

# Perfume “The Story of a Swindle”

Glen O. Brechbill

CREATIVE ENDEAVOR BOOKS

[www.perfumerbook.com](http://www.perfumerbook.com)

New Jersey - USA

2007

“To my parents & brothers family whose  
faith in my work & abilities  
made this  
manuscript possible”

PERFUME “THE STORY OF A SWINDLE” ©

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Designed by Glen O. Brechbill

Library of Congress

Brechbill, Glen O.

Perfume “The Story of a Swindle” / Glen O. Brechbill

P. cm. 48 pgs.

1. Fragrance Ingredients Non Fiction. 2. Written odor descriptions to facillitate the understanding of the olfactory language. 1. Story. 2. Trade Secret Theft. 3. Hustle. 4. Fragrance Bases. 5. Flavors. 6. Art. 7. Creativity. I. Title.

Certificate Registry #

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PRINTED IN THE UNITED STATES OF AMERICA

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First Edition

## The Houses

Galaxy Fragrances, 300 Main Street, Hackensack, New Jersey 07601

Well known international conglomerate employ's over 5,000 people, and has yearly sales of over a billion. Absorbed Creative Aromas into its family to add prestige plus increase the profits. The new division was noted for a fine library of quality fragrances. This included household scents, duplicating abilities through typing, gas chromatography and mass spectrometry including fractional steam distillation. Unknown to the principals at Galaxy Fragrances their new crown jewel had been systematically looted from within of its very best compositions through a carefully thought out swindle. Today, Pummelo Scents Inc., the house that received the proceeds through no research and development enjoys sales in excess of 30 million. It is a thriving dynamic family owned business.

Creative Aromas, 370 First Street, Newark, New Jersey 07401

A medium sized player with sales approaching 200 million acquired in 1998 by Galaxy Fragrances. Trusted employees joined forces with the Pummelo family whereby they looted the library with impunity. Elaborate hustle uncovered by Charles Farone. Principals believed they concocted a carefully assembled ruse in order to secure a coveted custom perfume notebook for John Morsella Jr., future training. Today John, is a full member of a secret club of artists enjoying the fruits of the rip-off.

Pummelo Scents Inc., 310 Bakers Street, East Rutherford, New Jersey 07073

Founded on a dark secret, and headed by the dapper smooth talking Angelo Pummelo. Pauli Morsella Sr., and Ricardo Pandolfini Sr., are partners. Pauli, and Ricardo the two artists at the heart of the swindle raided Creative Aromas library of fragrances in order to secure family lucrative employment including a post retirement career. Today Pummelo Scents employ's over thirty people with yearly sales in excess of thirty million. Refurbished twenty-five thousand square foot facility in central Bergen County, New Jersey. In receipt of stolen trade secrets taken from a division of Galaxy Fragrances without their knowledge, permission or payment. Pummelo Scents like many enterprises founded on scams keeps duplicitous book keeping records separate entities within company in order to further perpetrate the fraud.

## The Fragrant Players

Angelo Pummelo " Borracho " President & owner

Benny Pummelo Jr. " Slick " Son of owner

Carlo Pummelo Sr. " Pops " Father & part owner deceased

Pauli Morsella Sr. " El Nariz " Senior Artist, & Vice President

Ricardo Pandolfini Sr. " Doblez " Artist and Scientist

Salvatore Boca " Sweet Heart " Vice President of Operations

Johnny Morsella Jr. " Beezer " Coordinator of Analytical Development

Tony Pandolfini Jr. " Juiced " Account Representative

Marie Lollobrigida " Air Head " Account Representative

Jenny Savarese " Carcajada " Office Manager

Charles " Lucky " Farone

Joe Gallo " Chubby " Childhood friend of Angelo

## Famous Quotes

### The Godfather Part II

Michael Corleone - "Something that I learned from my father. Right here in this very room. Keep your friends close, and your enemies closer."

By: Mario Puzo

### Wise Guy's

"I get them all the time, Lieutenant."

"Wiseguys are not wise or nice. They'll do whatever they have to do to make money. They'll murder, lie, cheat, destroy lives, careers and reputations."

By: William J. Caunitz - Pigtown, 1996 Pg # 253

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One

The swindle began many years ago when a trainee's apprenticeship application was turned down at Creative Aromas. Several years before the company purchased Johnson Brothers well known then in the industry for creating and duplicating household, and fine fragrances. The candidate was well liked. However, the company artists knew the young man didn't possess the necessary olfactory memory skills needed to learn the art.

During his summer internship as a laboratory technician the young man was carefully observed. Not once did he express any interest, ask any questions on perfume, or want to learn more about aroma chemicals that are at the heart of the creative profession. The artists thought the kid walked in his sleep. This was due to Johnny Morsella's pursuit of a perfect body through weight lifting.

By the end of the summer Pauli Morsella Sr., requested one of his colleagues to train his son upon graduation from college. Pauli would have liked to train his son himself. However, there was a unwritten company policy that no artist could train a son or daughter in this unique, and much sought after profession. Pauli learned soon enough that no one at Creative Aromas wanted to spend six years schooling his son who was considered a dullard. He didn't share his fathers keen intellect plus ruthless ability which is something many artist share in common.

The decision wasn't taken lightly since Pauli was well liked, highly respected, trusted and very talented. After hearing the news Pauli became filled with blinding rage, and hatred at how he was insulted by his fellow colleagues. An insult like this in certain circles results in a vendetta that has its origins in many European countries particularly ancient Rome. It was a long-term dream of Pauli's to pass his creative knowledge to his youngest son. Nepotism, and greed is at the heart of the story. The author through hard work learned the word meaning behind aroma chemicals. A fragrance notebook is highly coveted, and is something that Pauli lacked to further his youngest sons future education.

An artist position is the most prestigious sought after job in the industry. In the old days high school graduates who were well connected filled many of the positions. One needed to be either lucky, or be at the right place at the right time in order to secure this coveted training. At large fragrance houses today one needs to have at the minimum a science degree either in chemistry, or in one of the life sciences even to be employed as a laboratory technician. Today one is competing with gender preferred government quota programs. Speaking a foreign language, or two can't hurt ones chances. To complete a training one is required to serve six long years under the tutelage of another artist. One can not practice the creative trade unless the education is completed. Upon finishing his, or her studies earning a generous salary is the norm not the exception.

A perfume composition although individually a unique piece of work can not be patented in the United States. Fragrance houses instead classify a formula as a trade secret. Employees who create and handle the secrets are required at many houses to sign a confidentiality agreement. Quite often a time span is set in place whereby when a person leaves their job they can not join a competitor for a certain period of time. The most trusted folks in the industry of course are the artists themselves. Employees are not allowed to bring home copies of their creative work because a formula is protected as a trade secret.

Paranoia and distrust within company's is quite normal particularly small family owned businesses. Many houses today employ computers, cameras, safes, and locked doors including spy's, snitches and an internal affairs department. This is a normal method to protect these highly unique much sought after innovative arrangements. Once an individual completes a multi-year training he or she becomes a full member of a secret guild of composers. Becoming a member of this exclusive club one swears an oath to safeguard their creative craft. Books on fragrance materials are occasionally written, but good ones explaining perfume chemicals as a word language are rare, and infrequent. Good formulation books are never published for obvious reasons.

A major publishing house a decade ago published a flower formulation book filled with useless out of date formulas. An example displays a composition with 20 parts of Tuberose Absolute. The total yearly output for this truly outstanding essential oil is estimated less than 100 pounds per year. As a consequence synthetic bases incorporating artificially recreated aromas are employed to provide a simulation of the true essential oil in a blend. Today's artist would love to create scents utilizing natural materials, however, can't due to cost restraints including regulations from the IFRA.

Getting back to the story Pauli Morsella Sr., the artist in question took the rejection very badly. It was his life dream to pass his knowledge and skills to his youngest son. The unintentional insult in time soon turned into a vendetta against Creative Aromas the fragrance house who employed him. Soon enough he turned it against his fellow colleagues who rejected his son's application. It didn't bother him at all that what he was planning to do in most circles is classified as industrial espionage.

