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**Making Sense from Aroma Research: Paper Honored for New Insights on  
Fragrance Use in Laundry, Personal Care Products**

- **Researchers from Cornell, IFF Receive SDA Best Paper Award**
- **Most Outstanding Research Published in 2009 in *Journal of Surfactants & Detergents***

WASHINGTON, D.C., May 24, 2010 – Aroma chemicals are used to enhance a variety of cleaning, fabric and personal care products. Researchers are now making strides in understanding how to better formulate products that clean, condition and deliver fragrance more effectively.

A team of researchers from Cornell University and [International Flavors & Fragrances Inc.](#) (IFF) received The Soap and Detergent Association Best Paper Award for the most outstanding research article published in 2009 in the *Journal of Surfactants & Detergents*. The award was presented during the Annual Meeting & Expo of the [American Oil Chemists' Society](#) (AOCS).

The honorees include S. Kay Obendorf, Haiqing Liu and Kuitian Tan of Cornell; Timothy Young of IFF; Michael Incorvia, formerly of IFF (now of Sheridan Ross P.C.); and Michael Leonard, formerly of IFF.

Their paper, “Adsorption of Aroma Chemicals on Cotton Fabric in Different Aqueous Environments,” provides insight into why different water-based surfactant products interact differently with different fabrics and the materials contained within the product formulation, explains researcher Michael Incorvia.

IFF’s Timothy Young says the learnings of this research will aid perfume and surfactant formulators to develop products that not only clean and condition more effectively but deliver fragrance more effectively.

The SDA Best Paper Award was presented during the annual luncheon of AOCS’ Surfactants and Detergents Division, which is responsible for selecting the annual award recipient.

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The Soap and Detergent Association (SDA – [www.cleaning101.com](http://www.cleaning101.com)), the Home of the U.S. Cleaning Products Industry®, represents the \$30 billion U.S. cleaning products market. SDA members include the formulators of soaps, detergents, and general cleaning products used in household, commercial, industrial and institutional settings; companies that supply ingredients and finished packaging for these products; and oleochemical producers. SDA and its members are dedicated to improving health and the quality of life through sustainable cleaning products and practices.