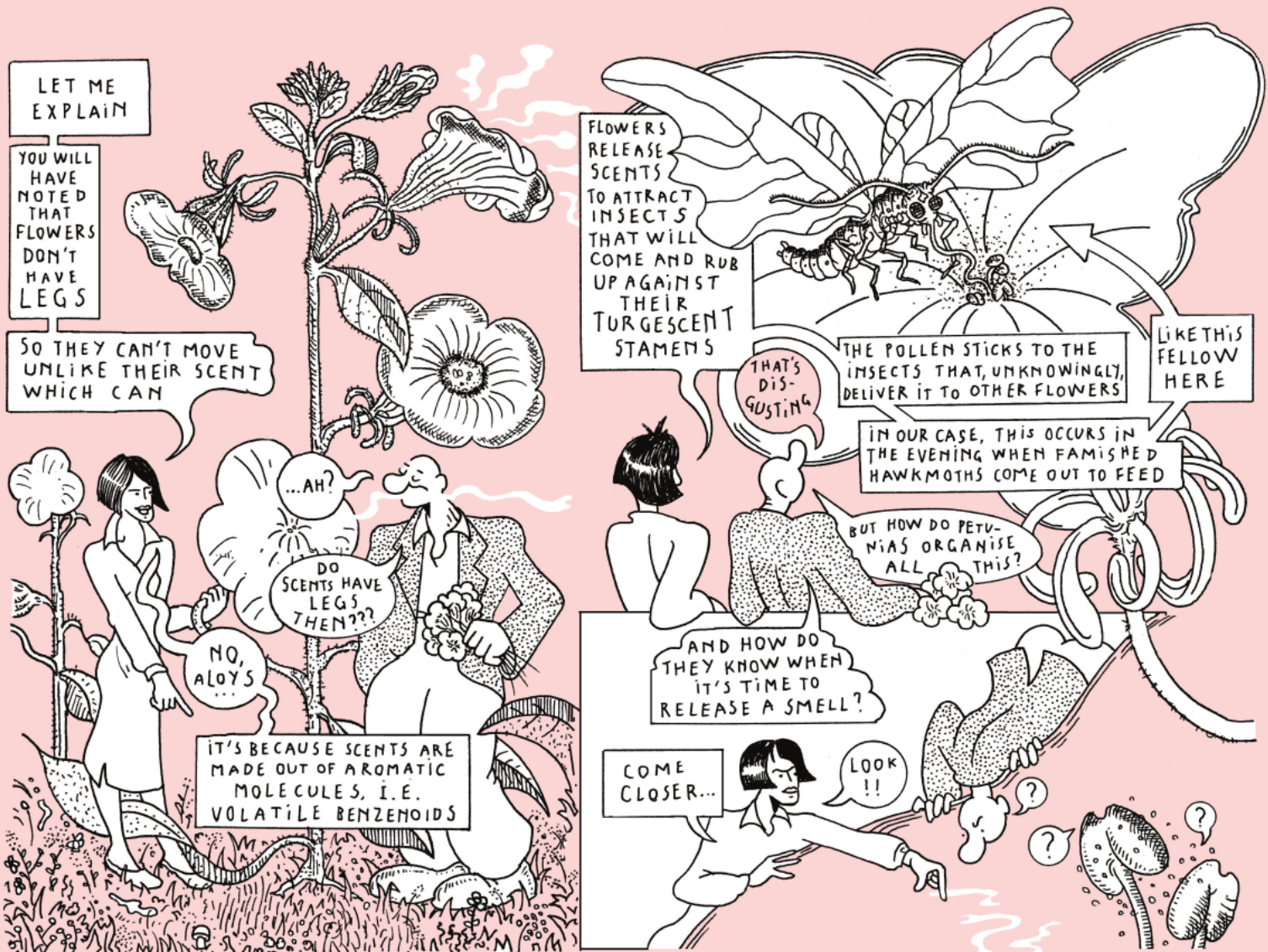


The Life of a Whiff

ODORANT 1



HERE IT IS!

ODORANT 1

A LOVELY STRUCTURE

CUTE

YES, ODORANT 1 ORCHESTRATES THE COMPOSITION OF A PETUNIA'S SCENT

WHEN YOU STICK YOUR BIG NOSE INTO ONE, YOU BREATHE IN A BOUQUET OF AROMATIC MOLECULES...

IT ALL BEGINS WITH PHENYLALANINE

AN AMINO ACID THAT LOVES PERFUME



ODORANT 1 DRAWS IN A FEW ENZYMES

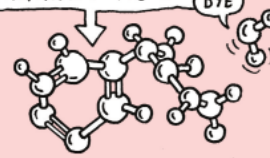
GRR

LIKE THIS ONE

WHICH HAS ITS WAY WITH IT

BY SLICING OFF ITS NH_2 TO OBTAIN CINNAMIC ACID

BYE



A FEW MODIFICATIONS LATER, YOU GET VANILLIN

AND THEN THE WHOLE BOUQUET, THANKS TO ABOUT TEN SIMULTANEOUS BIOSYNTHESSES OF THE LIKE

SHIFF
SNIFF
MMMHH

SHALL I DESCRIBE THEM TO YOU IN DETAIL?

NO
NO THANK YOU
I GOT THE GIST

HERE IS A MYSTERY THAT A FEW COLLEAGUES FIND INTRIGUING...