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The other person at the heart of my story is Angelo Pummelo then employed as Vice President of sales & marketing at Creative Aromas. Pauli and Angelo soon became close friends sharing not only their European heritage, but also love affair with fine dining, excessive drinking plus golf. Later that year at the company's annual Christmas party Angelo was fired for misconduct. My close friend knew someone that attended the party. I was informed that Angelo did something stupid that cost Creative Aromas a great deal of money. It is not quite clear what he did, but nevertheless he was sacked.

Pauli also in attendance at the Christmas party was stunned how his close friend and confidant was humiliated. That summer his son returned to Creative Aromas only to find the only available work was as a production compounder, and occasional outside gardener. Pauli was further embarrassed knowing that he was receiving a subtle message from his colleagues. He knew deep down that his son had no future in the fragrance industry either at Creative Aromas, or for that manner anywhere else.

Angelo Pummelo on the other hand soon enough realized the firing was a permanent dismissal. Lacking a recommendation from Creative Aromas he could not parlay his considerable marketing skills anywhere else. Within a fortnight he understood his name was mud, and had been placed on an industry blacklist. Again, not coming from the creative side he knew starting his own house was going to present

a challenge. Fortunately working in the sales, and marketing end of the business he had many contacts at vendor companies. One thing that he lacked was the composition. This is other wise known as a collection, or repertoire of fragrances.

He soon found a lab in nearby Rockland County, New York that for a fee would compound a sample. The only thing that the lab wouldn't provide was the creative formula. During the fall Angelo was fortunate enough to capture several trial orders. The lab, however, presented several problems. One, he could not control either the final price, or guarantee the quality of the finished product or its consistency. Second, the lab was also competing for the same clientele. Keeping his customer base a secret was virtually impossible.

A further problem his wife of many years asked for a divorce believing he was doomed to failure fully understanding how the industry worked. The wife failed to take into account her husbands old friendship with Pauli that would soon turn into a furtive partnership. If she had I doubt very much whether she would have kicked him out the front door nor, excepted the home in northern New Jersey as a full settlement for the divorce.

By the end of November, Angelo found a small production facility inside an industrial park in nearby Monsey, New York. He still was faced with one small problem, and that was not being able to afford to hire a creative artist. Seeking help he recruited Marie Lollobrigida a woman who he met at a bar. She was responsible for preparing samples, assisting with production, handling the telephones an all around gal/guy Friday.

His dad who lent money to start the business also worked as a part time compounder, and gopher. I heard from my buddy that she was prudent to invest a small piece of change for a part ownership in the fledgling new business. The investment down the road turned into a tidy nest egg. Other individuals were offered an investment opportunity, but foolishly turned him down not knowing of Pauli's secret involvement.

It is not clear as to exactly when Pauli offered his services to Angelo. I am certain that it happened sometime the following summer or by the fall. It's probable that Pauli kept in touch by telephone closely watching his close friend struggle. He knew he would never be able to start his own fragrance house due to the confidentiality agreement he signed. Starting a new business requires a large amount of capital plus contacts something that he lacked. Also when he left Creative Aromas he would never be able to photocopy the many tens of thousands of compositions that are part of a perfume house's library of scents. Assembling a repertoire of finished fragrances required years of careful work and experimentation.

Finally he decided the time was right to contact Angelo, and suggested that they should get together for dinner to discuss a business proposition. During the dinner Pauli offered his services, and many years of experience. Angelo replied that I can't afford to hire you at your present salary. Pauli next replied your business can't grow unless an artist is at its helm, and this you know is impossible. Furthermore I have no intention of leaving. We both have a mutual hatred for Creative Aromas. Since I am a senior vice president in charge of the company's creative affairs I have complete access to their compositions. Further if we are careful we can create a new fragrance house that will be entirely based on my company's trade secrets. You know as well as I that gaining access to a creative library of fine fragrances at another house is not possible through normal methods.

Besides you hate my employer because they fired you. I loathe them because my colleagues refused to train my son. Raiding the library will take many years. Think about it who will ever know. With time our new house founded on a carefully guarded secret will grow and we will become very rich. A further condition down the road I will retire put some distance between Creative Aromas before joining Pummelo Scents. I will then come on board one day to head your creative efforts.

At this time I will be able to arrange a coveted training for my son. It is more than possible that after

several years of tutoring by me I can palm junior off to another fragrance house to complete his education, and rob them blind. Through this fraud we can easily accomplish our goals of one day becoming a major player in the fragrance industry with offices world wide. Who knows perhaps one day we can even get our company listed on one of the stock exchanges.

Thus with a handshake Pummelo Scents was born and a new criminal conspiracy created. For a silent partnership in the new company Pauli was to supply the following: A sample, taken from Creative Aromas, the coveted composition including bases that are prized possessions unique to each house, plus product solution help. An unethical arrangement considering he was then a Senior Vice President in charge of his house creative affairs. I can only imagine how much time and money that was spent copying, and duplicating scents for the Pummelo family. This arrangement was similar to leaving a fox to guard a chicken house, or a bank robber in charge of the vault.

Greed and treachery is at the heart of most frauds. My story shows the dark side of the fragrance industry. How power and money can corrupt even those who are the highest paid, and most trusted. Many great fortunes and wealth are founded on theft, and embezzlement.

A case in point is a well known software company that some have a love hate affair with. The founder in 85 or 86 borrowed the Apple Blossom program to assist with a software glitch. Instead of helping with the problem the program was copied. Within a year a new operating system was born. A colleague warned Apple Blossom's president that the software developer was untrustworthy. Unfortunately he failed to heed the good advice. The rest is history. Today that software company is a major player in the world. Anyone else who manufactured a defective product full of wholes, and bugs would be out of business.

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**Three**

Pummelo Scents today is a thriving dynamic business generating thirty plus million in sales. The artists in question are presently employed at the very same company. Both artists worked secretly on the side lines defrauding their employer Creative Aromas for many years. They earned a lucrative cash-consulting fee off the books. Furthermore it is doubtful whether any income tax was paid on the money received through their unethical consulting services. Similar to Darryl Strawberry's problems with the IRS with reference to cash received at baseball card shows.

For Angelo Pummelo on the other hand he couldn't believe his luck. Having Pauli as a secret partner was like winning the sweepstakes. He knew engaging in a industrial espionage conspiracy came with risks, but who was ever to know. The individual taking the greatest risk was Pauli. Receiving the stolen goods was like robbing a bank, or using a photocopier to print money. Except in this case no one knew the vault was open, nor the bank was being looted from within.

For Pauli Morsella Sr., this would turn out to be a fortuitous investment. With no cash down he was to receive a surreptitious partnership in a new company. Consider he was then a senior artist, and had signed a confidentiality agreement. This arrangement was totally illegal, and unethical. He knew that with careful planning he could gleam much confidential information out of his employer with no one the wiser.

The skullduggery would down the road pave away for future success. Thus two individuals were brought together both sharing a mutual hatred for Creative Aromas.

Like many well thought out capers someone on the outside always finds out about them. Con artists who are engaged in criminal activities like to step on others in secret to achieve their aims. Sometimes they fail to realize others are also motivated by either personal enrichment, or look out for themselves. Creative Aromas was set up, and robbed by trusted employees. It appears certain that the principals at Pummelo Scents have had over the years a lot of laughs at others expense. This includes the tax department at the Federal Treasury. As with many things in life falling ripe fruit sometimes bears unforeseen eventualities.

Angelo Pummelo on the other hand was filled with joy knowing deep down he made a smart move securing a partnership with Pauli. With hard work and some luck he knew that one day he would become rich. Getting back to the story he found compounding, inside an industrial park in Monsey, New York, to be a continuous source of trouble. Close by nosy neighbors were constantly complaining of the overpowering odors emanating from his facility. On many occasions he was forced to mix fragrance orders at night, and on weekends.

