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January 2025

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Sabine De Tscharner's Inspiration Behind Laundry Sauce's Spanish Leather Scent

SETTING THE TONE

Pantone Announces Scent Collab with Pura to Debut 2025 Color of The Year, Mocha Mousse.

Companies Supporting Changing Consumer Needs in Weight Management and Health with Emerging Taste Solutions

2025 Food & Beverage Trends: A Cohesive Look at Evolving Consumer Preferences

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Making an Impact



Social media is expected to continue to influence the flavor and fragrance industry.

Every time I receive a new magazine in my mailbox, the first thing I read is the editor's note. It's something that feels so personal, like a friend telling me what's on their mind. So as I sit down to write my first note as associate managing editor for *P&F+*, I'm filled with excitement to share my thoughts with our readers and, hopefully, learn from them along the way.

I come from the food industry, spending two and a half years as associate editor for Food Technology magazine, the flagship publication for the Institute of Food Technologists. Coming into *Perfumer & Flavorist+*, I hope to continue to explore the effect of technology and innovation on this industry. That's why I became a journalist: to help tell stories that will have an impact.

Looking ahead to 2025, the concept of value will have an impact on our purchasing habits. We all want more bang for our buck, and the F&F industry is exploring the use of multi-functional ingredients to help customers get more out of their purchases. Market research firm Innova Market Insights noted in their trend report for 2025 that over half of consumers reported that they will base their nutritional intake on health issues in the coming year[a]. Personalized nutrition will continue to be an important driver, with key focus areas such as women's health, weight management, mood and energy at the forefront.

Another area of impact for the upcoming year: social media. The influence of TikTok and Instagram fuels innovation on both the fragrance and flavor sides. There are over 600 million posts about recipes on TikTok, and the hashtag #food has over 250 million posts on Instagram, according to FlavorSum's 2025 Food and Beverage Predictions[b]. Le Monde Gourmand, which launched in Ulta Beauty stores last year, notes which of its products are being talked about online with an "As Seen on TikTok" banner over the Chai Épicé Eau de Parfum.

I look forward to the coming year and learning about this industry and seeing these trends come to life.

Emily Little

[a]*https://www.innovamarketinsights.com/press-releases/top-ten-trends-2025/*
[b]*https://flavorsum.com/food-and-beverage-trends-2025-part-1/*

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INDUSTRY INSIGHTS:

Taste Experts Talk Sensory Challenges and Emerging Technology for Sugar Alternatives

Join us as we explore the intricacies of sugar reduction from two perspectives in the industry.



Confectionery products have also experienced heightened demand for sugar substitutes, as consumers increasingly seek indulgent options that are lower in sugar.

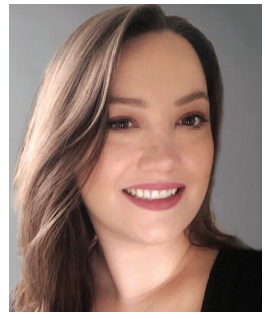
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In today's market, sugar reduction has taken center stage as consumers seek healthier options without sacrificing the familiar pleasures of sweetness, texture, and mouthfeel. Globally, 22% of consumers[a] are actively seeking foods that are low in salt, fat and sugar according to Innova Insights. However, replicating sugar's sensory qualities in a way that satisfies consumer expectations presents significant technical challenges.

Perfumer & Flavorist+ (*P&F+*) enlisted the help of **Sarah Diedrich** the senior marketing director, Global Sweetening & Texturizing Solutions of ADM, and **Ketan Shah**, president of Esha Flavor Solutions, LLC, as well as **Jingang "Jack" Shi**, founder and CEO of EPC Natural Products Co. to share the obstacles the flavor industry faces when working with sugar alternatives, the role of biotechnology, and the impact of new ingredient technologies.

***P&F+*: What are the main challenges you face when formulating with sugar alternatives in terms of taste, texture, and mouthfeel?**

Sarah Diedrich [SD]: Successfully reducing sugars to replicate a full-sugar taste experience takes managing all the roles the sugars played in the end product. This certainly includes the sweetness, taste and mouthfeel of the food or beverage but also includes structural integrity, water retention, freeze-point, color, texture and much more. The biggest challenge becomes tailoring the perfect system of ingredients to build back the functionalities sugar provides all while adhering to brand parameters, calorie reduction and cost targets. It's finding that perfect solution for the application that not only hits all the technical and commercial needs but also delivers the best taste experience for the consumer.



Sarah Diedrich

It takes a holistic approach, informed by consumer insights and technical expertise to deliver the winning solution for each specific product.

Ketan Shah [KS]: There are raw materials available with biotechnology to meet the challenges of formulating with sugar alternatives, all a flavorist must do is build the flavor which would provide the enhancement of the sweetness to help the sugar alternatives, you also must use the materials to mask the aftertaste and add the mouthfeel nuances to deliver the replacement of sugar. It is easily achieved when you can use natural and artificial materials for this work but when you are tied to only using natural materials, you can deliver good results up to a point but not all the way to full sugar replacement.



Ketan Shah

Jingang Shi [JS]: Formulating with sugar alternatives presents significant technical challenges, particularly due to the absence of the full-bodied mouthfeel provided by sucrose. Additionally, achieving a balanced sweet-sour profile is difficult, often resulting in an unharmonized sweetness perception characterized by a delayed onset, a diminished sweetness peak, and an undesirable lingering aftertaste. This misalignment in the sweetness-flavor profile can activate the brain's defect-detection mechanisms, ultimately reducing consumer satisfaction.



Jingang Shi

From my nearly two decades of experience working with Stevia, I consider the primary challenge to be the inherent complexity of steviol glycosides. These molecules exhibit diverse behaviors, which complicates the task of mastering their properties in food and beverage formulations. Furthermore, certain functional attributes of steviol glycosides, such as their foaming and gelling potential, remain areas of ongoing investigation, posing additional challenges for both formulators and producers.

The dissemination of knowledge surrounding these sweeteners is another significant barrier. Ingredient suppliers typically do not provide flavor-modifying products (FMPs), which are indispensable for optimizing the taste profiles of high-intensity sweeteners. The process of selecting the appropriate sweetener and compatible FMPs, and determining their precise concentrations at the parts-per-million level, demands both technical expertise and considerable patience. Thus, the development of sugar-reduced beverages is not merely a matter of creative formulation but one of scientific precision.

***P&F+*: Are there any emerging technologies or ingredients that have made it easier to work with sugar alternatives?**

SD: Improved ingredient science and extraction and enzyme technologies have significantly advanced sweetening alternatives over the years. For example, stevia is a commonly used high-potency sweetener with clean label appeal. However, when stevia was introduced to the

[a]*https://www.innovamarketinsights.com/trends/sodium-reduction-trends/*

L to R: Image courtesy of ADM; Esha Flavor Solutions; EPC Natural Products



According to Jingang Shi, the dairy industry represents the second-largest category, for sugar alternatives, with a growing number of low-sugar or sugar-free products such as yogurt, ice cream, and flavored milk gaining popularity among health-conscious consumers.

market almost 15 years ago, there was poor palatability with noticeable bitterness and off-notes and lack of understanding in formulation. Now, there is agronomy of new plant varietals with extraction efficiencies that deliver only the highest performing attributes of the stevia leaf.

Plus, with enzyme advancement, we have witnessed the creation of new proprietary solutions, such as reduced-sugar sweetening solutions that still have a caloric base, which is suitable for when a mid-calorie range is appropriate in foods. This is incredibly important for applications like gummies and baked goods, where the caloric sugar source plays multiple roles that impact taste beyond sweetness and flavor, ensuring enjoyable textures and functionality is still achieved.

These advancements allow for simple 1:1 replacements of ingredients for easy adoption and inclusion into existing formulations, driving formulators to revisit solutions in the toolbox.

Bringing flavor technology into the holistic sweetening system from the start is critical to developing an ideal reduced or zero-sugar food, beverage or dietary supplement. Advanced flavor technology paired with high-quality sweetening solutions enables ease-of-use in a formulation.

KS: Yes, the biotechnology and fermentation processes have made quite a bit of in-roads in this area but still there is work to be done.

With some proprietary materials I have reduced sugar to 70+% without using other sweeteners but you still must bring in mouthfeel and texture using flavor raw materials based on the end application.

***P&F+*: What product segments are leading the demand for sugar alternatives?**

SD: While, on average, 83% of global consumers are limiting or avoiding sugars in their diets, the importance put on different product segments varies. Globally, non-alcoholic beverages continue to be a catalyst for sugar reduction and alternative sweetener use. For North American consumers, this is particularly top-of-mind, with 69% stating sweetening ingredients are most important when selecting a new carbonated soft drink, 66% for energy drinks and 63% for sports drinks[b]. For manufacturers, functional beverages provide a platform for unique sweetening technologies, helping not only reduce sugar content but also balance taste perception from

[b]ADM Outside Voice

Image by Sergey at Adobe Stock

off-notes that may come from functional ingredients or saltiness from a concentration of electrolytes.

Second to beverages, U.S. consumers are scrutinizing the sugar content in their sauces and snacks. Small serving sizes on a sauce can quickly increase sugar consumption across culinary dishes. Additionally, there is opportunity in functional snacking, which poses a compelling challenge to provide the right calorie needs for sustenance while limiting sugars and delivering great taste.

We have invested in sugar reduction consumer research across the globe, in 15 primary countries. This research allows us to analyze trends across segments from one region to the next, which can be especially important for international brands. The differences in attitudes and behaviors for sugars from Sao Paulo to Beijing is reported in our latest international insight research tool[c]. Each category presents its own unique considerations when selecting a reduced sugar product. For some products, like beverages, consumers are focused on added sugar counts; whereas for other more indulgent food categories, like confections and ice cream, consumers are more forgiving on sugars but selective on sweetener and ingredient choices.

JS: The beverage sector is currently the leading segment for sugar alternatives, largely driven by increasing public health concerns and evolving consumer taste preferences. Following closely, the dairy industry represents the second-largest category, with a growing number of low-sugar or sugar-free products such as yogurt, ice cream, and flavored milk gaining popularity among health-conscious consumers.

Confectionery products have also experienced heightened demand for sugar substitutes, as consumers increasingly seek indulgent options that are lower in sugar. Similarly, the bakery industry has witnessed significant reformulation efforts in products such as bread, muffins, and pastries to reduce sugar content while preserving sweetness and texture.

Lastly, the sauces category remains a crucial area of focus, with consumers favoring reduced-sugar or sugar-free alternatives of widely consumed condiments like ketchup and barbecue sauce. In this context, sugar alternatives are integral to maintaining flavor profiles while decreasing caloric content, thus driving innovation and reformulation efforts across the market.

