



## Media Release

Geneva, 14 September 2020

## **Givaudan introduces its Naturality Platform™, a major step towards nature-conscious fragrances creation** Leading the industry into a new era of responsible fragrance design

Givaudan, the global leader in flavours and fragrances is pleased to launch its Naturality Platform™, reinforcing its capabilities and commitment to nature-conscious fragrances, and advancing the Company purpose of "Creating for happier, healthier lives with love for nature".

Initiated three years ago, the Naturality Platform™ embraces the consumer aspiration for fragrances designed with a conscious, authentic and responsible approach. It is defining new and holistic ways to create delightful yet responsible fragrances that correspond to the Company's purpose of creating with love for nature. It encompasses natural ingredients, ingredients from renewable sources, as well as biodegradable ingredients.

The purpose of the Naturality Platform™ is to enable the design of fragrances in a nature conscious way. It is based on three pillars:

1. A robust series of **consumer study programmes** which identifies consumer expectations in the shift towards responsible products.
2. The **Naturality Guide™** which provides a clear segmentation and understanding of the market. It defines new rules of formulations and supports our customers in the choices and parameters required to develop nature-conscious fragrances.
3. The **Naturality Index™** which supports perfumers in their choices of ingredients to design fragrances which are respectful to nature while creative and unique. It is built on a deep understanding of the sustainability criteria relevant to fragrance creation which comprise ecotoxicity, biodegradability, renewability, energy efficiency and sourcing.

Maurizio Volpi, President of Givaudan's Fragrance & Beauty, commented: "Givaudan's purpose to create for happier, healthier lives with love for nature has been central in shaping the Naturality Platform™. We are especially excited to present this new development platform which will be vital in helping our customers to respond to the ever increasing consumer desire for sustainable products. It perfectly fits with the ambitions of our 2025 strategy which aims at growing with our customers, with purpose."

**#Naturality #Natureconscious**





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## About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances, with its heritage stretching back over 250 years, the Company has a long history of innovating tastes and scents. From a favourite drink to your daily meal, from prestige perfumes to cosmetics and laundry care, its creations inspire emotions and delight millions of consumers the world over. The Company is committed to driving purpose-led, long-term growth while leading the way to improve happiness and health for people and nature. In the fiscal year 2019, the Company employed over 14,900 people worldwide and achieved sales of CHF 6.2 billion and a free cash flow of 12.7% of sales. Let's imagine together on [www.givaudan.com](http://www.givaudan.com).

## About Givaudan Fragrance & Beauty

Driven by passion and innovation, Givaudan Fragrance & Beauty aims to bring delightful and memorable sensorial experiences to consumers around the world. Currently present in all major markets, we strive to be the creative partner of choice for customers not only in personal, fabric, hygiene and home care but also in fine fragrances and beauty overall. As the global leader in fragrance creation, the Company is committed to creating fragrances and beauty products for happier, healthier lives with love for nature. Our customers benefit from our expertise in three business units: Fine Fragrances, Consumer Products, and Fragrance Ingredients and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more at [www.givaudan.com/fragrance-beauty](http://www.givaudan.com/fragrance-beauty).

## For further information please contact

Pierre Bénaich, Givaudan Media and Investor Relations

**T** +41 22 780 9053

**E** [pierre.benaich@givaudan.com](mailto:pierre.benaich@givaudan.com)

Marie Laure André, Fragrance & Beauty Communications

**T** +33 1 3998 4477

**E** [marie-laure.andre@givaudan.com](mailto:marie-laure.andre@givaudan.com)