One evening a mixing tank was left unattended spilling many gallons of fragrance out onto the floor, and into the hallway. Fortunately the accident occurred on the weekend, and it was quickly cleaned up. The spill, however, left a penetrating odor of a concentrated sandalwood throughout the building. Angelo believed it was only a matter of time before the State of New York, DEP people would be called in to investigate the source of the odor.

Soon he started to look for another facility, and found a small building available on Commerce Street in Franklin Lakes, New Jersey. The site itself wasn't ideal, but it did contain a loading dock, and had two thousand square feet of space. A further plus he had no close nosy neighbors to contend with. Hiring

several friends including myself we helped Angelo move into his new headquarters in Franklin Lakes. Due to the hurried nature of the move Angelo made one mistake in not securing a certificate of occupancy from the town. His new landlord assured him that one could be had.

Within several months the town issued a stop manufacturing order. By late summer he was once again searching for a new location. In August, he spotted a building in North Bergen. It contained five thousand square feet of space, and was perfect. The lease was cheap, and his new landlord was a flavor company headquartered in Haifa, Israel. It took several days to move the plants equipment. This time only two people showed up to help including myself, and a family friend who was a lawyer. Angelo was to remain at this location for another ten years. Later he would move his company to a building close to Giants Stadium supposedly the resting place for Jimmy Hoffa.

Prior to the move Pauli was becoming increasingly worried in the lackadaisical manner Angelo was handling the formulas. At most fragrance houses compositions are highly prized possessions. They are classified as trade secrets kept secure either in a safe, or locked file cabinet with limited distribution. One of the largest players in the industry is so paranoid that fragrance materials are coded with numbers. Adding to this they utilize cameras throughout their facilities. An omnipresent security work force behind the scenes constantly watches everyone. Much like a secret police force in Adolf Hitler's, Nazi Germany, or Joseph Stalin's Russia.

At the very beginning of their partnership it was agreed by Angelo that access to Creative Aromas compositions was to be safeguarded. Since Pauli was raiding his employer discovery of his skullduggery would have serious repercussions for all parties involved. Prior to the modern computer formulas usually were kept in notebooks inside a secure file cabinet, or locked room with limited circulation. Pauli's obvious concern was an employee not connected directly to the family discovering the source of the formulas.

Another fear was someone learning the secret of the art. The olfactory language was centred around learning the word language behind hundreds of aroma materials. It required an excellent memory, and a great deal of study. Someone finding out about their hustle could copy the formulas. This in turn could lead to blackmail, and a massive lawsuit from Creative Aromas. The parent company is headquartered in Europe.

Marie Lollobrigida, Pummelo Fragrances first employee was presently running the company when Angelo was out of the office. Although honest this was due in part to her fortuitous investment. Pauli didn't believe she was able enough to suit his needs. Pauli thought for the company to grow a person more effective was needed to run the company. Someone who was completely trustworthy in on the con, but also ruthless and resourceful.

The formulas by themselves were not worth anything. The valuable information was the fact they were proof of an elaborate swindle. Deciphering the complexity of an arrangement required a lot of knowledge plus expertise. This data is something most individuals in the fragrance industry lacked unless they studied the meaning behind aroma chemicals. Assembling a personal fragrance notebook took a great deal of reading, organization skills, dedication, experimentation plus time.

The more Pauli Morsella Sr., reflected on it the more anxious he became. He gave Angelo a call, and suggested they get together for a round of golf. During this meeting he proposed to Angelo that it was time to bring in a more competent individual to run the fragrance house. A person who would be absolutely loyal to both parties. Joe Gallo's thievery at Savory Aromas was discussed. This sent shivers down both of their spines. Angelo next asked did he have an individual in mind. Pauli indeed did, and he recommended Sal Bocca, his son in law. At the time Sal was working in a customer service position with a nearby company in Westchester County, New York.

Angelo was a little skeptical of a further family member becoming involved with his company. However, Pauli was adamant pointing out he would not continue with the present arrangement as it was currently set up. This was an obvious ploy, but Angelo knew that at this point he was married to Pauli Morsella for life due to the rip off. Pauli did not want to get together with Angelo or Marie on a regular basis in order to exchange the formulas. The risk of being seen by somebody associated with Creative Aromas was always there. Naturally if Paul's company ever grew suspicious, and hired a private eye there would be many questions raised most having no answers.

The possibility of a chance encounter is always present. Getting caught would bring instant retribution, and most definitely the involvement of high priced attorney's. The more he listened the more confident he became of the recommendation. Trying to run the office with Marie including his father part time, and other help was creating many headaches. New employees had to be carefully screened possessing no prior industry experience. This resulted in long learning curves, but was something that couldn't be avoided. Neither Marie nor his dad due to his age could handle the ever growing production needs. His father although an important cog in the companies operation was limited in what he could do. Having an employee who he could trust while away on sales trips, and vacations would make his life a lot easier. Soon he arranged with Pauli to interview Sal Bocca at the Roman Inn a nearby fine Italian restaurant.

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Angelo met at length with Sal Bocca on two separate occasions. He knew right away that he found the perfect candidate for an important position. At one time Sal had worked for a competitor in the fragrance industry in Long Island City, New York. Whether the company was Johnson Brothers the predecessor to Creative Aromas is not known. Sal was familiar with the composition, chemical names, how to take a formula out of solution plus extend it, handle production, samples, application work, including purchasing, and arranging shipping.

What made it even sweeter was Sal would be in on the con. He was the perfect liaison who would protect both parties interests including the stolen trade secrets. Having a bird dog to watch the daily operation would add to the security. Living close by in Westchester county, New York it would be easy for Sal to get together with Pauli. During these occasional meetings he could pick up the lunch bag of goodies with no one the wiser. Best of all Sal was married to Pauli's daughter Mary. Angelo mulled over this new information, and quickly realized he couldn't ask for a more able and cunning, devious stooge.

He would never have to worry about a conspiracy from within as was occurring to Creative Aromas through Pauli. At length they discussed his old friend Joe Gallo's theft from his uncle's flavor company

Savory Flavor's in nearby Long Island City, New York several years earlier. This fraud although not highly publicized was known in the flavor industry. The sweetest thing about Joe's thievery was it gave Pauli the idea how to get even with his employer. Thinking about how close Savory Flavor's went out of business sent chills up both their backs. Both Pauli and Angelo wanted to make sure that the knowledge of their espionage caper would be closely guarded. A secret known only to the immediate family members.

Sometime that summer I was called once again by Angelo Pummelo to help with the move from Franklin Lakes, New Jersey to North Bergen. On this occasion only two people showed up including myself and a family friend of Angelo. My two buddies stayed home indicating they hadn't recovered completely from the last move. We were all sort of disappointed in the compensation. We estimated conservatively that we saved the owner a small piece of change moving chemicals with a rental trucks. Professional movers with the necessary permits to move chemicals usually charge a bundle.

I got involved once again hoping a job would be extended. I did not know that Sal Bocca had been hired. Upon hearing the news later I was of course saddened, but understood why my friends stayed home. At the time I didn't understand Sal's connection to the company, and that he was the son in law to Pauli. When I came on board Pummelo Scents several years later the company was slowly starting to grow. I was between careers, and was called in occasionally during winter and spring to help out with production compounding.

It was my understanding that more then a few individuals were being looked at. Material handling, and mixing was the first step in the learning process for men at many fragrance houses particularly small ones. Learning to read, mix and find aroma materials was part of the learning curve. Depending on the fragrance a formula could be simple or employ complicated arrangements including bases. Pours had to be exact. An incorrect item picked up like Ethyl Butyrate for example could ruin a fine floral fragrance.

Although in a cherry fruity type accord the scent as part of a top note construction would work harmoniously in trace amounts.

