

## **Polymer Based Approaches to Targeted Delivery and Enhanced Retention of Fragrances- *Dr Tom Castle, Revolymer***

Fragrance is an important part of most personal care products and is one of the components that is most clearly appreciable by consumers. As such improving the delivery and longevity of what are amongst the most expensive components of a product on to the skin and hair remains of strong interest to formulators. This talk will give a brief overview of some of the research that has previously been done in the area and describe some of Revolymer's approaches