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FIRMENICH, the world's largest privately-owned perfume and taste company, today proudly unveiled SHARING INNOVATION 2022. Each year the company curates a one-of-a-kind collection, of carefully selected Firmenich signature ingredients, to ignite creativity and broaden perfume palettes worldwide.

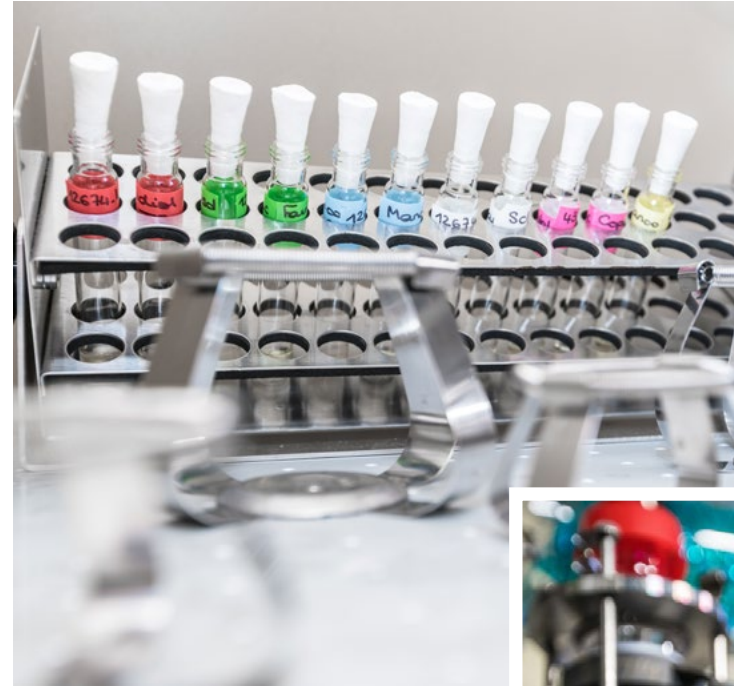
From biotechnology innovation to an ingredient made from Upcycled materials, this year's collection is an ode to Firmenich's endless commitment to nature and green science.

To highlight our dedication to consumers, in response to their increasing demand for full transparency, we are proud to present a natural ingredient with full traceability through our groundbreaking digital application Path2Farm™.

Lastly, we unveil Firmenich's latest ingredient launch, and newest addition to our BEYOND MUGUET collection, an exceptionally close to nature Lily-of-the-Valley note born from green synthesis.



DISCOVER OUR INGREDIENTS



SYNTHETICS

MUGUISSIMO™ 961822
SYLVAMBER™ 937875

BIOTECHNOLOGY

Z11 HD 992956

NATURALS

ROSE DAMASCENA FIRAD 979710
VANILLA PLANIFOLIA MADAGASCAR
INFUSION P2F 990397

MUGUISSIMO™

961822

CAS : 1449104-34-0


REACH NUMBER : 01-2120817562-57

ECOINGREDIENT COMPASS™

GREEN CHEMISTRY SCORE  > 70%

BIODEGRADABILITY  READILY

FLORAL MUGUET

 "Muguissimo™ is just amazing. It has the ability to make any fragrance bloom with a clean and natural dewy muguet note."

François-Raphaël BALESTRA, Principal Perfumer & Director of New Ingredients Discovery

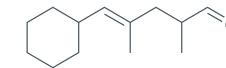
OLFACTIVE DESCRIPTION

Fresh and clean muguet aldehyde with cyclamen, watery and anisic undertones.

PERFUMERY USAGE

Thanks to its great linearity, MUGUISSIMO™ brings fresh floral note with a natural petal effect to fragrances from top to bottom notes. It is an exceptionally elegant and competitive Lily-of-the-valley ingredient.





FOR AN EAU DE TOILETTE AT 12%

209438

With 0,5% MUGUISSIMO™

MUGUISSIMO™ brings naturalness, magnifying head notes with a dewy effect while adding watery and fruity tonality to the entire fragrance. It also adds volume and rounds the composition.