One had to be able to lift and move heavy pails to fifty-five gallon drums that weighed over 440 pounds when full. On any given week I could easily pick up and move many tens of thousands of pounds of aroma materials. The odours were bewildering. More than a few overpowering. Some fragrances had to be liquefied utilizing solvents, hot water baths, including a steam room. Powdery materials had to be blended with solvents. How long it would take to compound an order varied depending again on the size of the order, and the complexity of the formula. Generally a fine fragrance had a lot of items requiring careful pours sometimes to drops utilizing plastic disposable pipets plus cups. Women are lucky to avoid this route into the front office, and creative laboratory. Fragrance compounding in a production setting requires a strong back.

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For a long time I have been a big fan of garage sales. Life is full of chance encounters including lucky finds, and careers even short ones. That summer before I began my full time employment with Angelo's company I had a lot of time on my hands. One Saturday I stopped at a home in Norwood, New Jersey that advertised a garage sale. Many consider sales of this type to be a junk sale. More often than not they are very astute with this assessment. However, in my case a casual stop turned into a lucky find.

I walked up the long driveway towards the garage, and noticed several boxes sitting on a table. After opening one box I found notebooks. Looking through them I immediately recognized fragrance compositions. Each notebook contained approximately 150 formulas. Again, I couldn't believe my luck. Not seeing a price I asked the woman running the sale how much. She took a glance and quoted me a price. I quickly took out my wallet and paid her.

I asked if she was aware of the origin. She replied that an uncle at one time owned them, and had been employed as a chemist, but she forgot where. Apparently he recently passed away, and the notebooks were up stairs in the attic gathering dust. It was obvious she had no idea their nature, nor the books true value. I then asked if she had any bound books. She replied that indeed at one time they were quite a few. Several boxes were donated to a local library for a sale. I was saddened on hearing this news, but knew

finding the notebooks would one day prove educational.

That summer while toiling in the production department as a material handler I thought on more than several occasions to show my find to Sal and Angelo. The formulas that I had at home were very similar to those I worked with at Pummelo Scents. At this early date I did not know who was working behind the scenes. Showing either Angelo, or Sal my fragrances could possibly jeopardize a future job offer. The more I dwelled on it the wisest course of action I decided was to keep this lucky find to myself, and learn from it. Accomplishing this goal would take many years of effort, and time including this web site.

By summer I was being called in more often for part time work. I knew I was being watched and observed. At times Creative Aromas was mentioned as the lab. I smartly feigned ignorance since I didn't know then who the parties were, and would shrug my shoulders. Not once did I let anyone know that I was aware of anything. Taking great pride in my work I always showed up on time, worked hard, paid attention, and always followed through. Again, it was my hope to earn a full time job.

Gaining a job at Angelo's company rested on several conditions. A prerequisite of course was having no prior experience in the fragrance industry. I heard from my buddy that on one occasion a secretary had been hired. After starting the new job she made a mistake and informed Sal that she had a close friend who worked for one of the nearby fragrance houses. At the end of the week she was informed that the job wasn't working out.

The ideal path was knowing either the owner personally, or having a friend who was friends with the owner or one of the other principals. The only way I became involved with Pummelo Scents was due to the fact my buddies wife at one time worked for Angelo at Creative Aromas as a marketing assistant. As chance encounters occur in life without this friendship I would never had a chance of ever learning what I did, or for that matter writing several fragrance books.

As I grew more experienced with compounding one naturally grows more curious with the creative process. The one thing that I noticed right away were the similarities between Pummelo fragrances, and the ones that I picked up in the garage sale. Although the arrangements were different it appeared there was no right or wrong way to assemble a scent. After starting my job I realized soon enough that Angelo couldn't be developing his finished scents.

Sal Bocca, the company operations manager would every now and then bring to work a lunch bag. This would contain a 4 ounce sample including the composition and raw aroma materials. I suspected another company was providing the merchandise. It would take me some time to figure out the parties and connections involved and put two and two together. Although at this time I admired Angelo very much I wouldn't realize until later how crooked, treacherous, deceitful, back stabbing, devious, duplicitous, the immediate family was. I decided the prudent thing to do was to keep anything I learned a secret including any future work.

By the end of the summer I was offered a full time position as an administrative assistant to Angelo. This was a new function for me. Prior to this I had worked at various customer service positions including a stint as an outside sales representative. Possessing superb organizational skills plus typing abilities I slowly reorganized the office. I copied on more than one occasion computer print outs confirming Pummelo Scents did indeed not develop the fragrances. A company then located In Long Island City, New York appeared to be the fragrance developer.

I took over the collection detail, and other functions as they popped up. I learned how to prepare MSDS sheets, certificates of analysis, ups shipping book including sample preparation. Compounding duties were shared between Sal, myself, and Angelo's father. I also handled the daily correspondence, filed, ordered aroma materials plus picked up the office supplies. I even handled application work in the lab.

I would later learn that Sal Bocca was the son in law to Pauli an artist then employed by Creative Aromas. Pauli would call almost daily wanting to speak with his son in law. After starting the job full time I joined Carlo Pummelo the owners dad in the production department. He informed me on more then several occasions that Joe Gallo, Angelo's best friend robbed the owner of Savory Flavors. To this day the owner of Savory Aromas hates joe's guts.

At the time the only thing of value that was transportable were the compositions. I would politely listen, but decided the smart thing to do was to remain quiet. One would never know what one said got back to Angelo. Again, the father who was a nice gent was employed as a part time compounder should have long been retired. Later he would develop and die from testicular cancer. I firmly believed then and still do now that he contracted the disease at his son's fragrance company by sloppy compounding.

Story to be continued.....

## The Flavor Houses

Savory Flavors, 73 Peach Tree Lane, Long Island City, New York

Founded in the late seventies by the brilliant but explosive Dr. Eugene Martinelli after leaving Richie/Hedge. Hired Carlo Pummelo's son Angelo, and best friend Joe Gallo fresh out of school. While company was young before family started to arrive promised Joe an apprenticeship. Later reneged on offer setting fourth two more industrial espionage conspiracies during the span of the next ten years. Folks who steal from others never take into account others greed, and desire for revenge. Dr. Martinelli during the early seventies robbed Richie/Hedge anticipating the merger mania that would later grip the flavor industry.

Creative Flavors, Inc., 100 South Street San Diego, California

Founded by the slow moving, quick thinking, Joe Gallo. The company currently enjoys sales of over thirty million. Company founded on a late night theft performed against Savory Aromas. Flavor trade secrets foolishly left unguarded in desk at work. After turned down for an apprenticeship that was promised by Dr. Martinelli, Joe decided to take matters in his own hands. He photocopied trade secrets borrowed from National Flavors parent to Richie/Hedge. Money earned as a result of the sale used to start own company. Currently a multi-millionaire enjoying the fruits of his labors.

Pummelo Scents Inc., 310 Bakers Street, East Rutherford, New Jersey 07073

Founded on a dark secret, and headed by the dapper smooth talking Angelo Pummelo, Pauli Morsella Sr., and Ricardo Pandolfini Sr., are partners. The two artists raided Creative Aromas library of fragrances in order to secure family employment including a lucrative post retirement career. Today Pummelo Scents employ's over thirty people with yearly sales in excess of thirty million. Refurbished twenty-five thousand square foot facility in East Rutherford, New Jersey. In receipt of stolen trade secrets taken from Creative Aromas.

## The Flavor Players

Joe Gallo " Chubby" President - Creative Flavors, Inc.

Angelo Pummelo " Borracho " President - Pummelo Scents

Carlo Pummelo " Padre " Vice President - National Fragrances

Dr. Eugene Martinelli " Explosive " President - First Class Flavors

Joe Gallo

Perpetually overweight, but yet brilliant had a single dream after joining Savory Flavors to become a Flavorist. Excepted a low salary offer knowing that in the long run the promised apprenticeship would provide him with a well paid career. After owner reneged on his verbal agreement he decided to take a copy of Dr. Martinelli formulas knowing many of them were originally taken from National Flavors. This decision in the end would lead to two more industrial espionage capers involving his best friend Angelo Pummelo and Pauli Morsella Sr.