***P&F+*: How do you balance sweetness with maintaining flavor complexity and authenticity in reduced-sugar products?**

JS: Balancing sweetness while maintaining flavor complexity and authenticity in reduced-sugar products presents a significant challenge, especially given the intricate interplay between sweetness perception and flavor. The question of responsibility for addressing this issue is crucial: Should ingredient suppliers or flavor houses take the lead? While flavor houses possess expertise in flavor creation and modulation, they often lack sufficient knowledge of high-intensity sweeteners, which are central to sugar reduction. Furthermore, achieving a compatible sweetness profile that aligns with authentic flavor perception requires a nuanced understanding of both sweeteners and flavor science. Current sweetener profiles can distort flavor perception, leading to an artificial taste experience, highlighting the need for a multifaceted approach to the problem.

Two strategies can be employed to address these challenges:

1. Selection of Appropriate Sweeteners

Synthetic sweeteners, such as aspartame, may offer a desirable sweetness profile but often raise health and regulatory concerns. Natural sweeteners like stevia and monk fruit, while perceived as healthier alternatives, can sometimes compromise flavor complexity due to aftertaste issues or less refined sweetness profiles. Bulking agents and sugar alcohols, although useful in replicating the mouthfeel and some sweetness characteristics of sugar, often fall short in terms of sweetness intensity due to dosage limitations. A more effective approach might involve utilizing advanced natural sweeteners with refined sweetness profiles combined with small amounts of bulking agents, which can help maintain health benefits while ensuring a balanced sweetness profile and flavor authenticity.

2. Employment of Flavor Modulators (or FMPs)

Flavor modulators are crucial in compensating for sweetness loss and enhancing the overall flavor experience in reduced-sugar products. Modulators that are designed to optimize sweetness while enhancing flavor perception through retronasal olfaction are particularly effective.

In conclusion, a collaborative approach between ingredient suppliers and flavor houses, combining expertise in both high-intensity sweeteners and advanced flavor technologies, is necessary to solve the challenge of balancing sweetness with flavor authenticity in reduced-sugar products. Consideration of sweetness, acidity, and flavor interactions should be integral to this process, requiring more than a one-dimensional focus on sweetness alone.

p&f+

[c] *https://www.adm.com/en-us/news/adm-stories/adm-launches-sweet-insights-tool-for-navigating-sugar-reduction-trends-worldwide/*

Ingredients



T2, T4-Hexadienal, Natural & Synthetic

Penta International Corporation

https://www.pentamfg.com/

T2, T4-Hexadienal (FEMA# 3429, CAS# 142-83-6, JECFA # 1175) contains a flavor profile that is sweet, green, waxy, aldehydic, with fresh melon nuances. Odor description is Green, fruity, aldehydic, citrus and waxy. Our material is kosher and halal compliant.



2-Octen-4-One, Natural

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2-Octen-4-one (FEMA 3603; CAS 4643-27-0) occurs naturally in roasted hazelnuts. Taste and odor feature a ripe, canned peach note and is used to create ripe/overripe strawberry, cherry, peach and apricot flavors. This product can also be used to round out yogurt flavors with mouthfeel and fruity sensations. Use levels at 2-5 parts per million as consumed.

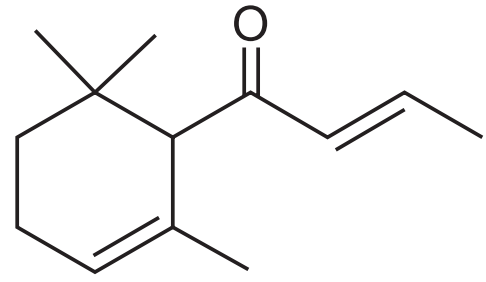


2-Methyl-4-Propyl-1,3-Oxathiane

Avant Organics

avantorganics.com

2-Methyl-4-propyl-1,3-oxathiane (FEMA 3578, CAS 67715-80-4) is a vital component in the world of flavor creation, particularly for its contribution to tropical and passionfruit profiles. Known for its potent, fruity, and sulfurous character, this compound enhances the complexity and authenticity of tropical fruit flavors, making it indispensable in beverages, confectionery, and desserts. Its unique ability to mimic the nuances of exotic fruits allows flavorists to craft formulations that are vibrant and true to nature, even at minimal concentrations. Additionally, its compatibility with other fruity and floral notes provides endless versatility in creating dynamic flavor blends, solidifying its role as a key ingredient. molecule known for its potent and characteristic aroma of both black currant and passion fruit. Avant Organics provides this material in dilutions only as US Natural, Kosher, non-GMO, and Halal.



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(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 Alpha; Dihydro floriffone Alpha (FEMA 4088(E)/3659, CAS 24720-09-0(E)/43052-87-5). Diffusive fruity-floral with rose, apple, blackcurrant and mint notes, and can be applied in fine fragrance, personal care, fabric care, and home care.

Images courtesy of the manufacturers

Givaudan Taste & Wellbeing Breaks Ground on Production Facility in Indonesia

On October 14, 2024, Givaudan announced the groundbreaking of its state-of-the-art production facility in Cikarang, Indonesia. The site is said to complement the existing facility in Indonesia, represents an initial investment of CHF 50 million and will span 24,000 square meters within a total reserved land area of 50,000 square meters to accommodate future expansion plans.

Construction has started and is expected to be completed within 18 months, with operations scheduled to begin in the first half of 2026. The ceremony was attended by key government officials and representatives from Givaudan's senior leadership team.

The Indonesia site will focus on producing a wide range of savory, sweet, and snack powders, as well as infant nutrition solutions. The facility is said to be designed to allow for the integration of sustainable technologies and features, including the utilization of solar power, recycled water systems, enhanced natural and LED lighting with sensors, purchase of electricity from certified green energy partners, and rainwater harvesting systems. These efforts will minimize the environmental impact and ensure long-term operational efficiency and resilience.

"The new facility in Cikarang marks a significant investment in Indonesia, reinforcing our commitment to expanding Givaudan's manufacturing footprint in the Southeast Asia region. As market leaders, this expansion also enables us to seize growth opportunities through closer collaboration with our customers," said Louie D'Amico, president of Taste & Wellbeing.



The facility is said to be designed to allow for the integration of sustainable technologies and features.

Christina Yeo, the head of Operations APAC, commenting at the opening ceremony, said, "At Givaudan, we are dedicated to purposeful growth. This groundbreaking ceremony represents a significant milestone, strengthening our production capabilities to co-create exceptional food experiences with our customers. By expanding our manufacturing footprint and enriching the communities we operate in, we continue to thrive on all fronts."

p&f+



Courtesy of Givaudan

Iberchem Unveils Olfactory Experience at Prado Museum Exhibition

Iberchem announced a special collaboration with Madrid's Prado Museum to create a multisensorial experience to be featured in the Museum's latest exhibition, "Rubens' Workshop" curated by Alejandro Vergara, head of Conservation of the Flemish Painting Area and northern schools of the Museum.

Shown alongside the paintings is a recreation of Rubens' workshop with a fragrance created by perfumer Luz Vaquero that recalls the scent of a painter's workshop of that time.

Below Iberchem shares more about the scent created by Vaquero and the significance of the "Rubens' Workshop" exhibition.



Shown alongside the paintings is a recreation of Rubens's workshop with a fragrance created by perfumer Luz Vaquero that recalls the scent of a painter's workshop of that time.

About the Scent

Turpentine is a natural solvent obtained from the distillation of pine resin. It was formerly used to dilute oil paint. This smell permeated the workshops of the artists of the time, providing them with a unique profile. Today, in addition, it is part of the wide variety of scents used in perfumery. In fact, much of the ingredients used by perfumers come from nature or are inspired by it.

About the Exhibition

On display in Room 16B of the Villanueva Building until 16 February 2025 and benefiting from the collaboration of the Comunidad de Madrid, the exhibition features more than 30 works including paintings executed by Rubens himself, works by his assistants and others resulting from different degrees of collaboration between them.



The exhibition features more than 30 works including paintings executed by Peter Paul Rubens.

Through the figure of Peter Paul Rubens, one of the most prolific and successful painters of the Early Modern age, the exhibition aims to reveal how European artists produced their paintings in workshops, making use of numerous collaborators.

"Recreating the smell of turpentine has allowed me to travel in time and imagine the workshop of a 17th-century artist. Apart from admiring Rubens' work, I hope that visitors can live an immersive experience feeling the smell that permeated his work. This not only includes the turpentine but also about all the other elements featured in the room: the wood, the canvases, the candles, etc.," said Luz Vaquero, global creative director at Iberchem and Academician of the Academia del Perfume. "Just like the paint used by Rubens, fragrances are also oils, and the ingredients, which are the raw materials a perfumer works with, are mixed until obtaining something suggestive and figurative."

p&f+

Courtesy of Iberchem

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Scan for a full product list

Symrise Launches Active Lifestyle Solution Chondractiv Plus



As a collagen-rich hydrolyzed chicken cartilage powder ingredient, Chondractiv Plus is said to contain collagen type II chondroitin sulfate, hyaluronic acid, and proteins.

Symrise is set to launch Chondractiv[a] Plus in North America comprised of targeted solutions for active lifestyles and gut health. Chondractiv is said to be designed a solution for dietary supplements and functional foods.

As a collagen-rich hydrolyzed chicken cartilage powder ingredient, Chondractiv Plus is said to contain collagen type II chondroitin sulfate, hyaluronic acid, and proteins. Experts recommend a dosage of only 1.5 g/day to support joint health. The Symrise solution is said to be backed by a literature review and sensory consumer insights.

These lifestyle solutions will be exhibited at SupplySide West on October 30 and 31 in booth 2825:

Chocolate & Peanut Butter Mobility Protein Bar: A protein bar concept to maintain mobility and immunity for an active lifestyle with great-tasting, on-the-go convenience. Features a natural source of vitamin C from Acerola as well as Chondractiv Plus, a sustainable 3-in-1 hydrolyzed solution from chicken featuring collagen, chondroitin sulfate and hyaluronic acid.

Red Berry Gut Health Powder: A convenient and great tasting stick pack powder to mix into a liquid anytime, anywhere to support healthy gut function. Prebiocran a low-dose, fast-acting prebiotic solution clinically shown to modulate the gut microbiota.

"We have uniquely positioned ourselves to support healthy lifestyles. For them, we are offering custom health solutions crafted specifically for dietary supplements and well-being applications. Our commitment to screening and selecting the best bioactives from nature ensures that we provide science-backed health solutions. For this, we can draw on 150 years of taste expertise. Our dedicated team of R&D professionals, agronomists, flavorists, application experts, and consumer insight specialists work closely to decode market trends and design a tailored portfolio of versatile health solutions. By delivering winning concepts that resonate with today's health-conscious consumers, we empower our customers to innovate and meet the evolving demands of the market effectively," states Yannick Leën, senior director of the Health BU for Food & Beverage North America at Symrise.

[a]Chondractiv is a trademark of Symrise

Courtesy of Symrise

American Cleaning Institute Announces President and CEO Melissa Hockstad Steps Down

In October 2024, the American Cleaning Institute (ACI) announced that its president and CEO, Melissa Hockstad, stepped down from her position to lead the Consumer Brands Association. Hockstad joined ACI in January 2017 and has led the association for the last eight years.

