

## BOOK

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FIE  
Food Ingredients Europe  
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Fragrances and Flavors Association of India  
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Salon International des Matières Premières pour la Parfumerie  
Meeting Room

## TRADE PRESS





# IMAGE Branding , Visual & Video



# Brand content

Annual collection: Sharing Innovation  
Firmenich iconic perfumery ingredients



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Strong visual identity design to highlight the ingredients' intrinsic values.





Dreamwood™ launch.  
Latest Firmenich white biotechnology innovation. A highly responsible  
perfumery ingredient with olfactive and cosmetic benefits.

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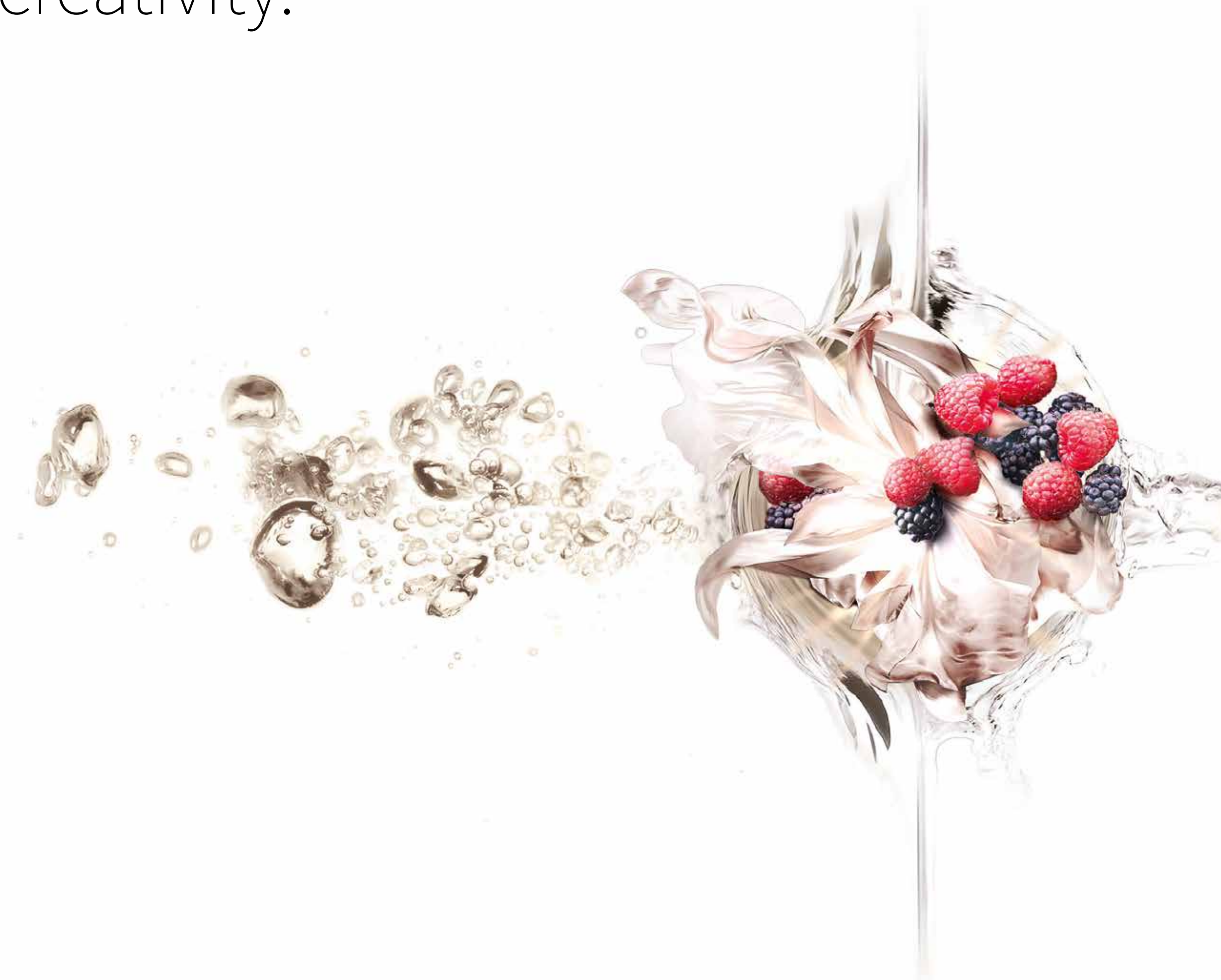
Discover the video created for social posts.







Artistic graphic design to represent the olfactive inspiration of Firmenich iconic molecules. Vertical line stands for perfection, while the central bubble, Innovation, generates an infinite flow of creativity.







