

# Paris Fragrance Ingredient Exposition Highlights

A sampling of the ingredients and innovations on view at the recent Salon International des Matieres Premieres pour la Parfumerie.

The 2015 Salon International des Matieres Premieres pour la Parfumerie (International Exhibition of Raw Materials for Perfumery), organized by the Société Française des Parfumeurs, took place in June at Espace Champerret in Paris. The event featured a range of fragrance ingredient and service suppliers showing a wide variety of natural and synthetic ingredients for perfumery.

## Natural Hearts

Ventos presented a wide range of materials, including labdanum heart, which resulted from molecular distillation. The material is sweet and heavy and has particular popularity in the Middle East. The company also presented cedarwood Atlas heart, which is processed to omit smoke notes, rendering a material that is notably balsamic.

## Amber

IFF presented a range of ingredients, including the new amber-woody molecule, Amber Xtreme.<sup>a</sup> According to the company, the ingredient resulted from an experimental manipulation of galbanum molecules into an ether moiety. The resulting amber odorants led to the development of Amber Xtreme, which delivers its amber woody scent to applications such as fine fragrance, fabric care, personal care, home care and candles. The material reportedly combines well with ingredients such as ambrettolide, Ambermor, Cashmeran and Timbersilk.<sup>b</sup>

## Cherry Blossom & Other Notes

Takasago presented several high-impact ingredients, including Sakura Salicylate<sup>c</sup>, which can be used as a replacement for benzyl salicylate in floral fragrances. The company's Ambretone 10% (syn: 5-cyclohexadecen-1-one) has a musky, sweet, floral odor. The material, which has strong tenacity, can be used in fine fragrance, detergents and body care.

In addition, Takasago displayed Hindanol,<sup>d</sup> a creamy sandalwood note that adds naturalness to compositions. It also presented Thesaron<sup>e</sup>, a fruity, floral, rose, amber ingredient that can act as a replacement for damascone.

<sup>a</sup>Amber Xtreme is a trade name of IFF

<sup>b</sup>Ambermor is a trade name of Aromor (acquired by IFF in 2014); Cashmeran and Timbersilk are trade names of IFF

<sup>c</sup>Sakura Salicylate and Ambretone are trade names of Takasago

<sup>d</sup>Hindanol is a trade name of Takasago

<sup>e</sup>Thesaron is a trade name of Takasago



The 2015 Salon International des Matieres Premieres pour la Parfumerie featured a range of fragrance ingredient and service suppliers.

## Going Green

In the May 2015 issue of *Perfumer & Flavorist*, Givaudan perfumer Marypierre Julien sang the praises of lentisque, or mastic, oil in perfumery, noting, "This very natural, sappy ingredient has an intense green freshness and combines very well with ginger, sage and vetiver."<sup>f</sup> In the same story she noted, "Green notes have always been among my favorites because they remind me of my childhood and are reminiscent of nature, freedom and joy."

Julien's enthusiasm for green notes is part of a resurgence of the tonality, which has been highlighted in contemporary scents such as *Maison Martin Margiela* (untitled), which notably features galbanum.

During the Paris exhibition, Givaudan's exhibit highlighted several contemporary takes on green notes, which for instance can be used as modifiers to create modern chypres. In addition to lentisque, the ingredients featured included Pharone 10% DPG (green, fruity, pineapple, aromatic) and Spirogalbanone Pure (green, galbanum, fruity, pineapple, powerful).<sup>g</sup> Givaudan's Hervé Fretay noted that Spirogalbanone Pure can add more "vibration" to ambery notes.

Combining multiple notes, he added, can create new effects. For instance, pairing Stemone<sup>h</sup> and Spirogalbanone Pure can create a vetiver-type effect. On the other hand, Stemone combined with Pharanone<sup>i</sup> creates a tomato leaf scent. Multiple

<sup>f</sup>"Reimagining Green Notes" appeared on page 20 of the May 2015 issue of *P&F*; [www.perfumerflavorist.com/magazine/pastissues/](http://www.perfumerflavorist.com/magazine/pastissues/)

<sup>g</sup>Pharone and Spirogalbanone are trade names of Givaudan

<sup>h</sup>Stemone is a trade name of Givaudan

<sup>i</sup>Pharanone is a trade name of Givaudan



From left: Philippe Massé (PRODAROM) and Sylvie Jourdet (French Society of Perfumers) welcomed attendees during a cocktail reception on June 10.

green notes can be combined for new effects. Stemone plus Spirogalbanone Pure creates a woody effect, while Florhydral<sup>j</sup> (a natural, fresh, floral fragrance note) and Spirogalbanone Pure combined create a “flower shop” effect.”

### Citrus Notes

DSM presented a range of ingredients with citrus notes. Lemonan<sup>k</sup> featured a cineole-lime odor; valencene 75 (woody, sweet orange odor), valencene 80 (orange, sweet, woody odor), nootkatone 80 (citrus, grapefruitlike and woody) and nootkatone 93 (citrus, grapefruitlike and slightly woody) were all derived via biotech in cooperation with Isobionics; Bergalin featured a citrus, bergamot, hay, grass, dry wood, hazelnut, farm and round odor character. In addition, the company displayed dimethyloctenol, which has a fresh, light, fruity, slightly sweet and herbaceous odor.

