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Uncovering Markets Ripe for Innovation in F&F



2024 events are ripe with insights from industry insiders on the latest trends pushing innovation in F&F.

2024 marks the fourth year into my tenure as managing editor of *Perfumer & Flavorist+* (*P&F+*), and I have to admit, its the most exciting yet! This year I'm preparing to host both of our in-person events, *World Perfumery Congress* in Geneva this summer (more on **page 54**) and Flavorcon in Atlantic City (more on **page 62**). We have quite the lineup of conference sessions touching on markets ripe for innovation in both flavor and fragrance. Topics including (but not limited to) artificial intelligence, consumer education, mouthfeel, fragrance technology and functional products. Be sure to stay up-to-date on our upcoming events by subscribing to our free daily newsletter!

P&F+ is also dedicated to keeping our podcast and videocast interviews fresh. Be on the lookout for an interview with two of our advisory board members Mark Knitowski and Alison Freedman merging the F&F worlds to discuss how the industry can a universal language of descriptors for users. Other upcoming podcasts include the founders of the World Taste & Smell Association, as well as *Flavorcon* 2023 speaker and flavor chemist Michael Colangelo discussing low-to-no alcohol wines. Have a topic you'd like us to tap industry insiders to discuss? Send an email to jtroyli@allured.com.

Upcoming travels for the *P&F+* crew include SIMPPAR (Grasse), EFEO Conference (Grasse), CSA Roundtable Northeast (New Jersey), IFEAT 2024 (Thailand). Looking for coverage or to meet in-person at these events? Be sure to send me an email!

Looking forward to the best that is yet to come!



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www.berjeinc.com/products/aromatic-chemicals/citral-natural-ex-litsea/

Berjé's natural citral (FEMA# 2303, CAS# 5392-40-5) is extracted from Litsea cubeba, which imparts an exceptionally tart and citrusy aroma strongly reminiscent of fresh lemons. The softer, somewhat fruity undertones of Litsea provide subtle enhancement to the otherwise intensely juicy and zesty aromatic profile of conventional citral.



Timur Pepper Nepal PURE JUNGLE ESSENCE™_ M_0062882

Mane

www.youtube.com/watch?v=wZsq4pN1b9k&list=PLgDIh7L4kisLRSBk0ShtbN0I6JHizlXUL&index=13

Together, Mane and Nepalese farmers have forged a bond of trust, honoring each other to yield this extraordinary Timur Pepper PURE JUNGLE ESSENCE™ (FEMA#, 21 CFR 182.1, CAS# 91770-90-0 or 102242-62-6). The extract energizes creations with intertwined citrus and spicy nuances, while fruity notes lend richness. It also enriches the aroma of fruit pastes, chocolates and beverages.



Neryl Acetate

Natural Advantage, LLC

www.natadv.com

Natural Advantage introduces natural neryl acetate (FEMA #2773; CAS# 141-12-8). Neryl acetate occurs naturally in lemon oil and neroli oil, as well as black currants and tea. While the flavor can be described as deep fruity with citrus and raspberry overtones, the aroma of neryl acetate is particularly eye-catching for fragrances. Its odor carries the characteristics of sweet floral roses with orange blossoms and tropical undertones. This product is particularly useful in giving body and roundness to floral and fruit compositions. Natural neryl acetate is extremely effective in fragrances for jasmine, rose, neroli, magnolia and peony. The product is sold as an approximately 60/40 mixture of neryl/geranyl acetates, which also provides sweet rose lavender tones. The recommended use level is 0.05 ppm-10 ppm as consumed. It is EU and U.S. Natural, Kosher, non-GMO and vegetarian.



2-Acetyl Pyridine Natural Neat

Penta International Corp.

www.pentamfg.com

Now offering 2-acetyl pyridine natural neat (FEMA# 3251, CAS# 1122-62-6) This material contains a flavor base as cornmeal with a nutty and bready nuance. The odor is popcorn, cracker-like, with roasted nut, fatty undertones. Our material is natural, Kosher and Halal.

Images courtesy of the manufacturers


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Grapefruit Mercaptan

Avant Organics

www.avantorganics.com

Grapefruit mercaptan (FEMA# 3700, CAS# 71159-90-5) is a well-known sulfurous compound with a pungent catty tropical aroma when crude. Upon dilution, grapefruit mercaptan can provide many benefits to your flavors; it is great for grapefruit, tropical and mango flavors adding top notes or finishing out a flavor profile. It also provides juiciness and freshness to any formulation along with unique mint-like cooling. Grapefruit mercaptan can also be used for enhancing alliaceous formulas such as kimchee or onion. Avant Organics provides this material as U.S. Natural, Kosher, non-GMO, and Halal. For your free sample please email info@avantorganics.com.



L-Isopulegol FG

BASF SE

https://aroma-ingredients.basf.com/global/en/our-portfolio/mint/l-isopulegol%20fg-30695624.html

L-Isopulegol FG (FEMA# 2962, CAS# 89-79-2) is a flavor ingredient recognized for its remarkable contribution to the reconstruction of mint oils. It is also suitable for fragrance creations, filling the void in the mint family. Its pure herbal freshness offers a softer alternative to menthol while maintaining a distinctive character that sets it apart from the sweetness of spearmint. It brings a natural herbal odor impression with a sparkling cooling sensation.

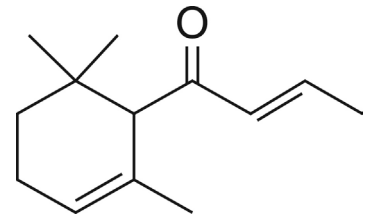


Peppermint Mentha Piperita Oil

Hindustan Mint & Agro Products Pvt. Ltd

www.hindustanmint.com/essential-oils/mentha-piperita-oil

Originating from India, peppermint (Mentha piperita) oil (FEMA# 2848, CAS # 8006-90-4, EC # 282-015-4) is distilled from mentha piperita, excluding roots. Its key constituent, Menthofuran, defines the aroma and flavor. We provide peppermint oil in grades of 1% to 10% menthofuran, and natural menthofuran at 90%.



α Damascone

Hangzhou Grascent Co., Ltd

www.hangzhougrascent.com

α Damascone (FEMA# 4088(E)/3659, CAS#, 24720-09-0 (E)/43052-87-5) is a diffusive fruity-floral with rose, apple, blackcurrant and mint notes. (E)-1-(2,6,6-trimethyl-2-cyclohexen-1-yl)-2-buten-1-one;1-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-2-buten-1-one; Dorinone α; Dihydro floriffone α.



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Fruit Aromas

Prodalim

https://prodalim.com/uploads/EeAwI13wzBvtkygV2AmxJovhiE3fxG05cT83gZEv3Sgu1iydqCMDpm02KHdmjCXn.pdf

Prodalim has developed an exclusive line of fruit aromas and Pineapple 247205014 is one of our great products. It carries an authentic, ripe fruit, sweet creamy note. Please click on the link for technical data and contact us for samples.

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dsm-firmenich Inaugurates Two Plants for Perfumery Ingredients in France



The facility pictured is a multipurpose unit for the production of pine-based ingredients.

Courtesy of dsm-firmenich

dsm-firmenich announced the inauguration of two production plants in Castets, southwestern France, for the production of perfumery ingredients.

The first facility is a multipurpose unit for the production of pine-based ingredients, and is designed to secure the supply of a variety of finished products and intermediates for the perfume markets. It is designed to increase the production capacity for renewable ingredients on the site.

The second brand-new plant is dedicated to the production of the biodegradable musk Habanolide (registered trademark of dsm-firmenich). The Habanolide facility is said to significantly boost the production capacity of this perfume ingredient, which is ranked among dsm-firmenich's best-selling ingredients.

Both facilities are said to be equipped with the most advanced technologies in the industry to ensure the highest safety standards, operational stability, energy efficiency and quality. More than 25 local companies took part in the construction of the two sites.

"We are very proud of these state-of-the-art facilities," says Emmanuel Butstraen, president Perfumery & Beauty at dsm-firmenich. "In addition to helping us provide extra production capacity for perfumery in Europe, these expansion projects further strengthen our strategic position and allow us to seize growth opportunities that lie ahead. These two additional plants also make a significant contribution to our Sustainability ambitions by lowering the carbon footprint of our logistics operations in the region, while helping our customers deliver on their own sustainability goals by reducing their scope 3 emissions."

"This major expansion is a demonstration of our continuous efforts to extend our unique industrial expertise in producing ingredients made from upcycled materials," says Amaury Roquette, head of Ingredients, Perfumery & Beauty at dsm-firmenich. "It strengthens

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The Habanolide facility is said to significantly boosts the production capacity of this perfume ingredient, which is ranked among dsm-firmenich's best-selling ingredients.

dsm-firmenich's global leadership in bio-sourced ingredients coming from pine."

"Habanolide is one of our customers' favorite ingredients, because not only is it powerful and high performing, it is also biodegradable, which are key differentiating factors for the perfumery market," adds Roquette. "With this plant, that comes in addition to our production line in New Jersey, US, we are reinforcing our global position as the House of Musk."

The bio-sourced ingredients plant received a €2.8 million subsidy from the Nouvelle-Aquitaine region to boost companies' industrial performance and energy efficiency. The Habanolide expansion project is said to have benefited from a €1.0 million grant, as part of the national recovery plan implemented by the French government and the Nouvelle Aquitaine region, to accelerate industrial investments in France.

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Courtesy of dsm-firmenich

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Lebermuth Names Phil Forte Next President

Lebermuth announced that Phil Forte, former senior executive vice president and general manager, has been promoted to president.

Forte is a 30-year veteran of the food and beverage industry with extensive technical and management experience across strategic planning, new product development, manufacturing, sales operations, and supply chain functions at global consumer brands such as Kellogg's, Pepsi, Dr. Pepper, and Snapple.

Since joining Lebermuth in 2018, he has held positions of increasing responsibility and played a key role in a range of critical company initiatives and employee development efforts.

"Phil has been an incredible asset to our leadership team, thanks to his vast knowledge and strategic vision," said Alan Brown, owner and CEO. "I am confident that as president, he will be a driving force behind our continued growth and success. I look forward to the bright future he will help shape for our company."

Forte shared, "I'm excited and energized to lead our company into the next chapter of our evolution."

He added, "My focus will be on exploring new ways to innovate and guide our customers, enhancing the efficiency of our processes, and cultivating a culture where every employee feels that they are valued and encouraged to fulfill their potential. Together, we will make a positive impact for our people, our customers, and the industry." p&f+



Phil Forte is a 30-year veteran of the food and beverage industry.

Givaudan Fragrance Ingredients Business Debuts Nympheal

Givaudan has debuted Nympheal[a], a molecule that is said to host a robust white floral profile.

Ingredient highlights are said to include: Nympheal is a fresh and opulent muguet ingredient with a hint of linden blossom, adding volume, floral creaminess and diffusion to fragrance compositions.

- Offering a bloom effect in water applications
- Boasting versatility for perfumers to create various cross-category applications and in all olfactory directions.
- Nympheal is a biodegradable molecule that follows the guidelines set by the OECD and was developed according to the Principles of Green Chemistry, in line with a Safe by Design approach.

Paul-Erwan Camenen, head of the Fragrance Ingredients Business stated, "It is a delight to share this molecule with customers, as it opens up new possibilities for creating memorable and long-lasting fragrances. Nympheal is the result of collaboration between Givaudan's researchers, perfumers, and regulatory experts, showcasing their dedication and expertise in developing ingredients that make a difference to fragrance compounds." p&f+

[a]Nympheal is a trademark of Givaudan



Nympheal is described as a fresh and opulent muguet ingredient with a hint of linden blossom.

From top: courtesy of Lebermuth; Givaudan

PT Van Aroma & Jandico Limited Announce Strategic Partnership

PT Van Aroma and Jandico Limited have announced a strategic partnership to enhance their market presence and offering innovative solutions to customers in Europe and the United Kingdom.

