



## Media Release

Geneva, 18 August 2017

## **Enhancing the way people sleep with DreamScentz™** **Givaudan leads the industry in sensory innovation with new patent-pending technology**

As part of its 2020 strategic goals in innovation, Givaudan aims to lead the sensory innovation space by launching DreamScentz™, a new patent-pending technology using the power of scent to optimise the quality of sleep. Based on the link between fragrance, positive mood states, and a proper night's sleep, we strive to provide breakthrough solutions for people to sleep better across the world.

Leading the industry in researching effects of odours on emotion, Givaudan has also expanded this research to include behavioural responses including sleep. Our state-of-the-art Sensory Centre of Excellence in Ashford is where our specialists in neuroscience, psychology, sensory science, and fragrance have piloted scientific testing and analysis on sleep, including the fragrance benefits it brings to the sleeping experience overall.

Jeremy Compton, Head of Science & Technology Fragrances, said: "We have a strong heritage of research exploring the relationship between fragrance, emotions, and behaviour. DreamScentz™ is the innovative outcome of our research led by our esteemed team of scientists working together with academic experts. This innovative technology offers new opportunities for our customers who are interested in expanding their product portfolio to include fragrant solutions that enhance the sleeping experience for consumers around the world."

Maurizio Volpi, President Fragrance Division, said: "We're very proud of the revolutionary research led by our Science & Technology team based at our Sensory Centre of Excellence in the UK. This research is in line with our long term ambitions to grow with customers to improve the health and well-being of their consumer base. Exploring new opportunities to innovate with fragrances is at the core of our business and we look forward to partnering with customers to diversify their business offering."

The official launch of DreamScentz™ coincides with the 12<sup>th</sup> Pangborn Sensory Science Symposium in Providence, Rhode Island, USA.

For more information please visit:

[www.givaudan.com/fragrances/changing-the-way-we-sleep-with-dreamscentz](http://www.givaudan.com/fragrances/changing-the-way-we-sleep-with-dreamscentz)





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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 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).

## 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](http://www.givaudan.com/fragrances).

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