Angelo Pummelo

Head of a multi million dollar criminal empire gained through industrial espionage. Fired at Johnson Brothers for misconduct. Blacklisted in fragrance industry. Started fragrance company in home garage in Ramsey, New Jersey. Currently employees thirty people in modern 25,000 square foot state of the art facility generating thirty million in yearly sales. Robbed former employer through elaborate conceived industrial conspiracy scam. Idea for scam originated by childhood friend Joe Gallo.

Carlo Pummelo

Father of Angelo Pummelo, and cousin of Dr. Eugene Martinelli through his wife. Recommended son, and friend Joe to Eugene not knowing consequences of act. Lent money to his son which allowed Angelo to start new business. After Pauli Morsella becomes secret partner the new company slowly took of. Carlo later died of testicular cancer contacted while compounding fragrances at Pummelo Scents. A nice gent who should have been doing the gopher work that Sal Bocca was getting away with. Carlo was employed part time as eyes and ears of Angelo when he was out of the office. Working with fragrance materials does come with possible risks if they are not handled carefully.

**Dr. Eugene Martinelli**

Possesses a temper that is legendary in the flavor industry. Can fly off the handle at the slightest transgression. Contributed to two espionage capers after robbing Richie/Hedge. Promised Joe an apprenticeship as an inducement to come on board. After company became established, reneged on his offer. Unknown to Dr. Martinelli, Joe decided to get even by photocopying First Class Flavors entire library of flavors. Joe knew the formulas were stolen from National Flavors since many had that company’s name on it. Formulas copied by Joe allowed him to start a flavor business of his own that made him very wealthy.

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**Six**

Joe " Chubby " Gallo is a heavy set man with a dark complexion born of Italian american ancestry sometime in 1952 in Queens, New York. He is a good looking, considered handsome by the lady's, intelligent over all a charming individual. His family arrived from Italy earlier in the 19th century during a great flood of immigration. This was due in part to poor economic conditions in their native country. His father was a hard working man who worked two jobs to support a large family.

Joe the youngest of the family was the first to attend college. Today Joe is a multi-millionaire. This story is how he came by this great wealth. Born into a good Catholic family his parents sent him to a church school in Queens, New York to provide him with a better education. Public education was not up to the standards of what was then available in a church school. The tuition was a hardship for the family. Mr. Gallo believed that a church education would instill a drive in his son, and better prepare the boy for a bright future. How right he turned out to be.

While attending grammar school he met, and became a life long friend of Angelo Pummelo. The two had many things in common. Both of their fathers were self-employed in the garment industry working long hours to provide their families with a good home life. Soon the two boys became inseparable having dinner at each others homes, going to movies together, attending church dances, socializing, studying for finals, see-

ing their beloved Yankees play baseball. Getting into general mischief, including playing pranks on neighbors happened now and then.

Angelo was always the more athletic of the two trying out for sports, slender in stature considered good looking by the young girls. Joe was perpetually over weight, and whether this was due to his diet or other health related problems has never been substantiated. He was the more studious of the two getting good grades, but having to work for them. Angelo on the other hand always had the gift of the gab, which allowed him to study little, and get by with a great deal of charm and bluff.

During the following years the two were inseparable. Some neighbors commented that they looked liked brothers while in fact they were just best of friends. After graduating from high school they decided to attend Columbia University in New York City to secure a college education. Upon graduating from college the two decided to further their knowledge by going to graduate school at the same university obtaining an advanced MBA in marketing.

Their thinking at the time was a master’s degree would further their employment opportunities. Like many young men having a new university degree they thought that employers would be at their beck and call. What they hadn’t counted on was a brilliant President whose inept economic policies would result in high unemployment. Along with a ruinous inflation that ran in the double digits the work situation was bleak. Possessing little work experience prior to completing their advanced degree made it doubly difficult in finding an entry level job suitable for their education.

Fortunately for both of the boys they had help at the beginning of their work careers. Angelo’s dad, Carlo Pummelo Sr., was a cousin of Dr. Eugene Martinelli then employed as a Flavorist with a well known European conglomerate. Carlo played cards with him twice a month on Friday evenings at a Italian american club in Queens, New York. The young men were either about to graduate, or had already done so.

Dr. Martinelli mentioned during one of the card games that he was seeking new employees for a new start up flavor company. Carlo replied that his son Angelo, and close friend Joe Gallo just completed their masters degree, and were seeking work.

Starting a new flavor company is a daunting task for any individual. I am not sure at this point whether Dr. Martinelli had just started the company or was already in business. Either way he needed competent help, and was happy to find the boys available. His long-term plan was to bring his children on board, and at that time he would get rid of both Angelo, and Joe. Some folks from certain European Mediterranean base countries are secretive. Clannish by nature they are not willing to trust outsiders, particularly individuals who are not of their same heritage.

At some point Carlo arranged a meeting between his cousin son Angelo, and Joe. Dr. Martinelli was impressed with their qualifications, and education. Soon after interviewing them a coveted job offer was extended to both. The chances of Joe and Angelo working for the same company fresh out of graduate school was a million to one break. An opportunity to work for a start up flavor company close to home, employed by a friend of the family was too good to be true. Angelo had an outgoing personality, and it was decided that he would be suitable for a career in sales. Angelo always had a gift for the gab. This is where his drinking problems began.

Carlo on the other hand was overweight generally a shy individual possessing a keen intellect. Joe's interest rested in learning the technical end of the flavor business. I am certain to get Joe to come on board as a compounder, laboratory technician, part time office help a promise was made to train him as a Flavorist. This was something that Dr. Martinelli never really intended to keep. He had a large family consisting of several sons and a daughter. It was his dream to have one of his children follow him into his profession. Making a commitment that was not in writing is easy at the beginning of any new venture. To

get his business started he needed competent help particularly with individuals who he could trust.

Dr. Martinelli was a talented man, a trained Flavorist possessing a doctorate in Food Science. He also was over weight, something in common that he shared with Joe. Along with an explosive temper he was also over bearing, a slave driver who could be difficult to work for. He could fly off the handle at the smallest mistake, and bring someone to tears. He had been tired of the corporate scene, and starting his own flavor house was a good way to make a lot of money. Prior to setting up his new company Dr. Martinelli had worked for the US division of a Swiss based flavor house. Then one of the largest in the industry.

He had the for sight to see the consequences of the merger mania that was soon to embroil the industry. Either way before he left Richie/Hedge he was smart enough to photocopy a going away present. This included a then complete copy of computer print outs, flavor bases, and other pertinent information. Since he created a lot of the flavors why not take an insurance policy out for future needs. I am not sure whether he was laid off, fired, took early retirement or just plain quit. At forty years in age Dr. Martinelli figured it was time to start his own flavor house. Possessing a repertoire of flavors taken from the Swiss parent made the transition into a personal business that much easier.

Starting a new venture for any individual is a hard task. Having two talented young men that he could trust would let him sleep at night thinking fellow home boys wouldn't rob him. The only thing of value at the company were the flavor formulas. At the beginning his company was small, and could compound small orders precisely for new accounts. He could do favors for clients, and at the same time make money. His over head and expenses were low allowing him a greater flexibility in his manufacturing operation. Employed in the industry a long time gave him many contacts with food manufacturers throughout the United States, and overseas.

Savory Flavors was a new business, and certainly presented many challenges to these young men. Joe worked hard starting in the production facility as a part time compounder. Wearing many hats he could find himself handling a variety of tasks. This included preparation of samples in the laboratory to answering the telephone, and filling production orders. In the afternoon, he could be in the office preparing a bill of lading for a truck pick up, or ordering raw materials for the next production run. Either way the job was interesting, and the work varied.