The partnership directly responds to European customers' desire for local access to Van Aroma's diverse and high-quality stock.

Aayush Tekriwal, director of PT Van Aroma, said, "Joining forces with Jandico represents a pivotal step forward in our mission to deliver exceptional ingredients to our customers in the most efficient way possible. This partnership not only broadens our reach from markets like North America, where we've already seen great success with this model, but it also aligns with our commitment to sustainability and excellence in everything we do."

Jonpaul Howarth, director of Jandico Limited, added, "We are excited to collaborate with PT Van Aroma, a company that shares our values of quality, innovation, and customer satisfaction. At a time when issues in our supply chain and shipping are front of mind for many buyers, this partnership reinforces the value that both Jandico and PT Van Aroma bring to the market."



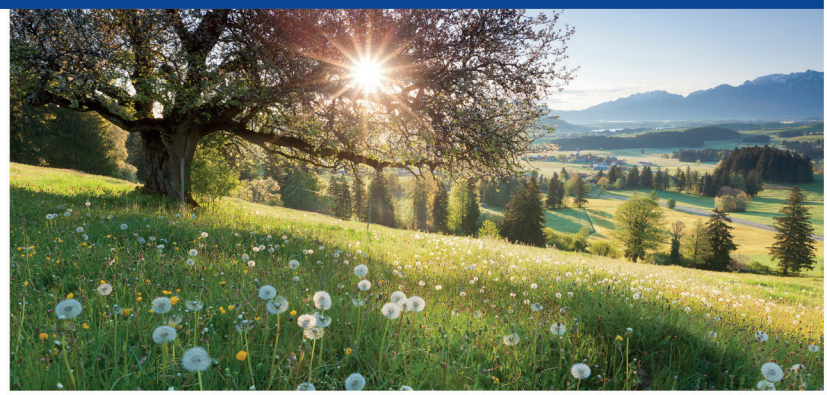
The partnership directly responds to European customers' desire for local access to Van Aroma's diverse and high-quality stock.

Courtesy of Van Aroma

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IFF Announces 3 Vice-President Perfumer Promotions

IFF announced the promotion of three perfumers to vice president perfumers—Patricia "Patty" Hidalgo, Joa Kim and Birgit Sijbrands. The company shared a brief background of each vice president perfumer below:

Patty Hidalgo



Patty Hidalgo

Patty Hidalgo—a beacon of creativity and innovation in the fragrance industry with a storied career spanning three decades—began her journey at IFF by joining through the Fragrance Resources acquisition in 2017. A scholar in biology and chemistry, her technical skillspropelled her from a laboratory technician to a towering strength perfumery creation, where she has since been crafting authentic scents inspired by nature, cultures and wanderlust.

"Patty is the embodiment of relentless energy, boundless optimism, and a radiant spirit," said Sabrya Meflah, president of IFF Fine Fragrance. "Her promotion to VP Perfumer is a testament to her artistic flair, her mentorship skills, and her leadership in steering her team toward success."

Joa Kim



Joa Kim

Joa Kim's promotion is a tribute to her more than two decades of dedication to perfumery at the IFF Singapore creative hub. A fine connoisseur of ingredients, creation and the complexity of perfumery delivery systems, Kim's fervor for perfumery has birthed a plethora of iconic fragrances that have captivated consumers worldwide. Her portfolio spans an impressive array of categories, from fabric care to beauty and home essentials, catering to both global and regional audiences.

"Joa is the epitome of creative and technical acumen," said David Ellison, president of IFF Consumer Fragrances. "Her artistry is matched only by her technical expertise and her exceptional sense of camaraderie and generosity. Joa's artistic inspiration is deeply intertwined with her love for art and painting, leading to collaborations with the prestigious Van Gogh Museum and the fusion of scent with visual art at the 2022 IFF Singapore Innovation Centre's inauguration."

Birgit Sijbrands



Birgit Sijbrands

Birgit Sijbrands' career is decorated with a remarkable 28-year legacy of fragrance creation. Since her first days at IFF 17 years ago, Sijbrands has been the architect behind a multitude of successful fragrances, fostering robust partnerships with strategic customers across the globe. On par with her achievements, Birgit is admired for her contribution to the diverse expertise within IFF, and her role in mentoring and nurturing the next generation of talent.

"Birgit is the quintessence of dedication, humility and passion," said Ellison. "Through her perfumery expertise, she has consistently demonstrated her unwavering commitment to crafting scents that truly awaken the extraordinary senses for a better world."

"Attaining the vice-president perfumer rank at IFF is a feat reserved for those with a unique blend of talent, skill and knowledge, ranging from setting industry milestones to advancing our technological frontiers, mentoring the next generation of talent and aiding our Research and Development team in developing patented ingredients," said Valery Claude, vice president, Innovation and Creation, Scent, IFF. "The elevation of these three distinguished women perfumers, who have devoted their lives to the artistry of fragrance, celebrates their extraordinary commitment to perfumery and their role in shaping the future of our craft."

p&f+

Courtesy of IFF

Azelis, IFF, FFP & Treatt Announce Appointments in Flavor Sectors

Here is a recap of the appointment headlines in the Flavor sector for the first few months of 2024—

Azelis Taps Steve Pringle as Managing Director of Vigon International



Steve Pringle

Azelis announced the appointment of Steve Pringle to the senior management role of managing director of Vigon International, an Azelis company. Pringle will report to Vuk Milojkovic, managing director of U.S.

Pringle shared, "Joining Azelis as managing director for Vigon presents a fantastic opportunity to help continue building a leading specialty chemicals brand in one of the most dynamic and complex markets in the world. I look forward to expanding on Vigon's already significant success in the Flavor and Fragrance market."

Florida Food Products Appoints Vince Macciocchi as CEO



Vince Macciocchi

Florida Food Products, LLC (FFP) has announced the appointment of Vince Macciocchi as chief executive officer (CEO). Macciocchi is said to bring over thirty years of industry expertise designed to "guide FFP's continued expansion and innovation."

Macciocchi was most recently the president, ADM Nutrition and chief sales and marketing officer at ADM. In this role, Macciocchi led ADM's multi-billion human nutrition, animal nutrition, and health and wellness businesses. Macciocchi also instilled a customer first and consumer centric approach to leading ADM's Sales and Marketing organization and served as a member of the ADM Executive Council. Before ADM acquiring Wild Flavors, Macciocchi served as Wild Flavors' North American chief operating officer. Earlier in his career, he spent more than a decade at Givaudan.

IFF Appoints J. Erik Fyrwald as CEO and Board Director



J. Erik Fyrwald

On January 11, 2024, IFF announced the appointment of J. Erik Fyrwald to succeed Frank Clyburn as Chief Executive Officer (CEO) and member of the IFF Board of Directors, effective Feb. 6, 2024. The company shared that Clyburn will work closely with Fyrwald throughout the transition, remaining with IFF until March 31, 2024, and further serving in an advisory capacity through December 2024.

Treatt Appoints David Shannon as Chief Executive Officer



David Shannon

Treatt has announced the appointment of David Shannon as chief executive officer and director.

Shannon joins Treatt from Croda International Plc where he has held several senior roles, recently as president of Consumer Care and an Executive Committee member. He has extensive experience in selling specialty ingredients in the B2B environment for the Flavor and Fragrance, Personal Care, Pharmaceutical, and Agricultural industries worldwide.

Turpaz Industries Names Joris Matthijs as Global Senior Flavorist



Joris Matthijs

Turpaz Industries has announced the appointment of Joris Matthijs as global senior flavorist to the Turpaz Group. Matthijs is said to contribute to the expansion and enhancement of Turpaz's Taste segment.

Trained by senior flavorists, Matthijs has worked in several multinational companies, including IFF, Flandor Flavours International, Quest, Sensient and the Paulig Group.

From top, L to R: courtesy of Azelis; FFP; IFF; Treatt; Turpaz Industries

What's Trending in Protein Flavors & Ingredients?



Restaurant-inspired "classic homestyle" flavors are leading consumer interest in the protein category.

A majority of consumers are "inclined to stick with mainstream proteins that are easiest and most likely carriers for value-added flavors, such as chicken and beef," according to the "Flavor Flash" report by T. Hasegawa USA.

The report highlights seven trends for proteins and we highlight them below:

1. **Consumers are asking for global:** Brands and retailers can connect the dots between their product portfolios and cuisine exploration to secure even more engagement. Exploring trending Korean, Japanese and Mediterranean flavors can help shoppers level-up their home cooking.

2. **Flavor is still king, but BFY options add value:** Consumers still cite taste and experience highest among top reasons to purchase value-added proteins, but a better-for-you benefit would spur even more consideration. 36% of people in a recent Mintel survey said they would buy more if the proteins were healthier.

3. **Flavored meats are piquing consumer interest by adding value:** A recent Mintel survey found that more than a quarter of consumers are buying more value-added meats compared to last year and equate the taste experience of these flavored meats to dining out. Semi-prepared offerings or serving recommendations can elevate the value and make meal planning and prep more convenient and diverse.

4. **Educating consumers on ingredients and flavors is a market opportunity:** Descriptive language on-pack, in-store trial and social content can help encourage consumers to incorporate new flavors into their routines. 27% of consumers are more likely to try meat/meat alternatives that are flavored with unique, hard-to-find flavors.

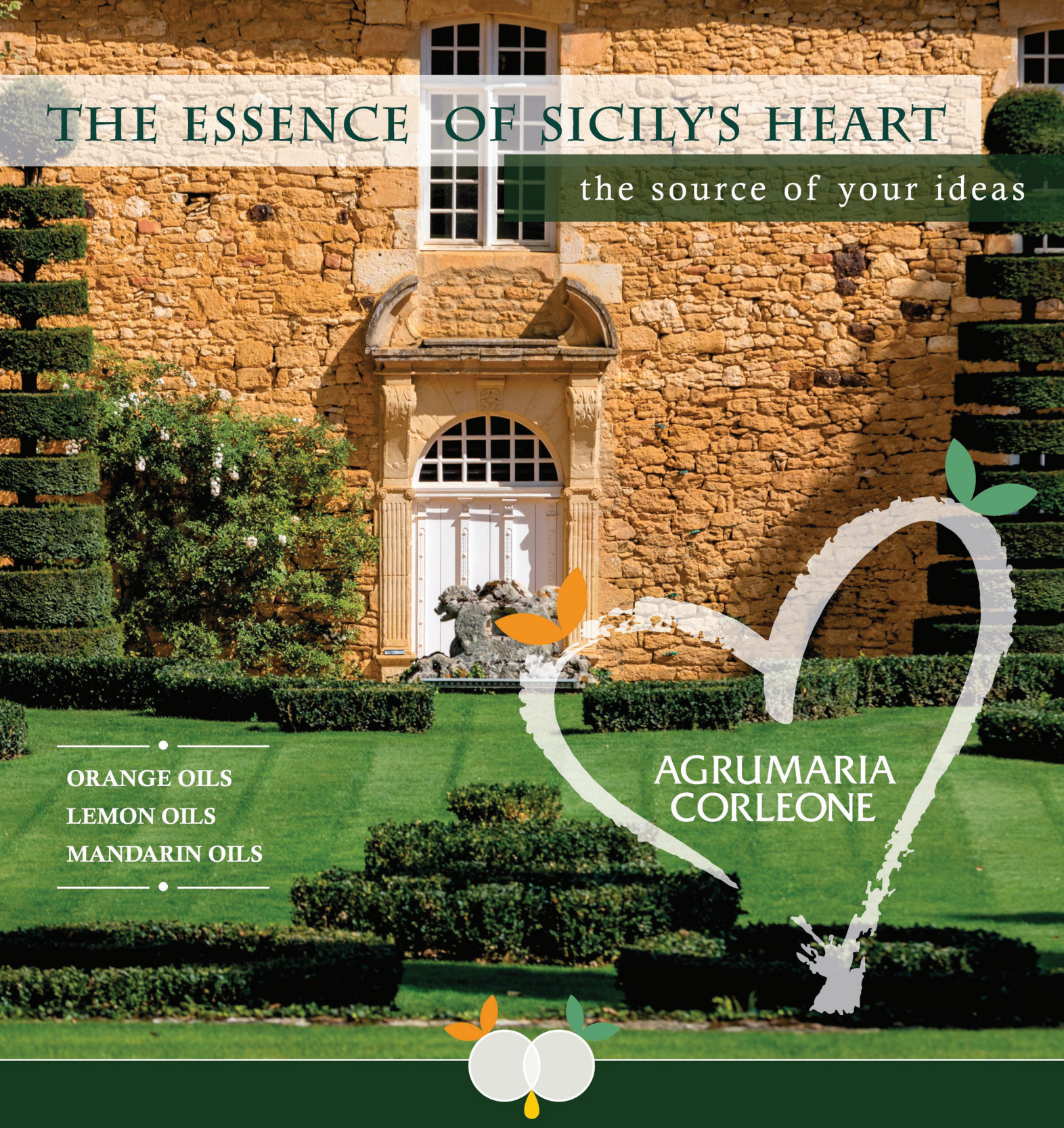
5. **Restaurant-inspired "classic homestyle" flavors are leading consumer interest in the protein category:** More than half of all consumers in a recent Mintel survey have tried and enjoyed flavors like "southern-style," beer battered and buffalo-style.

