

# MM MOELLHAUSEN MICHELLE



*"The scents and aromas embedded in my memory develop into continuous links, and I must always remain connected with them. It is like a memory exercise, a task that involves the nostrils and stimulates the brain, a search for adjectives that describe a sensory experience, which is also a metaphor — a story — creation."*





## MICHELLE MOELLHAUSEN

### SOUND EDUCATIONAL FOUNDATION

Her multicultural origin makes Michelle Moellhausen herself a precious blend of essences. Michelle was born in Milan on May 5th of 1989, to a Paraguayan mother of Dutch origin and a father of German origin.

Growing up between Paraguay and Italy, Michelle followed a broad multidisciplinary educational path that established a cultural and experiential substrate on which she could cultivate a free and conscious vision, while remaining open to discussions and new perspectives.

Throughout her life, Michelle's world has been characterized by a constant and versatile openness.

Since childhood, Michelle has spoken and studied four languages: English, French, Spanish, and Italian, the language of her birth country. After completing high school, she studied International Business and Management in Boston, where she graduated cum laude. Finally, Michelle rounded out her education with training at the Grasse Institute of Perfumery, a prestigious international perfumery school.

Overall, Michelle has followed a harmonious and natural study path for a young woman of the Moellhausen family, which holds over 50 years of tradition in the fragrance industry.

### GLOBAL CULTURE

Her origins and upbringing have instilled Michelle with a thoroughly multicultural perspective. "My love for travel has been a tremendous asset in my perfume industry training. The charm of nature inspires me to use particular ingredients of exotic and, above all, natural origins."

### INTERNATIONALLY RECOGNIZED SKILL

Michelle has worked with the company since 2012, and currently holds the delicate and complex role of R&D Director. Here she mainly focuses on the development of fragrances and advanced ingredients for "modern" perfumers requiring special technical and creative elements.

Sometimes illumination is drawn simply from an intuition, which is driven by technique, knowledge, and the experience. Michelle possesses the ability to predict and understand the positive interactions of raw materials.

"One example is Petit Grain, an essential oil obtained from the sprigs and leaves of bitter orange (*Citrus aurantium* L.) and one of the main ingredients of perfumery.

This is a typical material of Paraguay, a country I am very attached to through both old memories from my childhood and recent experiences. Interacting with others to create perfumes is also deeply satisfying and energizes the challenge—a never-ending challenge."

Based on her skills, Michelle has been welcomed as a Member of the "Société Française des Parfumeurs" and the Women in Flavor and Fragrance Commerce Inc. (WFFC).

# INSPIRATION

The world is Michelle’s “chamber of perfumes”.  
“My research allows me to express myself in the most interesting form of art. I have always been compelled to understand things and to examine and connect them. Perfumery allows me temporarily leave the world—to follow my intuition to focus on, analyze, and delve into a problem without external constraints. Perfumery makes me feel free.”

For Michelle, creating with fragrance is the culmination of her extensive experience; her ability to communicate with, listen to, and get in sync with her clients; and her aptitude for drawing inspiration from both the nature of the world and the dreams of those who will wear the perfume.

# CREATIVITY AS THE FRUIT OF EXPERIENCE

Michelle’s excitement intensifies when working on a new perfume.  
“The excitement of discovery! The ingredient that seems insignificant but is revealed to be a game-changer in a certain composition! Endless combinations and possibilities to create something new in a world where it sometimes seems that everything has already been done!”

Michelle’s career is also shaped by the unique experiences that she has with her father Anthony—traveling around the world visiting plantations, small and large producers of essential oils and other vegetable derivatives, various kinds of industries, and conferences on flavors and fragrances.

“As far back as I can remember, I have always accompanied my father to the IFEAT conferences [International Federation of Essential Oils and Aroma Trades]. Every year, I eagerly looked forward to this event, which involved traveling to far-off countries with extremely different characteristics from each other. These trips entailed daily discoveries, as we visited cities and countrysides, plantations, artisans, and unusual industries. I was in a state of continuous amazement throughout these multisensory experiences, and the tastes and scents associated with these trips are etched in my memory. Only now do I truly understand the tremendous opportunity I was granted. Still today, I often experience scents that awaken my memories of the IFEAT trips.”







Michelle Moellhausen

Perfumer / R&D Director

MM

Moellhausen S.p.A. - Italy

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## TALENT AND VALUES

Much remains to be learned, and the family tradition of innovation spans many generations.

"I am not bound by limiting clichés. I hope to still be able to reinvent myself in the future, and to always be current and constantly moving forward. Although I'm attracted to traditional values, I am modern at heart and seek to forever push forward to new creative expressions and activities. Through the development and love of fragrances, I become increasingly authentic — I become closer to my genuine self." Michelle's talent draws strength from her love and is expressed through the high value that she places on the successful creation of new fragrances.

## VITALITY AND AWARENESS

Michelle's everlasting commitment to discovery and evolution reflects the vitality of a young professional who loves to learn and understand — from yoga to multi-ethnic cuisine, from modern art to architecture, and with a particularly attentive eye to fashion and cosmetic trends.

With an awareness similar to that of impressionist painters, whom she knows and loves, Michelle Moellhausen demonstrates an ability to capture, collect, and assemble the "en plein air" suggestions provided by the world and nature.



