

# Firmenich

for good, naturally





# SUM- MARY

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# EDITO

Captive ingredients embody the soul of Firmenich, they express our uniqueness and responsible « savoir-faire ».

Firmenich's «**SHARING INNOVATION**» program is designed to share selected Firmenich signature ingredients.

With this 2019 collection we share our savoir-faire in extraction technologies, sustainable sourcing, green chemistry and let the perfumers imagine some of the richest facets of our BEYOND MUGUET explorative work.

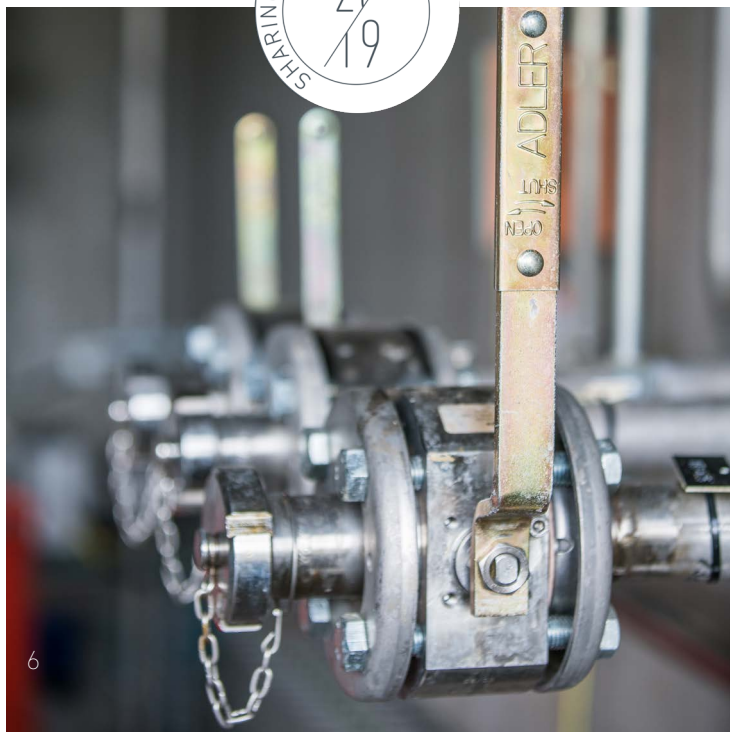


Firmenich

Firmenich

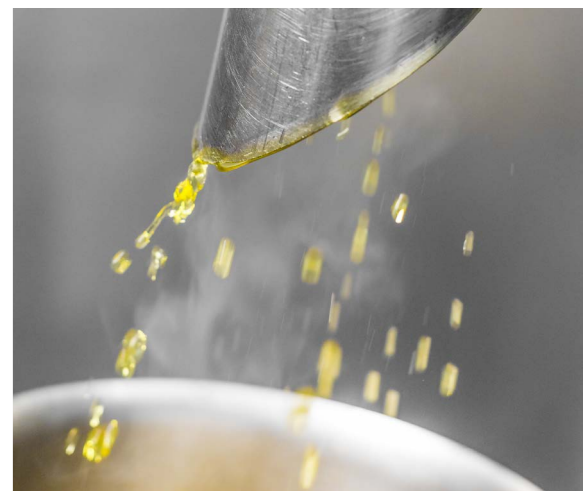


# DISCOVER OUR INGREDIENTS



## MOLECULES

- HIVERNAL® NEO 948605
- FRUCTALATE® 943871
- BEYOND HIVERNAL® 184255
- BEYOND LILYFLORE® 184256



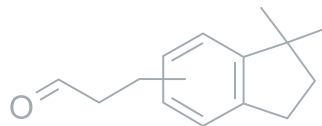
## NATURALS

- ORANGE TETRAROME® FAB 987442
- LEMON TETRAROME® FAB 987333
- ORRISCIENCE 8 IRONE 950289
- OULD ASSAFI™ 969406

# HIVERNAL® NEO

948605

CAS : 0300371-33-9



## FLORAL | MUGUET

"The freshest product that exists but also the longest lasting although freshness and long-lasting normally do not coexist."

A very monolithic and linear character.

Its modifying power is unequalled to bring a lot of brightness and a wet side to both feminine and masculine perfumes."