Under Hockstad's leadership, ACI has shared it experienced a transformative period of innovation and strategic growth. Her tenure saw the successful execution of key initiatives that enhanced member engagement, expanded its advocacy, communications, sustainability and science-based initiatives, and fortified the association's position as an industry leader. She also played a critical role in navigating the association through the COVID-19 pandemic which had a substantial impact on the industry.

While the ACI Board searched for a new CEO, Hockstad remained in her position through December 13, 2024, to ensure a smooth transition.

"I am incredibly grateful to have had the privilege to lead this extraordinary organization," said Hockstad. "I am deeply proud of all that we have accomplished together, and I am continually inspired by the dedication and passion of our members, leaders, and staff.

"While it is time for me to move on to new opportunities, I leave with immense gratitude for the relationships I've built and the milestones we've achieved together to shape the future of the cleaning products industry. I am committed to ensuring that the upcoming leadership transition for ACI is as seamless and successful as possible.

"The American Cleaning Institute will be well-positioned for continued success and achievement because of the tremendous group of individuals that make up Team ACI. I will never forget our time together and for the foundation that we have built over the past eight years."



"I am incredibly grateful to have had the privilege to lead this extraordinary organization," said Melissa Hockstad.

"The ACI Board of Directors extends its deepest gratitude to Melissa for her exceptional leadership and vision during her tenure," said Eric Reynolds, EVP and COO of The Clorox Company, and Chair of ACI's Board of Directors. "Thanks to Melissa's strategic execution and the remarkable efforts of her team, ACI is now, more than ever, the powerful and united voice for the cleaning product supply chain, representing the interests and needs of our diverse membership with great impact."

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Courtesy of American Cleaning Institute



FICCI's 3rd International Fragrance Business Summit 2024 Focuses on Sustainability, Innovation & Global Standards



The summit brought together industry leaders, policymakers, and global experts to discuss the fragrance industry's future.

On October 25, 2024, the Federation of Indian Chambers of Commerce and Industry (FICCI) hosted the 3rd International Fragrance Business Summit at the Central Institute of Medicinal and Aromatic Plants (CSIR-CIMAP) in Lucknow, India. The summit brought together industry leaders, policy makers, and global experts to discuss the fragrance industry's future under the theme "Advancing Sustainable Opportunities: Inclusive Growth for the Fragrance Industry."

In her inaugural address, Bhuvana Nageshwaran, co-chair of FICCI's Fragrance Taskforce and Director-F&F of Ultra International Limited, highlighted India's growing role in the global fragrance market. She emphasized the need for policies that support farmers, ensure fair compensation, and address issues like adulteration in essential oils. Bhuvana advocated for clean labels that guarantee genuineness, calling for the harmonization of standards that prioritize transparency and quality while keeping the interests of farmers in mind.

A key highlight of the summit was the signing of two significant Memorandums of Understanding. The first, between FICCI and IFRA, aimed to promote sustainable practices and raise quality standards within the fragrance industry.

"The signing of the (memorandum of understanding) between IFRA and FICCI is a milestone in fostering stronger relationships between the global fragrance community and India", said Hans Holger Gliewe, Chairman of IFRA.

The second memorandum of understanding, between CSIR-CIMAP and Harcourt Butler Technical University, focuses on strengthening academic-industry partnerships to enhance research and innovation in fragrance development. The summit also featured discussions on sustainable sourcing and innovative production practices. Alok Kalra, Ph.D. from CSIR-CIMAP introduced the concept of "Sustainable Aroma Clusters," a model designed to improve raw material quality while supporting local economies. These clusters will promote sustainable farming practices for aromatic crops, benefiting both farmers and the fragrance industry.

The third session focussed on establishing harmonized safety standards to safeguard consumer health and ensure product quality. Panelists from IFRA, RIFM and other experts in this area discussed frameworks for harmonizing fragrance safety regulations to build consumer confidence and facilitate smoother international trade. A pivotal discussion focused on harmonizing fragrance safety standards to ensure consumer protection. Chaired by Siva Kumar, Ph.D., the session addressed aligning India's fragrance safety protocols with global standards.

The summit concluded with a call for increased collaboration between the public and private sectors, transparency in sourcing, and rigorous safety assessments to ensure the global competitiveness of India's fragrance products.

Courtesy of FICCI

PerfumeGPT? NotCo's Generative AI Fragrance Formulator Wants to Disrupt Scent

U.S.-based NotCo has unveiled its Generative AI Fragrance Formulator, an expansion of its generative product development platform, Giuseppe, in partnership with Latin American flavor and fragrance house Cramer.

The platform reportedly taps Cramer's fragrance and flavor formulation database, as well as data points related to individual ingredients, to enable the development of premium, market-ready fragrances in seconds.



Just as the company did with flavor before it with its Generative AI Flavor Formulator, the new fragrance variant is claimed to offer a speedy alternative to conventional R&D/product development, which is founded on iterative processes.

AI-generated Fragrance Creation: Instantaneous & (Supposedly) Market-ready

The Generative AI Fragrance Formulator is capable of creating "unique scents that consumers have never encountered before," NotCo claims.

Just as the company did with flavor before it with its Generative AI Flavor Formulator, the new fragrance variant is claimed to offer a speedy alternative to conventional R&D/product development, which is founded on iterative processes.

Notably, the fragrance platform leverages Giuseppe's purported ability to "evoke emotions through scents."

In a recent blind study, NotCo reportedly tested 13 generative AI fragrances (created with no human creative intervention) with Cramer's professional perfumers.

These experts evaluated and approved several AI-generated fragrances as "market-ready," per NotCo, at the first iteration.

From New Markets to Reformulations: AI's Potential

NotCo's AI platform also taps consumer insights to create market-ready products, comprising concept generation, testing and formulation. It can also reportedly be used for optimization of existing product formulations in tune with consumer trends.

As argued by the company, AI is able to develop products faster and cheaper. And, because the system taps trends in real time, it can also purportedly open new markets for brands.

Transforming the Fragrance Industry?

"While generative AI is typically associated with creating images, videos and text, it has limitless possibilities in other creative applications," says Aadit Patel, SVP of AI product and engineering at NotCo. "We began testing Giuseppe's ability to evoke emotions through scents and were amazed by the early results. Our partnership with Cramer, combined with their expertise in formulation and raw materials, has allowed our AI to learn at an exponential pace. This new formulator can craft bespoke fragrances in seconds; a process that traditionally took months and significant resources. This exciting new frontier for the industry makes novel, expert-quality fragrances accessible like never before for a wide range of product categories."

"As we continue to build upon our generative AI flavor capabilities, we've envisioned AI transforming the fragrance industry, and with our new Gen AI Formulator, we're now realizing that vision," says Karim Pichara, co-founder and CTO at NotCo. "We've developed scents that evoke memories and emotions–such as the nostalgic aroma of Christmas, the freshness of a spring morning, the tranquility of a beach at sunset and the lively atmosphere of summer parties–pushing boundaries for companies."

Courtesy of NotCo

Fragrance Product Market Estimated To Grow Over 5.3% from 2024 to 2032



See report highlights and key takeaways for the upcoming eight years in the fragrance product market.

The fragrance product market is expected to grow at a compound annual growth rate of over 5.3% from 2024 to 2032, according to a new report from intelligence provider Global Market Insights. The research platform projects that this market will be valued at $85.7 billion by 2032.

Report Highlights

- The United States fragrance product market was 12.8 billion in 2023.
- Personal care and beauty makes up the largest segment (38%) of the fragrance product market.
- France's fragrance product market experienced a 5.6% growth in 2023.
- The synthetic fragrance segment accounted for $39.7 billion in revenue in 2023. Synthetic fragrances are typically more budget-friendly than natural fragrances and are commonly found in body sprays, deodorants, and budget perfumes.

"Eco-consciousness is shaping the fragrance market," said an analyst with Global Market Insights. "Numerous luxury brands are prioritizing sustainability, opting for responsibly-sourced ingredients and environmentally-friendly packaging."

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Image by Mareefe at Pixels

PROFILE: EZRA-LLOYD JACKSON

The London-based indie perfumer shares defining moments in his career as a perfumer.

Ezra-Lloyd Jackson, Artist, Designer, Independent Perfumer

***Perfumer & Flavorist+* [*P&F+*]: What were some of the biggest challenges you faced when entering the perfume industry, and how did you overcome them?**

Ezra-Lloyd Jackson [ELJ]: Entering into an industry that was completely outside of my frame of professional and social reference brought on a sense of alienation that was important for me to endure. At times being othered, and at times unintentionally self-othering, I found strength and resilience by developing a high professional standard for myself and those I engage with. There was no way to rush this process; often uncomfortable but stabilizing with practice.

***P&F+*: Can you share a defining moment or significant breakthrough in your career as a perfumer?**

ELJ: Building my own fragrance laboratory in South London was a bucket-list moment. A fragrance lab never existed in this capacity when I started in the industry, and to have made my own has allowed me space to formalize my own approach to the practice of perfumery and scent design. It's allowed friends, and creative practitioners, from ceramicists to architects, to engage in the space and exchange philosophies.

***P&F+*: How do you find the right balance between artistic expression and the technical limitations of perfume formulation?**

ELJ: Critically informing my intuition.

***P&F+*: Are there specific skills or knowledge areas you believe are crucial for a perfumer to master?**

ELJ: Practicing empathy.



Name: Ezra-Lloyd Jackson

Title: Artist, Designer, Independent Perfumer

Company: deya

Location: London, UK

***P&F+*: What resources (books, courses, mentors) were most valuable to you in your development as a perfumer?**

ELJ: I was very lucky to receive close mentorship from Pia Long and Nick Gilbert of Olfiction, with their unrivaled knowledge they really helped me lay a technical foundation for the craft. I continue to receive guidance from Marianne Martin and Maya Njie, who are both incredible practitioners in their own right. Nuri McBride opened my mind to the realities of the trade, and the monopolies of power that exist behind the scenes. Yosh Han gave me an amazing opportunity to create a fragrance for Scent Trunk, called Trackside Buddleia, which really pushed me to establish my own approach and olfactive style. Very grateful for all of them.

p&f+

Courtesy of Ezra-Lloyd Jackson

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Levels of addition for beer flavors can range from 100 to 1,000 ppm.



BY JOHN WRIGHT
johnwrightflavorist@gmail.com

FLAVOR BITES:

Ethyl Octanoate in Alcoholic Drink, Tropical Fruit, Orchard Fruit, Savory and Other Flavors

Learn about the diverse range of applications for ethyl octanoate.

Ethyl octanoate (FEMA # 2449, CAS # 106-32), also commonly called ethyl caprylate, forms the fruity core of the aroma of all yeast fermentations. This makes it an essential ingredient in all fermented flavors, ranging from beer to whisky. Less obviously, it also serves as a useful sensory link between the bright esters and the heavier taste background ingredients in many fruit flavors. Much more unexpected is the fact that ethyl octanoate can also subtly enhance many savory and brown flavors.

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.

Image by Love the wind at Adobe Stock

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Alcoholic Drink Flavors

Beer: Beer flavors are an obvious use of ethyl octanoate, providing a bright, yeasty note. Levels vary dramatically with the style of beer, ranging from around 100 ppm up to 1,000.

