



**1st World Congress on
OLFACTION AND ISSUES:
Modulation of Physiological Responses**

**Applications in the Pharmaceutical, Food &
Cosmetic Industries**

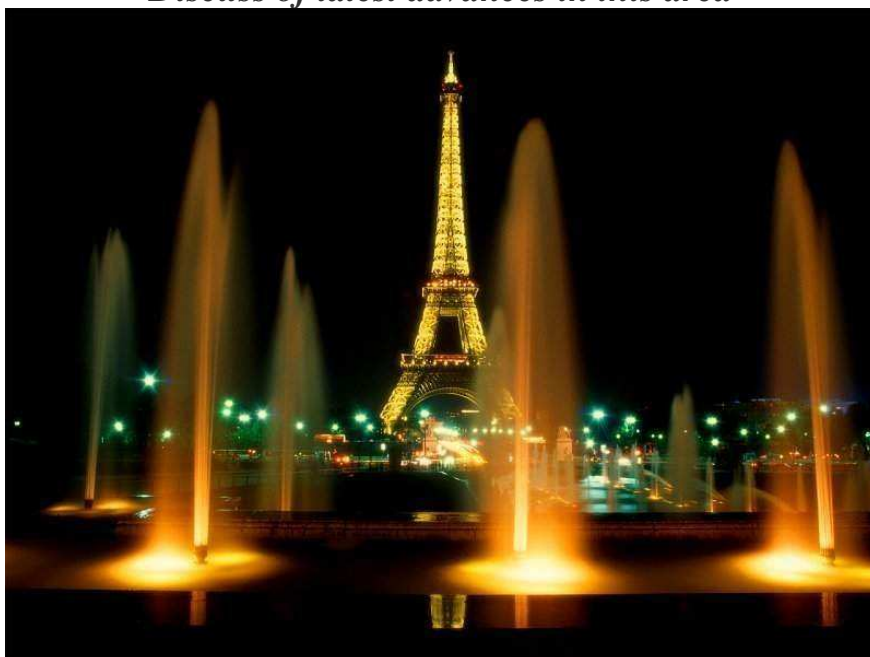
Latest Advances, Future Prospects & Directions

November, 4th - 5th, 2010 – Paris, France

Debate on a complex and relatively unknown subject

Consider possible applications

Discuss of latest advances in this area



OLFACTION AND ISSUES

Olfaction and Issues: Modulation of Physiological Responses

*Applications in the Pharmaceutical,
Food & Cosmetic Industries*

Last Advances & Directions

**Paris, France
November 4-5, 2010**

SCIENTIFIC PROGRAM

November 4th

8.00 Registration

9.00 Opening of the conference by Dr Marvin Edeas

SESSION 1: RECENT ADVANCES ON OLFACTION

9.15 Olfaction: Scientific Credibility and Generalities

*Last scientific breakthroughs about olfactory receptors
What kind of physiological responses expected?*

Dr V. Matarazzo, Neurobiology and Neurophysiology Research Center, Marseille, France

SESSION 2: OLFACTION SCIENCE & FOOD APPLICATION

9.45 Olfaction, odour signalling and the secondary effects of odours in humans

Pr T. Jacob, School of Biosciences, Cardiff University, UK

10.15 Discussion

10.30 Break

11.00 Taste, Olfaction and effects on the gut

Olfaction and the human gut

Pr M. Gratzl, Prof. of Anatomy and Biochemistry, Ludwig Maximilian University, Munich, Germany

11.30 Olfaction, appetite, and obesity: brain mechanisms

*Obesity and Slimming: Olfaction role on the regulation of appetite
Which ingredients can activate the gastric receptors and control satiety?
Implementations on food industry, nutritional supplement and pharmaceutical industry
What are the limits we don't have to excess?*

Pr E.T. Rolls, Oxford Centre for Computational Neuroscience, University of Oxford, UK

12.00 The olfactory system: as a metabolic sensor?

*Hormonal sensitivity
Nutrients sensitivity*

OLFACTION AND ISSUES

Hypothesis on the effect of an intranasal glucose delivery on the food intake
Dr B. Palouzier-Paulignan, Université Claude Bernard Lyon1, France

12.30 Lunch

14.00 Olfaction and Ageing: Can we increase seniors' appetite and well-being?
Pathophysiologic changes of olfaction with age
Influence of olfactory disorders on appetite and food intake
Pr A. Welge-Lüssen, University of Basel, Switzerland

