

GLOBAL FRAGRANCE DEVELOPMENT
&
INTERNATIONAL EDUCATION

by
Françoise Rapp



INISHIE, FRANCE, JAPAN

Aromachology Perfume Signature

launch Spring 2024



ECO VERDANT, AUSTRALIA

The Ayurveda Collection



FLOWERING PHARMACY, USA

Discover the Magic of Flowering Pharmacy:
Nashville's Hidden Gem

2022 New Luxury Award-winning for best
sustainable perfume in the brand category.

SURINAME was created for MUSICARES, the
Recording Academy association.

SURINAME is part of the gift bag for each
year's Grammy Award event.



NEW LUXURY AWARDS

2022

**IPF AWARDS FOR
Sustainable Perfume
Following the New Luxury Code**

WINNER



"This fragrance is different, that's what makes it strong. It inaugurates a new era of perfume, parallel to more traditional scents. This helps to think of perfume as a work of art. Our planet is troubled, we must give it meaning, which Botanica de Suriname for Flowering Pharmacy by Françoise Rapp succeeds in doing brilliantly by paying special attention to the Earth.

From a strictly olfactory point of view, this strong composition evoked to me the beautiful classical chypres with their intrinsic strength. For me, this signifies a new genre..."

Marie-Bénédicte Gauthier

Beauty Director Prisma Media

Fifi awards expert judge and author "Aphorismes d'un parfumeur"
with Dominique Ropion.

Creation for Ashley Campbell, Nashville Iconic Singer



ANNICK GOUTAL, FRANCE

As the brand's fame spread far and wide, beauty enthusiasts from around the globe clamored for a chance to indulge in this luxurious pampering experience.

And it's no wonder why - the **rose sap** scent is not only captivating but also offers a host of benefits for the skin.

The scent of the fresh-cut rose from the garden provides a must-have indulgence.



LCA AROMA, FRANCE

The modernized potions not only delight the senses but also pay homage to the time-honored practices of their predecessors.

Each elixir is a testament to the power of tradition and the spirit of innovation, a symphony of scents that captivates and enchant those lucky enough to experience them.

Therapeutic formulas are made sensory with natural perfumery.



MELUSINE, USA

Founded in 2000, Melusine Aromalchemy is an exclusive brand that harnesses the power of scents to impact our emotions and well-being. The company is dedicated to crafting natural perfumes based on the principles of aromachology, which is the study of how scents influence our psychology and physiology.



JILL SANDERS, PRESS LAUNCH IN IBIZA





PUBLIC MEDIA , 2021 - 22

ELLE Magazine - Summer 2022 issue

ELLE Magazine - Spring 2022 issue - page 96

VOICI - April 16-22 2021 issue - page 55

SANTÉ Magazine May 2021 issue - from page 93 to 101





Françoise is the lead instructor of the Natural Perfumery Teacher's Academy, certified by the International Perfume Foundation.

- French Natural Perfumery
- Perfumotherapy
- French Natural Aromatherapy
- French Natural Aromachology
- Scent Design & Formula Building
- Fragrant Botany & Chemistry
- Botanical Musks



INTERNATIONAL SPEAKING

Barcelona Perfumery Congress, November 2023

Barcelona Olfaction Week, June 2021

Cosmoprof, Bologna 2018



MODERATOR

SPEAKERS



CREEZY
COURTOY

Founder and Chairman of International
Perfume Foundation (IPF)



