



GEORGIA SECTION

# MEETING Announcement



**Tuesday, November 17, 2015**

**Heather Sims**  
Director of Perfumery, Arylessence, Inc.

**“History of Fragrance, the Art of Perfumery and  
Modern Advancements”**

**Location:**

**Eclipse Di Luna**  
764 Miami Circle  
Atlanta, GA 30324

**Directions:** [Click Here](#)

**Tuesday, November 17<sup>th</sup> 2015**

**6:00 pm** Meet and mingle (cash bar)  
**6:30 pm** Dinner  
**7:30 pm** Speaker

**Menu:**

Assorted Tapas (vegetarian options included)

**Desserts:**

Key lime pie and flan

\*\*Sodas, iced tea, and water are included

**RSVP by 4:00 pm on Friday,  
November 13<sup>th</sup> 2015**

at <https://goo.gl/HrhiYR>

**Price:**

\$35 regular  
\$25 K-12 teachers, retired current ACS members  
\$15 students

**Payment:** At the door

Cash, credit card, or  
check to: “Georgia Section ACS”

***Note:*** *If you make a reservation and then do not attend, you will be charged for the meal as we have to guarantee the number of meals.*



**Heather Sims**

**Director of Perfumery, Arylessence, Inc.**

**Heather Sims** is Director of Perfumery for Arylessence, Inc. located in Marietta, GA. A career perfumer known for her competitive marketing insights, Heather builds her creativity on solid principles that have helped her develop winning fragrances across multiple product lines and helped her clients achieve success in highly competitive categories. She has a passion for rethinking the basics, making innovation happen, and meeting consumer expectations in new, unexpected ways. Her fragrances can be found in products sold in Nordstrom and big box retailers, and everywhere in between. Heather has a degree in Chemistry from the University of Georgia and graduated Summa Cum Laude, with Highest Honors. Her training as a chemist enables her to pair her creativity with strong science and technology.

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## “History of Fragrance, the Art of Perfumery and Modern Advancements”

**Abstract:** We will take a journey through the fascinating World of Fragrance discussing its history, the development of aroma molecules and how fragrances have evolved over time. I will discuss modern day Perfumery and the art of fragrance design including physical properties of aroma molecules along with top, middle and base notes. Lastly, I will share some modern scientific advancements utilizing bioengineering to create sustainable fragrance materials.