*Harry Fremont, Master Perfumer*

## STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	CONCENTRATION AVG - MAX	SUBSTANTIVITY & REMARKS			
Fine Fragrances	●●●●	0,03% - 0,2%	Top, Heart and Base Note			
Shampoo	●●●	0,09% - 0,5%	Wet	●●●●	Dry	●●●●
Shower Gel	●●●	0,04% - 0,2%	Bloom	●●●		
Soap	●●●●	0,09% - 0,4%	Foam	●●●	Dry hand	●●●
Detergent	●●●●	0,1% - 0,5%	Wet	●●●	Dry	●●●
Softener	●●●●	0,2% - 0,6%	Wet	●●●●	Dry	●●●
APC	●●●	0,06% - 0,2%				
Candle	●●●	0,03% - 0,2%	Cold wax	●●●●	Burning	●●●

TENACITY: Lasts 3 weeks on smelling strip.



## OLFACTIVE DESCRIPTION

**HIVERNAL® NEO is a powerful aldehydic-muguet note with green facets.**  
An elegant signature with specific facets and tonalities, it gives a clean and fresh effect, like a fabric wild dried with sunshine.

# HIVERNAL® NEO 948605

## FOR AN EAU DE TOILETTE AT 15%

### 209331

Fr	Ambrox® Super	25
	Benzyl Acetate	7
	Benzyl Salicylate	154
	Bergamot Oil	47
Fr	Cassis Base	11
	Citronellol	11
	Crystal Moss 10 %	5
Fr	Damascenone	1
	Dipropylene Glycol	6
	Florol Neo	95
	Geraniol	11
	Geranyl Acetate	10
	Grapefruit Acetal	2,5
Fr	Hedione® HC	221,8
	Hydroxycitronellal	11
	Indol	1
	Iso E Super® (IFF)	140
Fr	Jasmine Sambac China Abs 10 %	5
Fr	Jasmolactone	6
	Linalol	70
	Manzanate 10 %	2
Fr	Mayol®	2,5
	Methyl Anthranilate 10 %	2,5
Fr	Patchouli Heart SFE	14
	Pear Ester	70
	Phenyl Ethyl Alcohol	35
Fr	Pink Pepper SFE	2,5
	Pipol Acetate	1
	Verdox™ (IFF)	20
	Ylang Oil Type	1,2
	Zestover 50%	5
Fr	<b>Hivernal® Neo</b>	<b>4</b>
	Total	1000

HIVERNAL® NEO boosts all the fresh facets of the accord: from pink pepper, to the floral heart. It also supports muguet notes, enhances naturality and brings a sparkling effect to the fruity notes.

In version B, HIVERNAL® NEO is replaced by DIPG.

## FOR A SHAMPOO AT 1%

### 208982

	Aldehyde Hexylcinnamic	80
	Allyl Heptanoate	20
	Ambrettolide	5
	Benzyl Acetate	30
Fr	Cassis Base	5
	Citronellol	35
	Citronellyl Acetate 10 %	25
Fr	Damascenone Total 10 %	25
	Decalactone Gamma	10
	Dihydromyrcenol	25
	Dipropylene Glycol	8
	Florol®	100
Fr	Galbex®	10
	Geranyl Acetate	25
Fr	Habanolide®	100
Fr	Hedione®	150
	Helional® (IFF)	30
	Hexyl Acetate	5
	Linalol	185
Fr	Muscenone®	5
	Phenoxyethyl Iso Butyrate	15
	Phenyl Ethyl Alcohol	30
Fr	Pipol 10%	20
	Pipol Salicylate	10
	Undecalactone Gamma	20
	Zestover 10%	25
Fr	<b>Hivernal® Neo</b>	<b>2</b>
	Total	1000

A low level of HIVERNAL® NEO imparts green effect, naturality and lift to this fruity-floral accord.

In version B, HIVERNAL® NEO is replaced by DIPG.

