



LE LANGAGE DES NEZ[®]

école des odeurs

THE LANGUAGE OF THE NOSE
school of odors

LEARNING LE LANGAGE DES NEZ[®]

WHY LEARN LE LANGAGE DES NEZ®?

odours
are everywhere
and the human nose
is extremely effective



We are surrounded by **many different kinds of odour molecules all day long**. Often in minute quantities, we are still **able to detect them with our nose**, which is still a much more discerning tool than most other measuring devices.

Within any company, incoming, outgoing and intermediary products can give off **vapours** varying in intensity depending on a number of different factors (temperature, pressure, humidity, pH, etc.). Whether concentrated or diffuse, such odours often go **unrecognised** and can disperse across a range of distances.

problems
in describing odour



On coming across an odour –and not knowing what else to do– our brain seeks **to determine the situation** in which it has already encountered and memorised it **in the past**. This is a highly **individual process**, and sometimes hard to explain to others, as it is extremely subjective. This means that a memory deemed to be unpleasant will tend to influence our perception of the present moment, and can lead to **psychosomatic symptoms** (nausea and headaches, etc.) and health worrying.

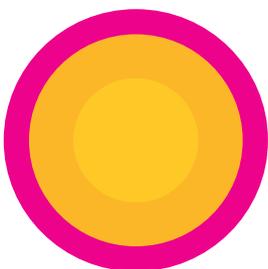
An odour is generated by a blend of components varying in volatility and strength. **Companies have their own individual “perfume”, reflecting their business activity, departments and processes. This is known as the olfactory signature.**

odours
perceived
as colours...
a sensory response

We often make comparisons, and it is not because a berry is red –the colour associated with danger– that it is inedible... The most important thing is to know the precise identity of the berry, and the same applies to odours.

We learn from a very young age to describe colours using a palette as reference. In the same way, **we can learn a new set of references and use it to describe any odour.**

Describing an odour accurately leads to a sophisticated understanding of it, enabling us **to link it with our sense of perception**. This gives us an indication of how **to identify the various sources** and consequently the priorities for the individual company in terms of **what action to take.**



