

# New Perfumery Raw Materials

Nine companies presented new materials during the Thursday afternoon session. Chuck Yardley, Account Executive, and Gary Romans, Manager, Odor Control, Chem-Fleur International, introduced three new materials: *Cyclomethylene Citronellol* (CMC) 3-(4-methyl cyclohex-3-ene) butanol, a warm herbaceous floral which adds support and body, blends well in florals, especially jasmin, honeysuckle and carnation. It adds a natural quality to synthetic flower oils, can be a fixative or an excellent extender for woody complexes. It sells for between \$5-5.15/lb.

*Scentenal* (methoxy dicyclopentadiene carboxaldehyde) is a fresh ozony, sea-breeze type odor with floral and green characters. It can be used in all perfume types to support and add lift. It blends well in florals, especially muguet. It can be used to modify green or aloe and cucumber effects. It sells for between \$8-8.15/lb.

*Trifernal* (3-phenyl butanal) has a powerful foliage, green odor. It can be used for a natural leafy, stemy green effect. It blends well with citrus, herbal and certain floral accords. Only a small amount can add lift and power to a fra-

grance. It sells for between \$7.50-7.65/lb.

Lambert Dekker, Vice-President of Creative Perfumery, Chief Perfumer, Bush Boake Allen, Ltd., introduced two new materials: *Isotageton* 50 (essentially 2,7-dimethyloct-5-en-4-one in isopropyl myristate) has a tagette, chamomile, fruity odor. It can be used in many perfume types at levels up to 2%. It gives a wonderful effect in substitutes for natural products, particularly in geranium, rose and lavender. It also gives a new twist to green, citrus-neroli, aldehydic, oriental and chypre notes. It sells for \$9/lb.

*Thymoxane* (essentially 3,3-dimethyl-1,5-dioxaspiro(5,5)undecane) has a fresh, thyme, leathery, sweet odor. When used at 0.2-5.0%, it can give excellent lift and volume to a fragrance. It is very effective when used in conjunction with sage, armoise, lavender, patchouli, green and minty notes. It adds freshness to agrumen and citrus complexes and can give depth and diffusion to aldehydic, floral, chypre, leathery and oriental fragrances. Although primarily a material for use in the functional perfumery area, it has a marked effect in hydroalcohols, even when used at very low levels. It sells for \$6/lb.

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C. Yardley

G. Romans

L. Dekker

**J. King (left)  
D. Cartwright**

Jonathan King, Manager Chemical Sales USA, and David Cartwright, Chief Perfumer, PPF International, introduced three new materials: *Petilyn* possesses the light, refreshing cologne character of natural petitgrain. The topnote has a sweet floral odour reminiscent of orange flowers while the endnote is soft and woody. It can be used in all areas associated with the natural oil. Nevertheless the enhanced stability in hostile environments when compared to Petitgrain Paraguay offers a far wider range of potential usage. Particularly worthy of note is its performance in fabric conditioner and cream perfumes. It sells for \$5.60/lb.

*Mariflor* consists of a blend of natural products and the odor is evocative of jasmin, tuberose and neroli with additional mimosa and violet absolute character. The warm, floral top note of Mariflor combined with its fixative properties recommend use in feminine fragrances and high class toiletries. It also possesses a masculine sophistication making it suitable for aftershaves. It sells for \$5.50/lb.

*Decumal* possesses a powerful floral odor with jasmin notes predominating. On drying out, nuances associated with both peach and honeysuckle develop. At low levels, around 4%, it will add body and balance to a floral complex, while at higher levels it will give a pronounced jasmin or freesia character to a creation. It will also blend with coumarin and oakmoss in, for example, a chypre to develop the floral tonality of the bouquet. It sells for \$205/lb.

Ralph Martin, Senior Perfumer, Firmenich, introduced three new materials; *Rhuboflor* (9-ethylidene-3-oxatricyclo(6.2.1.0<sup>2,7</sup>) undecan) has a powerful note, green, fruity floral and herbal. The undertone recalls orris, carrot seed and hay.

**R. Martin**

**R. Fenn**

A difficult material to use, but it blends well with rose, orris and orange flower notes and with green, herbal and lavender themes. Careful dosage is important and up to 0.5% is usual, although 3-5% can be used in certain cases. It sells for \$20/lb.

*Methyl Cyclogeranate* (2-cyclohexene-1-carboxylic acid, 2,6,6-trimethyl, methyl ester) has a herbal, aromatic, flowery and fruity odor. This is a complex note which is very elegant and natural and recalling parts of chamomile, basil absolute, gentian and rosemary. This note finds wide application in floral, herbal, green, fruity and chypre notes. It is effective at levels of 0.5% up to 5% and gives rich warm body without changing the basic fragrance note. It sells for \$36/lb.

*Damascenone* (2-buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-) has a very powerful fruity note. It smells intensely natural, rose, plum, grape, raspberry and sugary. Normally used in a 10% or 1% solution, it gives attractive and beautiful nuances in all fragrance types but the dosage needs to be precise. It sells for \$350/lb.

Ron Fenn, Corporate Director of Aroma Chemicals Sales and Marketing, International Flavors & Fragrances Inc., introduced two new materials: *Ambrettex XNM* has long-lasting "soft powdery" musk tones, an odor similar to Musk Ambrette. It can replace Musk Ambrette weight for weight in applications where the color instability or safety aspects of Musk Ambrette are problematical. It sells for \$8/lb.