## FOR A LIQUID DETERGENT AT 1%

### 209398

Fr	Aldehyde Supra 10%	5
	Allyl Cyclohexylpropionate	15
	Benzyl Propionate	10
	Benzylacetone	25
	Benzyl dimethylcarbinol Acetate	15
Fr	Citronova 533 Orange	15
Fr	Damascone Delta 10 %	25
Fr	Dartanol®	30
	Dihydromyrcenol	200
	Dipropylene Glycol	10
	Florol Neo	80
Fr	Habanolide®	95
Fr	Hedione®	100
	Hexylcinnamic Aldehyde	100
	Ionone Beta	10
	Iso E Super® (IFF)	80
	Isoeugenyl Acetate	5
Fr	Lemon Oil	15
	Linalol	50
Fr	Norlimbanol® 10%	15
	Pipol Acetate 10%	15
	Pipol Salicylate	10
	Undecavertol	10
	Verdox™ (IFF)	50
Fr	Violettyne 10 Mip	5
	Zestover	5
Fr	<b>Hivernal® Neo</b>	<b>5</b>
	Total	1000

A touch of HIVERNAL® NEO increase the floral freshness and marine note of this floral-aldehydic accord.

In version B, HIVERNAL® NEO is replaced by DIPG.



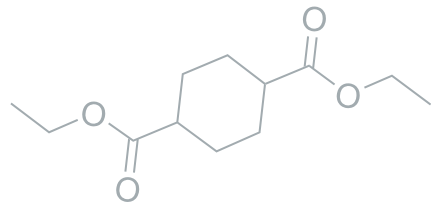
## PERFUMERY USAGE

HIVERNAL® NEO is used in all kind of applications to enhance muguet accords and the long-lasting freshness.

# FRUCTALATE®

943871

CAS: 0072903-27-6



## FRUITY

"The new HEDIONE® of fruity notes! FRUCTALATE® can transform a transparent fruit in a juicy colored gourmand one!"

*Fredy Bassols,  
Firmenich Ingredients Expert*

## STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	CONCENTRATION AVG - MAX	SUBSTANTIVITY & REMARKS		
Fine Fragrances	●●●●	0,05% - 0,2%	Top, Heart and Base Note		
Shampoo	●●●	0,5% - 2%	Wet ●●●	Dry ●●	
Shower Gel	●●●	0,4% - 2%	Bloom ●●●		
Soap	●●●	0,7% - 2%	Foam ●●●	Dry hand ●●	
Detergent	●●●	2% - 17%	Wet ●●●	Dry ●●	
Softener	●●●	0,6% - 3%	Wet ●●●	Dry ●●●	
APC	●●●	1% - 4%			
Candle	●●●	4% - 12%	Cold wax ●●●	Burning ●●●	

TENACITY: Lasts 2 days on smelling strip.



## OLFACTIVE DESCRIPTION

A bright **fruity, raspberry apple** note which provides incredible **volume** to perfume compositions.

FRUCTALATE® shows remarkable **boosting performance, long lastingness** and **fruity lift**. Very **stable**, FRUCTALATE® is the ultimate **fruity enhancer** in all type of applications.

# FRUCTALATE®

943871

FOR A SOFTENER AT 1%

209397

Astrotone	120
Coumarin	10
Decalactone Gamma	50
Dihydro Beta Ionone	20
Dipropylene Glycol	95
Ethylvanillin	40
<b>FR</b> Exaltolide® Total	50
Florol Neo	80
Gamma Undecalactone	10
<b>FR</b> Hedione®	150
Hexyl Salicylate	80
Hexylcinnamic Aldehyde	30
Ionone Alpha	30
Ionone Beta	50
Linalol	40
Phenethylol	140
<b>FR</b> Fructalate®	5
Total	1000

FRUCTALATE® imparts a juicy effect to the fruity note and brings incredible blooming to this floral-fruity accord.

In version B, FRUCTALATE® is replaced by DIPG.

FOR A SHOWER GEL AT 1%

209395

Benzyl Acetate	50
Citronellol	20
<b>FR</b> Damascone Alpha	2
Decalactone Gamma	15
Dipropylene Glycol	131
Dorisyl	100
Ethyl 2 Methylbutyrate	10
Ethyl Methylphenylglycidate	20
Ethylvanillin	30
<b>FR</b> Exaltolide® Total	60
Geraniol	50
<b>FR</b> Hedione®	200
Ionone Beta	60
<b>FR</b> Iralia®	40
Methylbutyric Acid	10
Phenethylol	80
<b>FR</b> Pipol	10
Pipol Acetate	10
Raspberry Ketone	90
Sweet Basil Oil	2
<b>FR</b> Fructalate®	10
Total	1000

FRUCTALATE® amazingly boosts the blooming and juicy effect, while also bringing naturality to this typical red fruit accord.