A claim  
from field to  
plant.



# Video

## ”Ingredients Behind the Scenes”

The identity of Firmenich ingredients, natural extracts, beautiful molecules and materials from biotechnology, presented as an innovative and creative unit.

Entering the backstage of the House, the camera highlights the men and women who create these iconic ingredients as well as those who make them unforgettable through timeless scented creations.

Watch the video



Watch the video on Firmenich website



# Video

”The story of Naturals Together™ ”

From the birth of the project in 2014 to what it represents today: Firmenich’s mark of excellence in the world of natural ingredients. An unexpected journey to the heart of the company’s core values, its innovation in digital traceability and its leadership in extraction technologies.



[Watch the video on Firmenich website](#)



# Celebration

Creation of a silk scarf celebrating Firmenich's 125th anniversary.

**Firmenich**  
for good, naturally

&

  
*Roseline d'Orey* 1249







## Art photography













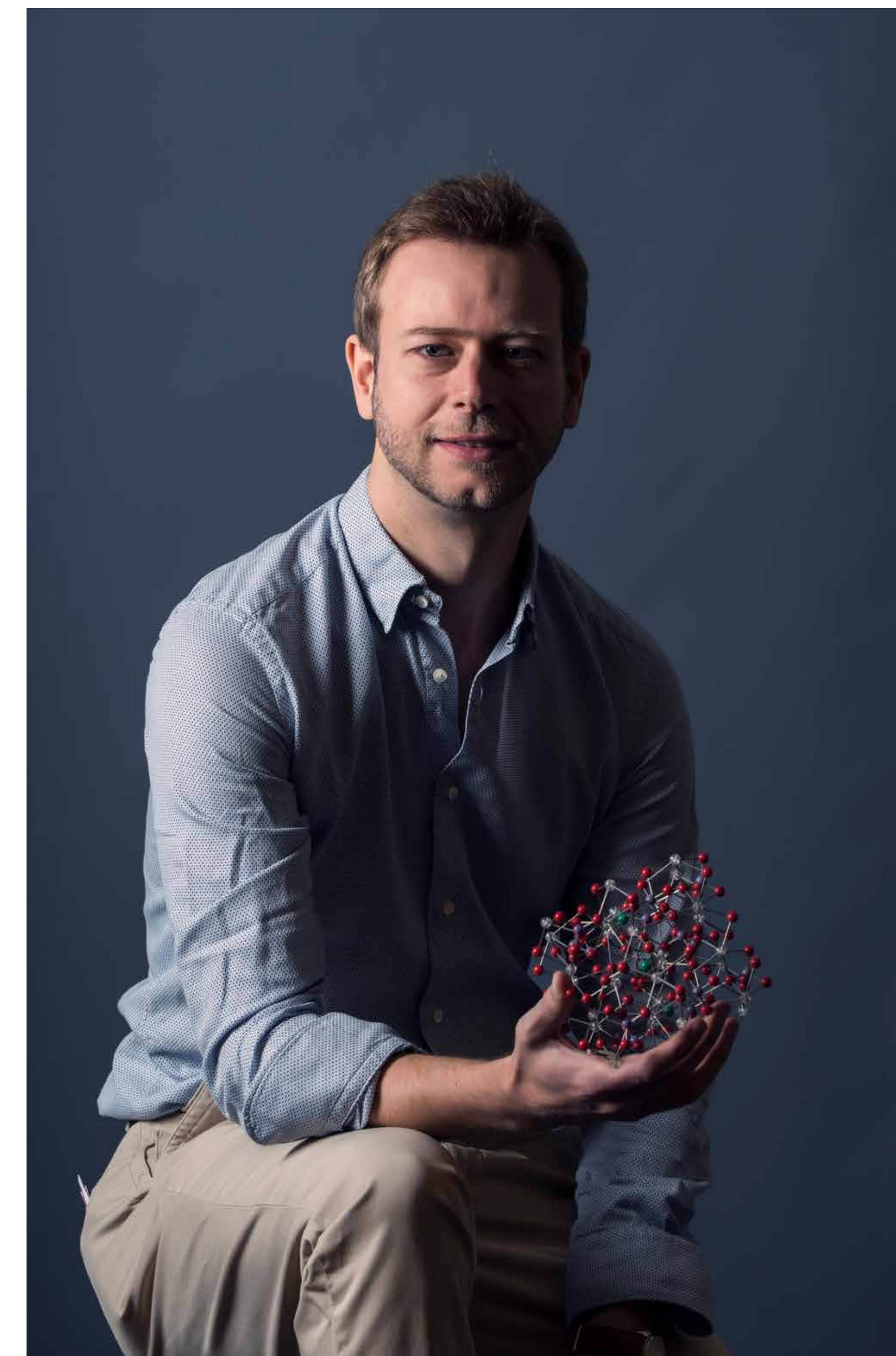














# Creative & Informative content





# Booklet

Contextualization, storytelling, technical and scientific information, but also creative inspiration.