*Bacdanol* (2-ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol) has a powerful sandalwood note with rose nuance. It is extremely diffusive and long-lasting on skin. It is used to reinforce the sandalwood moiety in all fragrance

E. G. Harris

A. Andriollo

P. Aarts

S. Lemberg

types. It sells for \$48/lb.

Eugene G. Harris, Group Leader Aromatic Chemicals, Emery Industries, introduced three new materials: *Emeressence 1170 chamol* is an inexpensive, natural chamomile note that is herbaceous with nuances of celery and lovage. It is lavender-like and coumarin-like displaying an ethereal, heady, and diffusive character. It demonstrates good effects with aldehydes, and it combines well with lavender and oakmoss. It sells for \$19.50/lb.

*Emeressence 1172 Privetone* is a natural green, leafy, hedgey-foliage note that is stable over a broad pH range (e.g. stable in the presence of chlorine bleach as well as alkali-based cleaners) and offers an ozone-like, anethole-like alternative for any fragrance composition. This midrange note blends especially well in herbal and floral complexes. It sells for \$6.75/lb.

*Emeressence 1174 Fir Balsam* is a colorless, synthetic alternative to natural fir balsam and exhibits odor consistency and odor stability. It is a very natural fruity, pine needle note having the character of fir balsam absolute. It adds diffusion to any complex, provides a natural resinous background, and its fruity topnote fits well with strawberry compositions. This topnote to midrange material has good substantivity and gives a consistent dry down. It sells for \$19.50/lb.

Antonio Andriollo, Director Perfumery, Soaps and Detergents, Roure Bertrand Dupont, introduced three new materials: *Orcinyl 3* has an odor of oakmoss with a fruity and iodine note. It has a very long-lasting note. It works well with Evernyl in the proportions of 25/75 to give a very powerful oakmoss note. Alone, especially in men's fragrances, it gives a lot of strength. It can be used from 1-3%. It sells for between \$154-157/lb.

*Safranal P* has an odor characteristic of saffron. It is a middle/base note. This product, in very low percentage, gives a spicy character to all types of compounds (must be used in dilution at 1 per 1000). It sells for between \$480-485/lb.

*Absolute Olivier* has a fruity fatty odor of broom/orris with hay-wood inflexion. It harmonizes well with jasmine, tuberose, narcissus, violet notes. It is of special interest in floral and chypre creations for alcoholic lotions. It sells for \$955/lb.

Pieter Aarts, Marketing Director of Aroma Chemicals, Henkel KGaA, introduced three new materials: *Junipal* (4(5)-formyl-7,7,9(7,9,9)-trimethyl-bicyclo(4.3.0)non-1-ene) has a highly diffusive herbal note with thuja-, juniper-character, enriched by a black currant undertone. It is effective in men's colognes, hair care products and toiletries. It sells for approximately \$15/lb.

*Oxyvet* (2-oxaspiro(4.7)dodecane) has an extremely powerful animal, indolic note. Its uses are similar to indole and does not have discoloration problems. It sells for approximately \$26-29/lb.

*Cyclohexyl-salicylate* has an aromatic, floral, balsamic odor. It is suitable for floral, fougere and oriental phantasy notes. It has higher substantivity compared with traditional salicylates.

Dr. Seymour Lemberg, Vice-President, Fritzsche, Dodge & Olcott, introduced three new materials: *Musk Ether* (2-formyl-1-methoxy-3,5,5,8,8-pentamethyl-5,6,7,8-tetrahydronaphthalene) has a sweet musk odor with the high exalting properties of a macrocyclic musk. It can be used in any fragrance area where a sweet musk note is desired. It has been used up to 20% in a finished fragrance. It sells for approximately \$12/lb.

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*H-Bisabolene* has a tart citrusy floral, slightly sweet, balsamic note with myrrh and opoponax nuances. It can be used in citrus, florals, and orientals up to 20%. It sells for approximately \$10/lb.

*Alpha-Hexyl-Gamma-Butyrolactone* has a vibrant, sweet, floral, fruity note with green

coconut nuances. It can be used in all areas at any percentage. It sells for approximately \$20/lb.

This session was of great interest to the delegates to the Congress. Samples of almost all of the materials were handed out on blotters during the individual company presentations. Frequent breaks were taken to avoid nose fatigue.



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## Smelling Competition

The purpose of the smelling competition, organized, administered, and judged by John F. Doyle, Roure Bertrand Dupont, was to give the people attending the Congress an opportunity to test their knowledge of perfume raw materials. There were twenty different raw materials to smell and identify each day. At the end of the third and final day of the Congress the forms with answers were checked. The awards, particularly appropriate for an Olympics year, were a gold blotter presented by Mr. Doyle to Felix Buccellato, Custom Essence.

**M. Jerolimic, F. Buccellato, J. Doyle, and B. Hamilton**

The silver blotter was presented to Marco Jerolimic, Dragoco, and the bronze blotter was presented to Bill Hamilton, Armour-Dial.

## Program Committee

Members of the Congress Program Committee are (from left) M. E. Patterson, PPF International; Lawrence Janosky, Felton International; John F. Doyle, Roure Bertrand Dupont (Chairman); Stanley E. Allured, *Perfumer & Flavorist*; James S. Bell, Roure Bertrand Dupont; Richard Niemiowski, Dragoco; John Lajkewicz, Intarome; and (inset) John E. Porter, Noville Essential Oil Company.