Brandy: The fruity, yeasty note in brandy and Cognac flavors is very pronounced. Three thousand ppm is a typical starting level of addition.

Rum: Ethyl octanoate plays a less dramatic role in rum flavors, at levels ranging from 200 to 600 ppm.

Tequila: Similar levels work equally well in tequila flavors, attractively grounding the lighter notes.

Whisky: This is also true for all styles of whisky flavors. Ethyl octanoate mitigates the harsh fusel notes of the dominant aliphatic alcohols.

Wine: Ethyl octanoate, used at a moderate level, contributes to all wine flavors. Two hundred ppm works well, shading higher in some red wine flavors.

Orchard Fruit Flavors

Apple: Apple flavors generally rely on ethyl 2-methyl butyrate as their key ester. Ethyl octanoate can add welcome depth at around 200 ppm.

Apricot and Peach: Although these two flavor categories have many similarities, there is some difference in respect of this raw material. Ten to 20 ppm works well in peach flavors, but up to 50 ppm gives a better result in apricot flavors.

Pear: This ester provides a pleasant contrast in pear flavors to the predominant iso-amyl and hexyl esters. The level needs only be modest, around 30 ppm.

Plum: Ethyl octanoate fits well to the overall profile of plum flavors. Levels vary, but 200 ppm is effective.



While levels vary, 200 ppm is usually effective for plum flavors.

Prune: The effect of ethyl octanoate in prune flavors is similar but the levels are generally higher, in the region of 500 ppm.

Tropical Fruit Flavors

Durian: Durian flavors are surprising, underneath the powerful sulfur notes lies an attractive creamy, fruity background. Ethyl octanoate contributes at levels of addition around 100 ppm.

Guava: Guava flavors are much more readily approachable than durian flavors, but the ideal level of this ingredient is the same, 100 ppm.

Kiwi: Fifty ppm of this material helps to round out kiwi flavors and add a modest level of complexity.

Lychee: The effect in lychee flavors is even more subtle, and 20 ppm of ethyl octanoate is all that is required.

JOHN WRIGHT'S FLAVOR CREATION,
Third Edition is now available!

Order the Third Edition now through Blurb
visit www.johnrwright.com for details

This must-have guide covers everything from flavor creation techniques and raw materials to end products and sensory science. Get your copy today!

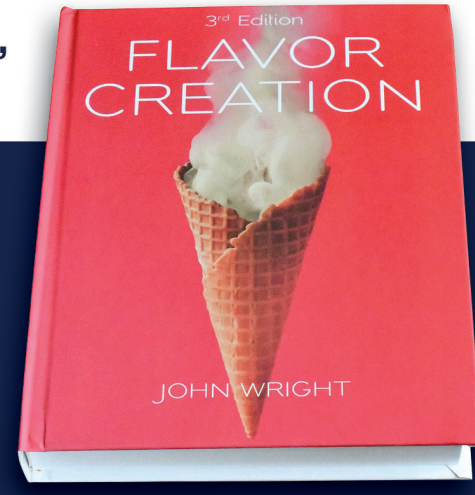


Image by mates at Adobe Stock

Mango: Ethyl octanoate helps round out all styles of mango flavors and balance the mango skin notes. One hundred ppm works well.

Mangosteen: One hundred ppm is also an effective level in mangosteen flavors.

Passionfruit: There is an obvious continuity between ethyl octanoate and the lower ethyl esters in passionfruit flavors. Five hundred ppm is a reasonable starting level but can often be adjusted upwards.

Pineapple: Exactly the same connection works well in pineapple flavors and similar levels, 500 ppm and up, work equally well.

Other Fruit Flavors

Blackberry: The most effective levels for ethyl octanoate in the remaining categories of fruit flavors are generally quite a lot lower. Fifty ppm works well in blackberry flavors.

Blackcurrant: Fifty ppm is also ideal in blackcurrant flavors, rounding out the center of the profile.

Grape, Concord: The same 50 ppm-level also performs well in Concord grape flavors.

Orange: Ethyl octanoate can add interest to citrus flavors, especially orange, tangerine and grapefruit. The level of addition should be very low, in the range from 5 to 10 ppm.

Raspberry: Ethyl octanoate performs the same function in raspberry flavors, forming part of the heart of the profile. Once again, 50 ppm works well.

Strawberry Ethyl butyrate is usually central to strawberry flavors. If a high level of ethyl butyrate is used, then around 100 ppm of ethyl octanoate will not be out of place.

Savory Flavors

Beef, Roast: Savory flavors, as a general category, are not a very obvious home for ethyl octanoate. Nevertheless, it does help round out and deepen the more traditional savory raw materials. Sixty ppm works well in roast beef flavors.

Bread: Bread flavors are an obvious exception within the savory category. Levels ranging from 20 to 200 ppm are interesting, depending on the level of fermented note required.

Cheese: Ethyl octanoate has a role in all cheese flavors, ranging from 10 ppm in Cheddar, to 700 in Parmesan, up to 2,000 in Roquefort and other blue cheese flavors.

Ham: Ethyl octanoate is effective in all ham and pork-related flavors at levels of addition around 200 ppm.

Lamb: The effect of this ingredient in lamb flavors is similar to that in roast beef flavors, although the level can be higher, around 100 ppm.



Ethyl octanoate has a role in all cheese flavors.

Olive: The fruity note in olive oil flavors is often built around obvious esters, such as ethyl 2-methyl butyrate. Ethyl octanoate provides additional depth at around 500 ppm.

Seafood: Modest levels, around 50 ppm, work best in seafood flavors of all types. The most successful type is salmon flavors.

Other Flavors

Butter: Ethyl octanoate can add a subtle twist to all dairy flavors. Addition of 20 or 30 ppm work well, especially in butter and cream flavors.

Chocolate and Cocoa: This ingredient can enhance cocoa flavors and the dairy aspect of chocolate flavors. Levels range from 10 to 30 ppm.

Coconut: All coconut flavors can make use of ethyl octanoate, typically around 20 ppm, perhaps a little less for coconut milk flavors.

Cucumber: Cucumber flavors tend to be formed around a predictable unsaturated aldehydic core. Ethyl octanoate adds depth and complexity at levels around 50 ppm.

Elderflower: Ethyl octanoate is a million miles away from being a floral note, but it forms an important part of elderflower flavors. Levels vary, but 100 ppm is a reasonable place to start.

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Image by volff at Adobe Stock

Eternis Expands Into Beauty with Sharon Personal Care Acquisition

"As we step into 2025, I speak on behalf of the team at Eternis in expressing my excitement with this significant milestone of successfully completing another overseas acquisition in our growth journey," says Rajen Mariwala, managing director of Eternis.

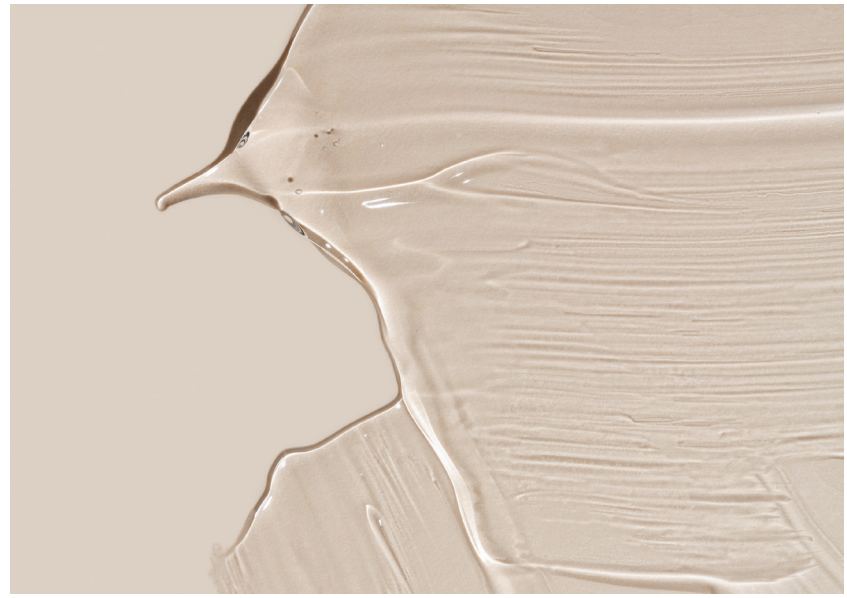
SPONSORED BY eternis SHARON PERSONAL CARE By eternis

Mumbai-based Eternis Fine Chemicals Ltd. has acquired 100% of the shares of Tel Aviv-based Sharon Personal Care, including its innovation labs and manufacturing capabilities in Italy and Israel, its distribution sites in the United States, Italy, Germany and France, and its broader global distribution network.

The purchase expands Eternis' personal care holdings and global reach beyond its core specialties in aroma chemicals/flavor and fragrance.

Both business units will service their respective aroma and cosmetic/personal care sectors, driving growth through rising interest in wellness and self-care, per the organizations.

Sharon PC will maintain its product lines under the same brand name but "with a modified identity infused with elements of Eternis," per an official announcement.



Naama Eylon, CEO of Sharon PC, says, "I see very positive outcomes as we enter into this new partnership. Our combined manufacturing and distribution footprints across India, Europe, Asia and United States will offer a robust supply chain."

"As we step into 2025, I speak on behalf of the team at Eternis in expressing my excitement with this significant milestone of successfully completing another overseas acquisition in our growth journey," says Rajen Mariwala, managing director of Eternis.

Eternis CEO, Wilfrid Gambade, adds, "We are thrilled to welcome Sharon PC into our family. The addition of this large personal care pure-play and high-end manufacturer enhances our business and brings with it many strategic advantages. Sharon PC's commitment to sustainability, innovation and quality is perfectly aligned with our vision of delivering products that not only make people feel good but also reflect our values. This acquisition will further establish ourselves in Europe and United States, with the ability to service our customers with products under new segment from the sites, stock hubs and offices there. The combined portfolio will uniquely position us for further growth. Further, our DNA of 'Eternally Agile and Forever Customer Centric' is also a key principle of Sharon PC's corporate ethos. In many respects, a perfect fit."

Naama Eylon, CEO of Sharon PC, says, "I see very positive outcomes as we enter into this new partnership. Our combined manufacturing and distribution footprints across India, Europe, Asia and United States will offer a robust supply chain. Further, this partnership will enable us to reach Asia Pacific with personal care products ensuring more customers can experience the brand's high-quality and innovative offerings. I am very excited about our future, together. On a personal note, as a leader, I'm happy for the exciting times to come, where we will plug-in and continue to grow and innovate."

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Sabine De Tscharner's Inspiration Behind Laundry Sauce's Spanish Leather Scent

From her deep connection with leather notes to the unique challenges of creating long-lasting scents for laundry, De Tscharner shares how the industry is evolving toward luxury fragrance experiences.



The Spanish Leather scent starts with the freshness of cardamom and blue eucalyptus. The heart of the fragrance is built around orris butter and suede, while the base is a warm blend of amber, leather, cedarwood and tonka.