In version B, FRUCTALATE® is replaced by DIPG.



## PERFUMERY USAGE

Excellent in a **fruity, pineapple** or **citrus** composition where it can be used at **high dosage**.

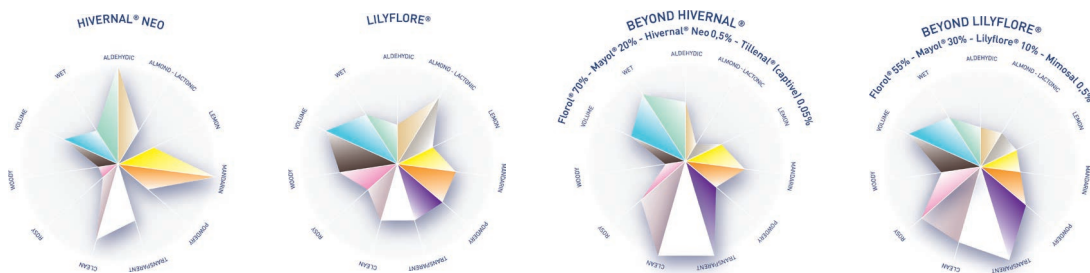
At **low dosage**, it enhances the overall profile of the formula and gives a real **strawberry effect**.

Very stable, **FRUCTALATE®** is the ultimate **fruity enhancer** in all type of applications, including **Home Care applications**.



# BEYOND HIVERSAL® 184255 BEYOND LILYFLORE® 184256

## FLORAL | MUGUET



### WHY?

Following the success launch in 2016 of **LILYFLORE®**, the external release of **HIVERSAL® NEO** in 2018 is a perfect opportunity to offer a differentiated alternative to muguet type molecule restriction, showcasing Firmenich's most recent captive ingredients.

**BEYOND MUGUET** is not only one molecule or one solution but a series of **7 ingredients**, presented alone or combined, to push the boundaries of **creativity** even further.

### HOW?

To bring positive emotion to science, we turned the approach into an artistic and visual experience. We have defined **11 descriptors** that characterize the olfactive profile of the **7 molecules**, and marked them on a scale of 0 to 5 in order to draw and compare molecule's olfactive profile.

Using these visual representations, Firmenich perfumers Dora Baghriche and Jean-Michel Zenhausen created combinations and marked them on the same scale. The result is amazing; the visuals look **how the products smell!**



Famous for its iconic perfumery molecules, **Firmenich** is presenting its unrivalled collection of fresh and transparent florals under a single name.

Created by the genius of in-house scientists and sublimated by **the talent of perfumers**, this explorative work embodies a brand-new creative approach and opens up **new emotions** and new territories for fresh and transparent floral notes.

**BEYOND MUGUET** is now fully unveiled to the public.

# BEYOND HIVERNAL® 184255

# BEYOND LILYFLORE® 184256

## FOR AN EAU DE TOILETTE AT 15 %

	209403	B	D	E
Astrotone	100	100	100	
Benzyl Acetate	20	20	20	
Benzyl Salicylate	110	110	110	
Bergamot Oil	10	10	10	
Calone®	2	2	2	
Clearwood®	60	60	60	
Dartanol®	40	40	40	
Dipropylene Glycol	70	50	50	
Ethyl Acetoacetate	2	2	2	
Ethyl Linalol	60	60	60	
Florol Neo	100	100	100	
Hedione® HC	50	50	50	
Helvetolide®	30	30	30	
Hexylcinnamic Aldehyde	20	20	20	
Iso E Super® (IFF)	100	100	100	
Jasmolactone Delta	10	10	10	
Mandarin Oil	5	5	5	
Musconone®	10	10	10	
Orange Oil	20	20	20	
Patchouli Oil	40	40	40	
Pipol Salicylate	50	50	50	
Polysantol®	25	25	25	
Prunella®	20	20	20	
Sandalwood Album Australia EO	1	1	1	
Styrallyl Acetate	5	5	5	
Vanilla Tahitensis SFE Abs 1%	10	10	10	
Vanillin	30	30	30	
<b>Beyond Hivernal®</b>	-	20	-	
<b>Beyond Lilyflore®</b>	-	-	20	
<b>Total</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	

BEYOND HIVERNAL® imparts a lot of blooming together with an aerial freshness while BEYOND LILYFLORE® brings creaminess and sweetness to this oriental accord.