ODORANT 1 IS ALSO INVOLVED IN GIVING PETUNIAS THEIR COLOUR

HERE'S WHY: THE COLOURS ARE SYNTHESIZED WELL BEFORE THE FLOWER'S SCENT IS

...THE FLOWERS NEED THEM!

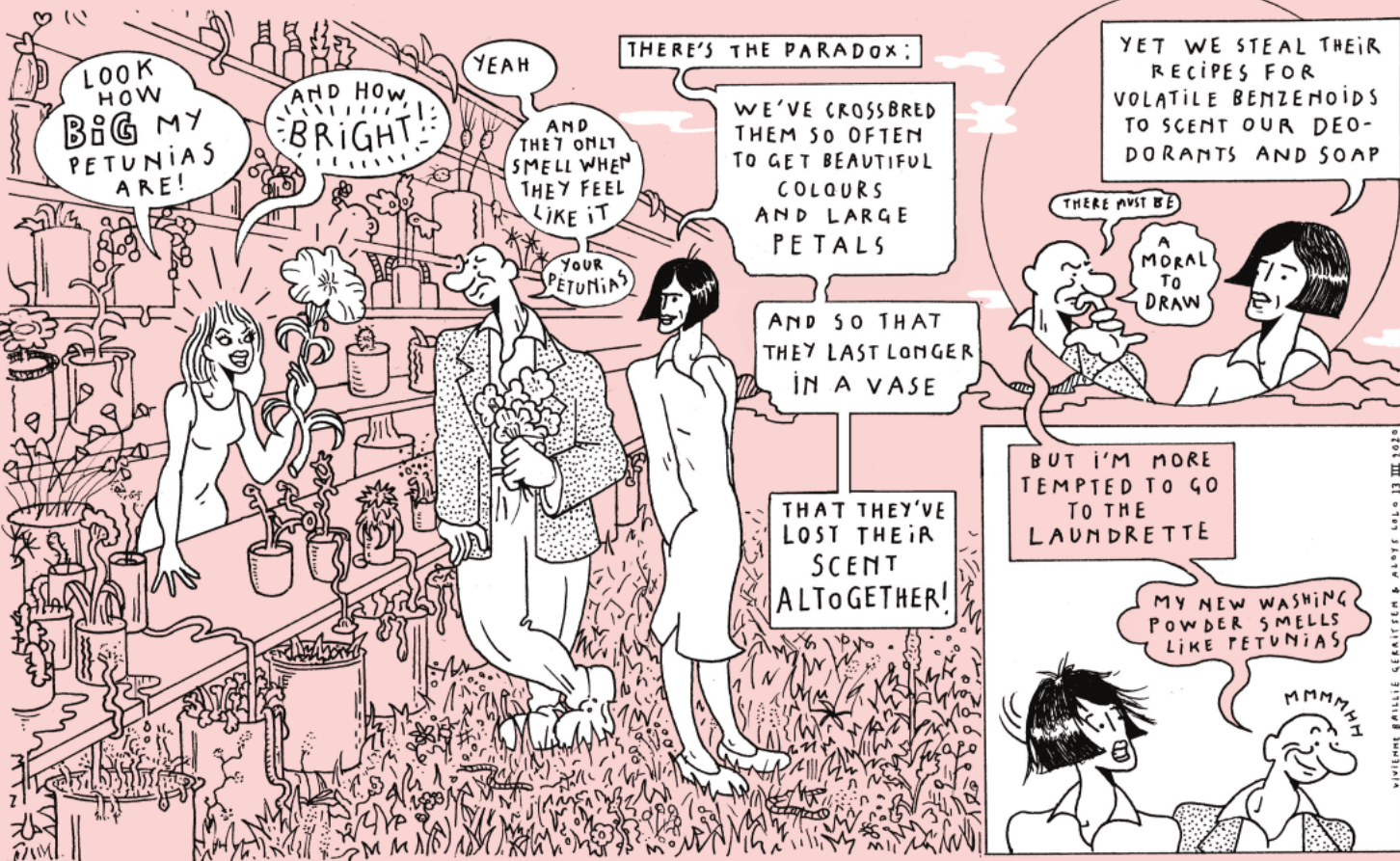
I REALLY DON'T SEE WHAT'S SO FUNNY

FUNNY, NO?

BUT IF YOU TAKE ODORANT 1 AWAY BEFORE YOUR FLOWER BLOOMS, THE COLOURS APPEAR NEVERTHELESS... THAT'S ALSO FUNNY, NO?

SO THE PIGMENTS ARE STORED AWAY UNTIL...

so..?



LOOK HOW BIG MY PETUNIAS ARE!

AND HOW BRIGHT!

YEAH

AND THEY ONLY SMELL WHEN THEY FEEL LIKE IT

YOUR PETUNIAS

THERE'S THE PARADOX:

WE'VE CROSSBRED THEM SO OFTEN TO GET BEAUTIFUL COLOURS AND LARGE PETALS

AND SO THAT THEY LAST LONGER IN A VASE

THAT THEY'VE LOST THEIR SCENT ALTOGETHER!

YET WE STEAL THEIR RECIPES FOR VOLATILE BENZENOIDS TO SCENT OUR DEODORANTS AND SOAP

THERE MUST BE

A MORAL TO DRAW

BUT I'M MORE TEMPTED TO GO TO THE LAUNDRETTE

MY NEW WASHING POWDER SMELLS LIKE PETUNIAS

MMMHH