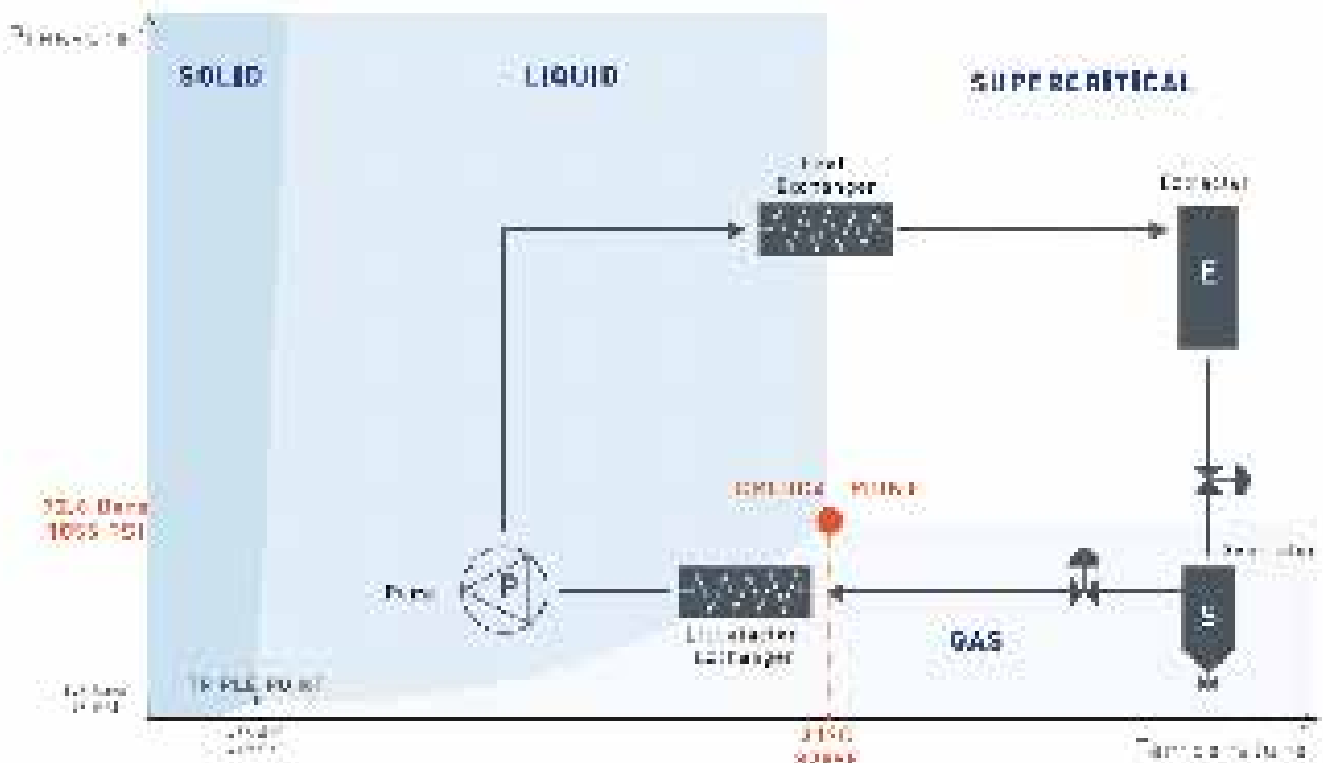
Testimonials from perfumers and flavorists, creation of demo formulas and their inspiring applications.

Discover the Sharing Innovation 2020 booklet



## LEADER IN SUPERCRITICAL FLUID EXTRACTION

Clean, traceable and ingredientally, Firmenich is the pioneer and leader in Supercritical Fluid Extraction (SFE), offering and sourced expertise and an unrivalled range of exceptional SFE natural ingredients.





# Green chemistry



ECO INGREDIENT COMPASS™ design:  
Characterization of Firmenich molecules using an evaluation grid of the main green chemistry principles. Publication of the index in the ingredient catalogue, in 2020 (first in the industry).

