

# PERFUMERY CODE OF ETHICS

v.14-2020/07

## **I Originality**

We pledge to create or promote original olfactory forms. Creations borrowed from existing olfactory forms must be acknowledged. Original creators and formula owners shall be named and rewarded. Plagiarism is not tolerated.

## **II Art and Design**

We believe that olfactory forms are works of the mind and fragrances are pieces of art and design. Their composers are artists and designers.

## **III Respect**

We strive to ensure that suppliers, farmers and chemists all around the world receive the respect they deserve.

## **IV Anti-fog**

We pledge to write scent descriptions that are reliable and actually descriptive. If we say it, you will smell it.

## **V Sampling**

If complimentary samples are provided, they are not to be resold. They may be donated to e.g. Dress for Success, a school for the blind, or other charities which will donate them to people who cannot afford perfumes or wish to learn perfumes.

## **VI Disclosure**

If we review a fragrance, active contribution or promotion from the fragrance composer or owner will be disclosed.

## **VII Flagging**

If you see or smell something, say something. We will be scrupulous about facts and oversights brought to our attention.

## **VIII Clean Slate**

All fragrances created prior to September 4, 2020 or coming onto the market prior to January 4, 2021 are grandfathered.

This Code of Ethics is currently based on an honor system. There is no commitment beside what is expressed above. Perfumers commit personally, beside formula owners and brands who may also commit as such.

If you would like to pledge as well, please include this code and the celadon seal below in documents and on your website.



# Pledged as of July 20, 2020



AER



APRIL AROMATICS

Artifiscent  
FROM MOLECULES TO MEMORIES



ART OF FRAGRANCE



\*chronotope



francescabianchi



KISMET OLFACTIVE



RICH MESS



SCENT TRUNK

ST. CLAIR  
SCENTS

strangelove



Vireo  
Perfumes

WMSSL.



THE ZOO

Francesca Bianchi - Tanja Bochnig - Enrico Calandro - Ugo Charron - Chris Classic - Elena Cvjetkovic  
Glenn Davis - Kaitlyn ni Donovan - Eliza Douglas - Lazarus Douvos - Michael Edwards  
Catherine Haley Epstein - Andrew Everett - Laurence Fanuel - Elizabeth Gaynes - Yosh Han - Clayton Ilolahia  
Stefan Kehl - Christophe Laudamiel - Marie LeFebvre - Bharti Lalwani - Pia Long - Carter Weeks Maddox  
Euan McCall - Sarah McCartney - Oswald Pare - Ryan Richmond - Tania Sanchez - Katrina Sellers  
Harrison Sherwood - Diane St Clair - Shabnem Tavakol - Luca Turin - Saskia Wilson-Brown