Images courtesy of dsm-firmenich

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In this interview with *Perfumer & Flavorist*, dsm-firmenich's Sabine De Tscharner, the creative mind behind Laundry Sauce's scents, shares her inspiration and process for developing the brand's unique fragrances, including the latest Spanish Leather formulation.

De Tscharner explores the evolving laundry care segment, highlighting how she believes Laundry Sauce is elevating the category by incorporating high-end, natural ingredients and offering a new level of sophistication in fragrance design.



De Tscharner shares, "Laundry Sauce sparked a revolution by reimagining laundry as an enjoyable, olfactive experience, with fragrances that are as delightful and sophisticated as high-end colognes".

Can you share the inspiration behind creating Laundry Sauce's Spanish Leather formulation?

Sabine De Tscharner [SDT]: Spanish Leather was born from my deep love for leather notes in perfumery, as well as my long-standing connection with Spain—especially Andalusia, a region I've visited many times.

My first fragrance as a teenager featured a leather accord, so creating a modern unisex leather scent was a way to revisit my first olfactory love. I aimed to craft something that feels warm, sophisticated, mysterious, and memorable, yet clean and easy to wear.



Sabine De Tscharner

I'm particularly excited about this fragrance because I actually wear it myself during my downtime—which is rare, as I usually don't wear my own creations. I truly hope others will love it as much as I do!

What are some of the common obstacles or consumer demands when it comes to creating scents for laundry care?

SDT: Creating fragrances for laundry care is uniquely challenging because they need to perform at multiple stages. The scent must be pleasant right out of the bottle, bloom beautifully when the laundry is wet, remain strong and appealing when you fold it after drying and still linger days—or even weeks—later when you wear it.

On top of that, the fragrance has to endure the washing cycle, which involves detergents specifically designed to remove oils, including oils from fragrances. Achieving this requires a different approach than formulating fine fragrances or even shampoo scents. And making it smell as elegant and complex as a fine fragrance adds yet another layer of difficulty!

Can you touch on some of the notes and fragrance technologies used in the Spanish Leather formulation?

SDT: Spanish Leather is a modern leather, spicy, woody and musk.

It starts with the freshness of cardamom and blue eucalyptus. The heart of the fragrance is built around orris butter and suede, while the base is a warm blend of amber, leather, cedarwood and tonka.

How is the laundry care segment evolving from a perfumer's perspective? What excites you?

SDT: The laundry care segment is undergoing a rapid transformation, and it's an incredibly exciting time to be part of it. For a long time, laundry products all carried similar fragrances, with scents designed primarily to signal product efficiency. This led to strong often harsh and purely functional aromas. Laundry Sauce sparked a revolution by reimagining laundry as an enjoyable, olfactive experience, with fragrances that are as delightful and sophisticated as high-end colognes. They invested in premium quality ingredients and gave me full creative freedom to craft fragrances structured like luxury scents, centered around natural raw materials.

It's a unique approach, and now many brands are following suit by creating more playful and refined laundry products. However, none match Laundry Sauce's use of luxurious natural materials. They've set a new standard in the category, combining high-end fragrances with beautiful packaging, all without sacrificing functionality—their pods perform just as well as top leading brands.

Flavor Reports *Flavorcon* 2024 Master Class Edition

The impressions gathered are from attendees at the Master Class moderated by principal flavorist Cyndie Lipka and flavorist Michael Morrison.

BY CYNTHIA LIPKA, principal flavorst, Bell Flavors & Fragrances



Cynthia Lipka



Bell Flavor & Fragrances principal flavorist, Cyndie Lipka teamed up with certified flavorist Michael Morrison to moderate the second session of Flavorcon 2024's Master Class.

Photos courtesy of Peter Wynn Thompson

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It has been a while since I have had the chance to write a column for you all and I'm hoping that this one makes up for the lag in time. This grouping comes to you from the Master Class session presented at Flavorcon 2024. That means that this may have wider perspectives/viewpoints than normal. And I find that a wonderful thing!



The 2024 Master Class took 35 attendees on a guided tour through a lineup of organoleptic material.

γ-Valerolactone, natural

Source: Vigon

FEMA# 3103, CAS# 108-29-2

Naturally occurring: Barley, beef, beer, bread dough, Gruyere, Parmesan and Swiss cheeses, chicken, cocoa, coffee, date, hazelnut, flax, hemp, honey, mango, butter, yogurt, mushroom, olive, peach, peanut, plum, pork, rooibos tea, soybean, strawberry, tea, tomato, vanilla, wild rice, wine, yeast extract.

Odor @ 1%: Slightly sweet, coumarin, coconut, hay-like, doughy, creamy, brown, powdery, dry and woody on the dry out.

Taste @ 4 ppm: Woody, dry, hay-like, nutty, white bread.

Possible applications: I've always been fond of lactones and, in particular, the short chain ones. γ-valerolactone is a favorite to use for seedy and woody notes. I think of stone fruits, raspberries and all the other berries, cherry and apricot. I also think of nuts like pistachio, almond, walnut and hazelnut. It's not difficult to imagine the woody aspect figuring into a sake, sherry, wine, beer or whiskey profile. And I think it works well in cocoa, chocolate and coffee profiles. Others felt that this would perform well in cookie dough, brownie batter, and other bakery profiles. Other concepts are rice, white bread and popcorn as well as macadamia and Brazil nut profiles. Butter and cheese also come to mind as well.

Rosehip extract

Source: Mane (Kancor)

FEMA# 2990, CAS# 8007-01-0

Odor @ 1%: Delicate, floral profile which builds to rose over time. Seedy, berry and red fruit notes.

Taste @ 3 ppm: Floral

Possible applications: A rosehip is the small berry-like structure left on the plant after the petals fall off the flower. The botanical species is *Rosa canina*. (For this session, I put the rosehip extract in ethanol and overnight the solution dumped some solids on the bottom of the bottle. Simple filtration took care of that. The filtered ethanolic extract is what we tasted.) Floral profiles can be quite difficult to deal with in flavors. However, this one is quite versatile and lends itself to stone fruits such as plum, apricot, peach, and although not considered stone fruits, lychee and rambutan. I would use this in a fresh fig profile, all berries, watermelon, papaya guava, grape, pomegranate and finally red apple. Additional fruity profiles include cranberry, red currant, black cherry and of course cherry blossom. This would fit nicely into amaretto and red wine and even dark chocolate. Others found this to be useful for mango, dried fruit, honey, and for woody and tobacco notes.

Lastly, I will mention that this would add a note of interest to orange/mandarin/clementine profiles differentiating it from the pack!

1,1-Diethoxy-3-methylbutane

Source: Millipore Sigma

FEMA# 4371, CAS# 3842-03-3

Naturally occurring: Anise, apple, celery, grape, pear, plum brandy, capers, cocoa, port wine, potato, blackberry, rum, sherry, wheat bread, whiskey, wine.

Odor @ 1%: Chocolate/cocoa, nutty, musty, earthy, malt, rum woody, coffee, slightly choking and reminiscent of coffee breath.

Taste @ 10 ppm: Chocolate, nutty, musty, malt, bread crust, caramel.

Possible applications: Even though this material sounds like poison, this is actually isovaleraldehyde diethyl acetal. It becomes so much friendlier when examined under that light, doesn't it? Anyway, this reaction product would work very well in chocolate or cocoa, nutty profiles such as almond or praline, and malt. This would work well in oak aged profiles such as whiskey, port, red wine, and oak aged vinegar. We thought it would be interesting to add to an ube flavor and one audience member volunteered pisco as a flavor profile to try.



Hands-on learning and networking started early at Flavorcon 2024 with the help of the interactive Master Class. Seasoned and green flavorists alike shared their thoughts on materials.

Kabosu oil

Source: Berjé

FEMA# 4864, CAS# 2182693-25-8

Odor @ 1%: Citrus, lime, grapefruit, lemon, fresh, pith, orange, bright, green lifting, blueberry, tangerine, calamansi, tropical, floral and powdery on the dry out.

Taste @ 2 ppm: Sweet citrus, orange, grapefruit, pomelo, more aldehydic than odor.

Possible applications: The botanical species is *Citrus sphaerocarpa,* and it is a beautiful, round green fruit that has many seeds. Grown in Japan, this little beauty is a chameleon for citrus. This can be added to any citrus profiles, but I feel it would be especially helpful in red grapefruit and pomelo to pronounce and differentiate from standard profiles. Others felt that this would have a welcome home in naval orange, clementine, kumquat, tangerine and yuzu. Expanding on that a bit this could be beautiful in a negroni or old-fashioned cocktail profile. I also think this would work for apple skin notes and in fresh carrot.

Cinnamyl isovalerate, natural

Source: Avant Organics

FEMA# 2302, CAS# 140-27-2

Naturally occurring: Chestnut.

Odor @ 1%: Slightly heavy and cinnamic, powdery, woody, oak barrel and leathery, waxy, smoky, slightly overripe.

Taste @ 2 ppm: Fatty, mouthcoating, cinnamic, waxy, heavy, woody.

Possible applications: Cinnamyl isovalerate would work in an array of flavors including cinnamon (baking type), asparagus, potato, artichoke, yeast, and savory sauces. It has a slightly fermented, raw dough and yeasty impact that would perform well in beer, balsamic vinegar and aged wine. The heavy mouthfeel would add to waxy profile and perhaps smoke, cheese and tobacco flavors as well. Closely monitor use levels, as there can be putrid note detectable.

Magnolia flower oil, P&N

Source: Excellentia

FEMA# 3950, CAS# 92457-18-6

Odor @ 1%: Sweet, floral, tart, 'orange color', bright, green, melon.

Taste @ 1 ppm: Bright, floral, jammy, herbal, thyme, oregano, slightly metallic.

Possible applications: For me, I have a few special raw materials which make my eyeballs roll back into my head. This is one of them. I can see this in a white peach, apricot, orange marmalade, rhubarb, plum, date, fig and tomato. Other profiles suggested are melons, cucumber, hops/IPA, rhubarb and marigold, dried fruity, tobacco, tea and clary sage.


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2025 Food & Beverage Trends: **A Cohesive Look at Evolving Consumer Preferences**



Personalization is one of the four powerful themes for 2025, as people increasingly seek experiences that feel tailored to their tastes and lifestyles.

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Let's take a look at 4 trend predictions for 2025 in the taste segment that emerged from the slew of forecast reports.



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Unfortunately, the flavor industry doesn't have a crystal to predict consumer trends, but thankfully what it does have is high-level research platforms to evaluate current purchasing behaviors that can inform future habits. Toward the end of 2024, headlines were buzzing with 2025 trend predictions, *P&F+* looked through each to align these predictions into 4 aligning trends. This convergence of trends is shaped by cultural dynamics, health awareness, and a craving for unique, personalized experiences. Reports from FlavorSum, Mintel, and ADM offer a comprehensive view of how brands are innovating to meet these demands.

