

Press release

Holzminden, December 15, 2023

Lilybelle® by Symrise sets standards in eco-friendly fragrances and clinches prestigious Barcelona Perfumery Congress Award

- Lily of the valley scent garners award for "Best Sustainable Ingredient for Fragrance"
- Based on a by-product of the orange juice industry, ensuring biodegradability and upcycling
- Enhanced Scent Profile offering versatility in fragrance creation

Lilybelle® by Symrise got honored with the "Best Sustainable Ingredient for Fragrance" Award at the 5th Barcelona Perfumery Congress. Symrise produces the lily of the valley scent ingredient based on D-limonene from an orange juice industry side stream. The sustainable, biodegradable, and upcycled product embodies Symrise's commitment to green chemistry and environmental stewardship. This recognition underlines the company's leadership in sustainable fragrance solutions and aligns with its strategy for an eco-friendlier future in perfumery.

Symrise announces that its innovative lily of the valley ingredient Lilybelle® got awarded the prestigious title of "Best Sustainable Ingredient for Fragrance" at the 5th edition of the Barcelona Perfumery Congress (BPC), held on November 22nd and 23rd. Lilybelle® represents Symrise's pioneering achievement in the realm of fragrance creation, particularly in the lily of the valley segment.

"This award gives a testament to our dedication to sustainability and innovation," says Susanne Borchert, Senior Global Marketing Manager at Symrise. We wanted to develop a special fragrance ingredient for this odor sector. It should offer sustainable aspects and serves as an alternative to traditional ingredients removed from the perfumery palette. We feel delighted that such a prestigious platform has recognized our efforts.

The core of Lilybelle®'s success lies in its composition. Utilizing limonene, a side-stream raw material from the orange juice industry, Symrise has created an ingredient that is both, readily biodegradable and renewable and upcycled. This aligns perfectly with the principles of green chemistry, reflecting the company's commitment to environmental stewardship.

Lilybelle® goes beyond the characteristics of a sustainable product alone. It stands out for its exceptional scent profile, offering floral, lily of the valley facets, alongside ozonic-green, watery, and airy undertones. This unique Aroma Molecule also incorporates creamy-caring aspects, making it a versatile addition to any fragrance creation. Lilybelle® embodies transparency, performance, and freshness, enhancing any scent with its distinctive qualities.

"This award reinforces our strategy towards sustainability in the fragrance industry," continues Dr. Marcus Eh, SVP Global Marketing, Aroma Molecules Division at Symrise. "It affirms our role as a leader in innovative and environmentally conscious fragrance solutions. We remain committed to pioneering products that meet and exceed industry standards for sustainability and performance."

About the Barcelona Perfumery Congress

Founded in 2018 by Beauty Cluster, the BPC has become a pivotal event in the fragrance industry. With Spain emerging as the world's second-largest fragrance exporter this has become especially significant this year. The congress showcases the global fragrance

industry's expertise and underscores its importance through various exhibitions, expert presentations, and awards across ten categories.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 4.6 billion in the 2022 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

Media contacts:

Bernhard Kott

Phone: +49 55 31 90-17 21

Email: bernhard.kott@symrise.com

Christina Witter

Phone: +49 55 31 90-21 82

Email: christina.witter@symrise.com

Social media:

twitter.com/symriseag

youtube.com/agsymrise

instagram.com/symriseag

instagram.com/symrise.ci

linkedin.com/company/Symrise

xing.com/companies/symrise

instagram.com/finefragrancelstories_bySymrise

Blog: <https://alwaysinspiringmore.com>