



Jack Mowen is a perfumer with over 50 years experience and four generations in the business.

He began his career in 1950 for Givaudan. In 1964 he joined Firmenich. He spent two years in their Geneva Headquarters learning their philosophy of the industry and perfecting his perfumery skills. With this knowledge he returned to the States and enjoyed years of fruitful productivity with the firm.

Wishing to expand his horizons, he joined Naarden/UOP as Director with responsibility for its creative perfumery specialties division. Takasago, Fritsche, Dodge & Alcott and Fragrance Resources were later to avail themselves of his talents, creativity and management skills.

In 1998 he began his consulting business, JHM Enterprises. After retiring in 2002, he came back to create fragrances for Atlantis Aromatics and help launch this small but up and coming business.

He has been successful in creating fragrances for major perfume houses and toiletry company giants, i.e. Gillette, Noxell, Unilever, Shulton, and S.C. Johnson. Just a few of the fragrances he created over the years are; Cachet for Prince Matchabelli, Geminesse for Max Factor, Tempo for Avon, White Shoulders, Jasmine Cologne for Quintessence, Right Guard for Gillette, Pear Glace for Victoria Secret.

With a keen awareness of both the creative and marketing needs of the fragrance industry, Jack's extensive knowledge of the international fragrance business was uniquely developed by his responsibilities on three continents, which made him one of the foremost creative perfumes in the world.

He believes strongly in the importance of marketing positioning both in launching a new fragrance and in building a fragrance/brand and he worked closely with marketing/sales to translate their input into the perfumer's vocabulary.