1. The Rise of Nutrient-Dense and Adaptive Eating

Driven by the increasing use of weight-loss medications like Ozempic, consumers are reconsidering "food as medicine," focusing on essential nutrients and sustainable choices. Mintel's 2025 Global Food and Drink Trend Report[a] predicts that brands will blend health-centric claims with often-overlooked macronutrients like fat and carbohydrates, attracting consumers who seek practical, nutrient-dense solutions to support health gains made on anti-obesity medications.

ADM[b] echoes this perspective with its "Adaptive Eating" trend, highlighting consumer interest in tailoring consumption for wellness, while also adapting to economic and environmental shifts. ADM notes that colors like ripe apricot and golden maize, along with familiar flavors such as lime, apple, and honey, will align with these adaptive eating habits, offering nourishment with indulgent, balanced flavors. FlavorSum also reinforces this trend with its "Seeking Serenity" flavor theme, pointing to increased interest in comforting, nutritious foods that help consumers cope with stress and feel more resilient.

Kelly Newsome, global senior marketing manager for colors and savory flavors at ADM, weighed in on the role of technology, remarking that consumers are now "harnessing the power of tech to make more informed decisions," particularly when it comes to food and nutrition. One emerging trend she highlighted is "adaptive eating," where technology helps consumers make smarter choices, whether it's for weight management or balancing nutritional needs amid economic challenges. "It's about how tech is shaping the way we live and eat in a more thoughtful way," she said.

[a] *https://bit.ly/3Uotdqz*

[b] *https://www.perfumerflavorist.com/flavor/trends/news/22923460/adm-adm-announces-2025-flavor-and-color-trend-outlooks*

2. Nostalgia Meets Reinvention

There's a shared focus on nostalgia, yet brands are evolving classic favorites to resonate with contemporary tastes. ADM's "Revisit & Re-Invent" trend encapsulates this, as consumers embrace traditional flavors with fresh twists. Expect to see berry and creamy, umami-rich flavors reimagined in ways that evoke both comfort and novelty, with bold colors like fruit punch and regal burgundy adding vibrancy.

FlavorSum's report[c] highlights similar sentiments in the "Premium, Please" trend, with 81% of consumers discussing cozy, premium versions of classics. This demand for elevated simplicity is creating new avenues for reintroducing familiar foods, like nostalgic meringue flavors, in premium, on-trend formats that attract a wide array of age groups.

Jennifer Zhou, global product marketing senior director for flavors at ADM, shared, "Nostalgia has evolved into something deeper—revisiting and reinvesting in familiar flavors, but with a twist. Simplicity and comfort are still at the heart of it, but there's an emphasis on executing them fantastically," she explained. Another key trend is "euphoric wellness," which emphasizes mood-boosting foods and beverages. Bitterness, like that found in grapefruit, is expected to trend in 2025, along with botanicals like hops. "We're seeing hops move beyond beer into non-alcoholic beverages, offering relaxation and emotional balance," Zhou said.

3. Personalized and Experiential Food Choices

Personalization is another powerful theme for 2025, as people increasingly seek experiences that feel tailored to their tastes and lifestyles. Mintel's "Rule Rebellion" trend encourages brands to create products that embrace consumers' unique quirks and preferences, particularly around traditionally stigmatized health topics, including mental health. By positioning products as solutions for varied lifestyles, companies can break down social stigmas and promote inclusivity.



Jennifer Zhou, global product marketing senior director for flavors at ADM, shared, "Nostalgia has evolved into something deeper—revisiting and reinvesting in familiar flavors, but with a twist."

Image by Davids C/peopleimages.com at Adobe Stock



2025 trend predictions are said to be shaped by cultural dynamics, health awareness, and a craving for unique, personalized experiences.

FlavorSum's "Meet Me in the Moment" trend emphasizes the importance of aligning flavor offerings with specific times and places, from morning flavors like blondie and mascarpone cheese to evening options like miso and pimento cheese. ADM's "Made for [You]" trend also taps into the desire for personalized, joyful experiences with vibrant flavors like cooling or heating sensations that offer playful twists on traditional options. Vibrant colors such as blue spruce and Neptune's Reach are expected to enhance these custom experiences.

4. The Wellness Connection: Mood and Health-Driven Choices

Consumers are linking flavors and colors to their emotional and physical well-being, and brands are responding by curating flavors that resonate with mood and mental wellness. ADM's "Euphoric Wellness" trend reflects a need for flavors and colors to evoke specific moods and support holistic wellness, with colors like honeydew melon and earthy olive creating a soothing effect. Hops, grapefruit, and bergamot are among the flavors anticipated to lead this wellness-focused trend.

FlavorSum's "Seeking Serenity" and "Tell Me a Story" trends add to this with data showing a significant rise in the popularity of comforting and locally inspired flavors, as consumers crave both relaxation and meaningful narratives. According to FlavorSum, 35% of consumers are engaging with local flavors, seeing food as a channel for storytelling that connects them to authentic experiences, such as the rich, complex flavor of Vietnamese coffee.

Bridging Innovation and Tradition in 2025

The insights from FlavorSum, Mintel, and ADM reveal that the food and beverage industry is in a dynamic phase where wellness, nostalgia, personalization, and cultural connection are shaping product development. As consumers look for more nutrient-dense, emotionally resonant, and personalized options, brands that adapt to these multifaceted needs will thrive in an increasingly discerning market. With a focus on both human connection and health, 2025 promises a flavorful landscape that honors tradition while embracing the future.

p&f+

Image by Xavier Lorenzo at Adobe Stock

Pantone Announces Scent Collab with Pura to Debut 2025 Color of The Year, Mocha Mousse

P&F+ connects with chief fragrance officer Mara Dumski to discuss the partnership and the inspiration behind the scent's formulation.

On December 5, 2024, Pura, the smart home fragrance company was announced as one of Pantone's official brand partners in celebration of Pantone's selection of 17-1230 Mocha Mousse as the Color of the Year 2025.

As Pantone's first home fragrance brand partner, Pura will launch a limited edition diffuser matching the Mocha Mousse colorway in addition to a set of two fragrances inspired by the color, Mocha Moments and Mocha Suede, available January 21, 2025.

Perfumer & Flavorist+ (*P&F+*) connected with Pura chief fragrance officer Mara Dumski to discuss the partnership as well as the inspiration for the formulation process for Mocha Moments and Mocha Suede.

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Pantone17-1230 Mocha Mousse is said to honor and embrace the sustenance and authenticity of our physical environment, finding harmony and balance between the demands of modernity and the timeless beauty of artful creation.

Courtesy of Pura

***P&F+*: Can you share any insight into how this collaboration came about? What did the process look like internally keeping such an incredible secret project?**

MD: Pura, known for its innovative smart home technology, saw an opportunity to extend the power of color into fragrance for air care and we knew that working with Pantone would be the perfect partner! We were able to introduce signature scents inspired by the color's essence, enhancing the emotional connection with users offering a multi-sensory scent design experience

Keeping the project secret involved strict NDAs and only a small team from Pura and the fragrance house, dsm-Firmenich working on the project. Intrigue was a big part of the development of these fragrances and just perhaps, enhanced the opulent and delicious nature of both scents.

***P&F+*: Can you give us some insight into how these scents were created? What were the notes that you knew had to be incorporated, and how do they encapsulate 2025?**

MD: We created two separate fragrances for this partnership, Mocha Moments and Mocha Suede, that are sold alongside a Pura 4* fragrance diffuser that is designed in the Pantone Color of the Year.

Mocha Moments is inspired by the modern coffee culture that continues to thrive and evolve. In 2025, coffee isn't just a beverage; it's a lifestyle, a ritual and a sensory experience that brings people together. This fragrance captures the essence of a warm, inviting moment at a coffee shop where the air is filled with the rich aromas of delectable lattes, sweet treats and the warmth of wooden interior. The mocha foam paired with the gourmand notes of chocolate, roasted brown sugar and hazelnut cater to the continued popularity of indulgent, comforting scents, while the Ambrox and smoked cedar adds a contemporary, sophisticated edge that is signature to a Pura Scent.

Mocha Suede is inspired by the intersection of luxury and everyday comfort, reflecting the sophisticated yet approachable lifestyle trends of 2025. This fragrance captures the essence of an upscale cafe where the elegance of suede leather meets the rich aroma of freshly brewed coffee. It embodies a blend of opulence, warmth and grounded earthiness, appealing to those who appreciate both refinement and authenticity. For this more elevated approach of the Color of the Year theme, coffee is paired with the suede texture of leather, the warm opulence of the saffron with the deep, resinous aspect of guaiacwood.

***P&F+*: How is the Color of the Year incorporated into these scents?**

MD: Incorporating notes like coffee bean, chocolate, vanilla and dark woods ensures that the fragrance captures the rich, creamy and indulgent qualities of the Color of the Year. These notes work together to create a scent that is both comforting and luxurious, evoking the warmth and depth associated with this beautiful hue.

*Pura 4 is a trademark of Pura



Mocha Moments is inspired by the modern coffee culture that continues to thrive and evolve. In 2025, coffee isn't just a beverage; it's a lifestyle, a ritual and a sensory experience that brings people together.



As part of this collaboration, Pura will launch a limited edition diffuser matching the Mocha Mousse colorway in addition to a set of two fragrances inspired by the color.

Courtesy of Pura

Extra facets like leather and saffron are there to steer the scent into a more indulgent, elevated space, but the important factor is that these ingredients still reflect the idea of a shade of brown, if you were to close your eyes, you can envision the color while smelling the Pura fragrances.

***P&F+*: Can you share some of the research behind the chosen Color of the Year?**

Pantone Team: Mocha Mousse is an evocative soft brown that nurtures with its suggestion of the delectable quality of cacao, chocolate and coffee, appealing to our desire for comfort and transporting our senses into the pleasure and deliciousness it inspires. Pantone 17-1230 Mocha Mousse honors and embraces the sustenance and authenticity of our physical environment, finding harmony and balance between the demands of modernity and the timeless beauty of artful creation.



The Mocha Suede fragrance is designed to capture the essence of an upscale cafe where the elegance of suede leather meets the rich aroma of freshly brewed coffee.

***P&F+*: From Pura's perspective, what can we expect, or predict, consumers to be looking for from ambient scent within the home space? How has this evolved over the last few years? Are there any key drivers for this trend?**

MD: 2025 is set to be an incredible year for Pura. We're thrilled to announce a long-awaited new hardware product launching in Q1, expanding our full family of home diffuser offerings. Alongside this, we are rolling out some game-changing software updates, powered by AI, that will elevate your scenting experience – available to all Pura users, regardless of which product they own. Wellness remains a major driver. People are looking for a happy, healthy home. Fragrance is more sensorial and more closely linked to well-being and we want to help our users create their own personalized scentscapes within their home.

***P&F+*: Finally, what does 2025 look like for Pura? Any projects you can share?**

MD: Pura has some amazing partnerships on the horizon, bringing beloved scents to our extensive marketplace. Also, keep an eye on our social channels for exclusive educational content created in collaboration with some of the biggest names in fragrance and education, as part of our World of Fragrance content series. All very exciting and more to come and as we always say, "Life is better when it smells good!"

