

# Perfume Polytechnic

Exploring olfaction in perfume, art, science & life.

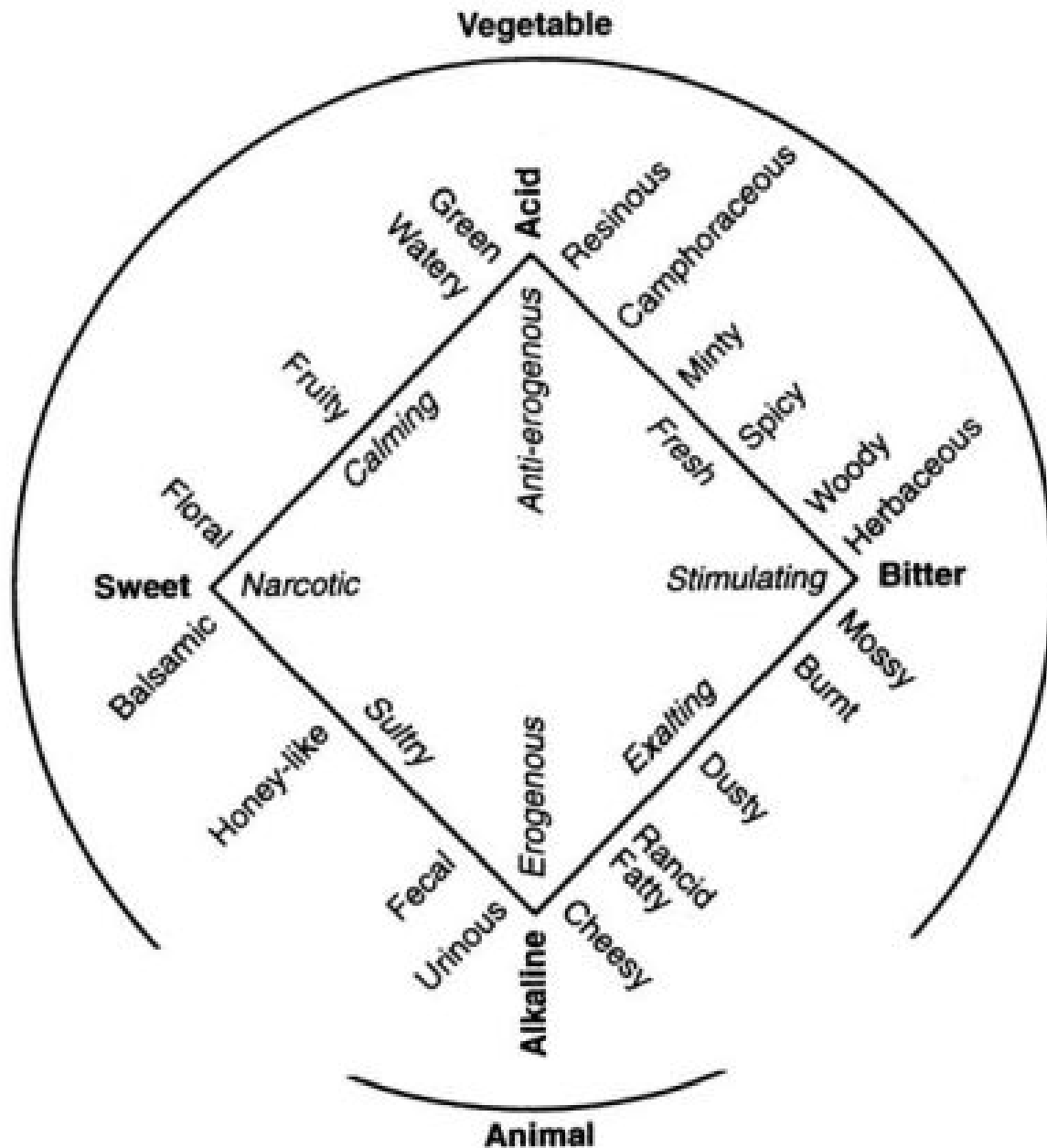
## Scent Mapping: Diagrams and Aroma Wheels

