



Media Release

Geneva, 7 April 2021

Givaudan introduces perfumery's first 'Blossom Lab™' to design the future of Naturals at Origin

Industry-leading mobile lab will go directly to the source to generate new ingredients from field to fragrance

Givaudan is breaking new ground in nature-conscious fragrance creation with the introduction of its Blossom Lab™. This one-of-a-kind fully equipped mobile laboratory allows to innovate naturals extraction techniques and craft new qualities of perfumery ingredients directly in the field, from the freshest plants. The Blossom Lab™ is designed from repurposed shipping containers in Grasse, France and will be able to travel by truck or boat for immersive research at the heart of nature's most precious sites around the world.

Maurizio Volpi, President Givaudan Fragrance & Beauty, said: "The Blossom Lab™ is an exciting advance in perfumery that brings a functional high-tech laboratory to work in a responsible way with nature's freshest, most unique ingredients directly in the field. We are thrilled to explore the myriad possibilities offered by this innovation, which is fully aligned with our ambition to create sustainable and unparalleled new scents for consumers all around the world to enjoy."

The one-of-a-kind mobile unit builds on Givaudan's unique 'Naturals at Origin' approach while supporting its Naturality Platform™, a pioneering approach that enables perfumers and customers to create nature-conscious fragrances. It is a natural extension of the Company's purpose of 'creating for happier, healthier lives with love for nature' as it aims to optimise processes and reduce environmental impacts while enriching the perfumery palette with new sustainable naturals.

The Blossom Lab™ will be deployed initially in Grasse before carrying out innovation expeditions to leverage Givaudan's unique network of Naturals at Origin from Egypt to Sulawesi, Indonesia, taking a holistic approach to design new qualities of naturals in a way that is respectful of the environment.

About Givaudan

Givaudan is a global leading company in taste and wellbeing, and fragrance and beauty. With its heritage stretching back over 250 years, the Company has a long history of innovating scents and tastes. 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 2020, the Company employed almost 16,000 people worldwide and achieved sales of CHF 6.3 billion and a free cash flow of 12.8% of sales. Let's imagine together on www.givaudan.com.





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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 scents and cosmetic ingredients 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.

For further information please contact

Pierre Bénaich, Givaudan Media and Investor Relations

T +41 22 780 9053

E pierre.benaich@givaudan.com

Marie Laure André, Fragrance & Beauty Communications

T +33 1 3998 4477

E marie-laure.andre@givaudan.com