6. **Internationally inspired protein flavors are getting deeper:** Going beyond cuisines from specific countries or cultures, consumers have considerable experience and interest in a range of ingredients that are closely identified with global cuisines. More than half of all consumers in a recent Mintel survey cited interest and experience with flavors like balsamic, truffle, lemongrass and adobo.

7. **Chimichurri is growing quickly as a novel protein flavor:** Between 2020 and 2023, chimichurri increased 38% as a featured flavor on U.S. restaurant menus, indicating considerable momentum and high growth potential.

p&f+

Courtesy of T. Hasegawa USA



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PROFILE: MARÍA ÁNGELES SANTIAGO

Santiago shares advice for new perfumers and the evolution of the industry.

María Ángeles Santiago, Senior Perfumer, Iberchem

***Perfumer & Flavorist+* [*P&F+*]: What led you to the fragrance industry?**

María Ángeles Santiago [MAS]: My arrival in the fragrance industry came as a complete surprise. After graduating in chemistry, I was not sure what field I wanted to focus on. While I was considering my options, Iberchem was looking for chemists for its analytical laboratory and contacted the Chemist Association of Murcia. A few days later, I received a call from Iberchem, a company I had never heard of before. I still remember the smell of the room for my first interview; a mixture of ionone and aldehyde, which to my inexperienced nose was like the smell of toilet soap, delicate and feminine. That smell stayed with me forever. That was over 21 years ago.

***P&F+*: What are some of the current trends that are exciting you at the moment?**

MAS: I love perfumes that reflect elegance without excess. Something in line with the actual trend of quiet luxury. I am also fond of unusual and unexpected combinations that really stand out as subtle and discreet perfumes, not at all invasive or extravagant. I like to create formulas that are simple yet striking.

On another hand, I really like the field of neuroscience and how it becomes more and more intrinsic to the fragrance industry. Fragrances and emotions are tightly linked in my opinion. Finally, we have a scientific approach to demonstrate it.

***P&F+*: Are there any formulations you would consider timeless? Why?**

MAS: In fine fragrance, the idea of a scent that gives a sense of cleanliness is timeless. In women's perfumes, this translates into formulations that revolve around green tea. They are a cascade of light, optimism, energy, happiness and well-being.

In men's fragrances, it is not a specific raw material but an olfactory family, fougère (fern in French). With its moist, fresh, woody and green notes that mix sweet and bitter notes, it evokes the sensation of a good shower, of feeling clean, fresh and full of energy.

***P&F+*: Advice for people coming into the perfume field?**

MAS: I would say to prepare your memory skills! The first thing when you start as a perfumer is to discover and remember the smell of the raw materials at your disposal.



Name: María Ángeles Santiago

Title: Senior Perfumer, Iberchem

Location: Murcia, Spain

At first, this is the most complicated part, as we are talking about more than 2000 different materials. To start creating my own olfactory archive, I found it very useful to associate smells with personal memories from my childhood and everyday life. All these smells that I could associate with something familiar were easier to store in my olfactory memory and served as a foundation to build up, over the years, the remaining raw materials.

***P&F+*: Are the types of projects you're working on changing over time? How are the creative demands of the job evolving?**

MAS: Market trends influence our daily lives. Not so long ago, it was rare to find perfumes with a fragrance content of more than 12% or 15%, but today, this has increased to 20% or even more. The same goes for the trend of amber (oriental) perfumes. Today almost every major brand has joined this trend.

As far as creative demands are concerned, niche perfumery is highly appreciated. Unique, exclusive perfumes made from high-quality raw materials that tell a story, from the fragrance to the branding of the perfume itself, created especially for a certain niche of people.

p&f+

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CP-PERFORM by CONTEXA: Simultaneous Dosing Production with Plug & Play Installation

Compact and modular solution for sampling and production - one formula ready every 3 minutes.



From samples to 50kg batches, CP-PERFORM operates COLIBRI technology to dose all ingredients simultaneously.

SPONSORED BY CONTEXA

The CP-PERFORM machine with its 50kg integrated conveyor is compact and features a modular installation, making it easy to adapt to a variety of industrial environments. Since no elevated stock is requested to operate this robot, the integration in the shop-floor is effortless and time efficient.

As the inventor of volumetric dosing for the fragrance and flavor industry, CONTEXA has been offering unique dosing solutions that comply with F&F and Swiss quality standards for over 25 years. CONTEXA has developed several production solutions to improve productivity with the same high-precision standards in order to achieve superior dosing quality. COLIBRI technology is our innovative solution that meets the optimization, productivity and quality requirements of tomorrow's industrial process.

The CP-PERFORM Solution: High Performance

In this fully volumetric dosing process, the robot doses all ingredients simultaneously and independently using the COLIBRI technology, developed by CONTEXA's founder and CEO Daniel Schupbach and his team. Based on independent, autonomous syringes, the solution requires no scales. Ingredients can be dosed simultaneously into the final container, thereby limiting recombination. The CP-PERFORM solution meets market requirements perfectly, it allows the efficient production of more than 20 formulas reaching over 800 pours per hour. The immediate production capacity, especially during demand peaks, considerably reduces the "time to compound."

55 SQM Footprint for CP-PERFORM & Its Stock Including IBCs

In addition, the dosing performed by syringes equipped with such advanced technology ensures a constant level of precision throughout the process, guaranteeing a superior-quality composition. Automation reduces manual work, also limiting errors.

A Highly Upgradable Solution that Keeps Pace with Production Growth

The DNA of CONTEXA is to be evolutive, upgrade your robot from CP-START solution to CP-PERFORM to automate the core of the formula, and then to CP-BOOST, which integrates the TEX technology for larger volumes (up to 1.5 tons) as well as hot/cold modules.

Thanks to this adaptability, the same equipment base can be used to meet growing dosing demands, thus facilitating investment planning.

Close, Through Support thanks to the Life Cycle Services Team

To optimize the installation and use of the CP-PERFORM solution, CONTEXA has implemented optimal support throughout the life cycle of the chosen equipment. From project engineering to installation and commissioning, including monitoring, maintenance and performance improvement of installations and equipment, a dedicated team remains at the customer's disposal to ensure the smooth operation and continuous improvement of the equipment.



Dosing ingredients simultaneously.

Image courtesy of Contexa



Fifty ppm of this ingredient adds depth of taste to authentic licorice flavors, but is not worth adding if the profile is overwhelmingly aniseed.



BY JOHN WRIGHT
johnwrightflavorist@gmail.com

FLAVOR BITES: Iso-Valeric Acid

How to utilize iso-valericin dairy, brown, nut, savory, alcoholic drinks and fruit flavors.

We have a few quiet assumptions we pick up from nature over the years. One is the relative importance of alternate members of many chemical sequences. delta-Decalactone and delta-dodecalactone are much more important than delta-nonalactone and delta-undecalactone in dairy flavors, for example. Within the category of aliphatic acids, we emphasize butyric, hexanoic and octanoic acids in dairy at the expense of the odd-numbered acids. This accords with nature but it may not always be the best practical choice. iso-Valeric acid (FEMA #: 3102, CAS #: 503-74-2) may be less abundant in nature, but it can sometimes outperform its even-numbered neighbors.

This Flavor Bites column can be found in the May 2024 issue.

The profile is very much stereotypical of the primary cheese odor, without any hint of the faint goaty character that starts to creep into the series of aliphatic acids from six carbon atoms upwards.

Image by robcartorres at Adobe Stock

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Note that the dose rates given throughout this article are the levels suggested for use in flavors intended to be dosed at 0.05% in ready-to-drink beverages or in a simple bouillon.

Dairy Flavors

Butter, Fresh: iso-Valeric acid has a very similar profile to butyric acid but is much stronger. It has the added benefit of being more heat stable. One hundred ppm is a good level to start with.

Cheese, Blue: Levels in blue cheese flavors depend very much on the style of cheese, but 5,000 ppm is typical.

Cheese, Cheddar: The same 5,000 ppm level is effective in all cheddar cheese flavors.

Milk, Condensed: One hundred ppm of iso-valeric acid is ideal in condensed milk flavors.

Nut Flavors

Hazelnut: iso-Valeric acid makes a subtle, but very useful, contribution to hazelnut flavors at 100 ppm.

Peanut: The same level of 100 ppm is equally effective in peanut flavors as it is in hazelnut flavors.

Walnut: The 100 ppm level also applies to walnut flavors and other nut flavors, including almond and pistachio.



iso-Valeric acid makes a subtle, but very useful, contribution to hazelnut flavors at 100 ppm.

Brown Flavors

Bread: iso-Valeric acid adds depth of taste to all types of bread flavors. Three hundred ppm is typical.

Chocolate: This ingredient works well in chocolate flavors at levels ranging from 100 ppm in very milky profiles up to around 1,000 ppm in very dark cocoa-dominated profiles.

Coffee: Six hundred ppm works well across most types of coffee flavors.

Honey: iso-Valeric acid works best in heavier, clover-style, honey flavors. Five hundred ppm is a good level.

Licorice: Fifty ppm of this ingredient adds depth of taste to authentic licorice flavors, but is not worth adding if the profile is overwhelmingly aniseed.

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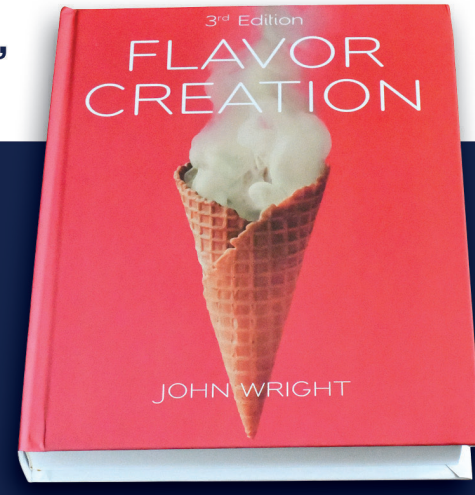


Image by grey at Adobe Stock

Malt: Malt and malted milk flavors both gain depth of taste from the inclusion of iso-valeric acid. Fifty ppm is an ideal level of addition.

Sugar, Brown: iso-Valeric acid provides a subtle depth of taste to brown sugar flavors. Levels vary but 50 ppm is, again, a reasonable indication.

Tea, Black: The heat stability of iso-valeric acid is very helpful in black tea flavors. Five hundred ppm is a typical level.