Posted on December 13, 2014 by FeministConfessional

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Scent mapping tries to make sense of the smells in the world around us by mapping them in a variety of ways. This can take the form of various diagrams, tables, and aroma wheels. Usually such diagrams contain categories that classify and group individual smells, but they can also tell us other things, such as how we relate smells to gender, and also how similar or dissimilar certain smells are to one another. They can also tell us something about how we react – both physically and psychologically – to certain smells. There are a number of famous scent maps, including Paul Jellinek's odour effects diagram, and Michael Edwards' fragrance wheel from his *Fragrances of the World* (<http://www.fragrancesoftheworld.com/>) book. In this post I'll be introducing you to some of these wheels and diagrams, which are fascinating to look at in their own right. In a future post, I will be discussing some of the findings of a study by Manuel Zarzo and David Stanton, in which they compared various odour databases, scent maps and wheels and drew some interesting conclusions about our perceptions of scent. Paul Jellinek's odour effects diagram (a later version here has been modified by his son Joseph Stephan Jellinek and Robert Calkin) originally dates from 1951. Jellinek's map proposes various categories or types of smell, and also the various effects that such smells have on us, e.g. stimulating, erogenous, calming or fresh.

## THE MODERN PERFUME



\*The original Odor Effects Diagram was published in German, and later modified by Joseph Stephan Jellinek in collaboration with Robert Calkin; P Jellinek, The psychological basis of perfumery. In: *The Psychological Basis of Perfumery*, 4th ed. JS Jellinek, ed, Chapman & Hall, London (1997) 1-162; reprinted with kind permission from Springer Science and Business Media.

(<https://perfumepolytechnic.files.wordpress.com/2014/12/4c7b52303fb29f8b94d4a0e68c760498.jpg>)  
Jellinek's Odour Effects Diagram

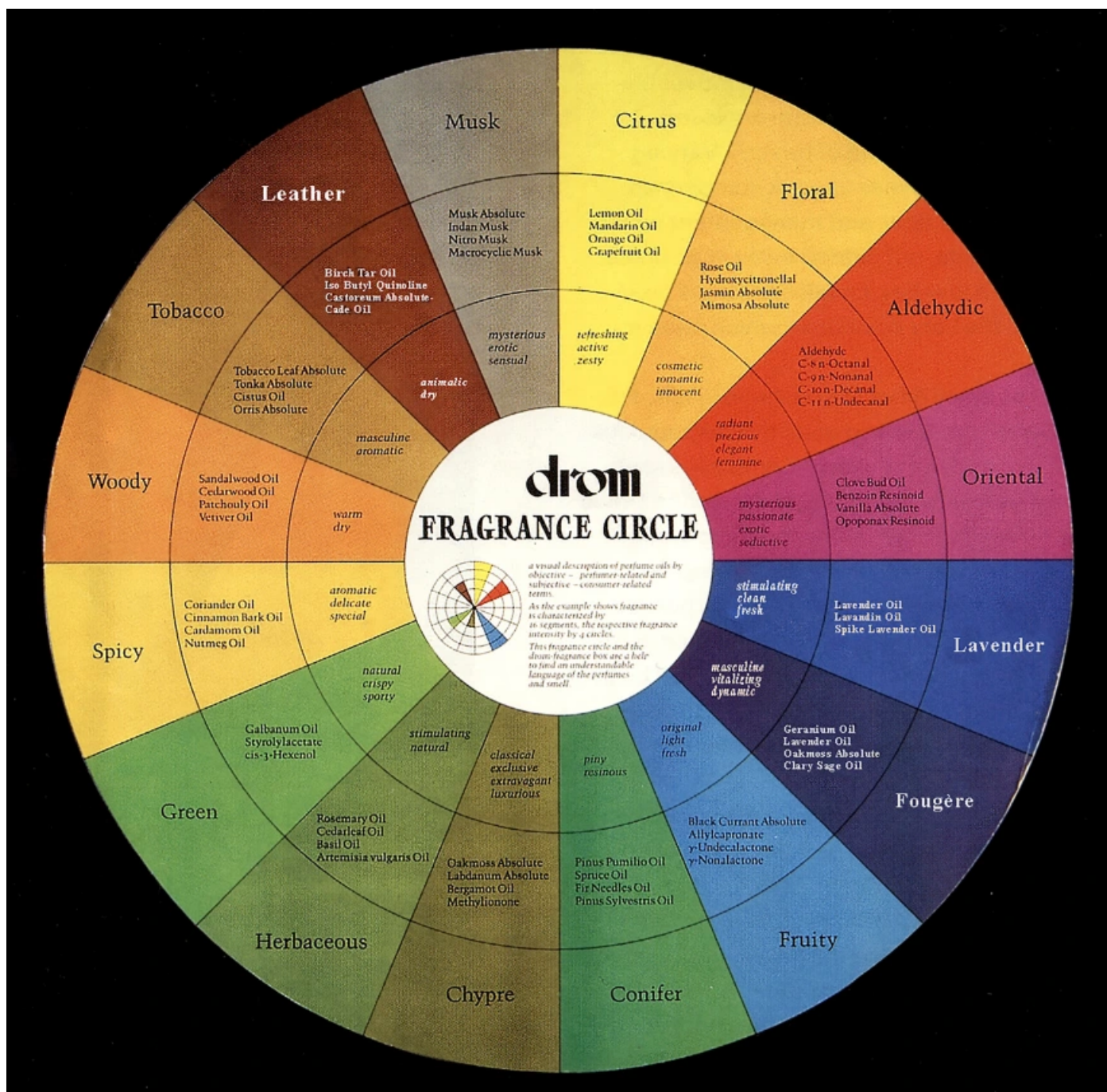
Michael Edwards' fragrance wheel, from his *Fragrances of the World* book, comprises a number of fragrance categories, showing the relationship between one category and the next. In *Fragrances of the World*, which is released every year, Edwards groups thousands of commercially available fragrances into these categories. The book is intended for industry use so that sales assistants can recommend new fragrances to customers, based on similarities with a customer's favourite perfumes.