In version D, DIPG is replaced by BEYOND HIVERNAL®.

In version E, DIPG is replaced by BEYOND LILYFLORE®.

## FOR A SHOWER GEL AT 1 %

	209402	B	D	E
Astrotone	40	40	40	
Benzyl Acetate	50	50	50	
Benzyl Salicylate	130	130	130	
Calone® 10%	10	10	10	
Citronellol	20	20	20	
Citronellyl Acetate	20	20	20	
Coranol	130	130	130	
Dihydromyrcenol	40	40	40	
Dipropylene Glycol	170	120	120	
Geraniol	40	40	40	
Hexyl Salicylate	80	80	80	
Lemon Oil Sfuma	20	20	20	
Neobutenone® Alpha 1%	10	10	10	
Nerol	20	20	20	
Nonalactone Gamma	10	10	10	
Phenylethyl Alcohol	130	130	130	
Pipol Salicylate	20	20	20	
Sclareolate®	50	50	50	
Styrallyl Acetate	5	5	5	
Undecalactone Gamma	5	5	5	
<b>Beyond Hivernal®</b>	-	50	-	
<b>Beyond Lilyflore®</b>	-	-	50	
<b>Total</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	

BEYOND HIVERNAL® magnifies the floral (white flowers) note by bringing a lot of freshness and spark.

BEYOND LILYFLORE® enhances the lactonic effect, brings creaminess, roundness and volume to the bottom note.

In version D, DIPG is replaced by BEYOND HIVERNAL®.

In version E, DIPG is replaced by BEYOND LILYFLORE®.

## FOR A SOFTENER AT 1 %

	209396	B	D	E
Amyl Salicylate	100	100	100	
Astrotone	100	100	100	
Benzyl dimethylcarbinol Acetate	2	2	2	
Clearwood®	5	5	5	
Coumarin	110	110	110	
Crystal Moss	1	1	1	
Damascone Alpha	2	2	2	
Dihydromyrcenol	25	25	25	
Dipropylene Glycol	50	-	30	
Ethylvanillin	100	100	100	
Habanolide®	100	100	100	
Hedione®	185	185	185	
Hexyl Butyrate	1	1	1	
Hexyl Salicylate	180	180	180	
Hexylcinnamic Aldehyde	20	20	20	
Iralia®	2	2	2	
Phenethylol	10	10	10	
Rhubofix®	1	1	1	
Undecalactone Gamma	2	2	2	
Vanilla Planifolia Infusion	2	2	2	
Wardia®	2	2	2	
<b>Beyond Hivernal®</b>	-	50	-	
<b>Beyond Lilyflore®</b>	-	-	20	
<b>Total</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	

BEYOND HIVERNAL® makes the accord more fresh, light, transparent and floral. BEYOND LILYFLORE® perfectly matches the musky notes and gives an elegant caramel effect.

In version D, DIPG is replaced by BEYOND HIVERNAL®.

In version E, DIPG is replaced by BEYOND LILYFLORE®.



# LEMON TETRAROME® FAB    ORANGE TETRAROME® FAB

987333  
CAS: 0008008-56-8

987442  
CAS: 0008008-57-9

## CITRUS - ALDEHYDIC

"All is in the citrus peel! TETRAROME® are like pure magic zesty concentrates. They give the impression we crunch the entire fruit and bring to composition an incredible long lastingness."  
*Loic Bisceglie, Perfumer*

### SOURCING COUNTRIES

Mexico - Argentina - Italy



CROP SEASON IN ALL  
SOURCING COUNTRIES:

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

### SOURCING COUNTRIES

USA - Mexico - Brazil



CROP SEASON IN ALL  
SOURCING COUNTRIES:

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



### OLFACTIVE DESCRIPTION

LEMON TETRAROME® FAB offers sweet notes with slightly candy and peely facets.