Fr	Ambrette Firabs	5
	Ambrettolide	15
Fr	Ambrox® DL Coeur	20
Fr	Anthamber	163
	Benzyl Acetate Extra II	8
	Bergamote Italy Ess	55
	Carbinol Muguet	25
	Cis-3-Hexenol	2
	Cis-3-Hexenyl Acetate	1
	Cis-3-Hexenyl Benzoate	2
	Cis-3-Hexenyl Salicylate	36
	Citronellol BJ	30
	Citronellyl Acetate	5
Fr	Coranol	10
	Cyclosal	8
Fr	Dartanol®	45
Fr	Dersantol	75
	Ethyl Decadienoate	3
	Ethyl Linalol	60
	Exaltolide	45
Fr	Firsantol®	35
	Geraniol Pur	15
	Geranyl Acetate Extra	20
Fr	Hedione® HC	140
	Heliopropanal	15
Fr	Helvetolide®	45
	Hexyl Acetate	2
	Hydroxycitronellal Synth P FAB	50
Fr	Lilyflore®	5
	Mandarin Oil Sfuma	10
	Phenylethyl Alcohol Pure	22
Fr	Rose Centifolia Pays Infusion	2
	Violet BC	21
Fr	Muguissimo™	5
		1000

FOR A DAY CREAM AT 1%

209432

With 0,2% MUGUISSIMO™

MUGUISSIMO™ lightens the fragrance, with an overall smoothness that immediately transforms accords to feel more modern and fresh. Designed for pure performance, MUGUISSIMO™ can effectively cover the scent of the cream base.

Fr	Ambrox® DL Coeur 10 DIPG	200
Fr	Anthamber	100
Fr	Dartanol®	100
	Dipropylene Glycol	8
Fr	Dreamwood™ Base	40
	Ethylene Brassylate	400
Fr	Helvetolide®	100
Fr	Polysantol®	50
Fr	Muguissimo™	2
		1000

FOR A FABRIC SOFTENER AT 1%

209430

With 1% MUGUISSIMO™

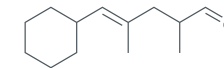
This molecule amazingly boosts the composition, with a fresh, clean and dynamic wave, while gently balancing the whole fragrance.

Fr	Aldehyde MNA	10
Fr	Anthamber	80
	Benzyl Salicylate	50
	Carbinol Muguet	30
	Citronellol BJ	20
Fr	Dihydromyrcenol	100
	Dipropylene Glycol	10
	Ethylene Brassylate	100
Fr	Fixamber	20
	Florol Neo	30
Fr	Fructalate®	10
	Geraniol Pur	20
Fr	Habanolide®	50
Fr	Hedione®	50
Fr	Iralia® Total	100
	Linalol BJ	50
Fr	Phenylethyl Alcohol	50
Fr	Phenylhexanol	50
	Rosinol Cryst	50
Fr	Salicynile®	20
	Undecalactone Gamma	20
	Verdyl Acetate	50
	Yara Yara	20
Fr	Muguissimo™	10
		1000



Ingredients created or manufactured by Firmenich Fr

In the «without» versions, MUGUISSIMO™ is replaced by DIPG to demonstrate its uniqueness in each of the three applications.



TENACITY

Lasts 2 days on a smelling strip



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	SUBSTANTIVITY & REMARKS			
Fine Fragrances	●●	Top, Heart and Base Note			
Shampoo	●●	Wet	●●●	Dry	●●
Shower Gel	●●	Bloom	●●●●		
Soap	●●●	Foam	●●●	Dry hand	●
Detergent	●●	Wet	●●●	Dry	●
Softener	●●	Wet	●●●	Dry	●●
APC	●●●				
Candle	●●●●	Cold wax	●●●	Burning	●●

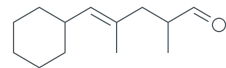
BEYOND MUGUET

MUGUISSIMO™ is the latest addition to BEYOND MUGUET, Firmenich’s portfolio of original and performing muguet ingredients.

