



SOCIÉTÉ CHIMIQUE DE GENÈVE

# Designing Aromas for Enhanced Sensory and Emotional Experiences

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This presentation examines the role of aromas in food, from their creation to their impact on flavor perception and emotions. Aromas—complex blends of natural or synthetic ingredients—compensate for processing losses, enhance taste, mask off-notes, and enable new flavor experiences.

Understanding flavor perception, a multisensory integration of olfaction, taste, trigeminal cues, and context, is essential for assessing sensory performance. Case studies will illustrate innovations addressing sugar and plant-protein off-notes.

Finally, we highlight the emotional power of odors, using models such as ScentMove®, and show how targeted aromas can enhance both sensory quality and emotional engagement.

**This conference will be preceded by the General Assembly meeting on:**

**MONDAY 9 MARCH 2026 at 17h30**

**University of Geneva – Science II building  
Auditorium A-150  
30 quai Ernest-Ansermet Genève**

*This is a public lecture.*

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