

Digital Olfaction Society

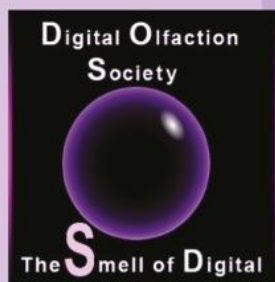
3rd World Congress on

Olfaction & Issues 2018



**November 8-9, 2018
Paris, France**

Scientific Agenda



www.olfaction-site.com

3rd World Congress on
Olfaction & Issues
Sciences, Applications & Strategies

November 8-9, 2018 – Paris, France

After the success of the three DOS World Congresses (Berlin, 2013 and Tokyo, 2014-2016) and the two congresses on Olfaction & Issues (Paris, 2010 and Milano, 2016), the scientific committee decided to organize two new complementary events related to olfaction and digital olfaction:

- **3rd World Congress on Olfaction & Issues 2018: Science, Applications & Strategies**
Paris, France – November 8-9, 2018
- **4th Digital Olfaction Society World Congress 2018**
Tokyo, Japan – November 26-27, 2018

Olfaction & Issues 2018: Science, Applications & Strategies

Odors are an important part of our lives. They are associated with events, experiences, people, places, materials and objects, with nature, with food, and illness. Odors arouse our emotions and are related to our anxieties, fears, ecstasies and memories. We can envision scenarios where odors can play primary and even unexplored roles. Odors can be imagined, created and designed. We can use them to create a unique imprint to places, situations and things. Odors can romanticize reality and evoke association between the invisible and physical realm.

The manipulation of olfaction can introduce substantial advantages in design and marketing if we integrate odors in appropriate and ingenious ways. The design and marketing of odors is not only associated with perfumes, but also with other items that are typically odorless, such as buildings and places. It is possible to create odors that induce memorable emotions in users. We can accomplish this if we govern and simulate the entire process of production, perception, and evolution of olfactory communication and messages, which must be consolidated with the other sensory receptors.

The aim of Olfaction & Issues 2018 is to present the latest advances and applications of olfaction in health and sciences, life style and marketing.

Olfaction & Issues 2018 will highlight different strategic topics:

- *Session 1: Olfaction 2018: Recent Scientific Advances & Perspectives - The Sense of Smell in Health and Disease*
- *Session 2: Olfaction & Applications in Cosmetic Industry*
- *Session 3: Olfaction & Artificial Intelligence*
- *Session 4: Olfaction & marketing: Towards a personalized emotional perspective*
- *Session 5: Olfaction & innovations and strategies*

The conference aims at gathering international researchers and academics, and industries and stakeholders engaged in the fields related to olfaction and digital olfaction to discuss issues about future applications of olfaction, the impact of these applications on society, the economy, and lifestyle.

We look forward to welcoming you in Paris & Tokyo for these events.

Monica Bordegoni

Chairperson of Scientific Committee

Marvin Edeas

Founder of the Digital Olfaction Society

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Olfaction & Issues
Sciences, Applications & Strategies

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Preliminary Scientific Agenda

Day 1 - November 8, 2018

7h30 Welcoming of attendees

8h55 Opening Ceremony

Session 1: Olfaction 2018: Recent Scientific Advances & Perspectives
The Sense of Smell in Health and Disease

9h00 – 12h30

Olfaction science & applications
Taste, olfaction and effects on the gut
Olfaction, appetite and obesity: the brain mechanisms
The olfactory system as a metabolic sensor?
Olfaction and ageing: what is the impact of olfaction on seniors' appetite and well-being?
Olfactory communication of stress and anxiety

11h45 Short oral presentations

12h30 Lunch Break & Poster Session

Session 2: Olfaction & Applications in Skin Care, Well-Being and Cosmetic Industry

14h00 – 18h00

Effects of odors and fragrances on mood and physiology
Odors, fragrances, emotions and ageing
Olfaction, sexual orientation and impact on product selection
Olfaction and body odor: the gap between sciences and marketing
Olfaction and effects of skincare on well-being
Olfaction and perfumes: towards a new generation of perfumes

17h00 Short oral presentations

18h00 End of the first day

20h00 Olfaction & Issues Dinner

To participate to the dinner, please register online before October 30.

Day 2 - November 9, 2018

8h55 Opening of the second day

Session 3: Olfaction & Artificial Intelligence

9h00 – 10h30

10h00 Short oral presentations

10h30 Coffee Break & Poster Session

Session 4: Olfaction & marketing: Towards a personalized emotional perspective

11h00 – 12h30

How the incorporation of scents could enhance the immersive virtual experience?

How odor contexts influence the perception of facial expressions of emotions?

Olfaction as a tool for marketing communication

12h00 Short oral presentations

12h30 Lunch Break & Poster Session

Session 5: Olfaction & Innovations

14h00 – 17h00

Exploration into olfaction and experimental strategies

Presentation of recent innovations and innovative ideas

Olfaction & pheromones

Call for innovations:

The Scientific Committee invites all academics and industries to present their innovations and products in the digital olfaction world by submitting an abstract.

17h00 Discussion & concluding remarks

17h30 End of Olfaction & Issues 2018