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## Seven

Soon he started to dream of the promise made to him of becoming a Flavorist. To serve as an apprentice required a long period of time in servitude working with a master learning the craft. At the end it would be immensely rewarding providing Joe with a fascinating, and lucrative career in the flavor industry. With each passing day he became more interested, and curious about the creativity which was behind each individual flavor. Naturally a highly intelligent person he soon recognized that to understand a finished flavor composition he needed to fully understand the raw flavor materials, or chemicals.

He studiously watched Dr. Martinelli at work, and realized that his repertoire of flavor compositions was utilized in the construction of new flavors. This was puzzling, but also gave him great insight as to how a Flavorist goes about creating something new. However, each time he approached his boss for help, and guidance he received a brush off. As the company grew he became more apprehensive that the promise as an inducement to come on board would not be kept.

As things got busier in the office Joe found himself spending more and more time in the laboratory compounding Dr. Martinelli’s flavor compositions. Figuring out the meaning to flavor materials for a novice was a difficult undertaking. Soon his curiosity led him to do research on his own. The first tools utilized in this search were a good dictionary, and encyclopedia. He realized very quickly that this was insufficient for

his needs, and started to spend time at the local library. Books in print pointed him to books published on flavors. It's even possible he located Steffen Arctander's key books on Natural & Synthetic Flavor materials then privately published in Las Vegas, Nevada by his wife Maria.

Recently completing a graduate degree at night gave him excellent organizational, and analytical skills. As information became available he collated the flavor descriptions into notebook format. By assembling a detailed notebook he was hoping to gain his employers confidence with his skills, knowledge and abilities. With time, and hard work his notebook became more comprehensive in scope, and his general knowledge of flavor materials increased.

Within a fortnight he began to understand the flavor composition, and the creativity which went behind each creation. I doubt he possessed a word processor since they were crude, and lacked memory. Sophisticated high-speed personal computers were years down the road. At some point he decided to show the owner his work, and remind him of his earlier promise. By now several years had gone by, and he knew eventually he would be competing with the owners children.

Whatever happened after he showed his notebook to his employer remains a guess on my part. It seems certain that Dr. Martinelli was impressed with Joe's efforts, but had decided not to train a non family member in this profession. There were only several hundred Flavorist in the United States. Savory Flavors by now was in a growth cycle, and he could afford to replace Joe with any amount of competent workers who were laid off from the industry. It's even possible that Dr. Martinelli even photocopied Joe's work for future needs, and Joe found out about it.

I am sure he told Joe he was flattered with his work, but arranging an apprenticeship was not possible. He probably also informed Joe that he lacked a technical education in chemistry. This degree is experience the society would consider when his candidacy was presented for a vote. Joe knew you didn't need to be a

chemist in order to become a Flavorist, and continued to argue his case. Unfortunately the arguing like the coveted flavor position went nowhere.

Quite naturally the meeting was concluded, and Joe became quite unhappy. He knew the real reason why he was turned down was due to the growth of the company, and he helped to achieve it. Another fact two sons were soon to come on board after graduating from high school. In addition, he learned that one of Dr. Martinelli’s children was attending college majoring in chemistry, and computer science. In Joe’s mind he felt he was betrayed. He fondly remembered the promise that was made several years before as an inducement to come on board.

He made one mistake, however, he neglected to get the promise in writing falsely believing that Dr. Martinelli would take care of him. He was furious that he had been lied to, and didn't know what to do. Joe knew his chances of becoming a Flavorist anywhere else would not happen. An apprenticeship was a rare item granted only to those who are lucky, well connected plus are at the right place at the right time. Not possessing a degree in chemistry, or in a life science was going to further limit opportunities in the flavor industry.

The more he thought about it the more angrier he became. Deep in his belly it felt like a slap in the face. Obviously he was lied to, and had been used. He was now certain that Dr. Martinelli had never any real intention of apprenticing him as a Flavorist. All of the time, money, and energy spent creating a notebook trying to learn the secrets to this unique profession was a waste of time. Having known the Pummelo family since he was a child he believed that Dr. Martinelli would come through with his promise of an apprenticeship.

The sad part of the whole thing he didn't have many options. He had no wish to continue working for this deceitful individual. One thing that Italians share in common is holding life time grudges known as

a vendetta against individuals who betray them. Joe felt wronged, and wanted very much to get even. The question then was how to do it. The more he thought about it the more the bitterness grew.

How was he to get even and by what means would take careful thought and preparation. The other thing that he had to keep in mind was his long-term friendship with Pummelo family. This was of great value, and he didn't want to ruin a harmonious alliance. He quickly realized the only thing of value at Savory Flavors were the flavor formulas. Since they were the property of the Swiss flavor company why not make an extra copy for his own personal use. Foolishly the owner kept the flavor formulas in an unlocked file cabinet close to a copying machine near his work desk in the office.

He knew as additional employees came on board that the owner would get smart and eventually purchase a safe or locked file cabinet. When this happened he would no longer have access to this fascinating information. The opportunity to take something of great value with no one the wiser was a temptation that proved to difficult to resist. Joe was always the first one in the office, and arrived early to make a pot of coffee. He knew everyone's schedule including the owner. He believed the scam could be pulled off with no one knowing about it. On many occasions Dr. Martinelli was away from the office often for several days at a time drumming up new business. Every other Friday night he played cards at an Italian American Club with Carlo Pummelo, Sr., Angelo's dad.

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## Eight

He started to arrive early in the morning to start copying the formulas. Sometimes on a Friday evening when he was alone he would copy dozens at one time. When he was done he would always place everything carefully back into the proper folders. Stealing a copy of the compositions was an absolute thrill. However, as things progressed he got more, and more nervous. He knew if anyone discovered his illegal activities that he would be fired on the spot. It was long rumored that Dr. Martinelli even knew Peter Gotti, brother of John once head of the Gambino crime family.

What started off as great excitement soon gave way to apprehension. He thought of purchasing a copying machine, and bringing the formulas home. However, if anything went wrong he would find himself in jeopardy. The first thing that he decided was to tell no one. He usually informed his best friend, Angelo Pummelo his inner most secrets. Joe in the past confided in things about Dr. Martinelli’s legendary temper to his friend on several occasions. He knew Angelo couldn’t keep anything a secret, and informed his dad who then told his cousin.

Either way to stay healthy, and employed he kept his own council. Within several months his industrial espionage was complete. He now had in his possession a copy of every flavor formula in Savory Flavors repertoire of flavors. He had proof that they belonged to the Swiss flavor company, and knew they

were worth a great deal of money. The only problem he was faced with was where to sell them, and for how much. His dream was to become a Flavorist, and be his own boss. Once finding a buyer he knew that Savory Flavors would start to lose clients. He loved southern California, and believed living 3,000 miles away after the theft was discovered would keep him healthy.

After discovering that a mole had been employed within his company who knows what Dr. Martinelli could do. Losing a million dollars of business is not something that most people would take lightly. After selling Savory Aromas formulas Joe knew he would never be able to find a position within the flavor industry. His only chance for a lucrative career would center on starting his own flavor house.

By the end of the year he had made up his mind, and decided to take a vacation to the West Coast. He was always very fond of California where the people were hospitable, and the climate was warm year around. San Diego had to be his favorite city in the entire world. When he reached his destination he started to make some telephone calls. One company was very interested in his formulas, and decided to meet with him. At some point a consensus was reached. A copy of the formulas was given to this company, and compensation in cash was given to Joe.

When he arrived back to New York he was absolutely thrilled. He now possessed a sizable nest egg that would allow him to start his own company. That Friday he met with Savory Aromas owner, and informed him that he had a job offer with a company on the West Coast. I am certain that Dr. Martinelli would have greeted this new news with pleasure. He was planning on getting rid of Joe anyway since he was unhappy. However, he was totally unaware of the skullduggery that had gone on behind his back.

A lot of this is pure conjecture on my part. I personally believe that Joe left Savory Flavors on his own. However, he could have been laid off, forced out, pushed out, fired, or quit. I absolutely have no idea what happened to him except he left. It's even possible that he sold a copy of the formulas to a local

competitor in the tri state New York, New Jersey area. I know one thing he made a great deal of money with the formulas, and cost Savory Flavors a lot of business.