SESSION 3: OLFACTION AND APPLICATIONS IN PHARMACEUTICAL INDUSTRY

14.30 Olfactory Communication of Stress and Anxiety
Basic mechanisms of chemosensory stress perception
Chemosensory stress perception in socially anxious individuals and in pregnant women
Pr B. Pause, University of Dusseldorf, Germany

SESSION 4: OLFACTION AND APPLICATION IN COSMETIC INDUSTRY

15.00 Olfaction and application in cosmetic industry
Effects of odors and fragrances on mood and physiology
Odors, fragrances, emotions and ageing
Dr M. Bensafi, CNRS Neurosciences Sensorielles, Comportement, Cognition, Lyon, France

15.30 Break

16.00 Olfaction, Sexual Orientation and Impact on product selection
Olfactory abilities in non-heterosexual individuals
Dr M. Sergeant, Division of Psychology, University of Nottingham Trent University, UK

16.30 Olfaction and body odor: the gap between sciences and marketing
Olfaction The powerful of different genders

17.00 Olfaction and skin ageing effect
Olfaction and Skin-Ageing: the Scent of Youth: Can our Olfactory System Rejuvenate our skin?

17.30 Short oral presentation upon abstract submission:
Presentation of clinical studies on olfaction and applications in cosmetology

WORKSHOP: UMAMI TRENDS & OLFACTION: OPPORTUNITIES & PERSPECTIVES OF THE 5th SENSE FOR THE FLAVOR INDUSTRIES

18h00 Umami as a combination of the 5th taste and a consonant odor
Pr E.T. Rolls, Oxford Centre for Computational Neuroscience, University of Oxford, UK

18h30 Discussion
The powerful of Umami flavor to replace the glutamate and salt addiction
New generation of flavor ingredients focusing on Umami

18h45 End of the first day

November 5th

**SYMPOSIUM on PHEROMONES:
Scientific Credibility & Practical Applications in Humans**

SESSION 1: LAST ADVANCES ON PHEROMONES SCIENCES

9.00 Olfaction, Pheromones and Sexual Behaviour

The role of olfaction on human sexual behaviour

Dr M. Sergeant, Division of Psychology, University of Nottingham Trent University, UK

9.30 Pheromones and communication between humans

Proof of the existence of these chemicals messengers

Identified molecules and their effects on communication between men and women

Pheromones and human behavior

Pr N. Sobel, Weizmann Institute of Science, Israel

10.15 Discussion

10.30 Break

SESSION 2: PHEROMONES: ATTRACTION & EROTISM

11.00 The olfacto-sexual function: love in the nose?

Pr K. Grammer, Department of Anthropology, University of Vienna, Austria

11.30 Pheromones and Seduction: the powerful of chemistry

Pheromone activates a molecular switch for instant recognition of sex partners

A spatial, temporal and noise discriminating mechanism for pheromone-mediated mate selection in budding yeast

Pr S. Michnick, Department of Biochemistry, University of Montréal, Canada

12.00 Odour and Pheromones: Attraction and Eroticism

Can odours modulate human attraction?

Dr T. Saxton, Philosophy, Psychology and Language Sciences, University of Edinburgh, UK

12.30 Lunch Break

14.00 Pheromones and sexuality in human: the point of view of a sexologist

Are human pheromones of practical interest in sexology?

Dr J. Vergriete, Sexologist, Créteil, France

14.30 Presentation of innovative ingredients with clinical studies

Industrials will present their studies on new ingredients with pheromones.

WORKSHOP:

OLFACTIVE LOGO AND MARKETING COMMUNICATION

15.00 Olfaction as a tool for marketing communication

Dr B. Daucé, Faculty of Law, Economy and Management, University of Angers, France

15h30 Break

16.00 Olfactive logo: Reality or Myth?

Can we increase the power of buying with olfaction? Feasibility and limits?

Dr O. Droulers, IAE-IGR, Université de Rennes 1, France

OLFACTION AND ISSUES

16.30 Scent Marketing: How to prove a real benefit through a survey?

Mr P. Charlier, General Manager, Air Berger, Balma, France

16.50 How can scent branding work for you and your customers?

Mr N. Chabot, CEO, Air Aroma France, Paris, France

17.10 Presentation of innovative ideas and products in the field of marketing in different sectors (malls and supermarkets, cars, subways, schools...)

We invite companies and industrials who wish to present their innovations and products to take part of this workshop.

Please contact us for further information: takayama-conferences@orange.fr

17.30 End of the conference

www.olfaction-site.com