

Press release

Holzminden, June 25, 2024

Symrise presents innovative fragrance ingredients at World Perfumery Congress

- Neomagnolan improves fragrance transparency
- Launch of the Iconoclast series, FROSTWOOD™ and AMBRONOVA™
- Symrise Fine Fragrance presents innovations in its own exhibition suite

From June 24 to 27, Symrise exhibits at the World Perfumery Congress (WPC) 2024. The leading trade fair at the Palexpo site in Geneva (Switzerland) forms one of the most important platforms for fragrance ingredients. This year it features the theme "Fragrance Forward: Where Global Innovation & Creativity Meet". Symrise presents numerous new developments at its booth 411. Visitors can inform themselves about Neomagnolan, a further development of the classic Magnolan. Symrise Fine Fragrance will also showcase novelties at its own suite. The new Iconoclast series will debut there as well as FROSTWOOD™ and AMBRONOVA™.

WPC, held biennially and alternating between the US and Europe, attracts participants from around the globe, including management, perfumers, and purchasing professionals. "WPC is renowned as a premier global stage for showcasing innovation and creativity in the industry. Also, it serves as a vital platform for fostering valuable relationships," says Daniela Knoop, Senior Global Marketing Manager, Aroma Molecules Division. "We feel thrilled to present Neomagnolan to the industry at this influential event." Knoop added.

With Neomagnolan, Symrise has evolved its floral ingredient Magnolan, which it has created in the 1950s. Symrise has succeeded in identifying and enriching the isomer, i.e. the fragrance component, with the higher perfumistic value. This way Symrise research specialists have developed an ingredient with a brighter and more transparent olfactory profile than its predecessor. Neomagnolan offers facets ranging from magnolia, geranium, pomelo, peony, and water lily to tea leaves. The ingredient provides floral transparency and highlights tart citrus and green top notes that add sparkle to the fragrance. This innovative ingredient underscores our commitment to advancing the art and science of perfumery, offering new opportunities to develop and enhance floral and transparent fragrances", says Dr Marcus Eh, Senior VP, Global Marketing, Aroma Molecules Division.

Symrise experts discuss AI and research

Symrise's Fine Fragrance division will present further highlights in its own exhibition suite at the booth. It will showcase the Iconoclast series, FROSTWOOD™ and AMBRONOVA™. In addition, members of the team will participate in panel discussions throughout the congress. These include a panel on the role of artificial intelligence in perfumery with Symrise's head perfumer Pierre Guéros. In addition, Alienor Massenet, VP Senior Perfumer, and Sacha Garel, VP Global Marketing Fine Fragrance, will participate in the conference "Perfumers and Research: 150 Years of Vanillin". The event will focus on the groundbreaking discoveries made in Symrise's "Holzminden lab".

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately €4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...

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