You have to remember he was then in his mid to late twenties. With money in hand he started his own flavor company. Today he is very wealthy individual. During my term of employment at Pummelo Scents., I worked with Carlo Pummelo Sr., for several years. On many occasions Carlo would tell me how much his cousin, Dr. Martinelli hated Joe Gallo’s guts. I knew that both Joe and Angelo worked for Savory Flavors, and that Joe was involved with some type of trade secret theft.

I was tempted on many occasions to ask Carlo Pummelo more questions. However, I politely listened believing if I got to nosy that the conversation could get back to his son. I clearly remember everyone getting nervous about Angelos's wedding to Valerie Bonnano. Both Dr. Martinelli of Savory Flavors, and Joe Gallo were invited to the wedding. Carlo knew the hatred between the two was tremendous. The Pummelo family believed that things could get ugly at the wedding, and the two could possibly get into a fight. Fortunately for the Pummelo’s the two men ignored each other.

The only thing that Carlo would tell me was Joe took something of great value from Savory Aromas. The only item that was worth anything, and was transportable were the flavor compositions. As I look back on my situation I find that it parallels Joe’s almost exactly. He secured employment with a company that appeared to be a life time job. Joe trusted Dr. Martinelli believing he would be trained as a Flavorist. Once the company started to grow, and the family arrived the promise was quickly forgotten. Deciding to get even Joe photocopied Savory Flavor's entire repertoire of flavors.

When I started my career with Pummelo family it was a small company consisting of Angelo, Carlo, Marie, Sal and myself. It was a nice place to work although the distrust and secrecy was always present. Within several years of my start the family started to arrive. This included the son of Pauli who was

basically lazy. Right at the beginning as I compounded my first orders I became interested in the aromas and their meaning. The unknown part of it at that time was the creativity. It would take a long period work before I learned the secrets to this fascinating art.

After finding the formulation books in the garage sale I knew that the Pummelo's were receiving stolen trade secrets. At that time I didn't know from where nor did I really care. My education into perfume chemicals began with books in print, several encyclopedias and the dictionary. When books were found I researched extensively the bibliography. A local book finder was employed locating on occasion a rare manuscript such as Eugene Rimmel's 1865 book on perfume.

Early in my career with Pummelo Scents I created my first draft of "A Reference Book on Fragrance Ingredients", based primarily on the material safety data sheets. This was accomplished using a notebook and paper. It was a crude first attempt although it did organize pertinent information into a useable format, and I learned from it. It took another year to locate the key books that were then privately published. Upon receiving them I was first promoted to a Quality Control Managers position. Within a year I was promoted to a Jr. Artist position. Like Joe Gallo of Savory Flavors I made a mistake in trusting Angelo by failing to get this last promotion in writing. Soon after this I was set up and then laid off plus blackballed due to my material work, and creative knowledge.

Learning the fascinating language of perfume requires a lot of hard work, plus a good memory. My books titled "A Reference Book on Fragrance Ingredients", "Fragrance Ingredients of the World", "The Fragrance Industry - Profiles" and "France - The Fragrance Industry", is a result of that work. Does it contain all the secrets to perfume probably not. However, it will add to your fragrance education, and level of understanding. During my pursuit learning this fine art I spent hard earned money on some good books, and some useless ones. It is my hope that you will classify my book as a good one. The above stories are true.

Names have been changed to protect the swindlers including the victims.

## Hyacinth Aromatiques Bases

Aldehydic Fruity Base	A fruity compound designed for fine fragrance accords suitable for a wide range of applications.
Amber Substitute	An elegant amber note with a discreet rich dry background.
Ambrein Synthetic	Characterized by a woody character with a hint of a sweet oriental undertone.
Argumen Aldehyde Substitute	A floral aldehydic complex with a hyacinth nuance. Can be a perfect note for compositions that require extra lift.
Apple Base	Has a fresh Macintosh green sweetness based on Di Ethyl Malonate and Hexadrenyl Iso Butyrate. For functional products and fine fragrance applications.
Benzoin Synthetic	Sweet vanilla base, quite resinous has a characteristic benzoin tone.
Benzoin Resin	Has a sweet creamy vanilla like odor.
Bergamit Base	Fresh yet dry aldehydic lemon petitgrain type odor. Has higher Linalool content than bergamot synthetic.
Bergamot Synthetic	Sweet fruity odor of the bergamot orange. Can be used in larger percent ges in lieu of the natural essential oil.
Blueberry Base	A fine fragrance truly reminiscent of fresh blueberry's typically enjoyed with ones morning cereal, or in a pie.
Bubblegum Base	A base centered on Benzyl Acetate, and Orange Oil of California. Suggestive of Bazooka bubble gum enjoyed as a child.
Carnation Base	A spicy carnation rose like complex. Has a sweetness similar to the olfactive note of Iso Eugenol.

Cassia Substitute	An artificial simulation for perfume compositions with a reduced content of Cinnamic Aldehyde.
Castoreum Tincture	A long lasting reproduction of an essential note from the castoreum beaver.
Cinnamon Bark Synthetic	A diffusive odor equivalent to Cinnamon Bark, but free from the harshness of Cinnamic Aldehyde.
Civet # 3	An artificial animal fecal like note reminiscent of the civet cat raised in Ethiopia.
Civet Tincture	An animalic smell that is suggestive of the secreted gland compound found in the civet cat. Strong and long lasting.
D' Limonene Substitute	A reproduction of the juicy citrus orange note reminiscent of freshly squeezed orange juice enjoyed with your morning breakfast.
English Leather Base	A recreated simulation of a Chypre Leather blend. Suitable for masculine applications where a special note is needed to round off a fine fragrance accord.
Fir Needle Substitute	An inexpensive filler to simulate Fir Needle Canadian Oil. Based on Iso Bornyl Acetate this specialty base helps to add volume to a wide range of functional applications.
Freesia Base	A classic reproduction of a fresh floral scent reproducing the natural aroma. This fragrance compound will add diffusion to any floral composition even in trace amounts.
Galaxolide Artense	A musk base centered on Galaxolide 50. This fragrance is animalic yet still sweet and strong.
Gardenia Base	Need an artificial simulation of a green scent. Styrallyl Acetate is utilized to add a greenness to overcome the strength of other floral materials. Reminiscent of a fresh flower found blooming in a garden on a warm summer day.
Geraniol Tails	An inexpensive base suitable for that special geranium note where an application requires a filler for volume.
Geranium Base	An earthy herbaceous rose like odor. Helps to support the heart notes of diverse floral applications.

Geranium Substitute	An inexpensive simulation of the essential oil for a wide range of modern fragrances.
Grape Synthetic	Fruity odor providing a low cost natural grape flavor free of the coloring problems associated with the anthranilate family of aromas.
Grapefruit Base	Fresh citrus grapefruit odor with a discreet tartness reminiscent of the natural peel before squeezing.
Green Citrus	Characteristically green yet sweet and fruity. A fine reproduction simulating a natural peel like odor. Perfect for zesty creations where something extra is needed.
Heidera Base	A warm spicy blend centered on Olibanum and Galbanum resins. Provides green floral support in trace amounts. The spicy flavor of this base provides support in Oriental, Spicy, Carnation, Ylang - Ylang compositions.
Honey Base	Sweet artificial base suggestive of golden blossom honey brought to our breakfast table by our friendly bumble bees.
Hyacinth Base	Strong leafy green. Has a natural sweet pea like note. Perfect for diverse floral applications where a special delicate note is required.
Hydroxycitronellal Extender	A fragrance blend that substitutes the floral green muguet note of Lily of the Valley. Still light and airy with many diverse applications.
Ionone For Soap	This floral base was designed to match the discreet odor of a Violet. Can be used in functional products and fine fragrance applications.
Ionone Intermediate	A slightly sweet violet odor that provides lift and support to floral accords.
Iraldeine Standard Substitute	A violet note that recreates the freshness of the natural flower. Helps add diffusion to a wide range of floral accords.
Iso Eugenol Replacement	A sweet spicy floral carnation like odor. Similar to Iso Eugenol, yet it can be used in higher percentages in a wide range of applications.
Iso Eugenol Substitute	A tenacious spicy base. This scent adds warmth and a touch of class to both modern blends and classic formulations.
Jasmin Absolute Base	A natural reproduction of Jasmin. Slightly sweet and has a freshness that closely resembles the odor naturally found in the absolute.