Vanilla, Bean: Authentic vanilla bean flavors seem to have a place in so very many of my articles. This is a reflection of genuine complexity. iso-Valeric acid may only play a very minor role, but 10 ppm does help to add realism.



Higher levels, up to several hundred ppm, add significantly to the aroma of gooseberry flavors.

Savory Flavors

Bacon: This acid blends very harmoniously into all savory flavors, especially bacon flavors, at around 500 ppm.

Beef, Roast: The ideal level in roast beef flavors is lower, in the region of 80 ppm.

Bell Pepper: Roasted bell pepper and jalapeno flavors also benefit from a similar level of 80 ppm addition of iso-valeric acid.

Chicken: Three hundred ppm is a better level in most types of chicken flavors.

Fish Sauce: Levels in authentic fish sauce flavors can be very high, even up to 10,000 ppm.

Ham: Ham flavors vary considerably in respect of the level of smoked character, which is tied to the level of iso-valeric acid, ranging upwards from 100 ppm.

Smoke: Five hundred ppm is a reasonable level of iso-valeric acid in smoke flavors.

Soy Sauce: Soy sauce flavors cover a very wide range of profiles and the corresponding levels of iso-valeric acid also vary widely, from 100 ppm up to more than a 1,000 ppm.

Tomato, Processed: iso-Valeric acid has an interesting effect in all tomato flavors, but it is most useful in processed or dried profiles at 500 ppm.

Alcoholic Drink Flavors

Beer: iso-Valeric acid enhances the aroma and taste characteristics of all beer flavors. The ideal level depends on the type of beer. Light, lager-style beer flavors only need around 100 ppm. More robust styles can accommodate up to 800 ppm.

Brandy: The ideal levels in distilled spirit flavors are understandably much more modest, but the effect of 20 ppm in brandy flavors is still interesting.

Rum, Dark: A similar level can be useful in light rum flavors but up to 80 ppm works in dark rum flavors.

Whisky: Whisky flavors also benefit from around 20 ppm of iso-valeric acid, rounding out the profile and adding depth.

Fruit Flavors

Apricot: Fifty ppm is a good starting point for this raw material in apricot flavors, obviously higher in dried apricot profiles, where it can enhance the effect of 2-methyl butyric acid.

Blackberry: Because iso-valeric acid is so powerful the levels of use in most fruit flavors are quite low. Twenty ppm works well in blackberry flavors.

Blackcurrant: Slightly higher levels, up to 40 ppm, are effective in blackcurrant flavors.

Blueberry: Authentic blueberry flavors also need around 40 ppm, but higher levels can work in some more abstract profiles.

Gooseberry: Higher levels, up to several hundred ppm, add significantly to the aroma of gooseberry flavors.

Lychee: Similar additions of iso-valeric acid can help to add depth and complexity to rose-tinted lychee flavors.

Peach: Butyric acid and hexanoic acid are often used in peach flavors. iso-Valeric acid works well at 100 ppm.

Pear: Fifty ppm is a good starting point for iso-valeric acid in pear flavors, providing an interesting alternative to hexanoic acid.

Raspberry: Raspberry flavors are quite similar to blackberry flavors but only need around 10 ppm of iso-valeric acid as a background note.

Strawberry: Levels vary in strawberry flavors but trend a little higher, from 40 ppm up.

Watermelon: iso-Valeric acid is effective in both realistic and fantasy watermelon flavors. Fifty ppm is a good place to start.

p&f+

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EXPERIENCE THE *Scent-sation*

Phenyl Ethyl Octanoate, Natural
FEMA 3222
earthy, floral, fruity, green, honey, sweet, wine

Gamma Undecalactone, Natural
FEMA 3091
peach

Gamma Decalactone, Natural
FEMA 2360
fruity, peachy, creamy

Ethyl Heptanoate, Natural
FEMA 2437
fruity wine, rum, berry like odor

Methyl Amyl Ketone, Natural
FEMA 2544
banana, spice, herbal



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How Does the **European Green Deal** Influence the Fragrance Regulation and Innovation?

Outlining the goals of the EU Green Deal and the obstacles that may come with it.

BY ANNIKA BATEL, PH.D., Product Stewardship and Regulatory Manager for the Chemicals Strategy for Sustainability - Aroma Ingredients, BASF SE



Annika Batel, Ph.D., courtesy of BASF SE

The F&F industry is not against strengthening regulatory frameworks, however, regulatory decisions should be based on sound scientific data, and chemical risks managed by considering hazard and exposure.

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Among evolving regulatory developments in the world, Europe's regulatory landscape is currently changing more than ever with the upcoming EU Chemicals Strategy for Sustainability (CSS) as part of the EU Green Deal[a]—some might say even more than compared to the introduction of REACH (Registration, Evaluation and Authorization of Chemicals) as chemicals legislation in Europe in 2006. More than 80 regulatory measures are proposed, including a revision of REACH, a revision of CLP (Classification, Labelling and Packaging) which was recently already adopted with the introduction of new hazard classes, such as e.g. endocrine disruption. Furthermore, the CSS develops concepts such as the general risk approach, which implies stricter and faster restrictions on existing and new hazard classes for chemicals used in professional and consumer goods, the essential use concept as a form of derogation of the generic restrictions, mixture (toxicity) assessments and the "safe and sustainable by design" concept as a guidance for future chemical innovation. Overall, many new safety and sustainability assessments will be included in the upcoming regulations with the implementation of the Green Deal and its Chemicals Strategy for Sustainability (CSS).

Goals & Investments

The ambitious goals of the EU Commission need to be supported and the F&F industry is fully committed to protect human health and the environment. We as F&F industry strive for safe & sustainable fragrances with a responsible sourcing and our focus is already very advanced in terms of safety and sustainability. The innovation and development of new fragrance ingredients is already based on thorough safety analysis focused on the use and application of the ingredient, ensuring that new molecules entering the market will comply with the newest safety standards. We are already today preparing our existing and new portfolio on the upcoming regulatory changes due to the CSS by proactive testing on new hazard classes and including new screening tests in the innovation of new fragrances, e.g. for detection of endocrine disrupting chemicals. The F&F industry continuously invests in developing innovative new substances and has been steering its portfolio based on sustainability criteria since many years. The IFRA-IOFI sustainability team aligns on the most important sustainability aspects for our industry, e.g. carbon footprint,

[a]*https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en*

> "Some of the regulatory changes within the Green Deal and the CSS might also pose risks to the F&F industry."

sustainable raw material sourcing, deforestation and biodiversity. Sustainability measures such as reduced carbon footprint by using renewable raw materials as feedstock is also already in place, making the manufacture of fragrances even more sustainable. The concept of life cycle design is already reflected in the design of fragrance ingredients being biodegradable to ensure low environmental footprints. We are actively participating in the development of EU Commission's 'Safe and Sustainable by Design' concept to help shaping this important framework to a workable guidance for innovation and the development of alternative fragrances. Within IFRA, we will develop an overarching F&F case study analyzing the Safe and Sustainable by Design concept for fragrances used in cosmetics and detergents. Thus, the 'safe and sustainable by design' concept, which is a core measure within the CSS, is already very advanced within the F&F industry.

Possible Obstacles

However, some of the regulatory changes within the Green Deal and the CSS might also pose risks to the F&F industry. Fragrances could be banned or restricted based on their hazardous properties, whether they cause a risk to human health and the environment or not. Proposed generic bans and restrictions of fragrances in consumer products and phase-out of substances of concern, even if they pose no significant risk to public health or the environment, could put innovation strength and competitiveness of European companies at risk while disregarding the benefits fragrances bring to society. For instance, the focus on hazard classes that were handled very safely, e.g. skin sensitization, might not lead to a better protection of human health. Scientific data of academic dermatologist show a downward trend of allergic skin reactions due to improved safety standards for fragrance allergens. Thus, in this context the need

of improved risk management is not given. The F&F industry is not against strengthening regulatory frameworks, however, regulatory decisions should be based on sound scientific data, and chemical risks managed by considering hazard and exposure.

Some of the regulatory changes within the Green Deal and the CSS might also pose risks to the F&F industry.

The 'no data no market' concept as well as the 'One Substance One Assessment' approach, meaning that collected data on hazard and risk of a chemical should be shared between different legislations, will also help in improving the overall chemical risk assessment. However, the existence of different legislations has its purpose: Every application in its form is specific and needs specific focus. The exposure to human and environment is usually very different in various applications. Taking this into consideration, a horizontal transfer of the proposed and developed measures might not lead to a safer and better regulation. Sector-specific regulations with specific knowledge of application and safety are key for safe and sustainable products.



Sector-specific regulations with specific knowledge of application and safety are key for safe and sustainable products.

Final Thoughts

If we as a society want to meet the challenges posed by the CSS as well as the other upcoming transformations that lie ahead of us–climate neutrality, circular economy and digitalization–a robust "Transition Pathway" is needed that integrates the entire transformation effort of our industry into an overall approach. This was recently discussed and agreed on within the 'Antwerp Declaration for a European Industrial Deal,' a joint industry declaration which was also signed by the F&F industry to support and jointly tackle the transformation challenge. According to Cefic[b], the declaration outlines concrete actions to strengthen the European Industry, 'marking the onset of the implementation of the European Green Deal.' Overall, the F&F industry supports the aims of the EU Green Deal and its Chemicals Strategy for Sustainability–a better protection of human health and the environment. However, we advocate for a science-based and innovation-driven development of the regulatory framework to maintain the competitiveness of the European fragrance industry.

[b]*https://cefic.org/media-corner/newsroom/antwerp-declaration-for-a-european-industrial-deal/*

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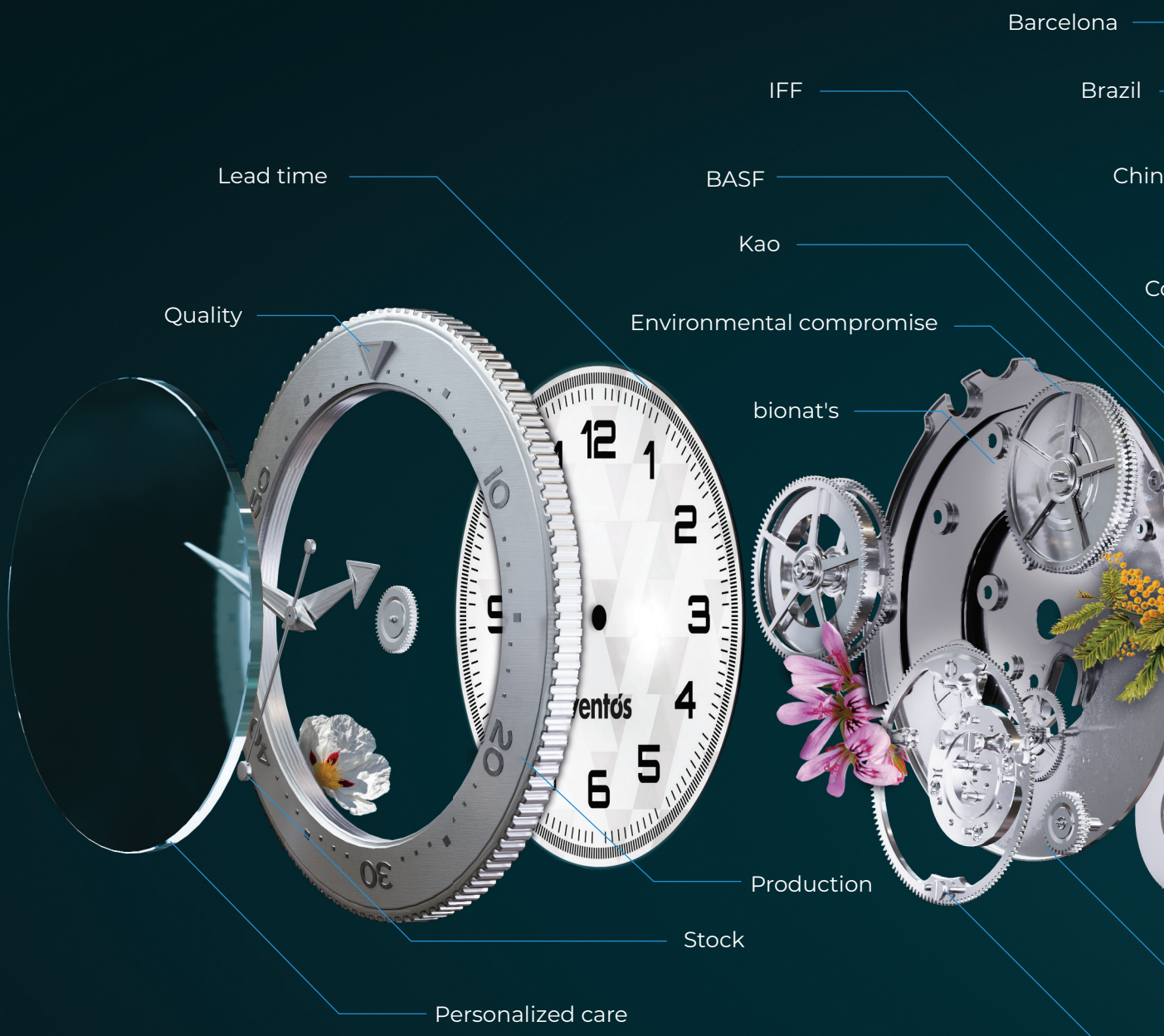






