oil (sample provided)
- All Entries must be supplied as a base (alcohol will be added at the time of judging)

2. Perfume Description

All Entries should complement the TFS brand values of **innovation, sustainability and authenticity**. To learn more about the ingredient and the TFS brand, refer to the Soil to Oil brochure and visit the Ideas Board on the website www.indian-sandalwood-perfume.com.

3. Safety and Regulatory Requirements

All Entries must meet RIFM / IFRA guidelines for an EDT @ 12%.



4. Submitting your Entry

Once you've prepared your fragrance according to the guidelines provided, you'll need to:

- Send your Entry to:
Paige Crist
4142 24th St #317
Long Island City, NY USA 11101
- An Applicant must supply:
1.5mL of base in the labelled spray bottle provided (will be made to 12.5mL EDT for judging)
10mL of base in the labelled bottle provided
Both bottles should be sealed within the labelled zip lock bag provided.
- All entries must be accompanied by a Statement of Creative Intent providing an outline of the nature and ingredients of the base.
- Applicants must email tfs@indian-sandalwood-perfume.com to confirm the submission of their Entry, and provide any relevant tracking details to assist with receipt.
- Entries postmarked 6th May 2016 will be accepted only if delivered prior to 11th May 2016.

5. Judging

Two prizes will be awarded:

1. Major prize for the winning entry - return economy airfare to Australia and internal flights to Kununurra and Albany, including seven nights of accommodation and a trophy in recognition.
2. Emerging talent award for a perfumery student or junior perfumer - A\$500 cash prize and a trophy in recognition.

An independent panel of fragrance professionals will decide the winning entries.

All Entries will be evaluated blind by the judges. Entries will be provided in plain bottles (previously coded by TFS), and will be evaluated on blotters over a period of ten (10) minutes.

Up to seven (7) finalists in total will be identified and will be contacted by TFS. This will comprise of up to five (5) finalists for the major prize, and up to two (2) finalists for the junior award.

The judges will then re-evaluate the finalists on blotter and skin for a period of 1 hour.

Entries will be the property of TFS and will not be returned to Applicants.

The judges' decision is final and no correspondence will be entered into.

The winners will be announced at the Opening Cocktail Party of the World Perfumery Congress.

6. Availability of Product Base

Finalists will be contacted on the 31st of May and will be asked to provide additional samples of 20mL of base. This will be used for sampling purposes at the Opening Cocktail Party of the World Perfumery Congress.

7. Other Conditions

Conditions of Entry

The competition is open to all perfumers with good standing in their national society where applicable (eg American Society of Perfumers (ASP), Société Française des Parfumeurs, SEPAWA, British Society of Perfumers etc), or students enrolled in a recognised perfumery educational institution including ISIPCA, Givaudan Perfumery School, Firmenich Perfumery School, Mane Perfumery School, Symrise Perfumery School, Perfumers World Thailand, Ecole Supérieure du Parfum and the University of Montpellier.

Perfumers outside of this criteria are invited to apply for registration via email. These applications will be reviewed by the ASP to determine eligibility.

Applicants must register during the Registration Period and submit an Entry by the due date to be eligible to win.

Other Conditions

Applicants will have up to eight (8) weeks to complete their fragrance and can submit one (1) entry - this Entry is final with no exceptions.

TFS Corporation (TFS) will have no responsibility for lost or late samples.

The Entry must comply with the conditions outlined in the competition Brief.

Applicants are responsible for arranging and paying for their Entry to be sent to the following address by the closing date:

Paige Crist

4142 24th St #317

Long Island City, NY USA 11101

TFS will have no responsibility for lost or late Entries. Entries postmarked 6th May 2016 will be accepted only if delivered prior to 11th May 2016.

Entries will be the property of TFS and will not be returned to Applicants.

Privacy

Contact information provided by Applicants will be kept confidential but may be used by TFS Corporation (TFS) or its related entities for future promotional use.

Judging

All Entries will be evaluated blind by the judges. Entries will be provided in plain bottles (previously coded by TFS), and will be evaluated on blotters over a period of ten (10) minutes.

Seven (7) finalists in total will be identified and will be contacted by TFS. This will comprise of five (5) finalists for the major prize, and two (2) finalists for junior award.

The judges will then re-evaluate the finalists on blotter and skin for a period of 1 hour.

The judges' decision is final and no correspondence will be entered into.

Entries will be the property of TFS and will not be returned to Applicants.

Competition closes 6 May 2016.

Other

The Applicant retains intellectual property and rights to confidential information relating to the Entry.

TFS will not be responsible for any loss suffered by an Applicant (however caused) in connection with their Entry.

Judges are ineligible to apply.

TFS reserves the right to close registrations at any time.

If at any time you need more information, please contact:

Danae Christensen

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