FRANÇOISE
RAPP

Aromatherapy and Essential Oils Specialist



RUTH
RUANE

CEO of Natural Perfumery Academy



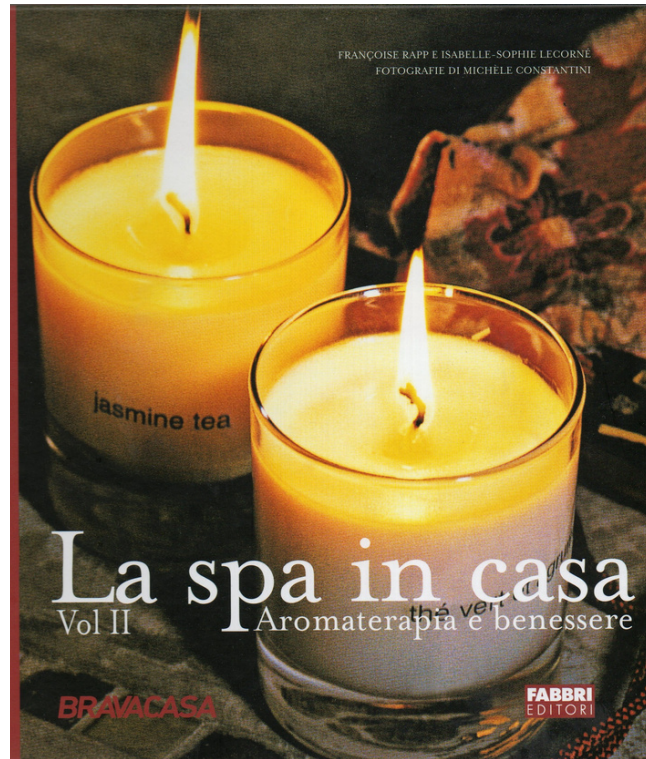
RODNEY
HUGHES

Founder and CEO of Therapeutate Parfums

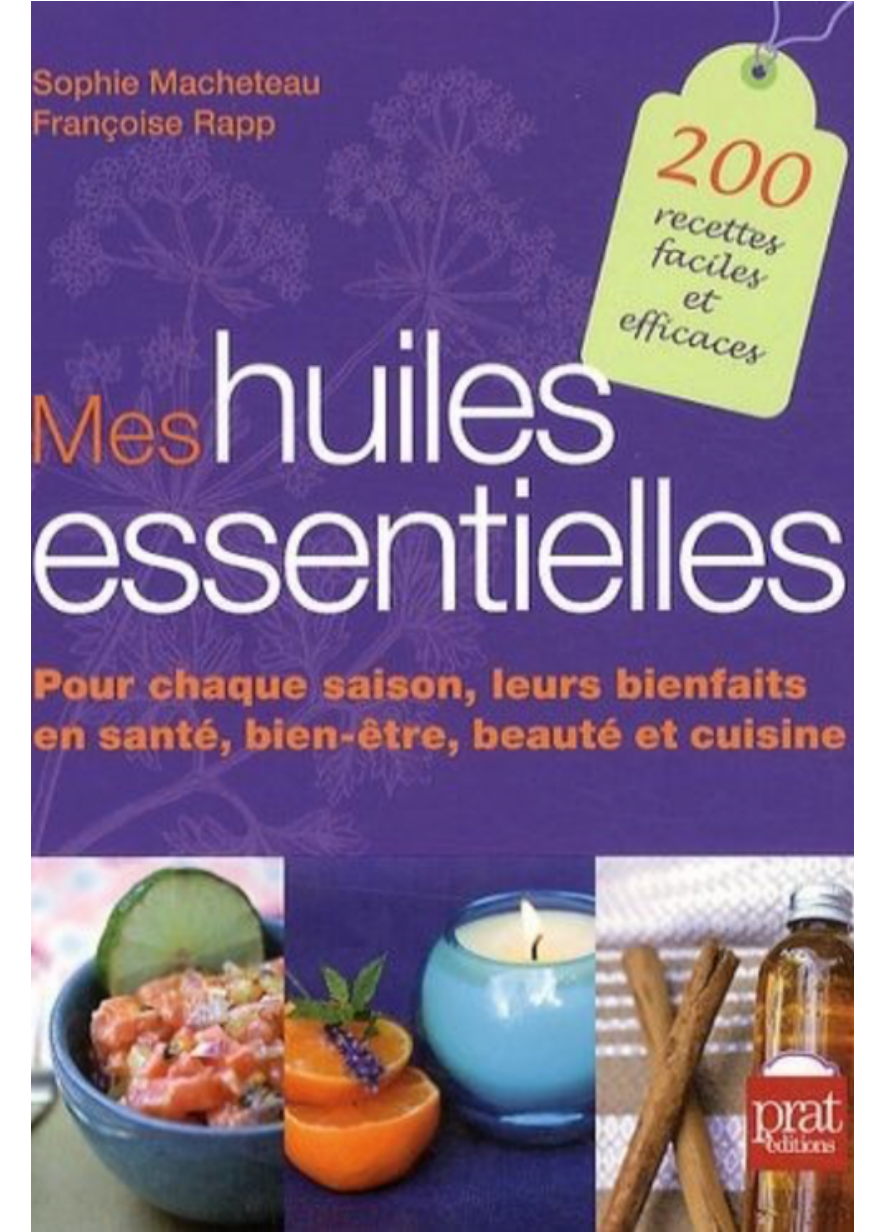
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PUBLISHING