### OLFACTIVE DESCRIPTION

ORANGE TETRAROME® FAB is designed to enhance fresh, citrus and zesty effect. It calls to mind an elegant ribbon of orange peel.



# LEMON TETRAROME® FAB 987333

## ORANGE TETRAROME® FAB 987442

FOR A SHOWER GEL AT 1 %			
	209400	B	D
Allyl Heptanoate	30	30	30
Benzyl Acetate	20	20	20
Citronellol	25	25	25
Coranol	100	100	100
Crystal Moss	5	5	5
Damascone Delta	10	10	10
Dihydromyrcenol	80	80	80
Dimethyl Benzyl Carbinyl Butyrate	10	10	10
Dipropylene Glycol	40	50	40
Ethyl 2 Methylbutyrate	15	15	15
Habanolide®	140	140	140
Hedione®	200	200	200
Hexylcinnamic Aldehyde	50	50	50
Ionone Beta	50	50	50
Mayol®	15	15	15
Orange Oil	40	40	40
Phenoxyethyl Isobutyrate	100	100	100
Pipol 50 %	5	5	5
Pipol Acetate 50 %	5	5	5
Thuyaketone 50 %	5	5	5
Undecalactone Gamma	10	10	10
Verdy Propionate	35	35	35
<b>Lemon Tetrarome® Fab</b>	<b>10</b>	-	-
<b>Orange Tetrarome® Fab</b>	-	-	<b>10</b>
Total	<b>1000</b>	<b>1000</b>	<b>1000</b>

FOR AN APC AT 1 %			
	209401	B	D
Benzyl Salicylate	100	100	100
Delphone	20	20	20
Dipropylene Glycol	176	196	176
Elemi EO	5	5	5
Florol Neo	100	100	100
Galbex® 10 %	2	2	2
Hedione®	250	250	250
Iso E Super® (IFF)	100	100	100
Jasmolactone Delta	2	2	2
Lavandin Grosso Oil Type	10	10	10
Lemon Oil Sfuma Decol	5	5	5
Mint Piperita EO Cascade SX	5	5	5
Neobutenone® Alpha 10 %	2	2	2
Octalactone Gamma	5	5	5
Olibanum Res 50 %	2	2	2
Oxane 10 %	2	2	2
Pipol	20	20	20
Rhubofix®	2	2	2
Romandolide®	30	30	30
Sclareolate®	50	50	50
Styrallyl Acetate	90	90	90
Violettyne 10 Hed	2	2	2
<b>Lemon Tetrarome® Fab</b>	<b>20</b>	-	-
<b>Orange Tetrarome® Fab</b>	-	-	<b>20</b>
Total	<b>1000</b>	<b>1000</b>	<b>1000</b>

LEMON TETRAROME® FAB orients this fruity, raspberry, apple accord towards apple and acidulous compared to ORANGE TETRAROME® FAB which enhances red fruits notes while bringing a juicy effect.

In version B, LEMON TETRAROME® FAB is replaced by DIPG.

In version D, LEMON TETRAROME® FAB is replaced by ORANGE TETRAROME® FAB

In this green, fig leaf accord, LEMON TETRAROME® FAB amazingly boosts the vegetal and leafy effect while making the note fresher. ORANGE TETRAROME® FAB softens the green note and makes it fruitier with a surprising grapefruit effect.

In version B, LEMON TETRAROME® FAB is replaced by DIPG.

In version D, LEMON TETRAROME® FAB is replaced by ORANGE TETRAROME® FAB



## PERFUMERY USAGE

TETRAROME® is a citrus extract with low limonene content, highly concentrated in citrus oil aldehydes. Elegantly blend in composition with Essential oil, it offers an incredible long-lasting effect and pure performance.

# ORRISCIENCE 8 IRONE

950289

CAS : 1048028-77-8

## FLORAL | VIOLET - ORRIS

**Rhizomes' maturation** drives the development of irones, which characterize the powdery note of **Orris**.

Distillation of the roots yields a "butter". Orriscience is one of the latest Firmenich **innovation** in Orris processing.

### SOURCING COUNTRY

Morocco



### CROP SEASON

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

"Orriscience is a perfect balance of all the orris facets: the traditional top green notes gradually give way to the amazing violet flowers notes, leaving behind a woody powdery sensuality."