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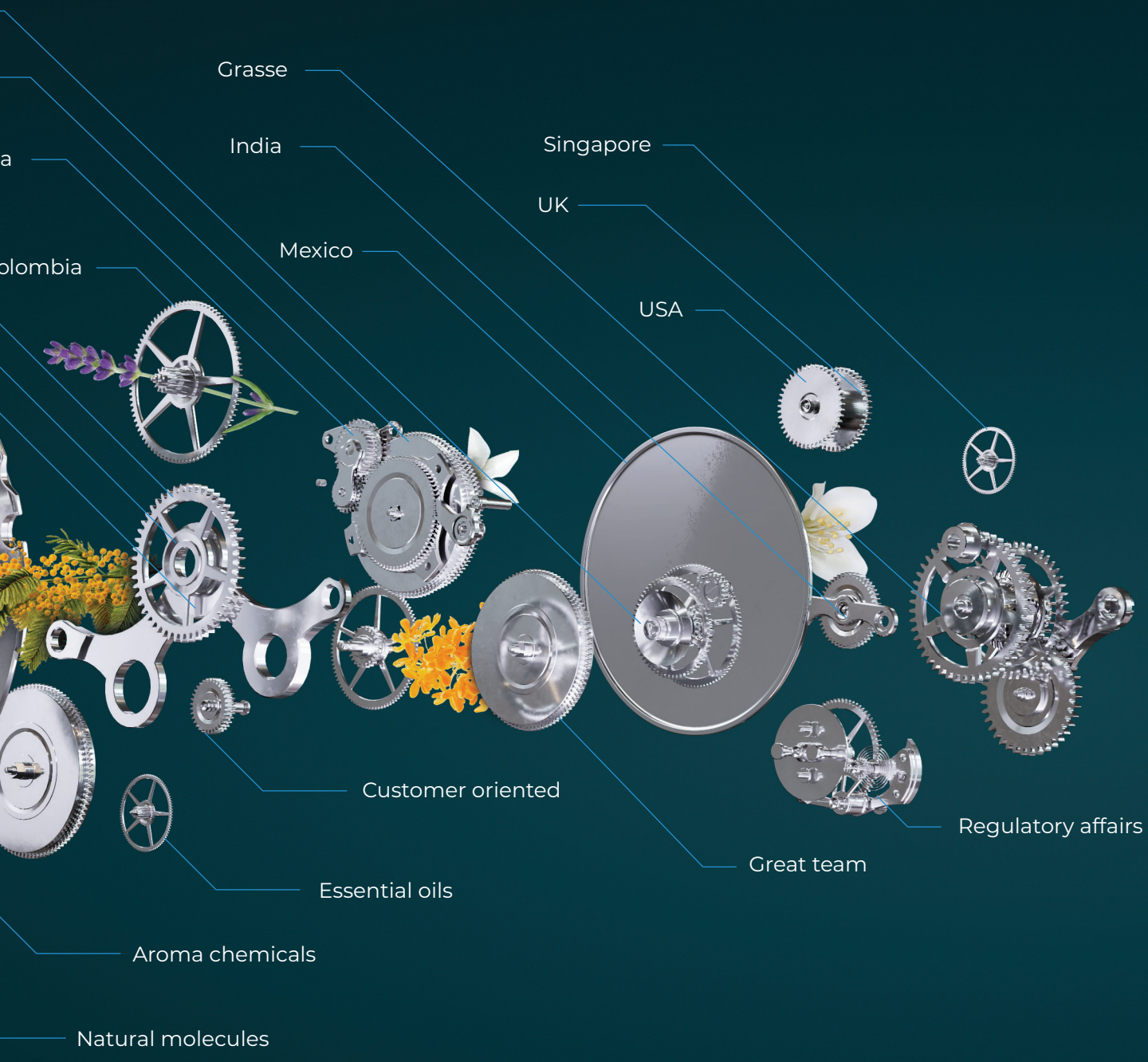


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LEADERS IN ESSENCE

UNLOCKING
FRAGRANCE CONSUMER TRENDS IN WESTERN EUROPE

A deep dive into consumer preferences in fragrance purchases highlighted notable distinctions in how men and women prioritize specific functional details.

BY AISHWARYA RAJPARA, Senior Research Analyst, Euromonitor

The COVID-19 pandemic had a negligible impact on the global beauty and personal care industry (at fixed USD current terms) as growth in skin care and bath and shower offset the negative impact from other categories. But sales bounced back strongly with double-digit growth between 2020 and 2022, driven by remarkable performance in fragrances. Globally, the fragrances industry is expected to record a 4% CAGR between 2023 and 2028 (in USD fixed constant terms), following a 14% year-on-year increase in 2023[a] in current terms. This can be mainly ascribed to a change in fragrance usage patterns. Earlier being positioned for out-of-home occasions, fragrances' role has shifted towards wellness and emotional well-being, especially after the pandemic. The trend shows no sign of a slowdown as habit persistence in fragrances continued into 2024.

[a]All market data involving 2023 (excluding survey data) are preliminary. Final data will be published in April 2024.

Image by AnnaStills at Adobe Stock

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Female and male consumers differ in desired functional demands in fragrances, while personalization remains popular among younger generations.

Female and male consumers differ in desired functional demands in fragrances, while personalization remains popular among younger generations (**T-1**).

A deep dive into consumer preferences in fragrance purchases highlighted notable distinctions in how men and women prioritize specific functional details.

Based on the Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2023, male consumers in countries including Germany, France, the UK, Spain, and Italy ranked expensive feel, longevity, then mood-enhancing as top fragrance functional features. Female consumers, on the other hand, placed higher priority on unique combination notes, and expensive feel, then longevity.

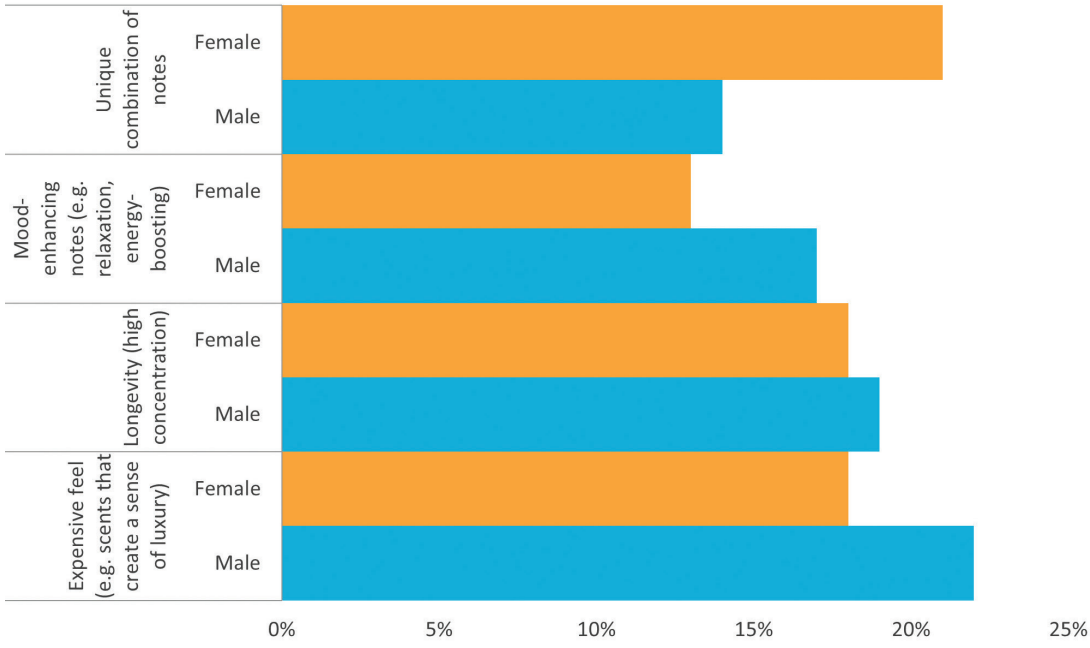
Demand for unique or customized fragrances is increasing, especially from young consumers, as fragrance is becoming a way to express individuality or be recognized in the crowd. Industry players are recognising this trend with new product developments. For instance, Estée Lauder Cos Inc is working with AI technology to offer personalized fragrance recommendations based on an individual's neurological reactions. In the near future, it is expected that consumers will look for ways to build a stronger and unique scent, and layering is just one way to achieve this.

High daily fragrance usage in Europe is reflected by frequent purchase habits

According to the Euromonitor Voice of the Consumer: Beauty Survey (**T-2**), fielded June to July 2023, fragrance usage is a daily ritual for 44% of people worldwide—with highest usage levels in the Latin America and Middle East and Africa regions. However, Europe reflects significant daily usage. About 24% of the respondents in Europe mentioned using fragrance 1-5 times per week—the highest rate when compared with other regions. Western Europe accounts for the biggest value share in the global fragrances market – 28% in 2023.* Following the pandemic period, sales of fragrances in Western Europe grew at double-digit rates in all years. About 80% of the Western Europe fragrances industry is dominated by five countries – Germany, France, the UK, Spain, and Italy. Increased unit price and strong demand for premium fragrances are pushing up the overall market value in the region,

T-1.