The Pura x Pantone diffuser and fragrance collaboration will officially be available to purchase on January 21, 2025, exclusively at *pura.com*. The Pura 4 diffuser and fragrances Mocha Moments and Mocha Suede will be sold as a set.

Courtesy of Pura





Mintel research shares opportunity in evolving segment, "More complete macronutrient claims will appeal to health-conscious consumers, weight-loss drug users and former weight-loss drug users who are in need of convenient options to help them maintain any health improvements they gained while on the drugs."

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Companies Supporting Changing Consumer Needs in Weight Management and Health with Emerging Taste Solutions

These four companies aim to meet consumer demands for nutrient-dense, functional foods and supplements that support healthier lifestyles and weight management goals.

As demand for health-focused dietary products surges, companies like ADM, Symrise, IFF, and dsm-firmenich are developing unique product platforms to meet evolving consumer needs, particularly those impacted by the rise of anti-obesity medications (AOMs) such as GLP-1. These companies are taking aim at consumer demands for nutrient-dense, functional foods and supplements that align with healthier lifestyles and weight management goals.

In Mintel's 2025 Food & Drink Trends Insights Report[a], the platform shared, "Food and drink brands will have opportunities in the coming years to complement fiber and protein claims with stats on former diet villains but key macronutrients: fat and carbohydrates. More complete macronutrient claims will appeal to health-conscious consumers, weight-loss drug users and former weight-loss drug users who are in need of convenient options to help them maintain any health improvements they gained while on the drugs."

Here's how industry leaders are innovating.

ADM Launches GLP-1 Supportive Platform with 25 Market-Ready Concepts

ADM recently introduced a solutions platform aimed at consumers on GLP-1 and other anti-obesity medications, debuting over 25 market-ready food and supplement concepts. ADM's research underscores significant demand, with 83% of U.S. consumers[b] on AOMs finding specially marketed food products appealing. Formulated with plant-based ingredients, science-backed prebiotics, botanical extracts, and naturally derived flavors, ADM's new concepts address unique AOM-related needs like nutrient density and taste alteration.

According to Ian Pinner, ADM's senior VP and chief sales and marketing officer, this growing market segment requires tailored solutions to meet changing taste preferences, such as reduced sweetness perception and "food noise"—persistent food cravings that may decrease as medication usage is adjusted. ADM's platform is also intended to assist manufacturers in speeding up market entry by providing ready-to-market, functional and clean-label solutions.

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[a] *https://bit.ly/3Uotdqz*

[b] ADM Outside Voice, Anti-Obesity Medications Survey, September 2024

Symrise's Chondractiv Plus Targets Active Lifestyles and Gut Health

Symrise launched Chondractiv Plus[c] in North America, a targeted solution designed to support active lifestyles and gut health. Featured at SupplySide West 2024, Chondractiv Plus is a hydrolyzed chicken cartilage powder rich in collagen type II, chondroitin sulfate, and hyaluronic acid, recommended at a low dosage of 1.5 g/day for joint health.

Symrise offers two concept products: the Chocolate & Peanut Butter Mobility Protein Bar and the Red Berry Gut Health Powder. The protein bar features Chondractiv Plus for joint support, while the gut health powder uses Prebiocran[d], a clinically backed prebiotic to support the gut microbiome. Yannick Leën, senior director of Health BU, highlights Symrise's emphasis on science-backed ingredients and taste expertise to provide targeted health solutions that address the demands of today's wellness-oriented consumers.

[c]Chondractiv is a trademark of Symrise
[d]Prebiocran is a trademark of Symrise

IFF Expands Nutrient-Dense Taste Solutions for Mindful Eating

IFF has enhanced its taste solution portfolio, reflecting the global trend toward mindful eating, which grew by 190% last year. The company's Consumer Intelligence Social Listening Insights indicate a growing demand for products that support healthy weight management while delivering high-quality flavor and texture.

IFF's expanded offerings include high-protein solutions to support satiety, a range of FlavorFit modulation technologies to maintain flavor intensity while reducing sugar and salt, and Litesse[e] fiber solutions for metabolic health. IFF CEO Erik Fyrwald emphasized the company's commitment to partnering with brands to offer consumers healthier choices that aid in weight management journeys. As consumer sentiment around AOMs remains mixed, IFF's technologies are designed to help manufacturers create flavorful, functional products that respond to a complex health landscape.

[e]Litesse is a registered trademark of IFF



According to Ian Pinner, ADM's senior VP and chief sales and marketing officer, this growing market segment requires tailored solutions to meet changing taste preferences, such as reduced sweetness perception and "food noise"—persistent food cravings that may decrease as medication usage is adjusted.

Image by djile at Adobe Stock



In October 2024, Symrise launched Chondractiv Plus in North America, a targeted solution designed to support active lifestyles and gut health.

dsm-firmenich Partnership to Pioneer Botanical Solutions

In late 2023, Indena and dsm-firmenich joined forces to create innovative botanical-based solutions for human health. This collaboration aims to leverage Indena's expertise in botanical extracts and dsm-firmenich's formulation knowledge to develop solutions that support immunity, brain health, healthy aging, and more.

Daniele Giavini, managing director at Indena, emphasized the partnership's focus on developing scientifically supported products that respond to the sophisticated demands of today's consumers. Martin Dos Ramos, global VP at dsm-firmenich, noted that the combination of dsm-firmenich's flavor, taste masking, and formulation capabilities with Indena's botanical research positions the partnership to address the global demand for effective, science-backed health products.

Embracing the Future of Health-Driven Foods and Supplements

Across the industry, companies are reshaping product innovation to support the unique requirements of health-focused consumers, especially those on weight management medications.

As the landscape evolves with new AOMs' emergence, we're guaranteed to witness a slew of innovations designed to meet consumer demand.

p&f+

Image by Jacob Lund at Adobe Stock

Inside Paramela Essential Oil: Perfumery Usage, Chromatographic Profile and Chemical Composition

The olfactory profile of this oil is unusual and very interesting with great tenacity and fixation.

BY MARINA VIVAS, senior perfumist at MEROAR S.A.

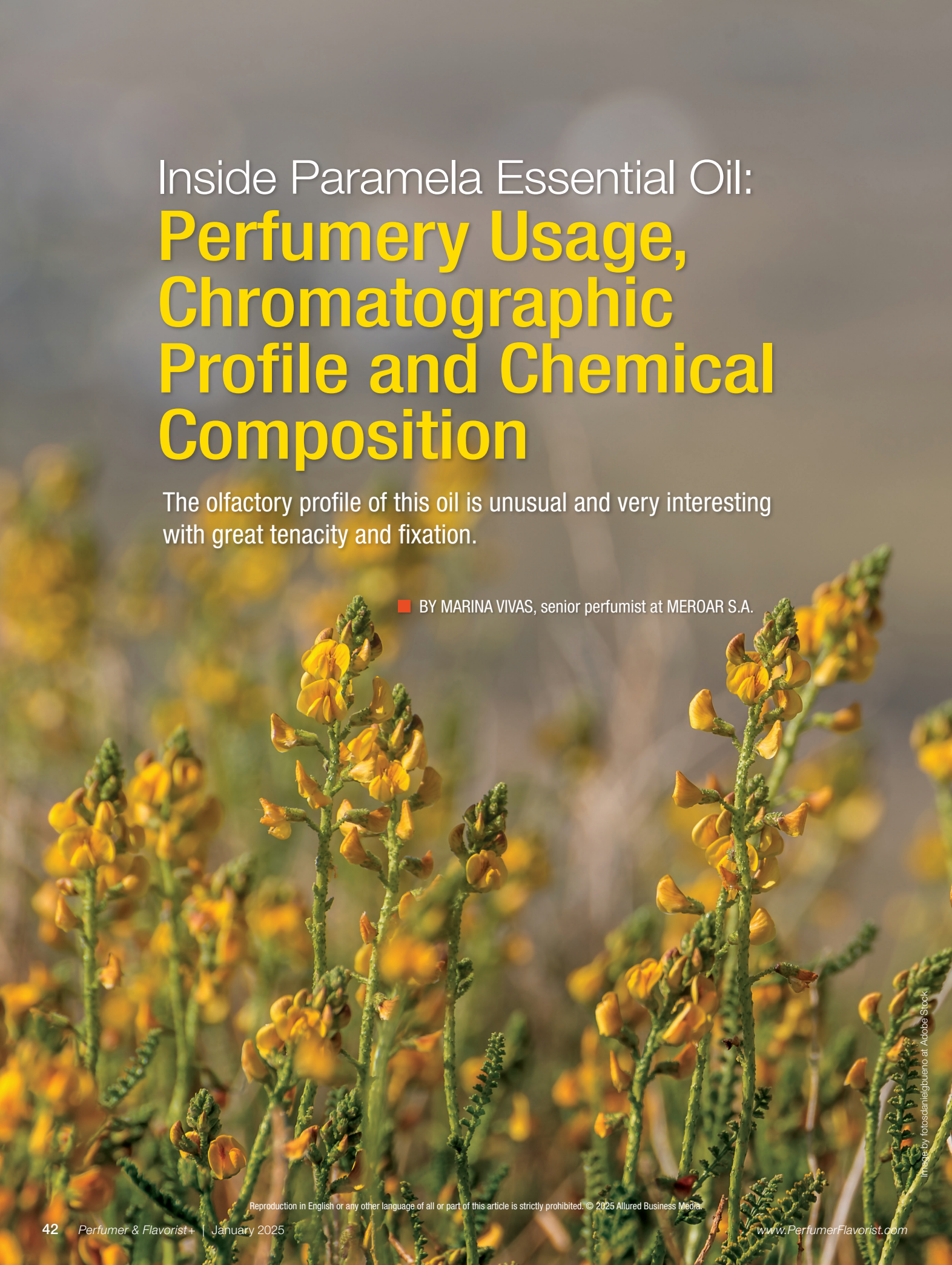


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The constant challenge of perfumers is to be able to satisfy and predict the requirements of increasingly demanding and sophisticated consumers.

Although the current context increasingly encourages the use of natural ingredients, considered purer and safer, we can be faced with the dilemma of a possible depletion of resources. Our commitment to sustainable product development confronted us with the need to find new alternatives to expand the palette of ingredients without losing sight of compliance with regulations on their safe use, their stability and the natural availability of such ingredients.

Chemical molecules with a high-impact aroma and a low perception threshold gave us the "silver bullet" and opened the door to the development of new and imaginative creations with unique characteristics.



Adesmia Boronioides, also called Paramela belongs to the family of Fabacea. It is a small bush that grows up between 0.4 and 2 meters high.

Fragrance Creation

The perfumer's work requires ceaseless motivation and creativity.

Although the palette of ingredients is wide, it is essential to find new combinations and discover new species with previously unknown nuances, with the sole purpose of surprising and meeting the demands of the increasingly demanding consumers.

The creation of a fragrance, as in other artistic endeavors, requires talent and knowledge to build structures that allow the transmission of emotions and feelings through olfactory perception.