BEYOND MUGUET is an unrivalled collection of fresh and transparent floral notes. Alive with a thousand sensations, this explorative work embodies a brand-new creative approach to develop universal floral Lily-of-the-valley type notes.

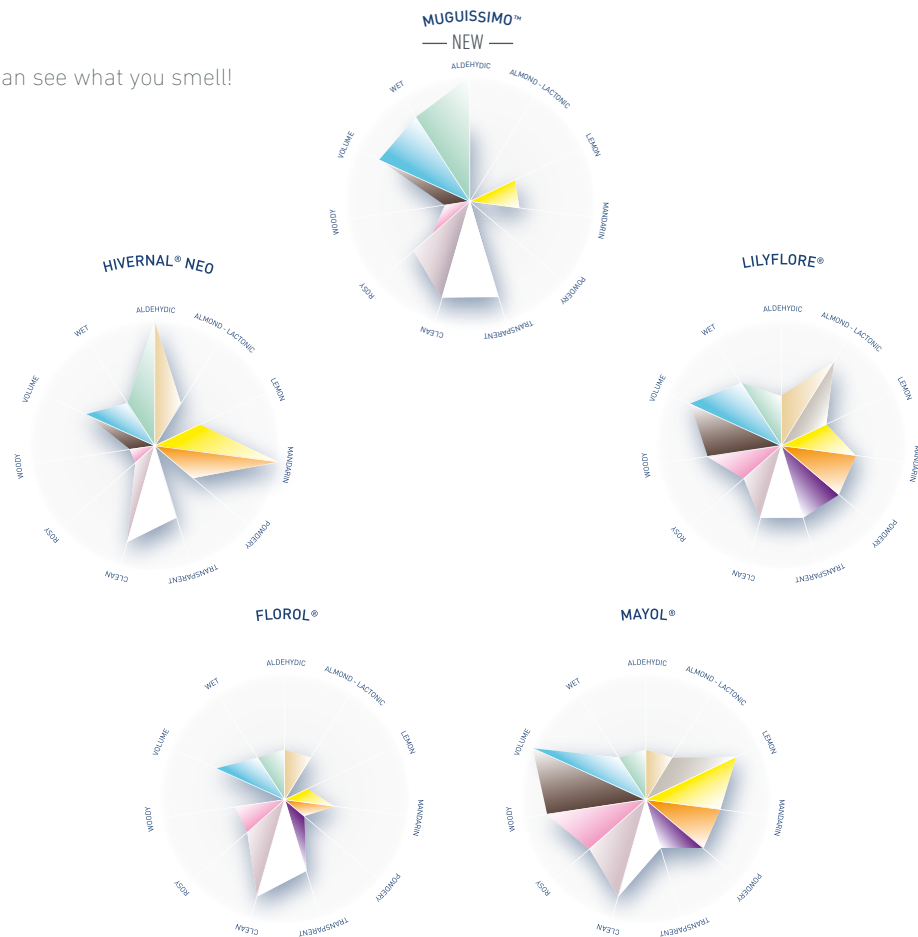
A fresh and clean muguet aldehyde with cyclamen, watery and anisic undertones, MUGUISSIMO™ joins the lineup of inspiring compositions and ingredients including HIVERNAL® NEO, MAYOL®, FLOROL®, and LILYFLORE®.

This groundbreaking program also empowers our most recent ingredients, designed by the genius of our scientists and sublimated by the talent of perfumers.



To portray the olfactive profile of each Lily-of-the-valley type molecule, we have defined 11 criteria that transform into artistic visual olfactive representation.

The result is amazing, you can see what you smell!



SYLVAMBER™

937875

CAS : 0054464-57-2

REACH NUMBER : 01-2119489989-04



UPCYCLING

ECOINGREDIENT COMPASS™

RENEWABLE CARBON  > 50%

BIODEGRADABILITY  PARTIALLY

GREEN CHEMISTRY  > 70%

WOODY AMBERY

“Sylvamber™ is a vibrant modern woody note and multi-faceted with nuances of cedarwood, amber, violet and musk undertones. Like the Hedione of Florals, Sylvamber™ is a great building block at any percentage in a formula.”

