

## Press release

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Holzminden, April 6, 2021

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# Symrise reorganizes business with cosmetic ingredients and perfume compositions

- Dr. Jörn Andreas taking responsibility for the Cosmetic Ingredients division
  - Eder Ramos becoming responsible for the Fragrance division
  - Geared towards growth of rapidly expanding divisions and customer-oriented service models
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**Symrise AG is reorganizing its Scent & Care segment, the business with fragrances, perfume compositions and cosmetic ingredients. The company wants to further develop its divisions strategically and continue its dynamic growth. Investments, sustainable technologies and processes will strengthen profitability at the same time. Symrise wants to offer customers advanced solutions and service models through its diversified product platforms.**

Dr. Jörn Andreas is taking over global responsibility for the Cosmetic Ingredients division. He has already held multiple managing functions at Symrise in the Holzminden headquarters, the USA, France and Sweden. He intends to use his experience from these areas in his new role. He will be leading the division from Holzminden. Andreas has set himself the goal of expanding the leading position that Symrise holds in cosmetic ingredients through targeted investments in innovation and extending the product portfolio strategically.

Increased focus on innovation based on ecologically responsibly obtained raw materials and sustainable processes like the implementation of “green chemistry” shall create additional momentum for growth. The division offers numerous solutions in this area already, such as multifunctional ingredients made from byproducts of the sugar cane industry and probiotic-based active ingredients to protect sensitive skin. New business models and targeted capacity expansions will support growth.

Eder Ramos, the current head of the Cosmetic Ingredients division, is taking over global responsibility for the Fragrance business. Ramos has been working in managing roles at Symrise for several years, for example as Regional and Division Head in Europe and Latin America. He will be leading the global activities of the Fragrance business from Paris. In a significant first milestone, he is implementing the integration of the Sensient fragrance business, headquartered in Granada, after approval from the authorities. The Fragrance division has positioned itself in the market with creativity and innovative technologies, such as the successful integration of artificial intelligence. Ramos also intends to promote ethical, responsible supply chains. The division relies on the traceability of its globally sourced natural raw materials. This includes lavender from France, patchouli from Indonesia, vetiver and geraniol from Madagascar and many others.

“Both divisions offer promising growth potential in our core areas of luxury perfumes, personal care and hygiene,” confirms Dr. Heinz-Jürgen Bertram, Chief Executive Officer of Symrise AG. “Both managers contribute broad international experience and market knowledge and will continue the successful development of the divisions.” Dr. Norbert Richter will continue to lead the Aroma Molecules division, which also belongs to this segment.

**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 ...*

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