**ECO**INGREDIENT **COMPASS**™

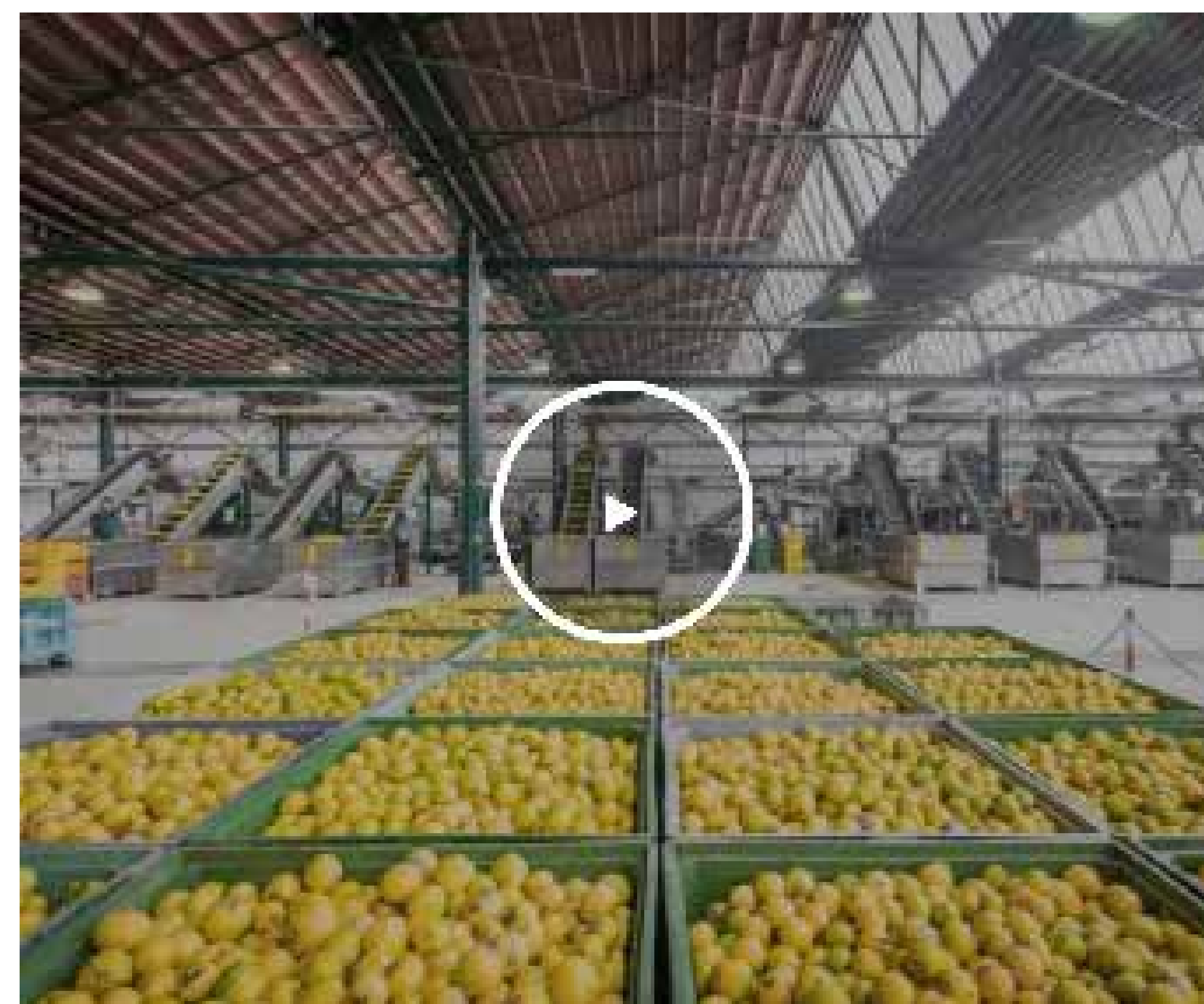


# Documentary series

Production of a documentary series retracing each process in its historical or innovation context. From solvent extraction to white biotechnology.

Each video comes with a marketing card explaining the process with differentiators and added values.

Watch the series



## Cold Expression

Everything starts with the skin of delicious fruits. Cold expression combines many different techniques to squeeze the fragrant citrus essential oils for that skin or peel. The resulting oils have amazing authenticity and quality – “almost as if you bottled the experience of peeling an orange.”