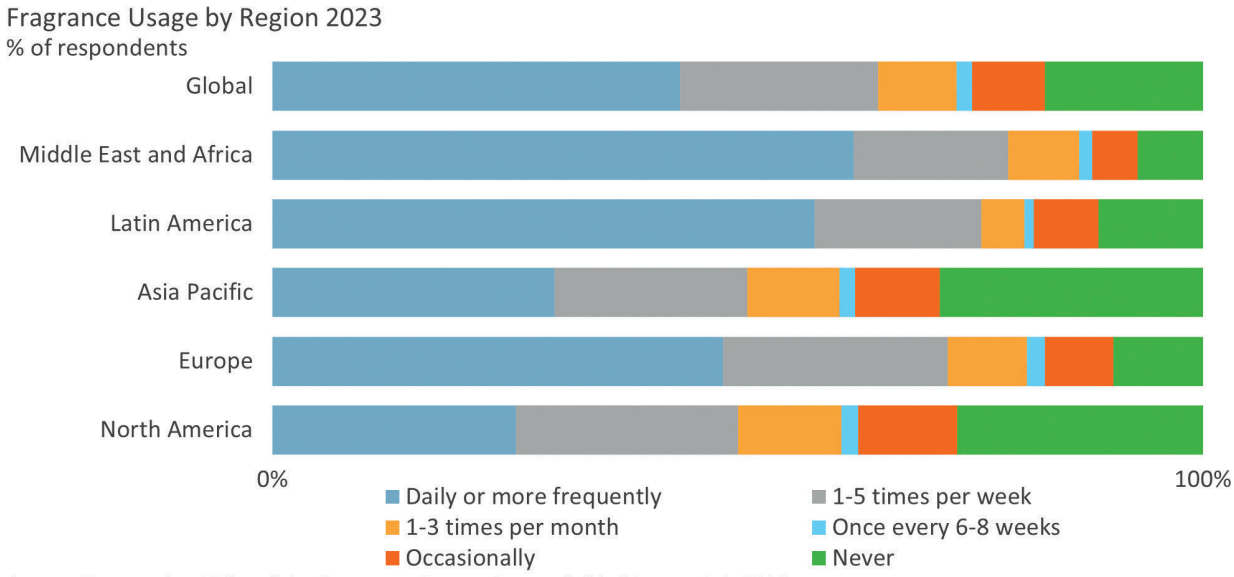
Desired Product Features - Functionality Detail in Western Europe 2023
Average % of repondents



Source: Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2023
Average % of respondents from Western European countries including Germany, France, the UK, Spain, and Italy

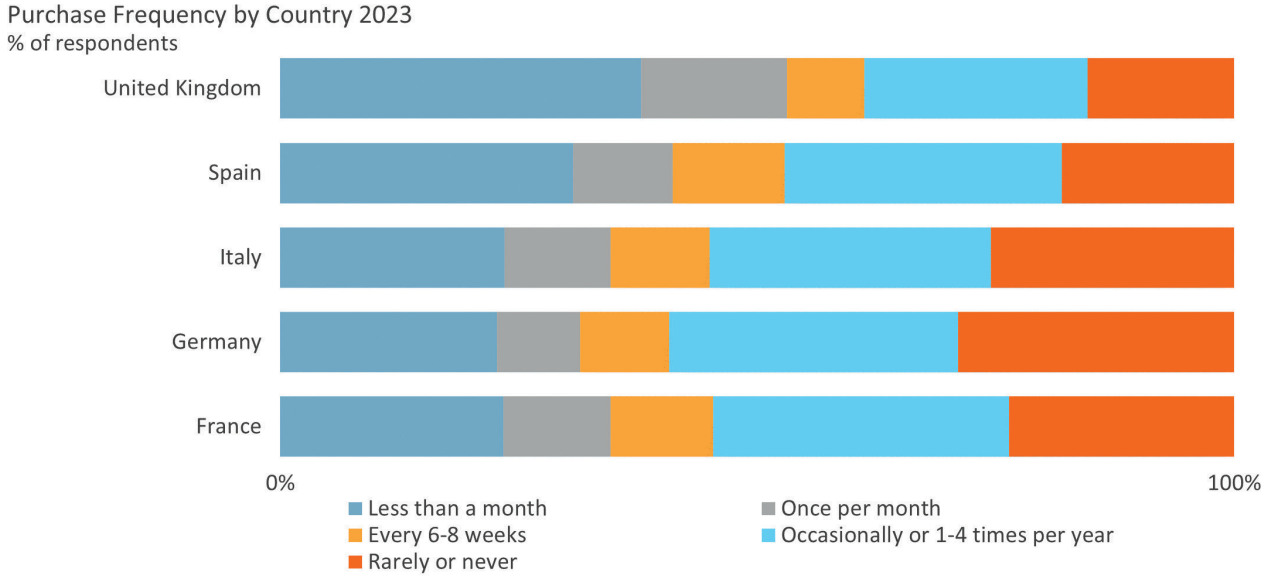
Courtesy of Euromonitor

T-2.



Source: Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2023

T-3.

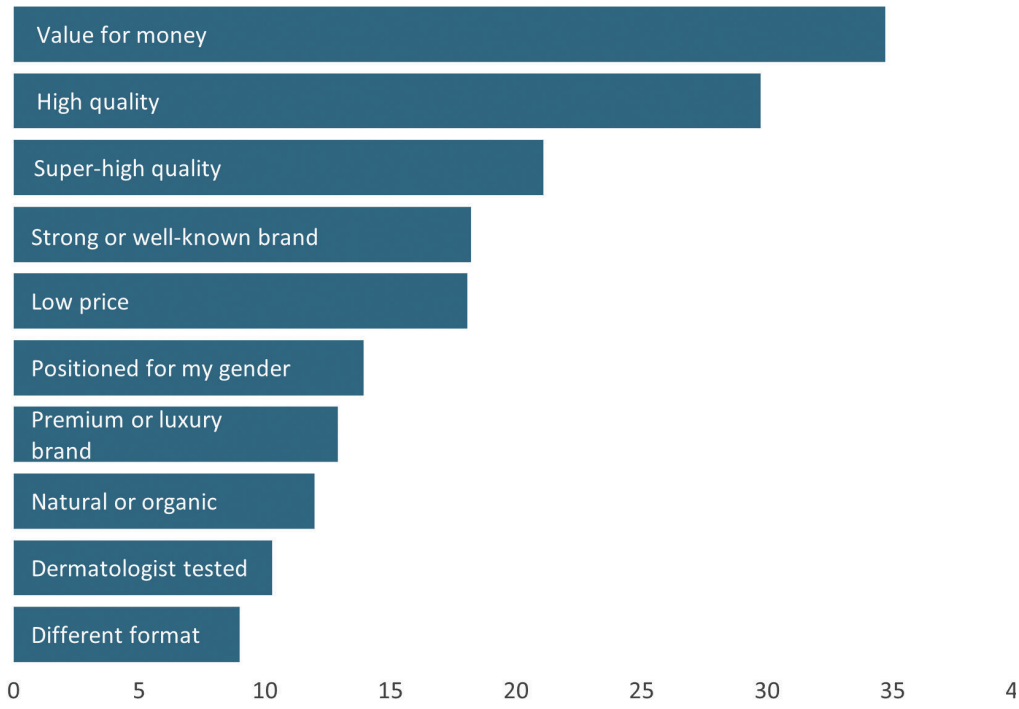


Source: Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2023

Courtesy of Euromonitor

T-4.

Desired Fragrance Product Features: Western Europe 2023
Average % of respondents



Source: Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2023
Results from Western European countries including Germany, France, the UK, Spain, and Italy

but in volume terms consumer purchasing behavior differs across markets and among consumers.

The Euromonitor Voice of the Consumer: Beauty Survey, fielded June to July 2023 (**T-3**), indicates that the UK leads with over 50% of respondents mentioning purchasing fragrances frequently during a month, followed by Spain. Demand for fragrances continued as consumers returned to normal life with the reopening of offices and increased social events, while on the supply side retailers adopted various strategies to boost volume sales. For instance, UK-based perfume retailer The Perfume Shop introduced a price freeze campaign on over 100 fragrances to support consumers amidst the cost-of-living crisis in 2023. Premium traits remain a top priority for Western European fragrance shoppers Since a consumer's purchase frequency is often influenced by the perceived value of product features, it is crucial to analyze product feature preferences to understand consumer behavior as well as evolving consumer demands. Based on the Euromonitor Voice of the Consumer: Beauty Survey, fielded from June to July 2023 (**T-4**), a majority of fragrance consumers in the top five Western European markets voted for premium quality traits as one of the preferred product features. Value for money, high quality, and super-high quality are amongst the top desired fragrance features in Western Europe.

With about an 83% share in the total Western Europe fragrances market, the premium segment drives the growth with 12% year-on-year growth in 2023* (current terms) and a 4% CAGR at constant currency in the forecast years through to 2028. The ongoing premiumization trend in the beauty and personal care industry has further pushed the demand for luxury products. In 2023, Victoria Beckham debuted in the fragrance business by launching three luxury unisex fragrances worldwide, which helped elevate the positioning of celebrity fragrances. Fragrance is becoming an affordable gateway for consumers to invest in luxury collectibles and is considered a small luxury and an indulgence. Amidst the high cost-of-living crisis, consumers look for value-added products irrespective of their current market positioning – premium or mass.

Courtesy of Euromonitor

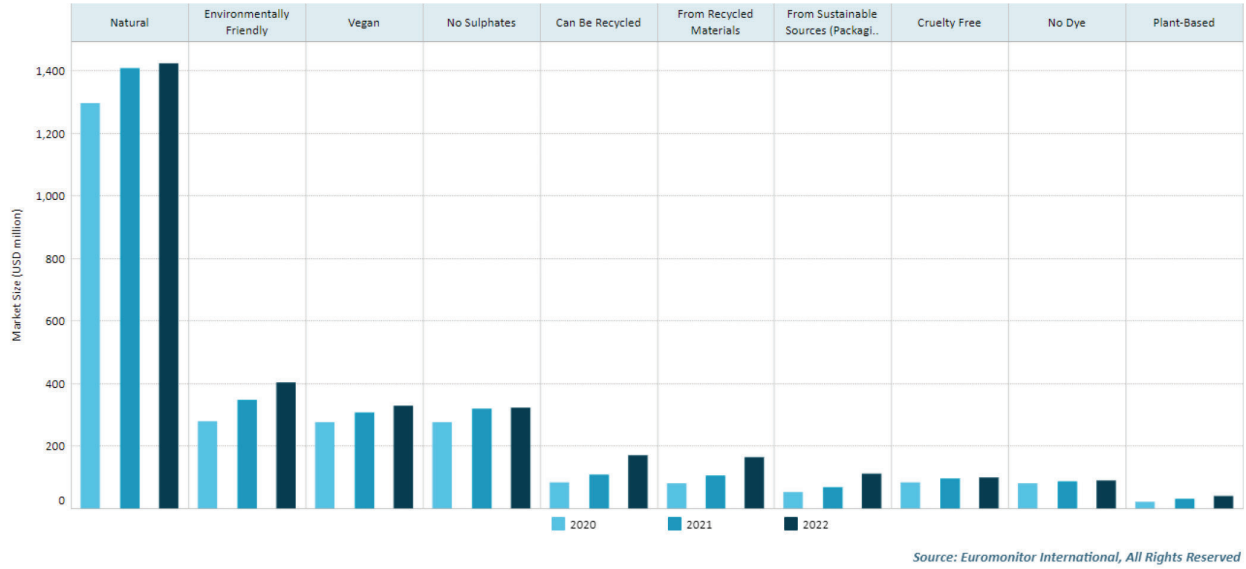


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T-5. Euromonitor Sustainability Product Claims Tracker



Source: Euromonitor Sustainability Product Claims Tracker
Results from Western European countries including Germany, France, the UK, Spain, and Italy

Premiumization merges with sustainability as demand for sustainable fragrances continues to grow Leading brands in the premium segment are already offering added benefits over and above high-quality products. This comes in the way of new formats and packaging such as refillable bottles which are gaining popularity. France is one of the biggest markets for refills and rechargeable products globally. Many brands and retailers are catering to this consumer demand. For instance, in 2023, L'Oréal strategized to expand its refillable fragrance range by partnering with The Perfume Shop to set up a multi-brand fragrance refill station in its UK-based stores; also in 2023, Marc Jacobs launched Daisy Drops which is a compact gel-like fragrance formulation in sustainable capsule packaging. Natural and premium ingredients are highly associated with the perception of premium beauty/traits. According to the Euromonitor Product Claims Tracker, natural and environment-friendly are the leading sustainable attributes for fragrances across the key Western European markets. The industry is witnessing significant investment and new product development in this space.
In 2023, L'Oréal partnered with Cosmo International Fragrances (a global fragrance company) to use its Green Sciences-based technology to extract fragrance from natural ingredients. Symrise (a German fragrance and flavor-producing company) offers the Lilybelle fragrance ingredient which is a sustainable, biodegradable, and upcycled product from the orange juice industry. It also won "Best Sustainable Ingredient for Fragrance" at the Barcelona Perfumery Congress in 2023. Furthermore, Coty's initiative to use carbon-captured alcohol for its fragrances and Chanel's replacement of galvanized brass bottles with an anodized aluminum strip in its Chance packaging in 2024 serve as great examples of reducing environmental impact.