### Natural Notes

Mane presented a range of naturals and CO<sub>2</sub> extracts under its Jungle Essence<sup>l</sup> banner. Vanilla Bourbon absolute was notably beany, woody and animalic. A vanilla resinoid on carrier was strong, less vanillinlike than the absolute, and more like ice cream and rum vanillalike. Tonka bean resinoid had less of a coumarin note and more of a cookielike, speculoos impression.



Nactis presented a range of ingredients from its Synarome range.

<sup>j</sup>Florhydral is a trade name of Givaudan

<sup>k</sup>Lemonan is a trade name of DSM

<sup>l</sup>Jungle Essence is a trade name of Mane

Everlasting (immortelle) Pure Jungle Essence absolute was close to the natural flower and notably more floral and less fruity than the conventional absolute. On the other hand, the conventional everlasting absolute was fruitier, with a prune note. This prune note was even more pronounced in the everlasting resinoid on carrier.

Evewood Natwist<sup>m</sup> had an olibanum, pepper note, with woody and spicy aspects. Meanwhile, Mokawood Natwist had a profile that was arabica, lactonic and green coffeelike.

### New and Classic Naturals

Bontoux presented a new addition to its palette, cypriol Purecouer, which is produced via molecular distillation/rectification. The material features the natural's woody aspects without its animalic notes, yielding a light impression. A clary-amber ingredient rectified from clary sage had ambery notes. Coffee arabica absolute had a profile that was roasted, nutty, sweet, chocolatelike and hewed closely to fresh roasted beans. Cypress essence was very aromatic, woody, a little ambery and longlasting. In addition, rhodinol natural isolate, extracted from geranium, had a natural rose note.



Cilione displayed Calabrian citrus materials.

### Absolutes

Albert Vieille presented a range of naturals, including Peru balsam, styrax, coffee absolute (soluble in alcohol), cistus essential oil, myrrh, olibanum essential oil, and traditional and modern versions of cistus.

### Materials for Functional and Fine Perfumery

PFW presented a range of materials, including Cyclofloranol<sup>n</sup>, which has an aldehydic, floral and citrus character that can withstand the harsh environments of products such as laundry powders. It can also lend depth, complexity and freshness to woody and fruity compositions. The company's Tropicate<sup>o</sup> had a fruity—tropical, banana, mango and pineapple—odor and a honey undertone, which becomes more pronounced in higher doses. The ingredient can be applied to products such as personal and laundry care.

PFW's Sagecete<sup>p</sup> had a strong herbal, floral and fruity note that can be used as a replacement for clary sage. The material

<sup>m</sup>Natwist is a trade name of Mane

<sup>n</sup>Cyclofloranol is a trade name of PFW

<sup>o</sup>Tropicate is a trade name of PFW

<sup>p</sup>Sagecete is a trade name of PFW





*Biolandex showed its natural aromatic and botanical extracts for perfumery.*

can be used in fine fragrance, personal care and laundry care applications. The company's Emeraldine<sup>q</sup> had a fresh green leafy and petally character with fruity and citrus aspects and a white floral nuance. The material can be used in fougere and herbaceous profiles.

### Gourmet Notes

MG Essential Ingredients presented a "menu" of fragrance creations based on popular flavor profiles. The creations included ingredients such as petitgrain 89 free, which had the character of orange flowers and can be used for natural effects and boosting green notes; Romarine<sup>r</sup> 89 Free (herbal, aromatic and woody), which can be a replacement for rosemary and boosts herbal and aromatic notes and white floral accords; and Lyragul<sup>s</sup> Super 89 Free (soft, lily of the valley and green), which is an allergen-free material that smooths and freshens white flower notes. The company also showed several oud bases that featured woody, animalic, diffusive and other facets.

### Floral, Animalic and Other Notes

Symrise presented Nerolione<sup>t</sup>, a strong orange blossom material. The ingredient is reminiscent of methyl anthranilate, but is 10 times stronger. The material, which can be used in applications such as shampoo, is substantive, does not discolor formulations and can be used at low doses to add depth to compositions. The company's Jacinthafflor<sup>u</sup> does not discolor applications and



*Simone Gatto presented its range of citrus ingredients.*

<sup>q</sup>Emeraldine is a trade name of PFW

<sup>r</sup>Romarine is a trade name of MG Essentials

<sup>s</sup>Lyragul is a trade name of MG Essentials

<sup>t</sup>Nerolione is a trade name of Symrise

<sup>u</sup>Jacynthafflor is a trade name of Symrise

boosts animalic and floral notes. Meanwhile, Irisnitrile<sup>v</sup>, which is cucumber- and irislike, was demoed in a peach note. The material offers stability and burns well in candle applications. It can also be used to boost juiciness in profiles.