Watch the series on Firmenich web site

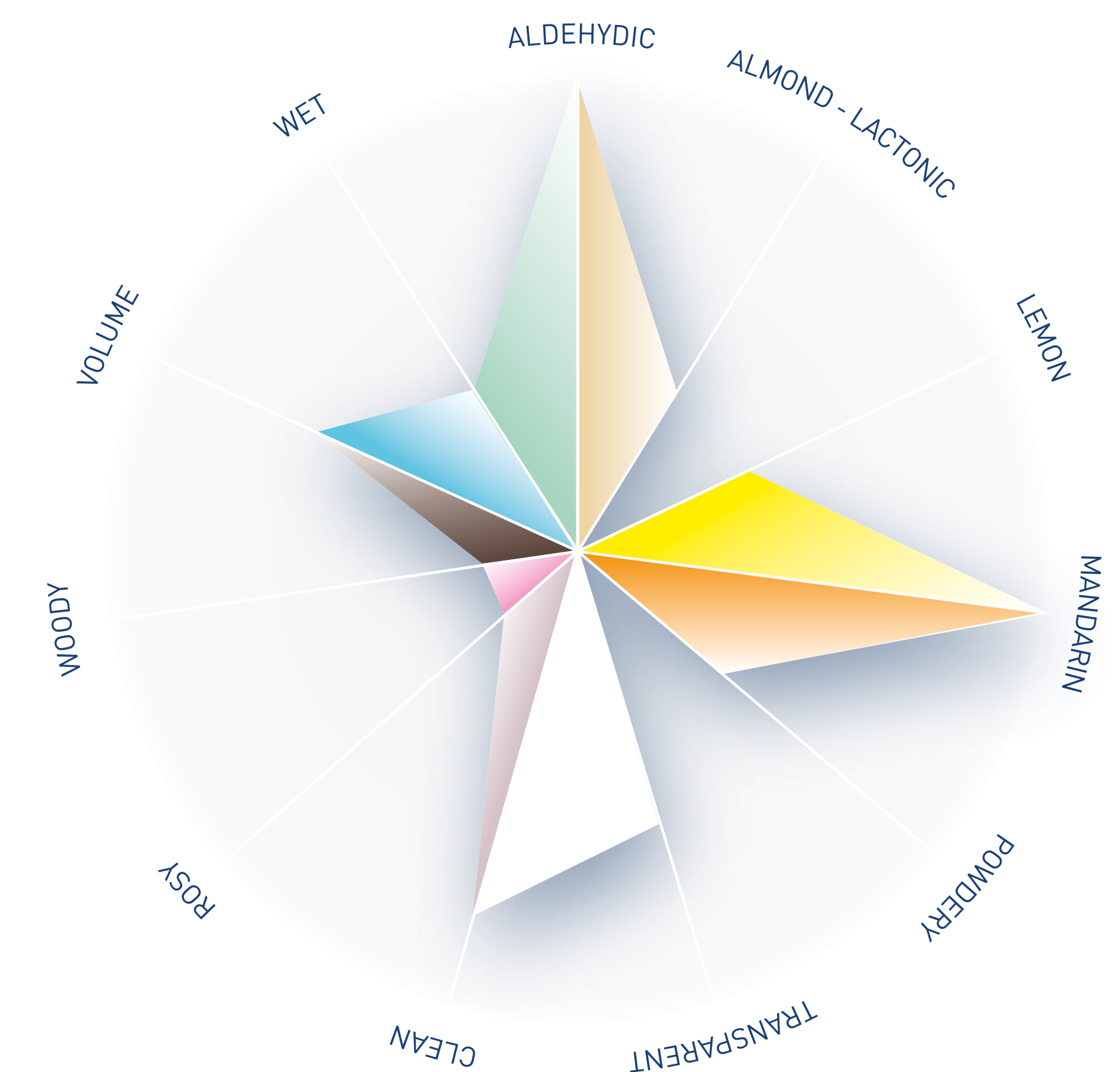


# Olfactive design



The Beyond Muguet study was conceived and launched in 2018 to offer a new approach to the question : what tools do perfumers have at their disposal today for creating the lily of the valley notes of tomorrow?

At the crossroads of regulations, innovation and creativity, Beyond Muguet transforms the approach into a visual and olfactory experience.