Jasmin Artificial	An economical and tenacious base with a discreet fruity top note. Constructed on Benzyl Acetate this compound blend adds life and diffusion to any floral accord.
Jasmin Base	A fine floral jasmin fragrance.
Jasmin Absolute Concrete Base	Resembles Jasmin concrete possessing a heavy sweetness. Provides a long lasting presence in both bases, and floral blends of variable types.
Jasmin Province Base	A perfect blend of ingredients that together work in harmony to provide a fine reproduction of the essential oil at a lower cost.
Labdanum Resin Substitute	Sweet, rich and warm balsamic odor. Has a natural ambre like note in dilution. Easier to work with by providing extra stability in lieu of the natural glass like solid resin.
Lavender Citrus Base	An artificially recreated lavender blend. Has a citrusy top note that adds lift and freshness to chypre, fougere and lavender accords.
Lavender Synthetic	A clean and fresh spring like scent. The herbaceous nature of this base is sweet and closely resembles the flowers growing wild on the southern fields in France.
Lemon Artificial	This note is an artificial imitation of a fresh lemon. Possesses stability in all kinds of finished products even in substantial amounts.
Lemon Terpenes Synthetic	Mildly lemon has a chemical like Citral note closely matching the fragrance ingredient at a lower cost.
Lilac Base	Delicate, clean sweet Lilac. Based on Terpineol Prime this fragrance closely matches the freshness of a natural bush blooming in late spring.
Lime Base	A tart like lime odor. Has a fresh peel sweetness reminiscent of the fresh fruit.
Methyl Ionone Residue Substitute	Harsh floral violet woody odor reminiscent of Methyl Ionone tails.
Muguet Base	This base has a sweet mild floral odor with diverse applications. A perfect fit for many accords that require a delicate green note.
Musk Ambrette Substitute	A sweet animal like scent that is reminiscent of Musk Ambrette without any usage restrictions.
Myrrh Resin Substitute	A balsamic spicy odor deeply and intensively aromatic.

Narcisse Base	Sweet floral odor with a rich green foliage undertone. Suggestive of Narcisse Absolute with more potential than the natural oil due to lower cost.
Neroli Blossom Base	A rich orange blossom type odor. Has a delicate warmth, but at the time displays a floral scent with a light spiciness that is a delight.
Neroli Blossom Substitute	A strong floral odor of Neroli. Blends well with many different perfume aromas in diverse applications. The compound has a true versatility that is comparable to the natural flower.
Oak Base	A woody fragrance centered on precious woods blended primarily with the rich Cedar. Its woodiness is both tenacious, and at the same time has a powdery note reminiscent of grandmother's cedar chest.
Olibanum Resin Substitute	A tenacious balsamic spicy odor. Has a true terpene green character with a dry top note.
Opoponax Base	Artificial substitute of incense suggestive of the essential oil. Has an intense sweetness, but at the same time remains spicy.
Orange Oil Substitute	Truly representative of freshly squeezed California oranges. The odor naturally occurs in the fresh peel of the fruit.
Orange Blossom Base	Cost effective long lasting sweet odor of natural orange blossoms.
Organic Shampoo Base	Herbaceous natural like blend that has applications as diverse as Fougères, Lavender including Chypre concepts.
Orris Concrete Substitute	This orris blend is reminiscent of fresh violet's with a delicately green leaf like note.
Patchouli # 5	This tenacious odor is strong and woody yet rich and sweet. Its earthiness's reminiscent of the natural essential oil prized as a base note by many artists.
Patchouli Oil MD	This base is light in color yet possesses a warmth that closely matches the essential oil. Can be used in larger percentages without worrying about coloration problems of Patchouli Dark.
Peach Base	A radiant specialty that possesses a floral heart with the top centered on the natural fruit. The fragrance strength is based on the fresh fruity note of Aldehyde C - 14. A fine selection of aromatic compounds has been added to finish the accord. A perfect fit for any fine fragrance

application, or functional product.

Peru Balsam Base	Balsamic sweet and vanilla like in dilution resembles Hyacinth.
Pine Substitute	A coniferous pine scent that is reminiscent of pine needles found on the floor of North American forests.
Powdery Base	Seeking that special powder note? This compound is based on Cedarwood Oil of Virginia and Anisic Aldehyde otherwise known as Hawthorne. Suitable for functional applications including fine fragrance accords.
Raspberry Extender	A tart like fruity note reminiscent of raspberry preserves found in a jar of Smucker's jam. Its sweetness is not excessive, and can be used to provide lift in both floral & fruity blends.
Rose Artificial	A fresh clean rose odor quite reminiscent of Rose Oil Turkey.
Rose Absolute Synthetic	An inexpensive substitute of natural absolutes from rose petals. Has a richness that closely matches synthetically the deep rose odor of the natural oil.
Rose Base	Founded on Citronellol and Geraniol this specialty has a natural sweetness suitable for a wide variety of accords and applications.
Rose For Soap	A rich sweet deep rosy odor. This base simulates closely the freshness of a garden rose.
Rose Floral # 60	An intense rose like odor suitable for diverse applications in many floral compositions.
Rose Substitute	Rich, sweet deep rosy complex odor with a discreet honey note. An outstanding base that can add diffusion, and life to most fragrances.
Sandalwood Extender	Captures the rich sweetness of fine sandalwood oil from India.
Sandalwood Synthetic	This base is a synthetic simulation of Sandalwood Oil. It reproduces closely a fine sandal woody odor. It is a cost effective substitute, and can be used in higher percentages as a base due to a lower cost.
Sassafras Base	Sweet and warm spicy odor of Ocotea Cymbarium.
Lilial/Methyl Anthranilate	A delightful floral green fresh odor with a fruity grape like top note.

Resin StyraX Substitute	Pleasant balsamic floral odor in extreme dilution.
StyraX Essence Coeur	The finest smoky aromatic grade sweet and floral when diluted.
StyraX Resinoid PB	A balsamic odor reminiscent of hyacinth, jonquille and tuberose.
Resin Tolu Substitute	Warm balsamic hyacinth like odor with a floral hyacinth like undertones.
Traseolide 700 Base	A sweet musk base that is clean, and versatile with many diverse applications.
Tuberose Substitute	An intensely sweet long lasting characteristically warm floral odor. This specialty base has a high content of Phenyl Ethyl Alcohol. The honey like notes adds a unique effect to this accord.
Vanilla Tincture	A concentrated sweet odor of the vanilla bean, pure.
Vanilla 10 Fold Base	Intensely sweet warm vanilla like balsamic odor.
Vetivert Extender	This base has a characteristic precious woody odor with slight fruity background to highlight its overall sweetness.
Violet Base -	This specialty item is characteristic of a green floral violet. The notes are subtle yet still fresh. Certainly a versatile base that can be used in a wide variety of fine, and functional applications.
Ylang Ylang Substitute	An economical reconstruction of the essential oil. Intensely floral, strong balsamic and spicy. It reflects the typical odor profile of ylang-ylang. The creamy sweetness and spicy notes are perfectly balanced. Permits a higher usage level than the natural oil due to the use of synthetics.
Ylang Ylang Synthetic	This compound has a warmth and sweet aspect that few specialties in this group of oils possess. Has an outstanding floral odor, with a discreetly sweet spiciness to add to the freshness of the fragrance.
Ylang # 65	A floral and intensely sweet odor reminiscent of the fine top note characteristics of natural ylang-ylang.