### French-inspired Ingredients

Robertet presented several materials from its "menu" of ingredients, including cardamom headspace, via dynamic enfleurage, which was very natural. Mimosa fleur olessence was coextracted with a fatty character to optimize the odor notes. A styrax absolute had a low styrene level. Sourced from Honduras, the starting material yields a pronounced animalic note. Arnica absolute had notes of tobacco and leather, with an animalic nuance. Liatrix Ht. absolute had notes of tobacco and coumarin, with a slight aquatic aspect.



*Floral Concept's booth featured natural materials for perfumery.*

### Novel Extractions

Augustus Oils Ltd. presented rose Augasorb, which is produced via a novel extraction that yields an isolate with targeted aromatic components. The proprietary cold process maintains key components for distinct effects. In the case of the rose, the ingredient smelled like an ethanol-free absolute. The company has also subjected lavandin and nutmeg to the process. Primrose Wilson, managing director of Augustus, noted that spices have particularly high yields in the Augasorb system.

The company also presented broom extract, helichrysum, galbanum and styrax resinoids, Siam wood and nicotine-free tobacco absolute. The Augustus team explained that the company features an in-house distillery in which it produces natural chemicals.

It has the capacity to make organic grades of some of these ingredients. Among the materials the company showed was rhodinol from geranium, which was 80% pure and had a rounded character. Geraniol ex palmasosa was 90% pure. A linalool included pleasant "impurities."

Finally, Augustus showed a historical progression of rose soap fragrance recipes from its archives, dated 1900, 1914 and 1930, providing a unique look at the evolution of perfumery.

### Renewable Solvent & Sandalwood Scent

Solvay presented its Augeo<sup>w</sup> Clean Multi and Augeo Clean Plus renewable solvents, which can be applied to reed diffusers, sprays, air fresheners, fragrances, electrical plug-ins and aerosols.

<sup>v</sup>Trisnitrile is a trade name of Symrise

<sup>w</sup>Augeo is a trade name of Solvay





Agrumaria Corleone presented its range of citrus ingredients.



Payan Bertrand displayed its natural aromatic materials.



Elixens presented its natural materials for perfumery creations.



A gathering of global perfumery organization representatives; from left: Guy Vogel (German Society of Perfumers), Wolfgang Krause (DGP, BASF), Sylvie Jourdet (SFP; Créissance), Raymond Chaillan (SFP), Chris Diienno (ASP), Wessel Kos (Firmenich) and Patrick St. Yves (SFP).

The solvents enhance fragrances, feature a low carbon footprint and are compliant with CARB and EPA VOC legislation.

The company also featured Rhodiantal<sup>x</sup>, a sandalwood alternative that can be used in incense sticks or fine fragrance. The material is an isomer of isobornyl cyclohexanol and has a powerful sandalwood character. It can also be applied to applications such as soaps, detergent powders, fabric softeners, shampoos and creams.

## Amber and Citrus Notes

DRT presented Sylvamber, which was first launched at the 2014 *World Perfumery Congress*. The ingredient had an intense, warm, cedar, woody and amber odor. The material is long-lasting and can be applied to fine fragrance personal care and air care. In applications, Sylvamber can lend naturalness and a gourmand note, while also boosting power and adding creaminess to creations.

The company also displayed materials such as bergamot produced without bergapten, in addition to yellow and green mandarin, genet with a pronounced honey tone, and bitter and sweet orange.

## Shared Innovation

Firmenich presented the latest fragrance molecules to be added to its Sharing Innovation program, which comprises ingredients with a range of properties including unique olfactive profiles, optimized environmental performance and cost-effectiveness. This year, the collection launched muscone laevo, a soft musk with sweet, elegant and warm tonalities. The 2015 collection also included Sclareolate<sup>y</sup>, which recalls clean white floral notes within a traditional clary sage aromatic profile. Sclareolate is very stable in compositions, possesses a freshness and tenacity that enhances the natural signature of perfumes, and can be used as a replacer for linalyl acetate in formulations. Firmenich's Sharing Innovation also includes Polysantol<sup>z</sup>, the first sandalwood molecule created by the company. Launched in 1985, the ingredient has a strong cost-to-performance ratio.

Firmenich also displayed a range of naturals under the Sharing Innovation program, including cedarwood super rect., which has been refined from *Juniper virginiana* oil to create a unique and slightly ambery cedarwood. Cypriol heart, which was developed for a woody-dried, earthy and animalic profile, possesses leathery, oud and smoky hints and is well suited to reinvent the modern chypre. Pepper Sichuan SFE has a differentiated profile from any other pepper. The ingredient is reminiscent of the citrus facets of a petitgrain, while its shining metallic effect yields a tingling sensation. The result is a unique, complex and pure spicy profile.

Finally, Firmenich presented woody bases inspired by its perfumers, which offer cost efficiencies. Containing Firmenich captives, the bases include Wood, Armenian Wood and Mysore Wood. The bases contain a range of effects, including warmth, radiance, animalic hints, ambery and benzoin notes, or creamy Indian sandalwood.

<sup>x</sup>Rhodiantal is a trade name of Solvay

<sup>y</sup>Sclareolate is a trade name of Firmenich

<sup>z</sup>Polysantol is a trade name of Firmenich

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