

ANYA McCOY Biography

<http://AnyasGarden.com>

<http://NaturalPerfumers.com>

<http://PerfumeClasses.com>



Natural perfume pioneer and industry leader Anya McCoy established the first retail line of 100% natural perfumes in the United States in South Florida in 1991. Called Anya's Tropical Essences, the perfumes were sold in hotels and boutiques including The Marlin, the Unicorn Village in Aventura, Beautiful Things and Fabulous. She gathered a loyal following of celebrities and chefs who welcomed her on-site visits where she also promoted fragrant gardens with the sale of herb plants and cooking with pure unadulterated essential oils and absolutes.

Anya McCoy is internationally recognized as a primary force behind the revival of natural perfumery. In addition to her perfumery business, she hosts a 2800-member public perfumery discussion group, teaches natural perfumery courses, and is the head of the Natural Perfumers Guild. No other natural perfumer is as involved in the day-to-day and long-term issues and opportunities of the art. In 2013, she became the first artisan perfumer voted in as a member of the prestigious American Society of Perfumers.

While studying Economic Botany with an emphasis in fragrant plants at the University of California, She was given an antique kit of perfume raw materials samples from a retired NYC industry salesman, and her devotion to the single aromatics blossomed, as she now had the start of a perfumer's palette to experiment with, a perfumer's organ in miniature. She then discovered a book that helped her on the path to becoming a perfumer, a book that held secrets previously unrevealed to many outside of the French perfume industry. Anya began to follow the instructions in the book, creating accords, comparing and contrasting aromatics and getting intimately aware of how they danced together.

During her studies at UC Riverside, she studied plants at the molecular level, and understood how and why fragrant molecules were produced. This knowledge worked its way into her blending work, and every aspect of the oil was considered, with the goal of producing the most beautiful fragrance in response to the biochemistry she intuited.

After receiving a BA in Economic Botany from University of California Riverside and an MLA in Landscape Architecture from SUNY Syracuse, Anya worked for law firms, land developers and municipalities. She found ways to weave scented plants into riverwalk, residential and downtown projects she designed and administered.

Always involved in the community and education, Anya was elected to a State of Florida position as District Manager of the Soil and Water Conservation District (Collier County) in 1990. By 1991, she had moved to Miami, bought an Art Deco house and created gardens there to grow her own fragrant and edible tropical and subtropical plants year-round. That same year, she founded Anya's Tropical Essences, the first all-natural retail perfume line in America, which was distributed on South Beach and in South Florida boutiques and hotels. Hoteliers and restaurateurs looked forward to her weekly visits to see what new fragrant plant or perfume she had to offer. Some chefs used her essential oils in their menu and bar offerings, and they are believed to be the first in Florida to use these lively, beautiful oils to enhance the dishes and drinks they served.

In 1995, she became the South Florida seed tester and correspondent for Organic Gardening magazine. Anya probably holds the unique position as being the only perfumer ever elected to a state office, and also writing for a national gardening magazine.

Anya revived the moribund alt.perfume Usenet group in 2000, and she went on to establish another perfume discussion forum on idma.com the same year. The idma.com group drew interested aromatherapists and perfume hobbyists. The phrase "natural perfumery" began to be popular, much in part due to Anya's group and her perfume line. The concept of natural perfume was still new to many, and Anya helped educate others as to the differences between aromatherapy, as many confused the two natural aromatic arts.

In 2002, Anya began to host an ambitious natural perfumery project on Yahoo!, dedicating the focus of the group to education about natural perfumery. Thousands of natural perfumers have been nurtured in the group, whether they practice the art on the hobbyist or professional perfumer level. The group now has over 2800 members who have access to the 48,000+ archived messages, extensive Files, Links and other educational resources. The group has a lively discussion and members are required to adhere to a policy of friendly banter and respect for all the various aspects of natural perfumery.

In 2005, she launched a new line of perfumes, Anya's Garden Perfumes. Her perfumes have won numerous awards from Internet bloggers, and she was nominated for a Fragrance Foundation Fifi award, a prestigious recognition for a perfumer.

In 2006, Anya relaunched the defunct Artisan Natural Perfumers Guild, rebranding it the Natural Perfumers Guild, and has collaborated with members on defining natural perfume materials, and producing white papers that assist the artisan perfumers in their businesses with improved techniques and methods detailed.

Due to requests from many perfumers and hobbyists, Anya founded the Natural Perfumery Institute in 2007, the first online natural perfumery course. In 2010, she rewrote the course content by authoring the first American perfumery textbook, which included many recording forms, charts, and supplemental educational materials.

In 2013, the president of the American Society of Perfumers invited Anya to apply for membership in that group, and after members voted, she became the first artisan perfumer (non corporate perfumer) to be inducted.

Anya besides her retail line and custom perfume work, Anya also provides private label fragrance products to hotels, boutiques and perfume companies, developing natural fragrances for perfumes, soaps, lotions, hair care, and other bath and body products.

She offers online and home study perfumery courses at the Natural Perfumery Institute she founded, in addition to being the owner and CEO of the Natural Perfumers Guild (which merged with her website Naturalperfumery.com in 2006).

Natural perfume pioneer and mentor, Anya McCoy remains a singular authority in the world of fragrance, someone who nurtured and developed natural perfumery into the growing, vital community it has become.