(<https://perfumepolytechnic.files.wordpress.com/2014/12/the-fragrance-wheel.jpg>).

*Michael Edwards' Fragrance Wheel. c. Michael Edwards*

Mandy Aftel's *Aftelier Natural Perfume Wheel* (<http://www.aftelier.com/Aftelier-Perfume-Wheels-p/wb-wheel.htm>) consists of categories of scent families, sub-categories within these (like Jellinek's diagram, labelled with subjective descriptors such as fresh and heavy), and individual notes/ingredients within the sub-categories. The Drom Fragrance Circle is similar to Aftel's, complete with subjective descriptors, and aligning some scent categories with gender.

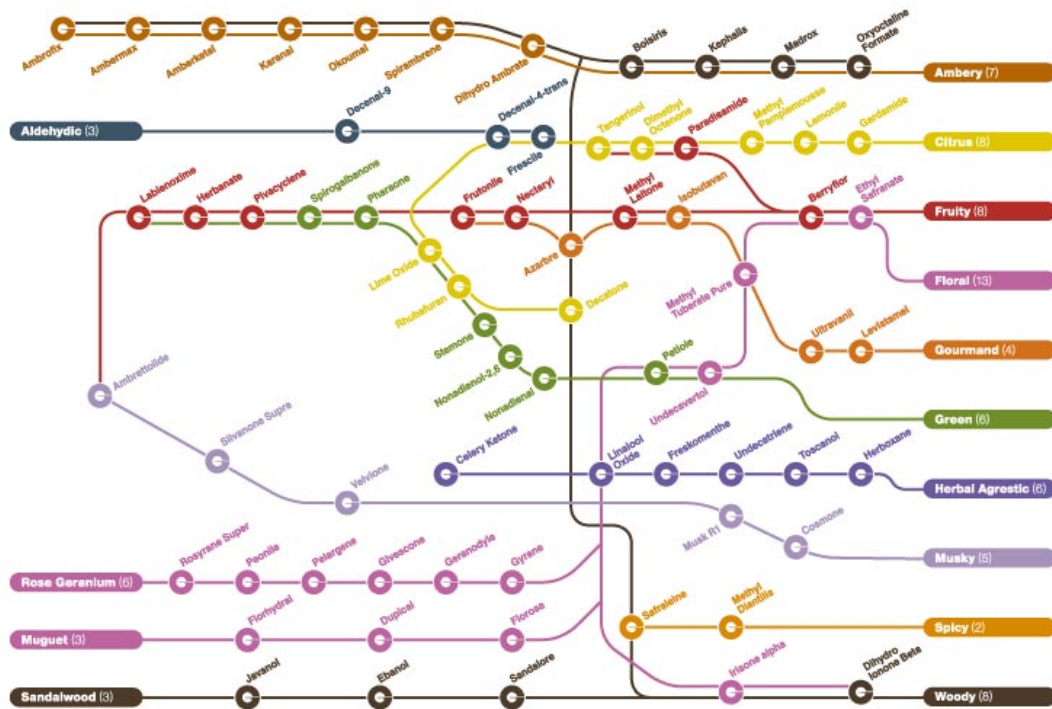


(<https://perfumepolytechnic.files.wordpress.com/2014/12/drom-fragrance-wheel-big.jpg>)

*Drom Fragrance Wheel*

The aromachemically-literate among us might be interested in Givaudan's very beautiful scent ingredients map, which reminds me of a stylised subway diagram.





(<https://perfumepolytechnic.files.wordpress.com/2014/12/givaudan-ingredients-map-small1.jpg>)

