

## Press release

Holzminden, Germany, February 24, 2021

---

# Symrise upgrades online platform for aroma molecules

- Ingredient Finder provides comprehensive information on fragrance, flavoring and pharma portfolio
  - Easy to use thanks to a clear design and many filter functions
- 

**Symrise has completely revamped its online platform for fragrance and flavor raw materials. The Ingredient Finder at [symrise.com \(https://www.symrise.com/scent-and-care/aroma-molecules/ingredient-finder/\)](https://www.symrise.com/scent-and-care/aroma-molecules/ingredient-finder/) provides all the key information about the company's aroma molecules in the fragrance, flavor and pharmaceutical categories. The database is intuitive to use: Filter functions help users quickly find the desired data. Another advantage comes from its clear design. Symbols allow users to identify particularly renewable or high impact raw fragrance materials at a glance.**

Symrise is presenting its aroma molecules in a new guise. The company provides detailed information about its product portfolio and makes all important data about its fragrances, flavors and pharmaceutical raw materials available in its Ingredient Finder. The modernized online platform scores with its clear design, which Symrise is now also using for printed compendiums and data sheets. Thanks to the clear structure, users can easily find aroma molecules.

"Technological progress provides companies with great opportunities. This also applies to the presentation of our own raw materials on our website," says Dr. Marcus Eh, Director Global Marketing Aroma Molecules at Symrise. "With the Ingredient Finder, we offer all relevant information about our aroma molecules on a modern online platform and thereby make them more visible." For the first time, the Ingredient Finder provides information on raw materials for pharmaceutical products. These include highly pure synthetic cannabinoids as well as menthols for medicinal applications.

### **Filters enable searches by odor, stability or area of application**

Design and functionality go hand in hand in the Ingredient Finder. Inviting imagery and many filter options invite users to search for the desired raw material. For example, users can search by product name, chemical name, CAS number or FEMA number.

If users are searching without that information, they can find the right product by other means. In the fragrance section, users can filter the portfolio by scents such as floral and citrus. Alternatively, users can also search for suitable applications such as soap, shampoo or lotion. Likewise, they can look for substances made from renewable raw materials or high impact substances. In the flavors section, users can search for application areas such as vanilla, tropical fruits or meat notes. They can also filter by origin, such as natural or synthetic.

"More and more consumers are looking for sustainable products," says Antonia Lauter, Marketing Manager for at Symrise. "As a result, manufacturers are increasingly asking for ingredients from natural and renewable sources. With the new Ingredient Finder, they can use the filter options to quickly find the aroma molecules they want."

**About Symrise:**

*Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.*

*Its sales of € 3.5 billion in the 2020 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by 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 integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more*

[www.symrise.com](http://www.symrise.com)

**Media contacts:**

**Bernhard Kott**

Phone: +49 55 31 90-17 21

Email: [bernhard.kott@symrise.com](mailto:bernhard.kott@symrise.com)

**Christina Witter**

Phone: +49 55 31 90-21 82

Email: [christina.witter@symrise.com](mailto:christina.witter@symrise.com)

**Social media:**

[twitter.com/symriseag](https://twitter.com/symriseag)

[youtube.com/agsymrise](https://youtube.com/agsymrise)

[instagram.com/symriseag](https://instagram.com/symriseag)

[instagram.com/symrise.ci](https://instagram.com/symrise.ci)

[linkedin.com/company/Symrise](https://linkedin.com/company/Symrise)

[xing.com/companies/symrise](https://xing.com/companies/symrise)

[instagram.com/finefragrancestories\\_bySymrise](https://instagram.com/finefragrancestories_bySymrise)