2006 - Published in France & Italy

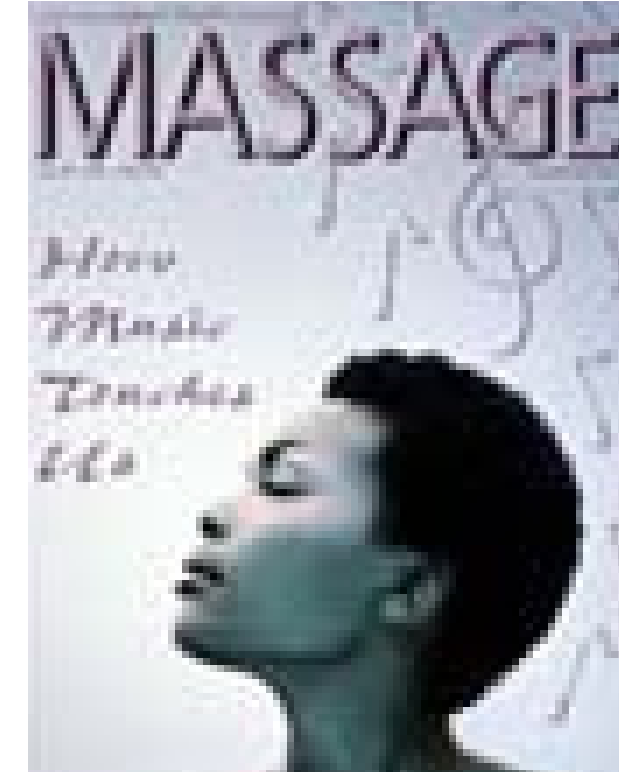
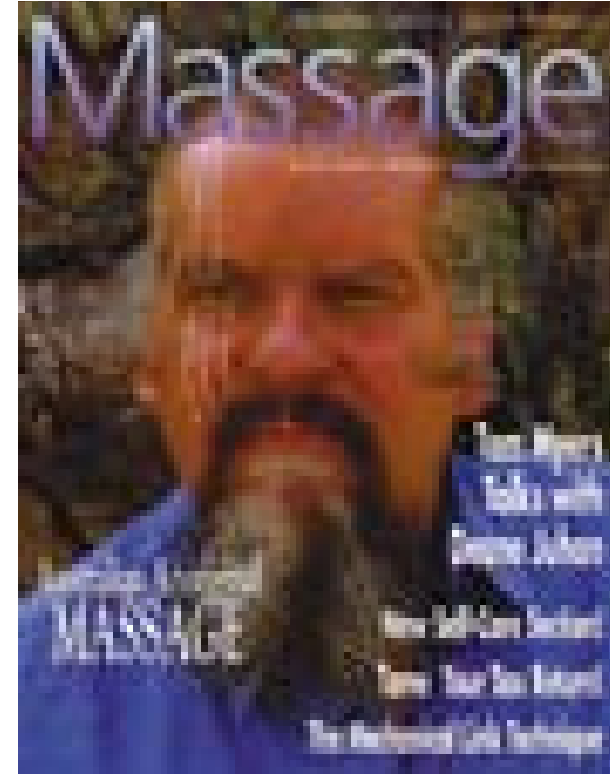
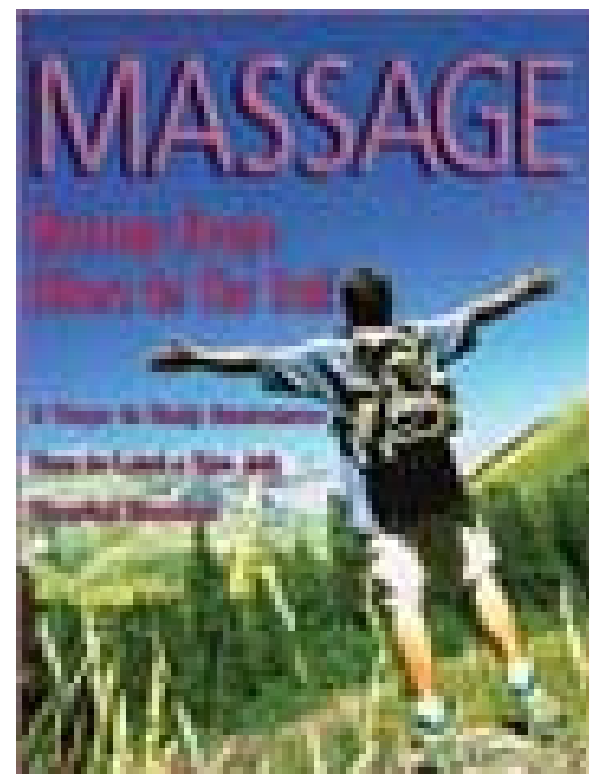
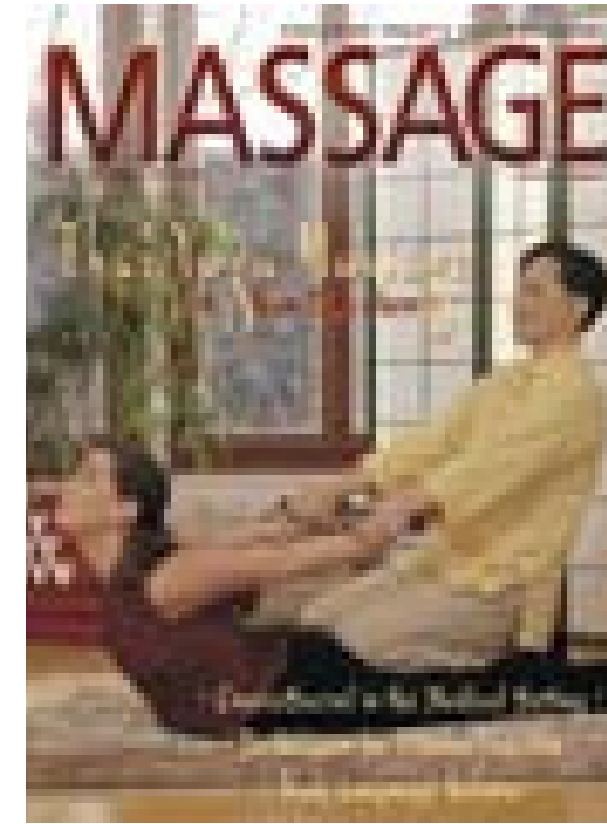
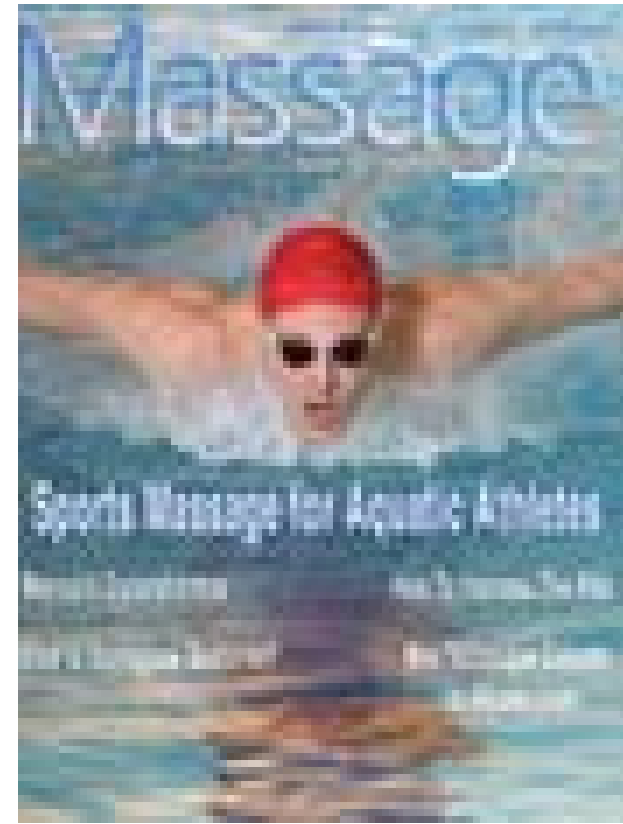
