

Press release

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Holzminden, June 27, 2025

Eight young talents unveil creative masterpieces at Symrise perfumery exams

- Emerging perfumers present forward-thinking fragrance concepts to a jury and leadership team
- Graduation ceremony held at the historic Kerschbaum Villa with speeches from CEO Dr. Jean-Yves Parisot and global fragrance leaders
- Symrise affirms its position as a global incubator of creative and technical fragrance excellence

With their "masterpieces", eight young perfumers marked a key milestone in their fragrance education at Symrise on June 23 and 25, 2025. Before a jury of fragrance experts, HR professionals, and senior leaders, they presented exam projects that showcased creative vision and technical depth. The event included both an opening and a graduation ceremony, featuring speeches by CEO Dr. Jean-Yves Parisot and Senior Perfumer and Head of the Symrise Perfumery School, Marc vom Ende, honoring the achievements of the young talents.

When young talents turn their fragrance visions into fully developed creations, they evolve their career into a calling. Exactly, this happened during the current perfumery exams at Symrise. They started on June 23 with a cordial welcome by Dr. Jean-Yves Parisot, who emphasized the critical role of young talents at Symrise: "Consider your profession as perfumers a Lord's job. You bring dreams to life—and at the same time, you create value for our customers. This makes Symrise successful."

The eight candidates presented their final projects to an interdisciplinary jury that included experienced perfumers, members of the GFIM (Global Fragrance & Ingredient Management) team, HR representatives, and senior leaders. The exam topics addressed sustainable ingredients and regulatory challenges as well as forward-looking fragrance creations:

Dominique Wagner (Perfumer Exam) presented "The World of Amber" with a creative analysis of high-impact amber notes in the context of REACh regulations.

Kevin Kim (Perfumer Exam) developed a strategic response to new CMR classifications and proposed alternative materials.

Lucie Kepler-Bozkurt (Junior Perfumer Exam) demonstrated how to integrate captives into technical fragrance applications early on.

Alicia De Benito Cassadó (Junior Perfumer Exam) analyzed fragrance performance parameters in detergents and developed a market-specific scent database for South Africa.

Attiya Setai (Junior Perfumer Exam) investigated Buchu, a South African raw material, and its creative potential for modern perfumery.

Shangyun Lyu (Junior Perfumer Exam) reinvigorated the classic citrus note Yuzu with modern fragrance formulations and olfactive storytelling.

Christopher Pickel (Junior Perfumer Exam) expanded the internal iconoclast base portfolio with novel Symtrap combinations.

Gabriela Gerbi (Junior Perfumer Exam) envisioned the future of the Chypre fragrance family with a focus on natural materials and patchouli variants.

These exams mark the conclusion of an intense multi-year training program at the Symrise Perfumery School. The program combines technological excellence, creative mentorship, and global practical experience stages. From raw material science and sensory training to advanced chemistry, students learn how to turn ideas into market-ready fragrances. The program includes various training modules and stays across multiple Symrise locations, giving participants deep insights into international markets and consumer needs.

Marc vom Ende, Senior Perfumer and Head of the School, commented: "Our training program combines science, craftsmanship, and inspiration. These masterpieces reflect how our young talents have learned to blend creativity with technical expertise and market understanding".

A festive finale in a historic setting

The symbolic conclusion of this scholastic journey took place on the evening of June 25 with a diploma ceremony at the historic Kerschbaum Villa. All eight candidates passed their exams and are now officially recognized as perfumers or junior perfumers. In the presence of colleagues, mentors, and jury members, CEO Dr Jean-Yves Parisot congratulated the graduates: "You are the heart of our value creation and the future of Symrise. Your creativity is a vital part of our success. I hope you continue this journey together—and inspire each other along the way."

Marc vom Ende, principal of the Perfumery School, added: "These exams revealed fresh perspectives for creative solutions and approaches that we can now further develop as a team." The graduates themselves looked back on their journey with pride, describing perfumery rather as a way of life than a career path alone: "It's not just a job—it's a lifestyle. You smell, you think in scent, and you're always learning."

With its consistent commitment to training creative talents, Symrise continues to strengthen both its fragrance expertise and future-readiness. The 2025 perfumery exams clearly show: The next generation is ready to conquer and shape tomorrow's world of scent.

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, the USA and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

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