*Cyril Mestre,  
Associate Technical Perfumer*



### OLFACTIVE DESCRIPTION

Powdery, floral, green, woody and reminiscent of violet flower.

**ORRISCIENCE 8 IRONE** shows remarkable performance in composition bringing to light all the reward of traditional orris concrete.

The irones content determines the powdery, warmth and violet profile.

# ORRISCIENCE 8 IRONE

950289

FOR AN EDT AT 15%

209399

Angelica Seed Oil 10 %	5
Astroton	100
Bergamot Oil	20
FF Cardamom Guatemala EO	5
FF Clearwood®	100
Coumarin	40
Dipropylene Glycol	3
Dorisyl	30
Ethyl linalol	40
FF Exaltolide® Total	60
FF Hedione®	240
FF Iralia®	50
Iso E Super® (IFF)	120
Lemon Oil Sfuma Decol	20
Mandarin Oil Sfuma Decol	5
FF Muscenone® Delta	5
FF Norlimbanol®	20
Orivone	20
FF Physiol	20
FF Polysantol®	20
FF Romandolide	60
FF Tonka Bean Abs 10%	5
Vetiveryl Acetate	2
FF <b>Orriscience 8 Irone 10%</b>	<b>10</b>
Total	<b>1000</b>

ORRISCIENCE 8 IRONE completely transforms the accord by bringing sensuality, complexity, nobility and subtle elegant powdery notes.

In version B, ORRISCIENCE 8 IRONE is replaced by DIPG.

## PERFUMERY USAGE

**Powerful, cost effective with long-lasting effect.**

Cost effective, it can be used at a higher level than traditional orris extract, to give an incredible **luxury signature** to the composition.

Orris extracts can be used in perfumery as well as in flavors, especially in red fruit notes such as raspberry.



# LOUD ASSAFI™

969406

CAS: 0094350-09-1

## LOUD | LEATHERY

"An exceptional quality of Oud, one of the finest and most precious natural ingredient. Its intensity majestically illuminates its animalic, woody and spicy facets."

*Alberto Morillas, Master Perfumer*

### SOURCING COUNTRY

Bangladesh



### CROP SEASON

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

The region of Sylhet in Bangladesh, on the border with Assam, is the historical birthplace of Oud.

For several generations, our partner Jalali Agarwood has been **sustainably** extracting the finest *Aquilaria malaccensis* using **time-honored traditional** methods, supporting **social actions** and providing a **positive impact on the local community**.

Jalali Agarwood and Firmenich share the same vision of **responsibility**. Because they inherited thousands of mature trees, for every one cut down, Jalali Agarwood plants twenty that will be left untouched for the future generations.



### OLFACTIVE DESCRIPTION

















**LOUD ASSAFI™**, also known as Oud Assam, is recognized as **the most precious Oud** in the world. This **exclusive quality** has been prized for centuries for its animalic, woody and spicy notes. Actually the most leathery and animalic Oud profile, **LOUD ASSAFI™** is elegantly woody and extremely ambery.

# LOUD ASSAFI™

969406

FOR AN EAU DE TOILETTE AT 15%

209308

 Ambrox® Super _____	30
 Benzoin Siam Res 50% _____	100
 Cedarwood Oil Rect _____	100
 Cedroxyde® _____	30
 Cinnamon Ceylan EO _____	5
 Clearwood® _____	187
 Dipropylene Glycol _____	8
 Hedione® _____	50
 Helvetolide® _____	50
 Iso E Super® (IFF) _____	200
 Labdanum Abs 50% _____	50
 Polysantol® _____	50
 Vanillin _____	20
 Z11 MIP _____	100
 <b>Oud Assafi™ 10%</b> _____	20
 Total _____	1000

LOUD ASSAFI™ magnifies the fragrance with richness and complexity. It **elevates and boosts the spicy-woody notes** of this oriental accord.

In version B, **LOUD ASSAFI™** is replaced by DIPG.