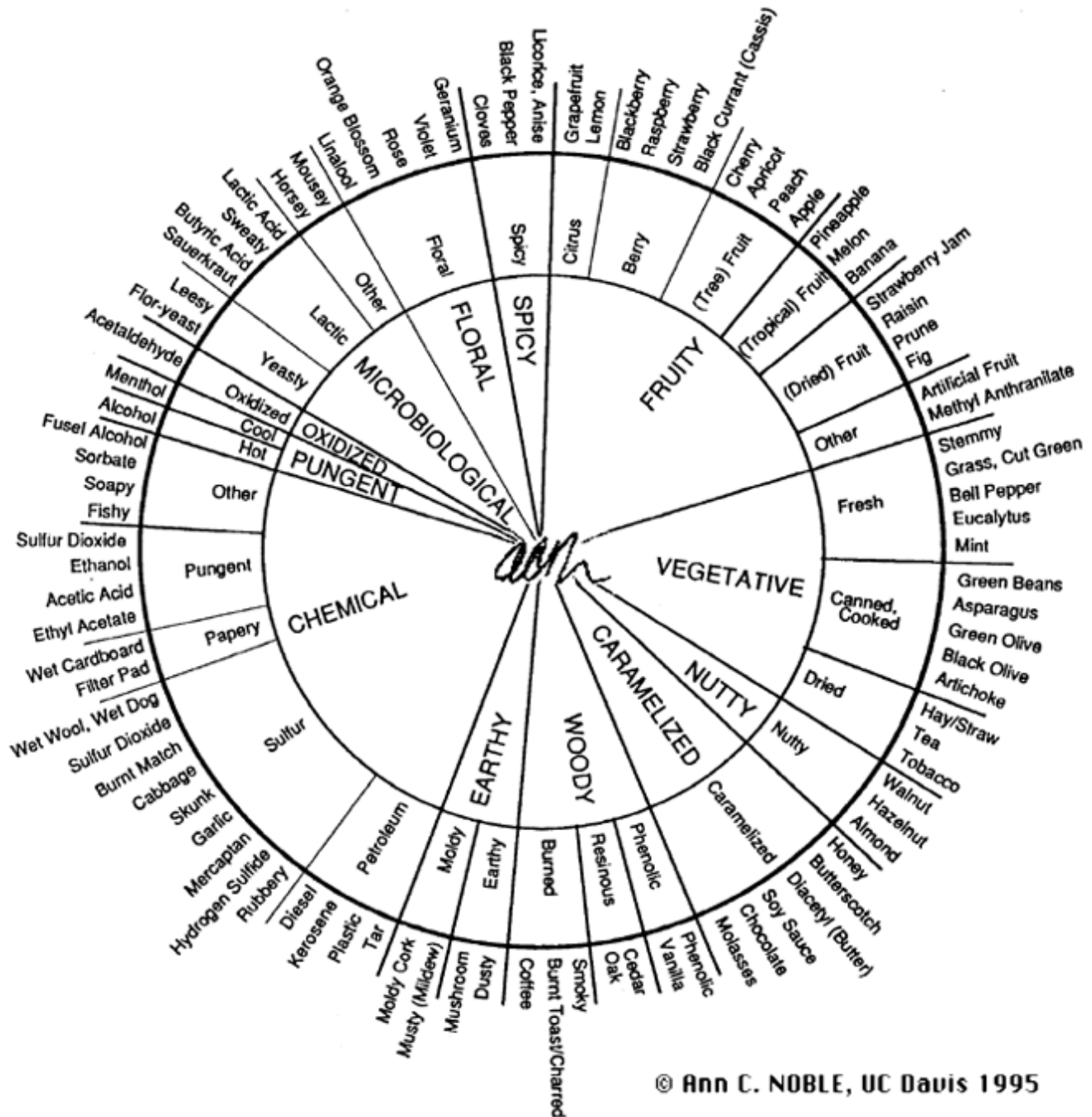
*Givaudan's Scent Ingredients Map*

There is a well-known connection and cross-sensory interrelationship between the senses of smell and taste, so the following wheels are provided for your interest and comparison with the fragrance-specific diagrams provided