# Digital platform for a 360 approach marketing data sharing

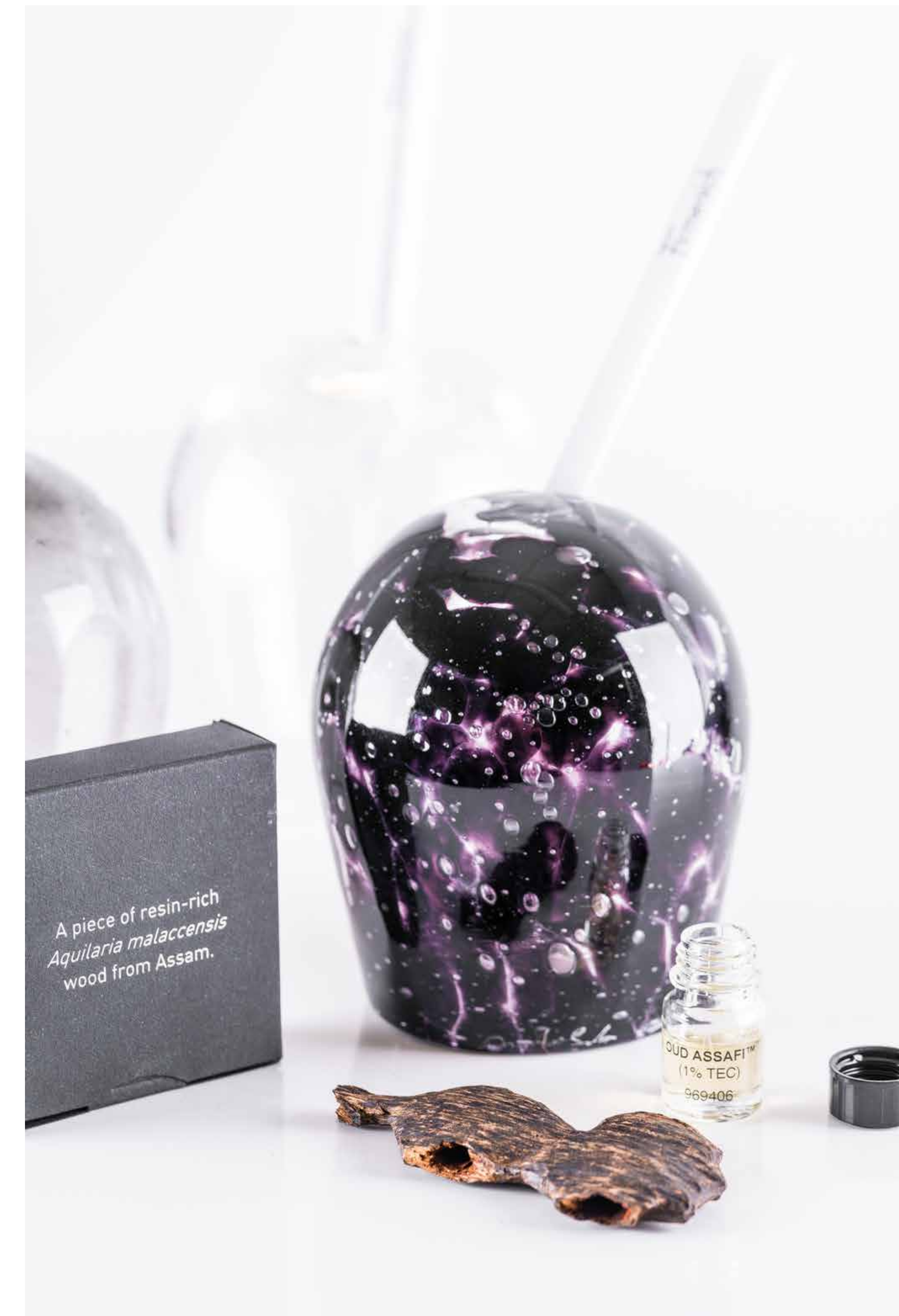
Used internally, the platform provides users with all the marketing data relating to the ingredient and enables enables them to generate marketing sheets containing technical and storytelling information.



# PACKAGING







Design the packaging and place it in context.





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# TRADE SHOW & EXHIBITION



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June 5–7, 2018

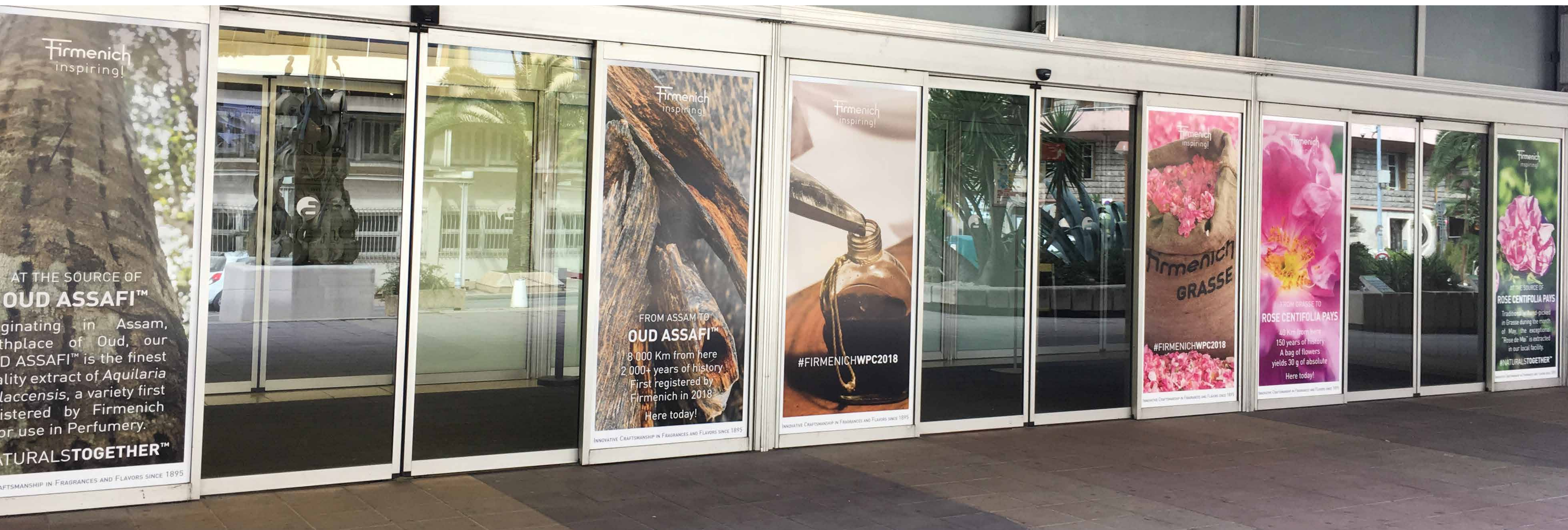
Palais des Congrès Nice Acropolis  
Nice, France