The combination of ingredients with different olfactory nuances can produce exquisite accords, but can also result in an unpleasant, short-lasting or simply inconsequential aroma.

When the sensation is pleasant, it is treasured as such in our olfactory memory.

Although the artistic part of creating a perfume is predominantly due to the talent that the perfumer possesses in selecting raw materials and combining them harmoniously at the right levels, this would not be possible without arduous training, scientific knowledge and being permanently on the lookout for new aromatic sensations.

In the current context of modern perfumery, there is a great appreciation for organically certified natural ingredients, while floral notes continue to be the main protagonists, not only in fine perfumery but also in a wide variety of other products.

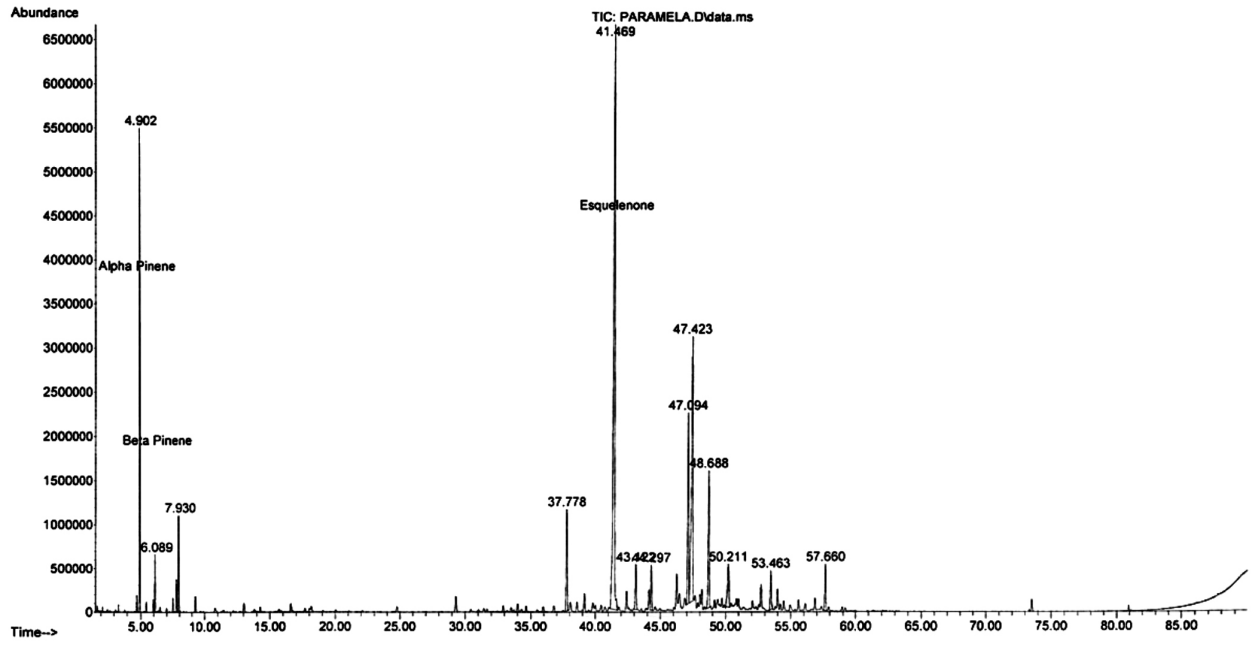
The challenge is continuous and, in this search for alternatives, the commitment to the safe use of ingredients, compliance with the regulatory framework set out by IFRA (International Fragrance Research Association) and caring for the environment should not be left aside.

A Patagonian Exquisite

In the city of Esquel (Province of Chubut, Argentina), a native species that grows on both sides of the Patagonian Andes has unique olfactory characteristics and its availability has led to the development of new and imaginative creations with truly novel nuances.

Its name is Paramela and its botanical species is *Adesmia boronioides*.

Its exquisite essential oil is extracted through the pruning of wild plants, occurring in a sustainable and well-monitored environment that ensures the natural reproduction and conservation of the species.



The main components of paramela oil have a novel bis-norsesquiterpenic structure.

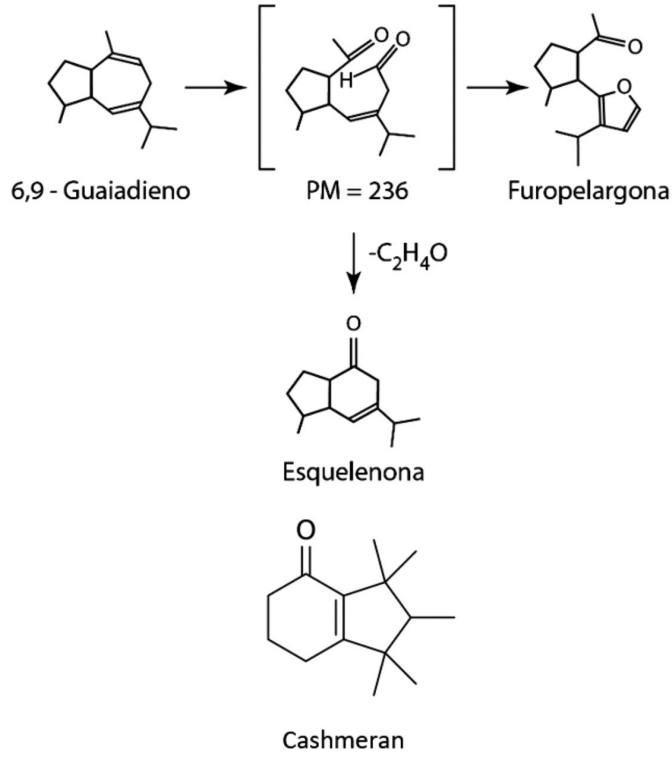
Courtesy of MERQAR S.A.

With a sweet, fruity, woody, somewhat spicy note, Paramela has a little of each of the most important flower essences that we are aware of. It has the exquisiteness of rose, the freshness of freesia, the hesperidic/citric touch of the orange blossom, the sweetness of tuberose, the spicy side of ylang ylang, the sophistication of jasmine and the herbaceous side of geranium.

These characteristics support its use in numerous applications in the field of perfumery and in the creation of exquisite, innovative and sophisticated aromas. It harmonizes with all kinds of ingredients: citrus, sweet and creamy woods such as sandalwood, or drier and more earthy varieties such as vetiver. In aromatic and herbal accords, with basil and spices or with amber and musk notes.

The use of paramela has no limits.

With diverse florals in feminine compositions or with oak moss, tonka bean and vanilla in genderless aromas, the results are as surprising as they are modern. The practically non-existent presence of allergens and regulated substances in its composition makes it attractive to be used with total confidence in a wide range of products and not only in fine perfumery.



The chemical composition of Paramela oil includes certain products that structurally resemble an ingredient widely used in perfumery known by the trade name of Cashmeran (IFF).

Paramela Essential Oil: Olfactive Description & Properties

The extraction of the essential oil is carried out by steam stripping mainly from the stems and leaves,

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Courtesy of MEROAR S.A.

its yield being 0.15% on average and its appearance is a viscous yellow liquid with a pleasant aroma. It has great stability against temperature and UV radiation.

Having proven its harmlessness on the skin and its properties for the treatment of joint pain, bumps, sprains, muscle aches and cramps, Paramela oil is highly recommended for use in massage oils and aromatherapy. It has also found applications in cosmetics for its proven efficacy in the treatment of sensitive skin (rosacea) and for its smoothing effect on the hair.

The olfactory profile of this oil is unusual and very interesting with great tenacity and fixation.

The chemical composition of Paramela oil includes certain products that structurally resemble an ingredient widely used in perfumery known by the trade name of Cashmeran (IFF), an exquisite and natural woody and amber note (cashmere wood).

Chromatographic Profile & Chemical Composition

The oil has a high component of sesquiterpenes. The main components have a novel bis-norsesquiterpenic structure, described as early as 2002 and named as skelenone and isoesquelenone. The majority component of the essential oil could be derived biogenetically from an intermediate (PM 236), for the furopelargonas. This hypothetical structure could in turn be derived from a type (6,9-) guaiadiene skeleton.

The structure found for the majority component has the particularity of being a bis-norsesquiterpene, it has 13 carbons instead of the 15 usual for this group of compounds and is very similar to Cashmeran, in structure and olfactory peculiarities.

As a tribute to one of the places where the species grows spontaneously (City of Esquel), it was assigned to this of this novel bis-norsesquiterpene is: (1S, 4R, 5S) -esquel-6-en-9-one, while the compound version the name of esquelenone. Taking into account the determined stereochemistry, the full IUPAC name of the name would be: (3aS, 1R, 7aS) -1,2,3,3a, 5,7a-hexahydro-1-methyl-6- (1- methylethyl) -4H -inden-4-one.

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Penta Manufacturing Company is Family Owned and Operated for Over 45 Years.

Here is a partial listing of our Family of Custom ingredients utilized in flavor & fragrance formulations.

For detailed paperwork on all of our items consult our web site at www.pentamfg.com

- FEMA 3137 2,6-DIMETHOXYPHENOL
- FLAVIS 2.163 2-HEXANOL
- FEMA 3697 2-HYDROXY-4-METHYLBENZALDEHYDE
- FEMA 2706 2-METHYL HEPTANOIC ACID
- FEMA 3723 2-OXOBUTYRIC ACID
- FEMA 3333 3-BUTYLIDENE PHTHALIDE
- FEMA 3602 3-OCTEN-2-OL
- FEMA 3417 3-PENTEN-2-ONE
- FEMA 3426 ACETALDEHYDE DMA
- FEMA 2144 BENZYL ETHYL ETHER
- FEMA 2251 CARVEOL PROPIONATE
- FEMA 2298 CINNAMYL CINNAMATE
- FEMA 3690 CIS-3-HEXENYL LACTATE NATURAL
- FEMA 3142 CITRONELLIC ACID
- FEMA 2374 DIETHYL MALATE
- FEMA 2431 ETHYL CYCLOHEXANE PROPIONATE
- FEMA 3492 ETHYL UNDECANOATE
- FLAVIS 13.132 FURFURYL HEXANOATE
- FEMA 2495 FURFURYLIDENE ACETONE
- FEMA 2535 GUAIACOL PHENYL ACETATE
- FEMA 2888 HYDRATROPIC ALDEHYDE DMA
- FLAVIS 13.17 L-ROSE OXIDE
- FLAVIS 9.643 METHYL GERANATE
- FEMA 3539 OCIMENE NATURAL
- FEMA 3733 P-CRESYL CAPRYLATE
- FEMA 2865 PHENYLETHYL FUROATE
- FEMA 3896 PRENYL MERCAPTAN
- FEMA 2952 PROPYLIDENE PHTHALIDE
- FEMA 3006 SANTALOL
- FEMA 3007 SANTALYL ACETATE
- FEMA 4668 SPILANTHOL
- FEMA 3429 T2, T4-HEXADIENAL
- FEMA 3599 TIGLIC ACID
- FEMA 2366 TRANS-2-DECENAL

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

Penta®

Penta Manufacturing Company

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