



THE COTSWOLD PERFUMERY

Makers of Fine English Fragrances

Why the Cotswold Perfumery doesn't offer on-line perfume making courses

We have been asked on several occasions if we offer online perfume making courses, and in the current Covid climate, it sounds plausible 'on the face of it', so we looked into the feasibility of doing so very carefully.

Reluctantly, we have come to the conclusion that in the case of the art of perfumery, online courses simply wouldn't work. Whilst they offer the obvious advantages of social distancing, we believe the disadvantages far outweigh the advantages. Below are **ten reasons** why we believe face to face courses are the only viable (and enjoyable) option when learning the art of perfumery.

1. **Atmosphere.** Our courses take place in our purpose-built laboratory (a conversion of a very old traditional Cotswold's building) the very place where we have been creating perfumes since 1966. It's difficult to quantify the importance of your surroundings in a learning environment, but time after time our students tell us how much they enjoy the feel and atmosphere of being in a real perfume laboratory – the essence of the essence!
2. **Spontaneity.** Whilst our courses follow a curriculum, they are not set in stone and spontaneous questions from our students often lead to a related topic that we discuss there and then. Since the topic concerned invariably revolves around the attributes of a particular smell, being in the Lab we can sample one of the thousands of materials on our shelves and learn by example - a privilege that is simply not possible online. As Luca Turin said - you can't fax a perfume.
3. **Practical feedback.** Perfumery is a practical discipline, and whilst it is true to say that there is also theory, in the end you have to make it yourself with your own hands. When it comes to the practical side on our courses the first thing we see when students start blending is hands going up and questions like "What do I need to add to this?", "What have I done wrong here?" Immediate feedback is essential.
4. **Zoom.** Most of us have probably spent at least some time on Skype and Zoom in 2020, but anyone who has listened to a conference or training session will know that in these media, even an hour is a long time. Trying to squeeze our Level One and Level Two courses - four full days of training - into Zoom meetings just doesn't bear thinking about. Contrast this with our courses and the comment we most regularly hear from students about how quickly the time has gone.
5. **Distance learning can be lonely.** Learning on your own is a solitary activity. Without the help of Zoom or Skype there is even less contact. Perfumery is a discipline that needs constant coaching with examples showing the effect of adding sometimes tiny amounts of different raw materials to a blend. Many students who start online courses do not complete them, and it is not difficult to understand why.

COTSWOLD PERFUMERY LTD

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6. **Distractions.** We all lead busy lives and one of the advantages of leaving the house is that we can - albeit temporarily - have a break. Working from home for many people is fraught with distractions at the very time when you need to concentrate most - the postman knocks; the children need attention; dogs bark; music is playing etc. In our Lab, students leave all that behind and are able to concentrate when it really matters.
7. **Alumni.** As we have said, learning the art of perfumery on your own can sometimes be a lonely business. In a Lab setting you can ask colleagues or our chief perfumer for his advice about the perfume you are making. But more than that - by the time you finish the course you will have a valuable pool of friends and colleagues to contact in the future when you need support.
8. **Satisfied students.** We know from experience that many of the students on our courses are there because they have already attempted an online course, but have realised that it has not taught them what they really need to know. With our courses (all fully CPD Certified), we are proud to be able to say that 100% of students would recommend them to others.
9. **Humour.** In the right place, at the right time, humour can be a great teaching aid. It has been shown that students are more likely to remember subject matter if they are enjoying themselves. Humour only really works in someones company.
10. **Time-saving.** There is no question that you will learn far more in a day when you attend a course as opposed to a day learning online. You need discipline, determination and self-control to spend eight hours a day studying online, and for some reason that we cannot explain, eight hours studying online is considerably more tiring that eight hours in a perfume laboratory. Face to face courses are the most efficient and thorough way to learn a practical discipline.

SAFETY DURING COVID TIMES

Our risk assessment for perfumery courses has been thorough and detailed. The following measures have been taken to ensure everyone's safety - students and staff:

- Course numbers have been reduced to ensure a 2m separation between students.
- No sharing of stock bottles or equipment - every student has their own stock, scales, pipettes etc.
- Each student is supplied with their own alcoholic hand spray.
- Each student is supplied with their own PPE in the form of latex gloves, a face mask and safety glasses.
- Tables, chairs, equipment and all bottles are disinfected between courses.
- The laboratory is treated with disinfectant fog between courses. Fogging destroys bacteria and viruses on contact, and is ideal for seating, furnishing and carpets etc.

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