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Creation and design of the booth



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# Firmenich

## AN ICONIC CREATOR

For more than a century from IRALIA® to CLEARWOOD®, Firmenich has created some of the most desirable ingredients in the Flavor & Fragrance industry.

**1903**  
The fascinating story of Firmenich molecules starts with **IRALIA®**.

**1958**  
Dr. Demole reveals two key molecules in **jasmine** which had not yet been identified.

**1939**  
Pr. Ruzicka receives the Nobel Prize for his discovery and synthesis : **MUSCONE**, **CIVETONE**.

**1961**  
Firmenich discovers **HEDIONE®**, **SPLENDIO®**, **Z11**.

**1940s**  
**EXALTOLIDE®**, in musk family is created based on Professor Ruzicka's work.

**1950**  
Firmenich discovers the chemical structure and synthesis route of **AMBROX®**, part of the **ambroxan** family.

**1970**  
Discovery of **NEOBUTENONE®**.

**1985**  
**POLYSANTOL®** / **icidol** woody-sandalwood and more.

**1993**  
Firmenich launches **CETALOX®** (Synthetic pure Ambrox® racemic).

**1988**  
Firmenich invents **AMBROX® DL**.

**1970s**  
**AMBROX®** and **AMBROX®** are created via white biotechnology.

first alicyclic musks.

**2016**  
First launch of **AMBROX® SUPER** from white biotechnology – a new breakthrough in modern chemistry.

**2014**  
First born from our White Biotech Platform, **CLEARWOOD®** is a breakthrough patchouli profile ingredient.

**2000**  
Part of Firmenich's pioneering heritage in musk, **ROMANDOLIDE®** is the latest allycyclic musk.

  
**FRAGRANCES  
FLAVOURS**  
*Association of India*



# SIMPPAR



SALON INTERNATIONAL  
DES MATIERES PREMIERES  
POUR LA PARFUMERIE

INTERNATIONAL EXHIBITION  
OF RAW MATERIALS  
FOR PERFUMERY













# TRADE PRESS

## L'extraction naturelle de la prochaine décennie par Firmenich Natural extraction over the next decade by Firmenich

**Révolution naturelle au sein de la maison suisse de composition et d'ingrédients. Après des années de tests en laboratoire puis en format pilote, Firmenich installe à Grasse un équipement inédit d'extraction assistée par micro-ondes et dévoile ses premiers ingrédients Firgood\*.**

Depuis plus de six ans, une équipe de chercheurs travaille sur un projet tenu secret dans l'enceinte de l'usine grasse. Celui-ci implique la mise au point d'un procédé inédit au double enjeu : pouvoir traiter naturellement des matières jusqu'à présent difficiles à extraire et répondre au besoin impératif de techniques d'extraction plus durables, moins consommatrices d'énergie ou de ressources. « Toutes les avancées de ces dernières années nous amènent à concrétiser un procédé théorique idéal : une méthode d'extraction sans solvant ajouté », se réjouit Xavier Brochet, directeur de l'innovation globale pour les ingrédients naturels chez Firmenich. « Pour cela, nous venons de franchir un cap : de l'échelle du laboratoire, nous passons aux larges volumes de la logique industrielle. »

