

# Creation of "humane service" industries

**Providing humane services by expanding the function of flavor and fragrance**

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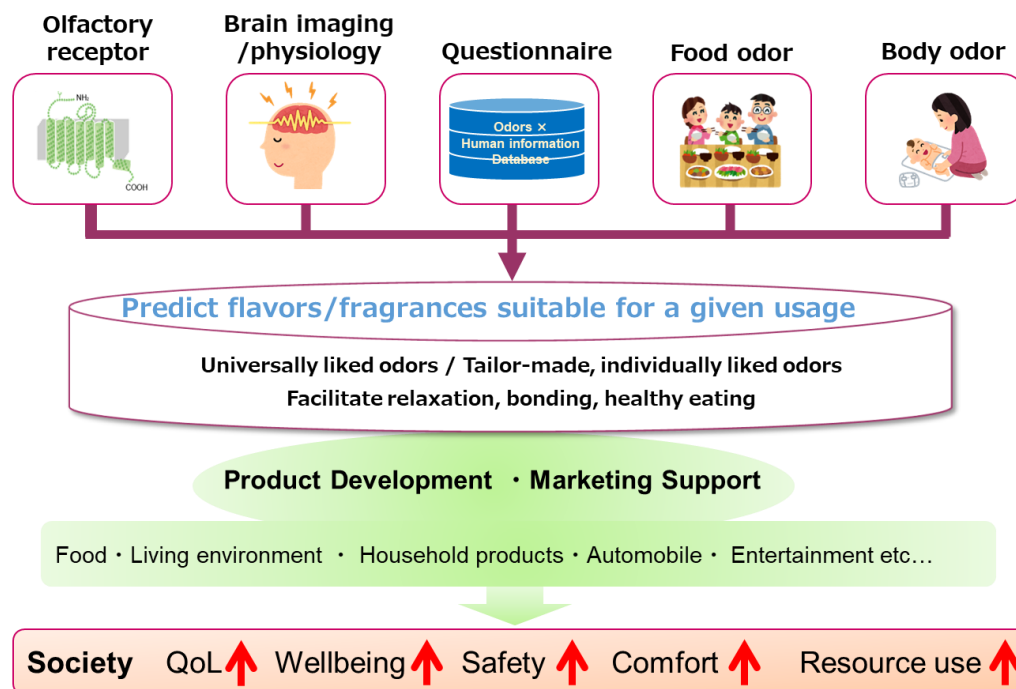
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## Summary :

Flavor and fragrance have great influences on our daily life such as bringing good taste in foods and good mood. Their effects, however, usually vary among individuals and the precise effects on our body and emotion have not fully been evaluated. This fact makes it difficult to utilize the beneficial functions of flavor and fragrance. In this project, we aim to develop new technologies to design and control flavor and fragrance based on the biological principle, and new methodologies to evaluate the effects on human. Finally, we will create new services to efficiently utilize previously-unappreciated benefits of flavor and fragrance.



Lab WEB: <http://park.itc.u-tokyo.ac.jp/biological-chemistry/>