



## Media Release

Geneva, 4 May 2017

### **Givaudan invests in French start-up company Sensorwake** **The strategic investment enforces our commitment to accelerating innovation in fragrances**

Givaudan, the global leader in the creation of fragrances and flavours, announced today a one-time investment into Sensorwake, the French start-up company leading innovation in the consumer technology sector and also responsible for creating the world's first olfactive alarm clock.

The investment follows a strong partnership of over two years where Givaudan and Sensorwake collaborated to design a collection of scents for their first product, 'Sensorwake', a revolutionary alarm clock that wakes you up in the morning by diffusing your favourite scents. More recently, a new collaboration on their second product, Oria, uses two Givaudan sleep patents developed by our Science & Technology Centre of Excellence in Ashford. Aiming to improve people's quality of sleep, Oria is a smart, intuitive device that uses the power of scent to achieve a good night's rest.

Gilles Andrier, CEO, said: "We're proud to invest in Sensorwake and further develop our existing partnership. It's great to support young talent and partner with start-ups that share the same commitment and vision towards innovation in fragrances. We look forward to strengthening this collaboration and working together on new digital projects to enhance the daily lives of consumers across the world."

Sensorwake was a Google Science Fair finalist in 2014. They were awarded the CES Innovation Award in 2016 and 2017 in Las Vegas for outstanding product design and engineering in consumer technology products.

#### **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 4.7 billion in 2016. Headquartered in Switzerland with local presence in over 95 locations, the Company has more than 10,000 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).





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## **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 Cosmetic Ingredients. We invite you to 'engage your senses' and learn more about Fragrances at [www.givaudan.com/fragrances](http://www.givaudan.com/fragrances).

## **About Sensorwake**

Sensorwake designs and markets internationally innovative products aimed at improving the well-being of consumers on a daily basis thanks to perfumes.

Revealed by the Google International Innovation Competition and winner of the 'Google Growth Engine' programme, the French start-up also won the two innovation awards at CES in Las Vegas. [www.sensorwake.com](http://www.sensorwake.com).

## **For further information please contact:**

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