### **Uniquement l'eau des ingrédients**

Le procédé consiste à exposer une biomasse fraîche à des fréquences électromagnétiques. Sous l'effet

de celles-ci, la vibration des liaisons O-H provoque une friction qui induit une élévation de température. L'eau constitutive se met à chauffer jusqu'à l'éclatement des cellules et entraîne les principes odorants. « Il n'est donc pas nécessaire d'utiliser d'autres solvants que l'eau constitutive de la plante, souligne Sophie Lavoine, directrice de l'innovation et procédés pour les ingrédients naturels chez Firmenich. Cette innovation est l'aboutissement de l'évolution des technologies d'extraction, qui n'ont cessé de s'orienter vers des solvants plus sûrs ou plus verts : l'hexane en remplacement du benzène, puis le CO<sub>2</sub> supercritique, et aujourd'hui l'eau des biomasses. »

Les équipes de Firmenich ont effectué un véritable travail d'ingénierie afin de changer d'échelle tout en maîtrisant les coûts : de 100 à 200 kilos au départ, la capacité atteint désormais la tonne. L'astuce consiste à traiter les productions en continu, grâce à un dispositif « ouvert », et non par lots. La biomasse, véhiculée sur un tapis mobile, entre en phase de chauffage dans un tunnel. L'énergie dépensée est optimisée et correspond rigoureusement à la quantité de biomasse déposée, afin d'éviter tout effet de surcuisson et de respecter son profil organoleptique. La collecte du produit obtenu se fait par gravitation dans la partie inférieure de l'équipement. Trois types de produits, baptisés Firgood, viennent ainsi enrichir la palette des parfumeurs et des aromaticiens de la maison. Tout d'abord, une solution mère, ou hydrolat, contient l'intégralité de la fraction





STATE-OF-THE-ART DIGITAL TRACEABILITY  
THE PATH2FARM™ APPLICATION FOR NATURAL INGREDIENTS  
SOURCING, FROM FARMER TO FACTORY

Changing the game and shaping the future of naturals, Path2Farm™ brings access to secure and reliable information. Through the power of farm geo-plotting it ensures end-to-end traceability and transparency. Available on desktop and mobile devices, Firmenich is connected to its suppliers' ecosystems with just one click. An extensive dataset is offered on the platform, including farmers' profiling, field locations, agricultural practices, and environmental data. Firmenich's customers can finally visualize the origins of a product, alongside the social and environmental impact of its production.



SHARING OUR STRENGTHS:  
SCIENCE & SUSTAINABILITY

Once again, Firmenich has opened its treasure chest of exceptional ingredients, created from its industry-leading science platforms. We share our iconic Cascalone®, a pure watery signature, blockbuster in the perfumery history. Through a natural sandalwood specialty, we also deliver our newest, captive white biotech ingredient Dreamwood™, which provides the olfactive warmth of iconic Mysore sandalwood with demonstrated cosmetic benefits. As the undisputed leader in true-to-nature Supercritical Fluid Extraction, we also present two, fully faceted natural ingredients: a fresh, jasmine green tea SFE and a spicy, woody elemi SFE. This year's Sharing Innovation is a perfect combination of creativity and technology, responsibility and positive impact.

[www.firmenich.com/sharing-innovation](http://www.firmenich.com/sharing-innovation)



NEWEST WHITE BIOTECHNOLOGY INNOVATION  
DREAMWOOD™ OFFERS OLFACTIVE  
AND COSMETIC BENEFITS

Inspired by the iconic Mysore sandalwood, Dreamwood™ offers its signature mystical, creamy olfactive warmth with a positive impact on the planet: 100% natural, 100% renewable carbon and ultimately biodegradable. As demonstrated through rigorous laboratory testing, Dreamwood™ can also bring cosmetics benefits, like those known for sandalwood oil. Because of its antimicrobial effect and soothing properties on skin cells\*, it may have a positive benefit in skin care products for special needs, including blemishes. A cornerstone of sustainable innovation, Dreamwood™ opens new creative territories for sandalwood fragrances, with the full benefit of responsible business, in one ingredient, for good!

[www.firmenich.com/ingredients](http://www.firmenich.com/ingredients)

\*laboratory tests, patent-pending



Advertisements in trade press



# BEYOND MUGUET

We describe herewith the important milestones in the evolution of the lily of the valley odorant family, as well as recent advances towards the creation of a portfolio of sustainable and biodegradable captive ingredients.

■ JULIEN COULOMB, Senior Scientist, Firmenich



2 Ingredients

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Read "Beyond Muguet" online



*White biotechnology, also known as industrial biotechnology, has recently provided an attractive alternative for the production of botanical natural ingredients.*

38 Ingredients

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Read "Sustainable production of sandalwood oil-like ingredient" online

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I would like to acknowledge Firmenich for allowing me to present this portfolio of my main achievements as global lead marketing & communications for the ingredients division, from 2014 to 2021.