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American Society of Perfumers (ASP) and sandalwood producer TFS Corporation give perfumers the chance to win a trip to Australia with new competition

The ASP and TFS Corporation today launched a global competition that gives perfumers the chance to win a trip to Australia by creating a fragrance using TFS sustainable, Australian-grown Indian sandalwood (*Santalum album*).

One of the oldest perfumery materials in the world, Indian sandalwood (*Santalum album*) oil has had a tumultuous history, plagued by illegal poaching and adulteration. In recent years, this precious material all but vanished from many perfumery palettes.

But TFS has given the product a new, sustainable lease on life. By sourcing seeds from Mysore, the birthplace of premium fragrant sandalwood, TFS has established the world's largest plantations of Indian sandalwood in Australia's tropical north, creating an evergreen supply of oil for perfumers.

Chris Diienzo, President of the ASP, said the competition would generate new ideas and give perfumers the chance to work with a once scarce ingredient.

"In the spirit of creativity supporting the art of perfumery, we are overjoyed to have this opportunity to work with TFS, and applaud them for developing this sustainable source of one of the most precious perfumery ingredients."

"Throughout history and into present day, this special ingredient has played an intimate role in forming our perceptions of not only fragrance, but spirituality."

"By providing a competition with this TFS plantation-grown Indian sandalwood, an ingredient that is as inspirational as it is scientifically beautiful, we hope to highlight the unique qualities that only a natural Indian sandalwood oil can bring to a fragrance," said Mr Diienzo.

The competition is open to perfumers of all ages and abilities.

Registrations open on the 29th February 2016 and close on the 13th March 2016. Perfumers will have around 8 weeks to complete their fragrance creations. After the competition closes on 6th May 2016, an independent panel of fragrance specialists will judge the entries and winners will be announced at the Opening Cocktail Party of the World Perfumery Congress on the 13th June 2016.

For rules and regulations, please refer to the competition website www.indian-sandalwood-perfume.com

The grand prize is a trip to Australia, including accommodation and internal flights to Kununurra and Albany to visit TFS's Sandalwood oil plantations and distillation facility. These two remote towns are home to some of the most stunning scenery in West Australia, with rugged hills, windswept coastal cliffs and spectacular waterways. The winner will also receive a trophy of recognition.

In a bid to foster young talent and spark innovation, a junior perfumer or perfumery student will be awarded a \$500 cash prize. Junior perfumers and perfumery students are also eligible for the grand prize.

About TFS Corporation

TFS Corporation (TFS) is an Australian company that specialises in growing, processing and distributing high-quality Indian sandalwood products. We manage the world's largest sustainable plantations of this endangered species, and produce the world's only pharmaceutical-grade Indian sandalwood oil.

We've been growing Indian sandalwood in Australia's tropical north since 1999, and today we have plantations covering more than 10,500 hectares. We own a third of these plantations, and manage the rest on behalf of our plantation investors.

Our advanced processing technology means we can produce pure sandalwood oil in accordance with international standards for quality and sustainability. Our production methods, together with our research and product development in the pharmaceutical space, have made us the world's leading producer of this fragrant and therapeutic product.

Sandalwood is a premium ingredient with strong demand in the fragrance, cosmetics and pharmaceutical markets, and is used widely in worship and traditional ceremonies throughout Asia.

Each year TFS plants, harvests and processes plantation-grown Indian sandalwood. Our range of wood, oil and consumer products is also distributed to almost 30 countries around the globe.

TFS employs more than 190 people Australia-wide, and is an ASX300 company. To learn more visit www.tfsltd.com.au

About American Society of Perfumers

Educate – Support - Promote

Established in 1947, the American Society of Perfumers (ASP) is a members-only organization consisting of established professionals in the art and science of perfumery. Our mission is to Educate, Support and Promote the Perfumer in the fragrance industry. By working together with other organizations we help to insure appropriate regulatory guidelines and adhere to the standards set forth to ensure safe and beautiful fragrances.

Our members hold to the high code of perfumery ethics upheld by our organization. Most importantly, we strive to inspire artistic creativity, incorporate scientific ingenuity and maintain the integrity of our profession.