above. It's interesting to me how much overlap there is. First up is Ann Noble's *Wine Aroma Wheel*, originally devised in the 1980s.



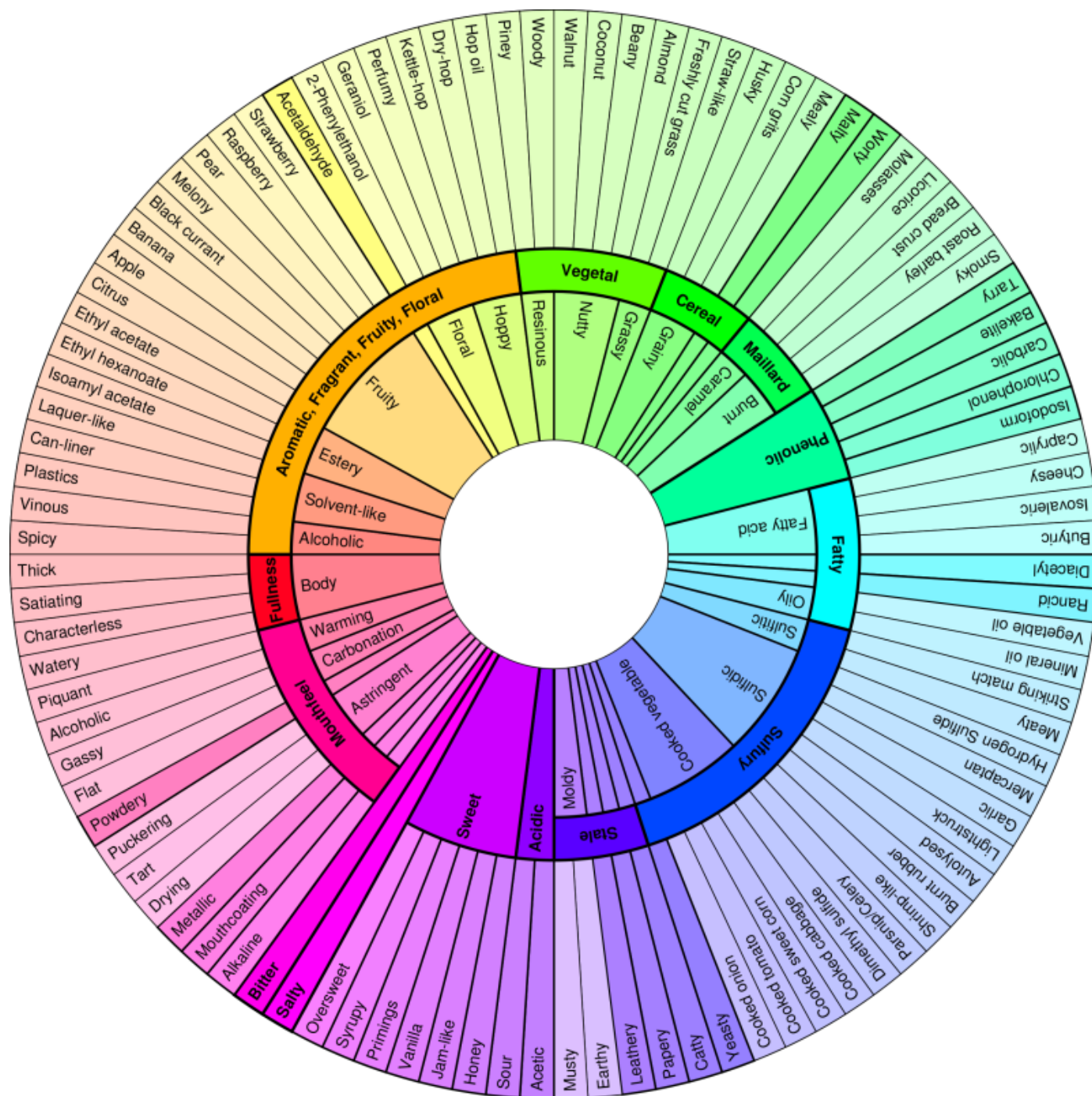
216 Market Street - Chattanooga, TN 37402  
 Tel: 423-266-8420 / Fax: 423-756-2141  
 Web: <http://www.jaxliquors.com>