Top 10 Fragrance Attributes Market Size in Western Europe

The Euromonitor Sustainability Product Claims Tracker (**T-5**) estimates retail value sales for products with each sustainable attribute across categories and countries. The market size of fragrances with the "natural" attribute recorded a 5% CAGR between 2020 and 2022, while the "environmentally friendly" claim in the fragrances market size marked a 22% CAGR between 2020 and 2022. Environmentally friendly and other sustainable claims will lead fragrance innovation in 2024, boosted by a higher consumer appetite for fragrances that have premium and sustainable features, contain functional ingredients, and deliver longevity and efficacy.

For more insights on fragrance claims, please register for the Which Claims are Winning in Fragrances session at the *World Perfumery Congress* event (24-27 June 2024) by visiting *www.worldperfumerycongress.com*.

p&f+

Courtesy of Euromonitor

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The sourcing of natural ingredients for the perfumer's palette has been going through major changes for the past 10 years.

Image by SKT Studio at Adobe Stock

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WHAT DOES IT TAKE TO SOURCE SUSTAINABLY?

Dominique Roques, author and president of Balsam Consulting, is set to moderate the "Naturals: What Does it Take to Source Sustainably?" panel at *World Perfumery Congress* 2024.

Just next month, the *World Perfumery Congress* (WPC) is set to host a bustling expo hall designed to allow attendees to explore what's new, now and next in fragrance on the expo hall floor featuring unique ingredients from every corner of the globe and the latest scent technology innovations.

>>Registration is now open.<<

One cluster of booths, named the "Naturals Corner by Resperfuma" (booth 636) features seven independent natural ingredients producers who will join forces to share their values and commitment to sustainably sourced natural ingredients.

The presenting producers include Agroforex Company (Laos), Enio Bonchev (Bulgaria), Jacarandas (Madagascar), Jasmine CE PVT (India), Nelixia (Guatemala and Paraguay), SCA3P (France) and Verger Naturals (Sri Lanka).

Three of the producers will be joining Dominique Roques, author and president of Balsam Consulting, on the WPC conference stage for the "Naturals: What Does it Take to Source Sustainably?" panel on Wednesday, June 26, 2024.

Panelists

- Elisa Aragon, co-founder at Nelixia
- Filip Lissicharov, CEO and owner at Enio Bonchev Production Ltd.
- Raja Palaniswamy, director at Jasmine C.E. Pvt. Ltd.

To read each panelist's biographies and industry experience, visit *www.worldperfumerycongress.com.*

Session Description

The sourcing of natural ingredients for the perfumer's palette has been going through major changes for the past 10 years. The growing awareness and expectations of a significant part of perfume consumers have driven our industry (F&F companies and brands) to investigate, question and drive improvements in producers' practices at source. This has led to significant demands and a move towards third-party certifications. A few years down the road, our panel will discuss the situation with leading producers from North America, Europe and Asia. What is their vision and experience of this new certifications trend? Are certifications well suited to the social and environmental realities of their countries, and is the market ready to bear the extra cost resulting from such investigations?



Elisa Aragon, co-founder at Nelixia



Filip Lissicharov, CEO and owner at Enio Bonchev Production Ltd.



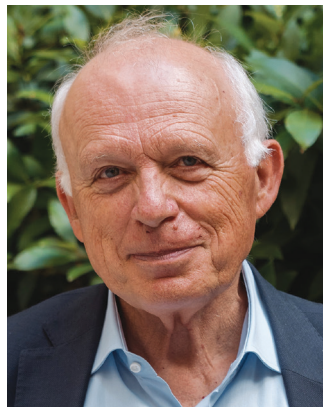
Raja Palaniswamy, director at Jasmine C.E. Pvt. Ltd.

L to R: courtesy of Nelixia, Enio Bonchev Production Ltd., Jasmine C.E. Pvt. Ltd.

With a major question pending: When a lot is required from these small or medium companies, are the expected benefits balanced between the market and the producers?

Dominique Roques

A French citizen, Dominique Roques studied Business Administration at HEC, Paris, and has been working for three decades in the sourcing of Natural ingredients for Perfumery. Working 20 years for Biolandes he has developed production units in Spain, Morocco, Bulgaria, Turkey and Madagascar, growing expertise in a range of products including rose, vanilla, labdanum, jasmine and orange flower. Joining Firmenich in 2009, he has been in charge of the global purchasing of Naturals, implementing an ambitious strategy around sustainable and ethical sourcing, creating Naturals Together, a gathering of 24 of the most advanced Naturals producers around the world. Since 2022, he has set up his consulting firm, Balsam Consulting, partnering with some of the most prestigious brands in Fine Fragrance. Roques is the author of "In Search of Perfumes" (Harper Via, 2023) and "Le Parfum des Forêts" (Grasset, 2023).



Dominique Roques, author and president of Balsam Consulting



WPC is set to host a bustling expo hall designed to allow attendees to explore what's new, now and next in fragrance on the expo hall floor featuring unique ingredients from every corner of the globe and the latest scent technology innovations. Photo by Peter Wynn Thompson

Registration

WPC (*www.worldperfumerycongress.com*) is scheduled for June 24-27 in Geneva, Switzerland, at Palexpo. Registration is open, rates vary depending on the professional category. Attendees can also snag tickets for 1-day expo hall only. More details can be found on the registration page.

Hotel information can also be found on the WPC website, you don't want to miss out on discounted rates.

Students are encouraged to attend the event and may qualify for a discounted rate. Please email a copy of your valid student ID or unofficial transcript from an accredited fragrance institution to wpc@allured.com to receive your discount code. Please allow 24 hours to respond.

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The study's primary finding—even the highest-end users of fragranced products have extremely low exposure to fragrance.

Image by Pixel-Shot at Adobe Stock

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INSIDE RIFM'S FRAGRANCE INGREDIENT EXPOSURE PAPER

P&F+ connected with the study's authors to discuss the finer points of the study's results and what it means for fragrance industry professionals and consumers.



The Research Institute for Fragrance Materials, Inc. (RIFM) and scientific modeling and data analytics company Creme Global published a study[a] comparing the fragrance exposure of the highest-end product users to the internationally recognized Threshold of Toxicological Concern (TTC) and Dermal Sensitization Threshold (DST) to determine a realistic understanding of consumer exposure to fragrance.

Perfumer & Flavorist+ (*P&F+*) connected with the study's lead author, senior scientist Isabelle Lee, Ph.D., and co-author RIFM president Anne Marie Api, Ph.D., to discuss the finer points of the study's results and what it means for fragrance industry professionals as well as consumers.

***P&F+*: Congratulations on publishing the Fragrance Ingredient Exposure Paper! Can you share some key points/takeaways of the results in layperson's terms?**

RIFM Senior Scientist Isabelle Lee, Ph.D.: Thank you so much! Our primary finding won't surprise many fragrance formulators or related professionals: Even the highest-end users of fragranced products have extremely low exposure to fragrance. In fact, high-end consumer exposure to most fragrances, even considering all products used, is orders of magnitude below levels the international scientific community recognizes as safe.

[a]*https://doi.org/10.1016/j.yrtph.2024.105569*



***P&F+*: Can you talk more about those internationally recognized safe-use levels?**

Isabelle Lee [IL]: Absolutely; there are two of them: The TTC, short for Threshold of Toxicological Concern, and the DST, or Dermal Sensitization Threshold.

The TTC refers to safe-use exposure levels below which there would be no appreciable risk to human health. There is a TTC for the respiratory tract (called "inhalation" exposure) or other sites within the body, for example, the reproductive system, or "systemic" effects from repeated exposure.

The DST refers to safe-use levels for any exposure via the skin.

The TTC (and, by extension, the DST) originated with the U.S. Food and Drug Administration's Threshold of Regulation (ToR). The TTC expands upon the FDA's ToR and considers all study data and the actual molecular structure of the ingredient to arrive at a level beneath which exposure would present no cause for concern.

The TTC approach is recognized by regulators around the world, including the European Food Safety Authority (EFSA).

***P&F+*: So, RIFM keeps track of consumer exposure to fragrances?**

Anne Marie Api [AMA]: Yes. In fact, we could not conduct risk assessments without knowing the highest-end consumers' exposure to all in-use fragrance ingredients.

That's why RIFM and data analytics software leader Creme Global developed the Creme-RIFM Aggregate Exposure Model. The model uses real-world industry use levels and habits & practices data from over 40,000 consumers in Europe, North America and Asia.

***P&F+*: Does "aggregate exposure" cover everything?**

AMA: Yes. It refers to the total combined amount of a single fragrance ingredient that a person comes in contact with through all consumer products used daily.

The model contains data on all fragrance materials in the RIFM Safety Assessment Program and includes personal care, cosmetics, household and air care products. A total of 72 products are in the model.

***P&F+*: What impact does the model have on perfumers?**

IL: We couldn't perform risk-based safety assessments without it. Without risk analysis, one only has hazard as a metric, which in some scenarios could mean a ban on everything in the palette.

When a risk assessment concludes that risk management is required, the assessment will include maximum acceptable concentration (MAC) values broken down by fragranced consumer product type. These MAC

Image courtesy of RIFM



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values serve as the basis of the International Fragrance Association (IFRA) Standards.

While some may experience these standards as limiting, without them, the alternative might be a complete ban on ingredients that would be otherwise available for responsible safe use.

***P&F+*: Doesn't acknowledging hazards ensure safety?**

AMA: It's a common misunderstanding. Water and oxygen, substances we could not live without, are both hazards because they can cause us harm. Drinking too much water can induce water poisoning, and inhaling too much oxygen can result in oxygen toxicity; both are potentially fatal.

Knowing that something is a hazard is insufficient to ensure safe consumption. Scientists need to understand its risks.

***P&F+*: And that's where the low-exposure paper comes in.**

IL: Exactly. RIFM has published peer-reviewed risk assessments covering nearly 2,000 of the discrete lab-produced fragrance ingredients, and we expect to have covered the entire palette of 3,000 ingredients, including naturals, by 2027.

In doing all this work, we realized that exposure to fragrance ingredients was low, but we hadn't looked at the entire palette at once, which we did for this paper.

***P&F+*: Were there any unexpected nuances that you discovered?**

IL: The data showed that, for 76% of fragrance ingredients, the systemic exposure experienced by the highest-end users falls below the TTC, while the inhalation exposure and 99% of fragrance ingredients fall below TTC levels.

We also determined that household and air care products have the lowest exposure by product type. In contrast, personal care/cosmetic products have the highest exposures by product type.

What do these results mean for perfumers?

AMA: A byproduct of all RIFM's work is that perfumers can confidently create new and exciting scent blends without worrying about causing harm via consumer or environmental exposure.

Just as science has formed the bedrock of perfumery since the dawn of the art, science further supports the perfumer by providing bonafide risk analyses of ingredients. Without peer-reviewed and publicly available risk analyses to support them, many ingredients face removal from the palette by governmental agencies lacking the resources to



The data showed that, for 76% of fragrance ingredients, the systemic exposure experienced by the highest-end users falls below the TTC, while the inhalation exposure and 99% of fragrance ingredients fall below TTC levels.

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perform the difficult, expensive science RIFM has undertaken for the la st half-century.

***P&F+*: Can you share any plans for the next phase of this study?**

IL: The Creme-RIFM Model is consistently updated to refine our understanding of exposure. We survey each fragrance ingredient at least every five years. We survey the consumer product use and "habits and practices of use" data every six years. For the fragrance exposure data to be realistic, it must remain current. In addition, RIFM and Creme are investigating how to expand the model to other regions of the world.

