



The International
Fragrance Association



Apr 16, 2024 18:49 CEST

IFRA announces new Board members to bolster the organization's reach

Geneva, 16 April 2024 – The International Fragrance Association (IFRA) is pleased to announce the appointment of three new members to its Board of Directors. These are Farah Ahmed, President & CEO, Fragrance Creators' Association (FCA – North America), Ana Paula Mendonça, President, Scent, IFF, and Mauro Landgraf, Director, Fragrance Division, MANE (Latin America). These new appointments come as IFRA continues to strengthen its leadership team and drive forward the global fragrance agenda.

“Adding noted fragrance industry professionals to our Board ensures IFRA

remains at the forefront of innovation and regulation in the fragrance industry," said Hans Holger Gliewe, Chairman of the IFRA Board. "Their extensive experience and unique perspectives – particularly in their home regions – are invaluable as we continue to promote the safe and enjoyable use of fragrance around the world".

The new Board members replace outgoing members whose terms have concluded or fill existing vacancies. This change is part of IFRA's ongoing commitment to dynamic governance and strategic oversight. The new appointees bring a wealth of knowledge and expertise in the fragrance sector, poised to contribute significantly to IFRA's mission.

"We are confident that these new additions to our Board will help us in supporting the global fragrance industry", added Mr Gliewe. "Their leadership is expected to bring fresh insights and give direction to our work, especially in the light of the upcoming IFRA strategy for 2024-2029".

These appointments are effective immediately.

"I would very much like to thank departing Board members Robert Bedoukian (North America) and Miguel Zavala, (Latin America) for their many years of service to the IFRA Board, as well as for the support of Simon Herriott from IFRA Regular Member IFF", concluded Mr Gliewe.

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises seven multinational Regular Members and 23 national associations in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its mission is to promote the safe use of fragrance for everyone's enjoyment.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of

Practice, which applies to all IFRA members globally, including members of IFRA's national associations. The Code also requires members to abide by local, national and international regulation, and to apply good manufacturing practices.

Contacts



Charles de Lusignan

Press Contact

Global Communications Director

General communications and media relations

cdelusignan@ifrafragrance.org

0032484781176



Marta Varela

Press Contact

Events and Communications Manager

Events and Communications

[mvarela@ifrafragrance.org](mailto:m Varela@ifrafragrance.org)