## UC-Davis "Aroma Wheel"



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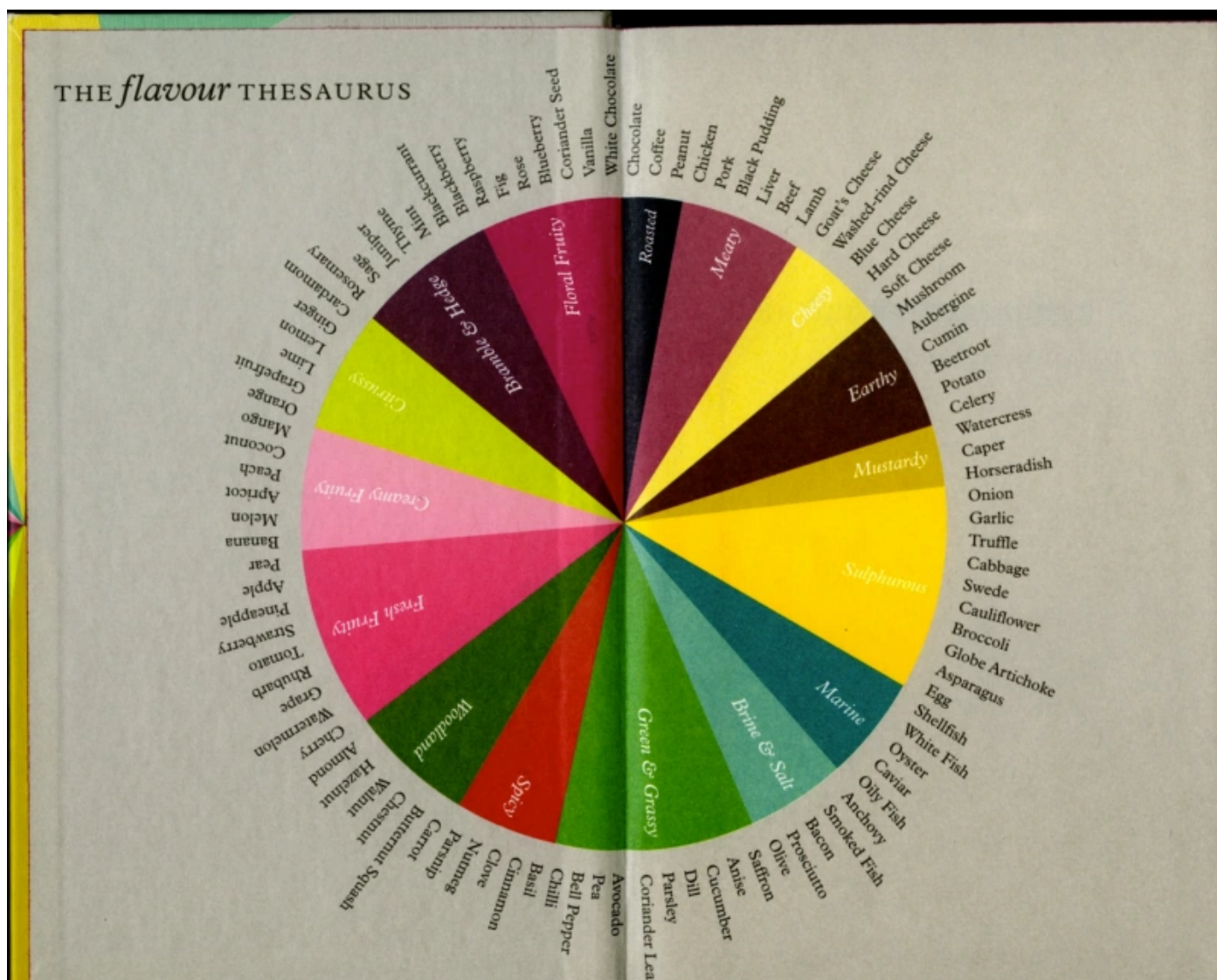
Below is the *Beer Flavour Wheel* invented in the 1970s by Dr Morten Meilgaard.



