



Media Release

Geneva, 30 October 2019

Givaudan presents a new biotechnology approach for synthesising the most widely used biodegradable fragrance ingredient, Ambrofix

An innovative breakthrough aligning to Givaudan's sustainability approach, A Sense of Tomorrow

Ambrofix, one of the most widely used biodegradable fragrance ingredients, is now produced using Givaudan's new breakthrough biotechnology which delivers identical olfactive qualities as the traditional method while being the most sustainable and carbon efficient on the market.

This new biotechnology starts with fermenting sustainably sourced sugar cane to produce Ambrofix which is readily biodegradable, 100% naturally derived while maintaining 100% renewable carbon. It requires a hundred times less land to produce one kilogram of the new ingredient as compared to the traditional production method.

Fundamentally, this new carbon-efficient process aligns to Givaudan's sustainability approach, A Sense of Tomorrow and is in accordance with Givaudan's FiveCarbon Path™, where all carbon atoms in the bio-based starting material end up in the final product, resulting in zero carbon waste.

Ambrofix was first described in the 1950s and has grown in popularity as a favourite among consumers and perfumers. It is used ubiquitously in consumer products ranging from household and personal care items such as laundry detergents and shampoos to fine fragrances.

Jeremy Compton, Global Head of Fragrance Science and Technology commented: "We are thrilled that this new biocatalytic process produces Ambrofix as a powerful, substantive and stable amber note while aligning to Givaudan's sustainability approach, A Sense of Tomorrow. With consumers increasingly seeking safe, high quality and sustainable products, our commitment to responsible innovation leverages our capabilities and expertise to develop fragrance molecules loved by people everywhere for a sustainable tomorrow."

Watch this [video](#) to learn more about Givaudan's FiveCarbon Path™.





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About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 5.5 billion in 2018. Headquartered in Switzerland with local presence in almost 150 locations, the Company has more than 13,500 employees worldwide. Givaudan invites you to discover more at www.givaudan.com.

About Givaudan Fragrances

Givaudan is passionate about perfumery and is dedicated to combining creativity and innovation to design beautiful fragrances. With the industry's largest perfumery team, Givaudan contributes to making life delightful and memorable through unique scent experiences for customers around the world. Currently present in all major markets, Givaudan strives to deliver fragrances for personal, home and laundry care, as well as prestige perfumes. Our customers benefit from Givaudan's expertise in three business areas: Fine Fragrances, Consumer Products, and Fragrance and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more about Fragrances at www.givaudan.com/fragrances.

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