Clement GAVARRY, Senior Perfumer

“Sylvamber™ reminds me of walks in the forest after a rainfall. I find it multi-faceted – cedarwood, powdery and violet. It gives the perfume enormous volume and blends well with most olfactive notes.”

Haresh TOTLANI, Principal Perfumer

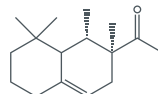
OLFACTIVE DESCRIPTION

A vibrant modern woody note unveiling cedarwood, powdery, and ambery undertones.

PERFUMERY USAGE

SYLVAMBER™ empowers perfumes while adding volume, elegance, warmth and sophistication to any composition.





FOR AN EAU DE TOILETTE AT 12%

209439

With 10% SYLVAMBER™

SYLVAMBER™ imparts immense softness, and a comforting sensation to this orange flower accord. It perfectly emphasizes the unisex notes, giving an elegant Cologne-like, woody effect while lightening-up the composition with fresh zesty notes.

FE Ambrox® Super	30
Benzyl Salicylate	100
Bergamote Incol DM	25
FE Cardamom Guatemala EO	1
FE Cedarwood Virginia USA EO Super	80
Cis-3-Hexenyl Acetate	1
FE Dreamwood™ Base	20
Ethylene Brassylate	100
Geraniol P Nat	10
Geranyl Acetate Extra	10
FE Hedione®	150
FE Hedione® HC	70
FE Helvetolide®	50
Indole	1
FE Limonene 1x Dist	40
Linalol BJ	90
Linalyl Acetate AR	15
Methyl Anthranilate Dist	2
FE Nerol BJ	2
Nerolidol	15
FE Neryl Acetate Pure	5
FE Orange Flower Abs	1
FE Pepper Sichuan SFE	1
Petitgrain EO	15
Phenylethyl Acetate	10
Phenylethyl Alcohol Pure	10
Terpineol Alpha Nat	10
Triethylcitrate	36
FE Sylvamber™	100
	1000

FOR A SCENTED CANDLE AT 10%

209441

With 10% SYLVAMBER™

SYLVAMBER™ gives an incredible luxury signature thanks to the warm woody, benzoin and balsamic notes. The composition is filled with sensuality, warmth, and nobility.

FE Benzoin Siam Res 50 TEC	20
FE Cedarwood Alaska Canada EO	10
Cedarwood Virginia Usa EO	60
Cedrenol	40
FE Cetalox®	20
Cinnamon Sri Lanka EO	10
Clary Sage Abs	10
FE Clearwood®	50
Coumarin	20
Ethyl Vanillin	40
FE Fixamber	40
FE Helvetolide®	90
FE Iralia®	20
Isopropyl Myristate	362
Phenylethyl Cinnamate	18
Phenylethyl Phenylacetate	10
Raspberry Ketone	10
Vanillin Perf	40
FE Wardia®	10
FE Z11 10 D1PG	20
FE Sylvamber™	100
	1000



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	SUBSTANTIVITY & REMARKS	
Fine Fragrances	●●●	Top, Heart and Base Note	
Shampoo	●●●●	Wet	Dry
Shower Gel	●●●●	Bloom	
Soap	●●●	Foam	Dry hand
Detergent	●●●●	Wet	Dry
Softener	●●●●	Wet	Dry
APC	●●●		
Candle	●●●	Cold wax	Burning

TENACITY

Lasts 1 week on a smelling strip



In the «without» versions, SYLVAMBER™ is replaced by TEC to demonstrate its uniqueness in each of the two applications.

