

FOR IMMEDIATE RELEASE

Contact: J. Williamson, Travertine Atelier

Email: info@travertinespa.com

RE: Olfacimus Discussion Series SCENT WEEK LA



TRAVERTINE ATELIER HOSTS OLFACIMUS, A SCENT WEEK LA EVENT

Panel and Marketplace Highlights Fragrance Creators MAY 9th in Fullerton, CA

(Nationwide, Worldwide, May 2nd 2023)

Chief Perfumer, Terry Carter, of Travertine Spa, Inc. invites fragrance enthusiasts and fragrance creators to his new Orange County studio for a lively olfactory experience during Scent Week LA. Olfacimus is an abbreviation of the Latin phrase, "Olfacimus ergo sumus," or "We smell, therefore we are." The Olfacimus Discussion Series engages topics relevant to the ecosystem of those who create fine fragrance and fragrance lovers.

"Most consumers have never met a perfumer, Terry says. "We often work behind the scenes to create beautiful fragrant art that represents cherished memories. Some use fragrance to express confidence or love. The Olfacimus Discussion Series celebrates those who create fine fragrance and the rigor involved. I want to broaden the discourse of perfumery, while challenging the novice and the cognoscenti."

The **Scent Week LA** event features a panel moderated by Terry Carter on Entrepreneurship and Ethics. Panelists include noted perfumers Christophe Laudamiel (Master Perfumer/DreamAir Creative Studios), Chavalita Mwamba (Perfumer/Pink MahogHany), and Ethan Turner (Perfumer/Moi Fragrances). Visitors can also engage in a studio tour and shop the Indie Perfumers Marketplace. Vendors include:

Signature Scents by Hand * Modern Peasant * Mabelle O'rama

Mademoiselle Sasha * Pink MahogHany Fragrances * Aromatic Perfume Oils

Neshama Perfume * Day Three Fragrances

Olfacimus takes place at the Travertine Atelier on Tuesday, May 9th, and is part of Scent Week LA, presented by the Institute for Art and Olfaction. Through a diverse and eclectic series of talks, workshops, exhibitions, projects, and parties, Scent Week will shine a long overdue spotlight on global perfumery practices in the context of Los Angeles' thriving independent perfume scene. The event is open to the public with prior Eventbrite reservation. Doors open at 11 a.m. Panel discussion is from noon to 1:30 p.m. Indie Perfumers Marketplace is open from 11 a.m. to 4 p.m. Space is limited. To RSVP visit: <https://www.eventbrite.com/e/travertine-studio-visit-marketplace-and-panel-tickets-597340741237>

About Terry Carter:

Bringing 30+ years of experience and extensive perspective to the table, Terry Carter is Chief Perfumer and Founder of Travertine Spa, Inc. Well known for his bold and out of the box approaches that succeed, Terry is a Paris-trained perfumer with a Composition Parfumée Avancée certificate from ISIPCA. He is also an accomplished legal scholar, businessman, perfumery educator and speaks English, French, and Japanese. *Travertine products have been featured on ABC, NBC, CBS, BRAVO, FOX, EXTRA and NPR. Terry will also launch selections from Alta Profumeria, an ultra-premium line of oil-based extrait fragrances.*