(<https://perfumepolytechnic.files.wordpress.com/2014/12/wheel.png>).

And finally, Niki Segnit's flavour wheel from her brilliant book *The Flavour Thesaurus* ([http://www.amazon.com/gp/product/160819874X/ref=as\\_li\\_qf\\_sp\\_asin\\_il\\_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=160819874X&linkCode=as2&tag=perfumpolyte-20&linkId=UXUJPLLIN6SH22A3](http://www.amazon.com/gp/product/160819874X/ref=as_li_qf_sp_asin_il_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=160819874X&linkCode=as2&tag=perfumpolyte-20&linkId=UXUJPLLIN6SH22A3)).





(<https://perfumepolytechnic.files.wordpress.com/2014/12/flavour-thesaurus1.jpg>)

*Flavour Wheel from Niki Segnit's "The Flavour Thesaurus"*

What do you think of scent mapping? Do you have a favourite map, diagram or scent wheel that I haven't included here? Does scent mapping help you to understand smell, fragrance ingredients and fragrance better? I'd love to hear what you think – let me know in the comments below! Until next time, Polly Technic

POSTED IN CLASSIFYING SMELLS, SMELL AND SCIENCE | TAGGED AFTELIER, AFTELIER NATURAL PERFUME WHEEL, AROMA WHEEL, AROMA-CHEMICAL, AROMACHEMICAL, AUSTRALIAN FRAGRANCE BLOG, AUSTRALIAN PERFUME BLOG, BEER FLAVOR WHEEL, BEER FLAVOUR WHEEL, CLASSIFYING ODOUR, CLASSIFYING SMELL, DROM, DROM FRAGRANCE CIRCLE, EDUCATION, EFFECT, FLAVOR, FLAVOR MAP, FLAVOR WHEEL, FLAVOUR MAP, FLAVOUR WHEEL, FRAGRANCE, FRAGRANCE CIRCLE, FRAGRANCE MAP, FRAGRANCE WHEEL, FRAGRANCES OF THE WORLD, GENDER, GIVAUDAN, HOW TO CATEGORISE PERFUME, HOW TO CLASSIFY PERFUME, JELLINEK, JOSEPH STEPHAN JELLINEK, LEARNING, MANDY ATEL, MAP, MICHAEL EDWARDS, MORTEN MEILGAARD, NIKI SEGNIT, ODOR, ODOR EFFECTS DIAGRAM, ODOR MAP, ODOUR, ODOUR DIAGRAM, ODOUR EFFECTS DIAGRAM, ODOUR MAP, ODOUR MAPPING, OLFACTION, PAUL JELLINEK, PERFUME, PERFUME CATEGORIES, PERFUME CLASSIFICATION, PERFUME POLYTECHNIC, PERFUME REVIEW, ROBERT CALKIN, SCENT



## 3 thoughts on “Scent Mapping: Diagrams and Aroma Wheels”

1. *Madeleine*

DECEMBER 13, 2014 AT 1:20 PM

Hi Melita,

Thanks for a wonderfully informative post, I had no idea there were so many different scent maps out there and looking forward to investigating. Personally, I have found scent maps tremendously helpful when I was testing and trying to learn notes in the early days and the idea of categorization is appealing as I like to have structure.

M x

Reply.

◦ *pollytechnic*

DECEMBER 13, 2014 AT 1:22 PM

Hi Madeleine! So glad you enjoyed and got so much out of the post. It's only the tip of the iceberg, but they're so interesting to look at and compare, aren't they, and helpful too! 😊

Reply.

2. Pingback: Shop Local: An Australian Perfumista's Christmas List | Perfume Polytechnic