

JOIN US FOR THE CT-SCC NOVEMBER MEETING!



SPEAKER: Ed Matson, Carrubba

TOPIC: "Natural Aromatics for Personal Care"

WHERE: Marisa's Ristorante 6540 Main Street Trumbull, CT 06611

<http://marisastrumbull.com/>

WHEN: Tuesday November 15, 2011

Registration/Cocktails: 5:30pm

Dinner: 6:15pm

Speaker: 7:00pm

COST: \$40 SCC Members with reservations
\$45 Non-members & Members without reservations
\$25 Non-employed Members & Students

PayPal or credit
card payments
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www.ctscc.org

Cash/Check only
at the door

Please register by *Friday November 11th* by contacting Cynthia Valovich (cvalovich@zotos.com)

ABSTRACT:

Increasing consumer demand for alternatives to synthetic fragrances has driven the demand for natural aromatics in personal care and household products. This talk begins with a brief introduction to, and definition of natural aromatics. An overview of some relevant regulatory issues and misconceptions concerning natural aromatics comes next. The relative strengths and weaknesses of natural aromatics vs. synthetic fragrances are explored. Then, the various types of natural aromatics: certified organic essential oils, natural essential oils, natural aromatic extracts, and natural fragrances are discussed, including the pros and cons of each.



Ed Matson

Ed received his MBA from the University of Connecticut with concentrations in Marketing and Management. After a seventeen-year career in the aerospace field, Ed joined Carrubba in 1994, where he is Vice President of Sales and Marketing. He is active in the development of new market leading fragrances and botanical products. Ed was instrumental in Carrubba's obtaining its USDA National Organic Program (NOP) certification in February 2003, and in its becoming a Fair Trade USA licensee in 2008, both industry firsts.. He has spoken many times at industry functions in the U.S. and U.K.