## PERFUMERY USAGE

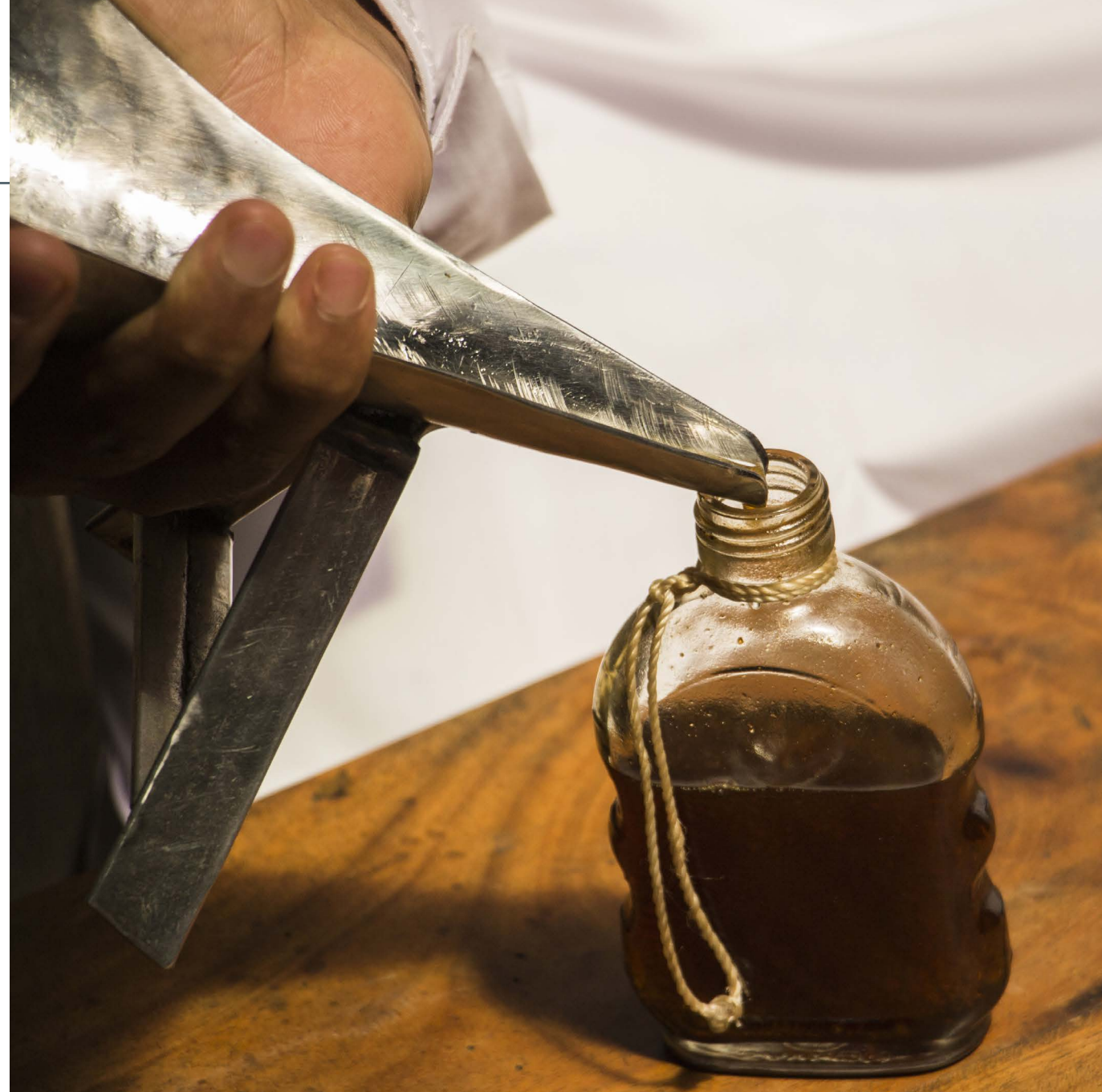
Although the region of Sylhet in Bangladesh, on the border with Assam, is the historical birthplace of Oud, this is the first time that an extract from the variety *Aquilaria malaccensis* is registered for use in Perfumery.

Firmenich created 3 captivating specialties with OUD ASSAFI™ to enlarge the experience of the magic.

OUD MALEKI 283526

OUD SAMRAT 283527

OUD ANOKHA 283528





# Firmenich

for good, naturally



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