***P&F+*: What can *World Perfumery Congress* attendees experience at the RIFM booth this year?**

AMA: RIFM's chief operating officer, Steven Manzi, our director of Technical Information & Services, Christen Sachse-Vasquez, and our Communications manager, Gary Sullivan, will join me at the booth. We're excited to meet the people who create the fragrances we all enjoy so much. We see this as a unique opportunity for us to listen to perfumers' concerns and to put a face to the science and resources that ensure every fragrance in every perfumer's palette can be safely and confidently used.



Anne Marie Api, Ph.D.



RIFM president Anne Marie Api, Ph.D.

RIFM president Anne Marie Api, Ph.D., Fellow ATS, has been with RIFM for 40 years, directing the Institute's extensive research programs in dermato-toxicology, genotoxicity, repeated dose toxicity, reproductive toxicity, environmental sciences, human exposure, respiratory toxicity, computational toxicology, and safety assessments.

Api is a co-author of the Quantitative Risk Assessment (QRA) for dermal sensitization, which guides the fragrance industry's global standards and shepherds the groundbreaking Creme-RIFM Aggregate Exposure Model for fragrance ingredients. This model provides a realistic estimate of consumer exposure to fragrance ingredients in cosmetic, personal care, air care, and household care products that allows for risk assessment and management. In addition, she is a leader in expanding RIFM's use of animal-alternative methods and models.

Isabelle Lee, Ph.D.



Senior scientist Isabelle Lee, Ph.D.

Senior scientist Isabelle Lee, Ph.D., earned her Ph.D. in Pharmacology from the University of Pennsylvania, where she defended her dissertation on "The role of polycyclic aromatic hydrocarbon (PAH) metabolites in endometrial cancer." After graduation in 2019, Lee started with RIFM as a post-doctoral researcher and now leads RIFM's Skin Sensitization Safety Assessment and Research Programs.

p&f+

Courtesy of RIFM


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World Perfumery Congress Provides Crystal Ball for Fragrance's Future

See the conference sessions digging into current and upcoming trends and innovations in the industry according to insiders.



The expo hall is open all three days of the congress, allowing attendees ample time to network, explore and sample the latest ingredients and tech the industry has to offer.

Photo by Peter Wynn Thompson

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It has been two years since the last *World Perfumery Congress* (*WPC*), where the key topics of conversation were how sustainability efforts and regulatory updates were influencing the perfumer's palette. This year's installment, set for June 24-27 in Geneva, Switzerland at the Palexpo will have a program stacked with the latest trends, concerns, advancements and obstacles the fragrance industry is facing.

>>There's still time to register!<<

Presented by the American Society of Perfumers and produced by Allured Business Media; this year's installment is set to explore the future of scent with unique insights from fragrance creators and experts while hosting an exhibition of the latest fragrance ingredient launches and technologies.

You won't want to miss perfumers, CEOs, R&D specialists and more industry insiders taking the WPC stage! You can still register for the full conference or a one-day expo hall-only pass depending on your schedule. Visit www.worldperfumerycongress.com to view the registration rates. Full registration gives you access to the Opening Cocktail Reception sponsored by Moellhausen, June 24, 6 p.m.-8 p.m. at the Palexpo. Registration also includes an invitation to join us as we celebrate a successful week at the closing reception on Thursday, June 27, 7 p.m.-11 p.m. at Bâtiment des Forces Motrices.

Take a look at the WPC programming for the conference stage below! To view session descriptions and speaker bios, visit *www.worldperfumerycongress.com*.

June 25

"Which Claims are Winning in Fragrances" with Aishwarya Rajpara, senior research analyst at Euromonitor.

"The Making of American Legends" with Michael Edwards, fragrance taxonomist, historian and author at Fragrances of the World.

"The Real Time Data That Made Pura a Unicorn" with Bruno Lima, co-founder and CEO alongside Mara Dumski, chief fragrance experience officer at Pura.

"How Disruptive Innovation Elevates the Art and Science of Perfumery" with Joanna Clarke, R&D vice president alongside Rafael Trujillo, R&D vice president and master perfumer.

"How Iconic Brands are Evolving to Meet Consumer Tastes" with Jean Madar, chairman of the Board, CEO and co-founder at Inter Parfums Inc.

"The Perfumer's Take on Artificial Intelligence" panel featuring Linda Song (senior perfumer, Givaudan), Pierre Guéros (senior perfumer, Symrise) and Simon Van Cauwenberge (project manager, FoodPairing AI). Moderated by James Krivda (senior perfumer, Robertet).

"Green Fragrance Technology: From Ingredient to Finished Product" panel featuring Barbara Belvisi (founder and CEO at Interstellar Lab), Cordula Mock-Knoblauch, Ph.D. (head of Sustainability Accelerator Aroma Ingredients at BASF SE), Joshua Britton (founder and CEO at Debut), Sylvain Antoniotti, Ph.D. (research director at CNRS and Vice President at Université Côte d'Azur). Moderated by Danielle Buchmann (founder at *daniellebuchmann.com*).

June 26

"Renewing My Journey as a Perfumer" with Soraia da Costa Silva, senior perfumer, dsm-firmenich.

"Innovation in Fragrance Creation: Partnership and New Technology at the Heart of New Ingredient





Full registration gives you access to the Opening Cocktail Reception sponsored by Moellhausen, June 24, 6 p.m.-8 p.m. at the Palexpo.



In 2022, P&G's Phil Porter took the stage. This year his colleagues Joanna Clarke and Rafael Trujillo will talk, "How Disruptive Innovation Elevates the Art and Science of Perfumery."

Photos by Peter Wynn Thompson

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Mark Knitowski, president at MAK E2E Beauty Consulting, returns to the WPC stage to discuss "Consumer Inclusion: How Broadening Your Fragrance Formats Can Expand Your Reach."

Discovery" with Francois-Raphael Balestra,master perfumer & New Ingredients Discovery alongside Sarah Reisinger, Ph.D., chief Science & Research officer at dsm-firmenich.

"Understanding & Capitalizing on Gen Z's New Olfactive Codes" with Arnaud Guggenbuhl Global head of Marketing, Insights & Image Fine Fragrance alongside Nisrine Grillié Fine Fragrances perfumer at Givaudan.

"Capturing Real Time Emotions Induced by a Fragrance" with Franck Molina, Ph.D., director at Sys2diag CNRS/ALCEN alongside Jérôme Di Marino Perfumer at Mane.

"Naturals: What Does it Take to Source Sustainably?" panel featuring Elisa Aragon (co-founder at Nelixia), Filip Lissicharov (CEO and owner at Enio Bonchev Production Ltd.) and Raja Palaniswamy (director at Jasmine C.E. Pvt. Ltd.). Moderated by Dominique Roques (president at Balsam Consulting).

"Driving the Future of Responsible Fragrance Stewardship" with Cynthia Reichard executive vice

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Don't forget about the expo hall! We've carved out time in the program for attendees to explore the floor.

president at Arylessence, Inc., Farah K. Ahmed, president and CEO at Fragrance Creators Association and Sumit Bhasin, SVP of Global Fragrance Innovation, Product Development & R&D at Estee Lauder Companies.

"Rescuing the Rare: Pairing Genuine Plant Conservation with New Responsible Ingredient Creation" featuring Mathilde Bijaoui (senior perfumer Fine Fragrance at V Mane fils), Vanessa Handley, Ph.D. (director of Conservation Science at The Red List Project) and Victor Mane (director of Creation, Fine Fragrance Ingredients at V. Mane fils). Moderated by Sophia Gillio (director of Latin American Strategic Business Development at Mane).

June 27

"Documenting History Through Scents" with Bernardo Fleming, Trends and Foresights director – La Fabrica curator at IFF and Cecilia Bembibre, lecturer of Sustainable Heritage at UCL Institute for Sustainable Heritage/ Representative of Odeuropa.

"Smell & Diversity: Olfactory Loss in Aging Differences & Opportunities in Market Innovation" with Monique Alves Frazon Cantú, R&D senior scientist alongside Natália Queiroz Rezende, R&D specialist at Grupo Boticário.

"Perfumers and Research: 150 Years of Vanillin" with Alienor Massenet, VP senior perfumer and a TBA R&D counterpart at Symrise.

"Consumer Inclusion: How Broadening Your Fragrance Formats Can Expand Your Reach" with Mark Knitowski, president at MAK E2E Beauty Consulting.

"The Development and Improvement of the Digital Scent Players" with Dong-Fang Chen, Ph.D., chief scientist at Hangzhou ScentRealm Technology Co., Ltd.

"Nose to Nose" featuring master perfumer Christophe Laudamiel alongside a TBA perfumer discussing their fragrance journey, what inspires them and how to stay innovative.

"FragranceTok: How Social Media is Changing the Fragrance Game" with Mallory Huron, senior strategist for Beauty & Wellness at Fashion Snoops.

Stay Connected

Be sure to download the *WPC* Mobile App, which will give you access to the expo hall floor plan and the conference schedule—flying solo? Utilize the app to network with fellow attendees, speakers and exhibitors.

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Photo by Peter Wynn Thompson



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Registration is open for *the* flavor event of the year!



We'll bet the house you'll make new connections with international industry colleagues on the expo hall floor and at scheduled networking events.

Flavorcon (*www.flavorcon.com*) returns to Atlantic City for this year's installment, scheduled for October 8-9 at Harrah's Resort. The odds are in your favor for this two-day event filled with riveting conference sessions and an exhibition hall stacked with the latest ingredients, technology and taste solutions the flavor industry has to offer.

>>>**Registration is NOW Open.**<<<

The global flavors market[a] was valued at $19.21 billion in 2023 and is expected to grow at a compound annual growth rate of 5.9% from 2024 to 2030, according to Grand View Research. With this impressive growth in mind, the *Flavorcon* 2024 sessions will be dedicated to market innovations including artificial intelligence's role in formulation and trend tracking, sustainable sourcing, supply chain pivots and the consumer demand for functional flavored products.

Conference

This year's conference will also shed light on the diversifying oral care market as well as the nuances of animal nutrition. Attendees will gain valuable insights from cross-category industry experts.

British Society of Flavoursits president and esarom senior flavorist Andrea Albertino is set to take the

[a]*https://www.grandviewresearch.com/industry-analysis/flavors-market*

Photo by Peter Wynn Thompson

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Flavorcon returns to Atlantic City for this year's installment, scheduled for October 8-9 at Harrah's Resort.



Principal flavorist Cyndie Lipka returns for an interactive organoleptic flavor materials panel at Flavorcon 2024. Sign up ASAP as seating is limited.

Flavorcon stage for the first time to explore unexpected molecules to be used in chocolate flavor formulation. You won't want to miss this session! More sessions will be announced as we approach the event, to discover more speakers and sessions on the agenda, visit *www.flavorcon.com*.

We'll bet the house you'll make new connections with international industry colleagues. Through the use of the Flavorcon app, you can connect for meetings, contact speakers and have a map to the expo hall at your fingertips.

Hotel & Travel Info

Stay on-site at Harrah's Resort Atlantic City! Flavorcon staff have negotiated a discounted room rate of $109 per night single/douThe Atlantic City International Airport is located approximately 13-14 miles from Harrah's Resort Atlantic City. Breakfast and lunch are included in your Flavorcon registration on October 8-9.

We look forward to saving you a seat at the table in Atlantic City!

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- NATURAL BETA-PINENE
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- NATURAL CITRAL
- NATURAL DELTA-3-CARENE
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- NATURAL GAMMA-TERPINENE
- NATURAL GERANIOL
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- NATURAL L-LIMONENE
- NATURAL MYRCENE
- NATURAL NEROL
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- NATURAL PHYTOL
- NATURAL SABINENE
- NATURAL TERPINEOL
- NATURAL TERPINOLENE
- NATURAL VALENCENE

For a complete list of all our natural, natural identical and synthetic ingredients visit us at www.pentamfg.com

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