

Company news

Geneva, 30 January 2023

Givaudan leads the future of consumer-centred digital capabilities with its technology Myrissi™

Givaudan, the global leader in fragrances and beauty, introduces a new way of translating scents into colour patterns* with the unveiling of its consumer-centric artificial intelligence (AI) technology.

Myrissi™ marks a key step forward in Givaudan's 2025 strategy to expand customer-centred digital solutions. The technology strengthens its innovative capabilities in capturing and predicting the spontaneous emotional perception of fragrance experienced by consumers, determining the best alignment between colours, emotions and scents.

Combined with Givaudan's expertise of more than 35 years in neuroscience, the Myrissi™ algorithm deepens the understanding of consumers' emotional mechanisms. This unique capability, the result of a decade of academic research in brain imagery and AI, decodes the spontaneous olfactory connection with colour, modelled on the basis of a database of more than 25,000 consumer tests.

The cutting-edge technology enables us to drive the creative and product development process starting either from a chemical composition to predict the colour code association, or from a chromatic base to determine the appropriate olfactive affiliation. It also generates the visual moodboard and verbal ecosystem surrounding any fragrance: from packaging to campaign storytelling, consumers' emotional nuances are translated in their most complete and consistent form.

By bringing fragrance creation closer to sensory perceptions, Myrissi™ unlocks new insights and opportunities for Givaudan customers, fully aligned with their marketing briefs and business objectives. Through this, Givaudan supports its customers in maximising the emotional impact of any olfactive creation, regardless of the retail channel involved.



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Maurizio Volpi, President Fragrance & Beauty, says: "Myrissi™ represents a step change for the Industry. As e-commerce remains the privileged channel for customers, we must answer their need of an olfactive digital experience, something impossible to address until now. With Myrissi™, we allow consumers to "smell" visuals and colours that elicit the same emotions as the perfumes they are facing. This technology also enables Givaudan to support impactful marketing strategies for our customers, by matching their product designs with their scent, making the consumer experience delightful and fulfilling."

"Myrissi™ offers trailblazing support in crafting consumer-centred solutions, covering a wide scope of product categories, from Consumer Products to Fine Fragrances, driven by the powerful connection between colour and scents," adds Muriel Jacquot, Neuroscience Development Manager. "With Myrissi™, Givaudan inaugurates the 'Feel colours, smell emotions' approach in perfumery and strengthens its leading position in neuroscience research."

By anticipating consumer expectations in the enchanting journey a scent must offer in all its aspects, Givaudan reinforces its commitment to creating fragrances with purpose and opens new frontiers for innovative projects.

* Currently only available in Western Europe, USA, Brazil and Japan - and more to come.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2022, Givaudan employed almost 16,700 people worldwide and achieved CHF 7.1 billion in sales with a free cash flow of 6.7%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

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About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

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