Ingredients created or manufactured by Firmenich

Z11 HD

992956

CAS : 0057345-19-4

ECOINGREDIENT COMPASS™

RENEWABLE CARBON



100%

BIODEGRADABILITY



ULTIMATELY

“I use Z11 HD more than a lot. It’s a fantastic product. It boosts the whole fragrance without changing the olfactive profile. What also makes it an exceptional product is that it is 100% Biodegradable and made from 100% Renewable Carbon, a rare quality amongst other woody-ambery notes.”

Wessel Jan KOS, Principal Perfumer

“Firmenich Biotech ingredients are helping to redefine our olfactive futures. Z11HD gives unique strength and powerful luminosity to a structure, helping to modernize addiction in a fragrance.”

Honorine BLANC, Master Perfumer

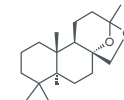
OLFACTIVE DESCRIPTION

Intense and very tenacious sensual dry woody note with an elegant ambery facet. Its dryness, tenacity and sleek elegance call to mind a precious wood rimmed in shining metal. Unforgiving strength, designed for pure performance, this high-definition version is cleaner and stronger than the regular Z11.

PERFUMERY USAGE

Emotionally empowering the signature of a perfume, Z11 HD is very useful to bring sensuality and linearity to fragrances. The process combines white biotechnology and green chemistry, resulting in a renewable ingredient that ensures stable and reliable quality.





TENACITY

Lasts 1 month on a smelling strip



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	SUBSTANTIVITY & REMARKS			
Fine Fragrances	●●●●	Top, Heart and Base Note			
Shampoo	●●●	Wet	●●●	Dry	●●
Shower Gel	●●●	Bloom	●●●		
Soap	●●●	Foam	●●●	Dry hand	●●
Detergent	●●●●	Wet	●●●●	Dry	●●●●
Softener	●●●●	Wet	●●●●	Dry	●●●●
APC	●●●●				
Candle	●●●●	Cold wax	●●●●	Burning	●●●●



ROSE DAMASCENA FIRAD

979710

CAS : 0008007-01-0

FLORAL ROSE

“In addition to the innovative Firad technology that we use to extract this Rose Damascena, what seduces me are its fruity tones, especially the fresh and sparkling lychee that gives it its glow.”
Fabrice PELLEGRIN, Principal Perfumer & Director of Naturals Production Innovation

“Thanks to the Firad process, this rose’s unique composition brings a totally new floral dimension; fresh notes are enhanced, hints of fruit are added to the heart of any fragrance, and gourmand notes become reminiscent of Middle Eastern pastries.”
Cyril MESTRE, Technical Perfumer

“An interesting duality between the gourmand jam note and the fresh petal effect.”
Albane FURET, Technical Perfumer

OLFACTIVE DESCRIPTION

Floral, rosy, spicy, honey, balsamic. This profile specific of FIRAD technology is very fresh and watery, reminiscent of «eau de rose» with hints of lychee.

The concentration being processed at ambient temperature, so there is no thermal degradation and the Rose Damascena essence has a very specific scented profile, with true-to-life rose water tonalities.

PERFUMERY USAGE

ROSE DAMASCENA FIRAD is a natural rose extract made from a cold concentration of the water-soluble volatile fractions present in the Bulgarian rose water.



ROSE DAMASCENA FIRAD

979710

FOR AN EAU DE TOILETTE AT 12%

209440

With 0,1% ROSE DAMASCENA FIRAD

This majestic rose provides incredible naturalness and nobility to the floral accord, and brings creaminess, density and volume to the bottom notes, even at a low dosage.

F Ambrox® _____	10
Bergamot Italy CP Bergapt Free _____	20
F Cascalone® _____	2
F Cedarwood Virginia Usa EO Super _____	30
Cinnamic Alcohol Ord _____	2
Cis-3-Hexenol _____	5
Citronellol BJ _____	20
F Clearwood® _____	20
F Cyclosia® _____	30
F Damascenone _____	1
Ethylene Brassylate _____	60
F Exaltolide® Total _____	80
Florol Neo _____	100
Geraniol Pur _____	10
Geranyl Acetate Extra _____	5
F Hedione® _____	150
F Hedione® HC _____	100
F Helvetolide® _____	60
Indole _____	1
F Iralia® _____	10
F Irone Alpha _____	1
Lemon Italy EO Sfuma Decol _____	20
F Lilyflore® _____	30
Phenylethyl Alcohol Pure _____	50
F Phenylhexanol _____	20
F Prunella® _____	30
F Rosessence _____	20
F Sylvamber _____	100
Triethylcitrate _____	11
Undecalactone Gamma _____	1
F Rose Damascena Firad _____	1
	1000

DID YOU KNOW ?