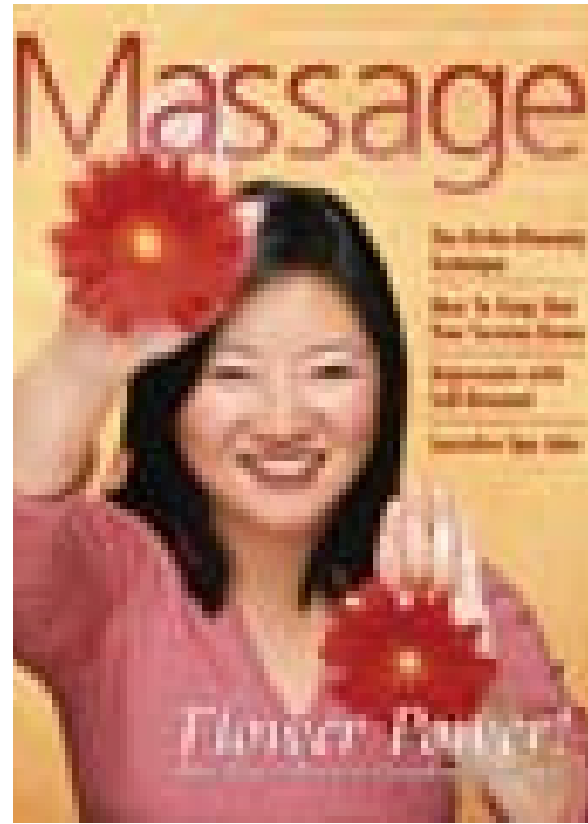


2013 - Published in France

PUBLIC MEDIA, FRANCE - 2004 to 2005



PROFESSIONAL MEDIA, USA - 2002 to 2003





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