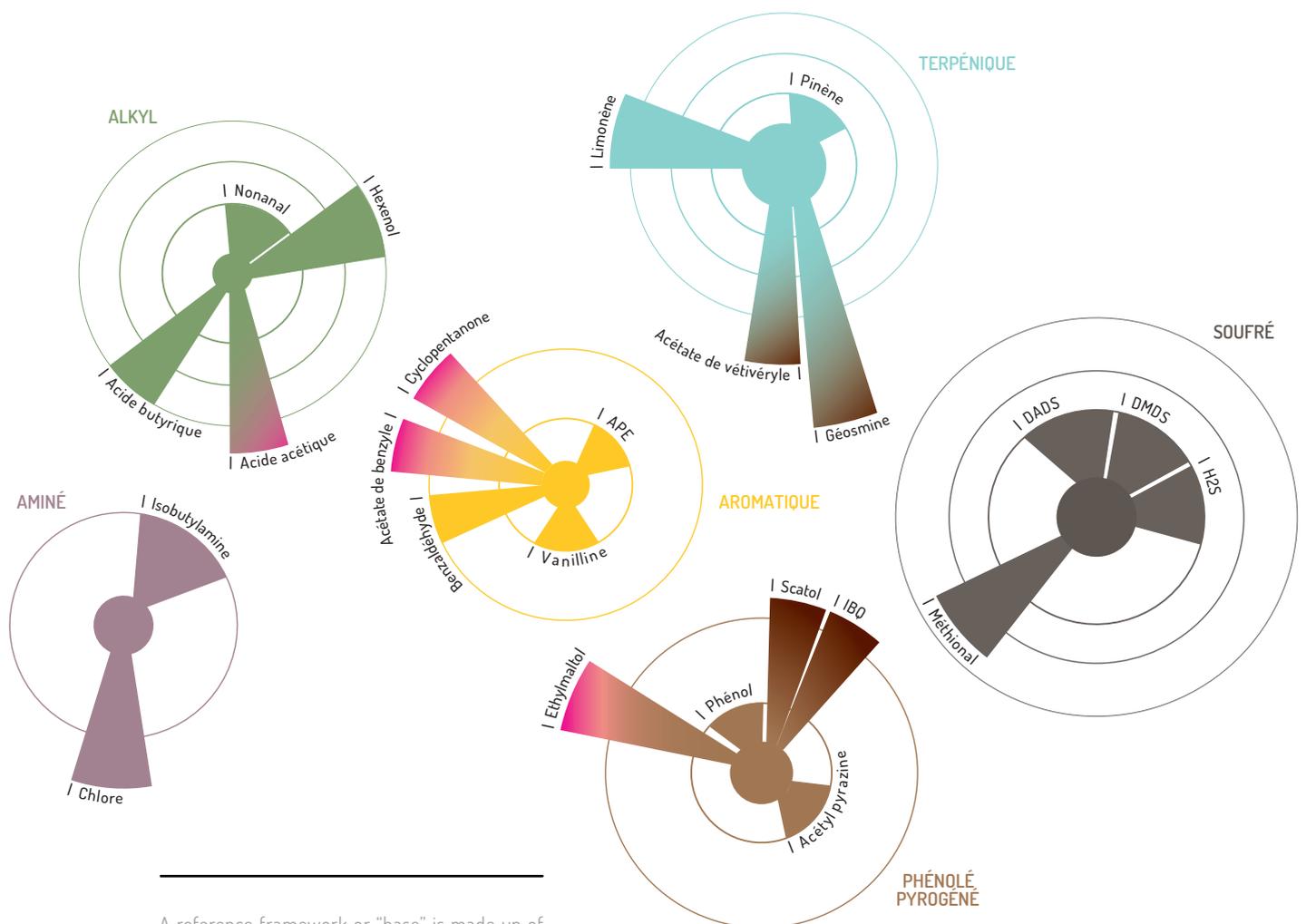
A FRAMEWORK FOR DESCRIBING ALL TYPES OF ODOUR

Le Langage des Nez® is a tool for deciphering odour emissions, either at source or in the environment. It is easy to use for local residents, company staff, air quality monitoring bodies and assessment experts...

Le Langage des Nez® is based on a chemical reference framework. Learning this enables us to acquire a collective language that we can then use to communicate with each other. Accurate, objective and repeatable description between individuals then becomes possible.

Various levels of training are offered, depending on the specific requirements (see further details on the following page). Signing a trade mark license agreement gives you access to learning Le Langage des Nez® and permits you to use it in your business activity.

the base
of the
representation
system
Le Langage des Nez®



A reference framework or "base" is made up of 24 odour references located in a three-dimensional space around "nuclei" with marked odour characteristics. Le langage des Nez® base can be supplemented with zooms relevant to specific business types.

BEGINNER

ALL AUDIENCES: COMPANY STAFF,
LOCAL RESIDENTS, FIRE BRIGADES, AUTHORITIES,
COMMUNITIES ETC.

reveal the source of an odour
and issue alert in objective terms

VALIDATION:
OLFACTIVE TEST LEVEL 1



10 HOURS
OF TRAINING

EXPERIENCED

ODOUR ASSESSORS: LOCAL RESIDENTS,
COMPANY STAFF, ASSESSMENT COMPANIES,
TEST LABS, AASQA*

use the learned odour reference framework
to identify ambient odour

VALIDATION:
OLFACTIVE TEST LEVEL 2
except local residents

OR PARTICIPATION RATE
local residents



32 HOURS
OF TRAINING
22 hours for beginners

EXPERT

COMPANY STAFF, ASSESSMENT COMPANIES,
TEST LABS, AASQA*

use the appropriate odour monitoring olfactory
analysis protocols in a specific business sector
& publish analytical results

VALIDATION:
OLFACTIVE TEST LEVEL 3
AND THEORETICAL TEST



LEVEL 2 + 14 HOURS
OF TRAINING

MAJOR EXPERT

ASSESSMENT COMPANIES,
TEST LABS, AASQA*

conduct odour assessments
across a range of business sectors at the request
of companies, communities and AASQA*
& publish assessment results

VALIDATION:
7 HOURS OF AUDIT
AFTER A 6-MONTH PRACTICE



LEVEL 2 + 28 HOURS
OF TRAINING

a training level for every requirement

Signing a **trade mark license agreement** gives you access to learning Le Langage des Nez® and permits you to use it. Various levels of training are offered to suit specific requirements. Full documentation is available from Air Normand on request, providing details of the training program and how it is structured and validated.

The trade mark license agreement is also available from Air Normand on request.

*AASQA: French approved air quality monitoring association

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