With the FIRAD technology, Firmenich is able to produce 1kg of Rose Damascena FIRAD from 25,000 roses, from upcycled Bulgarian Rose Water - versus 20g of rose essential oil.

The process of cold concentration has a low carbon footprint, a sustainable process with very low energy consumption.

SOURCED FROM

Bulgaria



CROP SEASON IN SOURCING COUNTRY:

J F M A **M J** J A S O N D

TENACITY

Lasts 3 days on a smelling strip



In the «without» version, ROSE DAMASCENA FIRAD is replaced by TEC to demonstrate its uniqueness in the application.

Ingredients created or manufactured by Firmenich **F**

VANILLA PLANIFOLIA MADA INFUSION P2F

990397

CAS : 0008024-06-4



GOURMAND

“This Vanilla reveals a singular character with its sweet amber vanilla tones, while it gives a natural vanilla patina signal from the top notes.”

Fabrice PELLEGRIN, Principal Perfumer & Director of Naturals Production Innovation



Through our Path2Farm™ proprietary digital application, we ensure end-to-end traceability on our ingredients' entire supply chain. Path2Farm™ joins the NATURALS TOGETHER™ platform, our strategy for excellence in naturals.

OLFACTIVE DESCRIPTION

Gourmand, vanilla, phenolic, leathery, woody. Vanilla Planifolia is a must-have ingredient in a perfumer's palette.

Appreciated for its phenolic and sweet profile, perfumers love to focus on the artistic evocation: profound, sensual, animalic and at the same time gourmet.

PERFUMERY USAGE

Very complex vanilla profile with bean, woody and phenolic facets. It enhances the gourmand bottom note in floral and ambery compositions.



DID YOU KNOW ?

Vanilla from Madagascar is a labor-intensive spice that requires its flowers to be pollinated by hand with a curing process that lasts for up to 4 months. For over a decade, Firmenich and its primary partner in Madagascar, Authentic Products, have supported many sustainable actions on the ground, including direct support to the farmers (water wells, medical dispensary...).

TENACITY

Lasts 1 week on a smelling strip



SOURCED FROM

Madagascar



CROP SEASON IN SOURCING COUNTRY:

J F M A M J J A S O N D



PATH2FARM™

Revolutionizing Ingredient Traceability



Through farm geo-plotting, farmer profiling and supply chain tracking, we are able to offer customers and clients complete access, through a proprietary digital application, to our ingredients' full chain of custody, from farmer to final product.

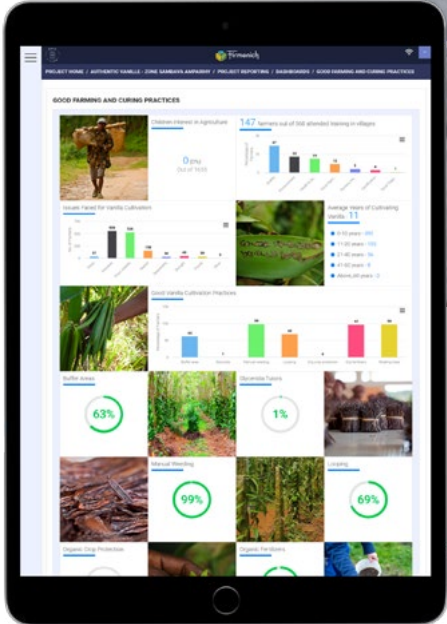
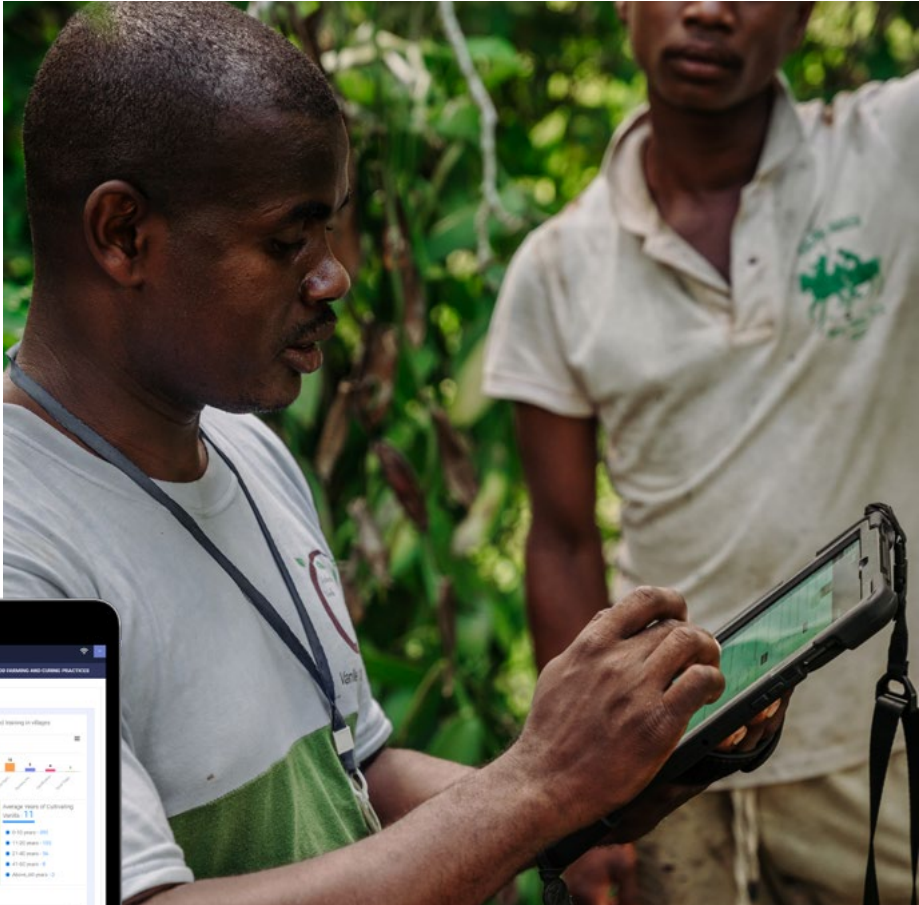
Vanilla planifolia, also known as Bourbon vanilla, is the most widely grown and commonly used Vanilla in the world.

Implemented in over 60 villages and partnering with over 3,000 farmers, our Path2Farm™ vanilla program is making an agricultural and social impact across Madagascar.

To ensure that our farmers are aligned with our sustainable ambitions, we provide agricultural services, such as direct trainings with the farmers, focused on ethical and sustainable farming practices.

On the business side, we have built tree nurseries to provide additional seedlings for enhanced production. We also advise them to diversify their crops, beyond vanilla, to become more resilient and receive a more diverse source of income.

In the Andapa and Savanille regions, where the majority of our vanilla is sourced, Firmenich is working with local communities to setup elementary schools for the children of our partnering farmer communities.





SHARING INNOVATION
Firmenich
VANILLA PLANIFOLIA
MADA INFU P2F
990397

SHARING INNOVATION
Firmenich
ROSE DAMASCENA
FIRAD
999710

SHARING INNOVATION
Firmenich
SYLVAMBER™
937875

SHARING INNOVATION
Firmenich
Z11 HD
9956

SHARING INNOVATION
Firmenich
MUGUISSIMO™
961822



STAY TUNED
www.firmenich.com/ingredients

