

Press release

Holzminden, September 26, 2024

150 shades of innovation: Synthetic menthol celebrates its 50th birthday

- Milestone for the development of oral care and refreshing products
 - Nearly waste-free circular process with a pioneering role for sustainable production & efficiency
 - Role model for green innovations incorporating consumer trends
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In 1874, the synthesis of vanillin marked a significant breakthrough. One hundred years later, Symrise once again revolutionized the flavor and fragrance industry with the synthesis of Menthol. Since then, Symrise has become one of the world's leading producers of l-Menthol and continues to set new standards with its sustainable manufacturing processes.

In 1974, Symrise achieved an industry-shaping milestone: It managed to synthetically manufacture l-Menthol for the first time, making the company the world's leading producer of this compound. From that moment on, synthetic l-Menthol has become a true all-rounder. Ubiquitous in many products, it adds value to toothpaste, chewing gum, shower gel, pharmaceuticals (rubs, cough syrup, ointments), and beyond.

Fifty years later, in an era where sustainability has become as crucial as innovation, the production of synthetic l-Menthol continues to stand out as a beacon of progress. Symrise operates two production sites in Holzminden, Germany, and Bushy Park, USA. It has expanded the respective production capacities several times since 1974, with the latest expansion in Bushy Park occurring in 2022. Both sites utilize a state-of-the-art, highly automated, continuously operated, and closed manufacturing process.

This method underscores Symrise's commitment to environmental stewardship, efficiency, and green chemistry. Following this dedicated approach, has refined their manufacturing processes. It has made them some of the most sustainable and efficient methods in the industry. Also, Symrise has established a supply chain for a stable, high-quality output all year round, in any weather condition.

With the high-yield process that minimizes energy and water use, Symrise achieves nearly zero waste. These decades of expertise have enabled Symrise to engineer an extensive and innovative portfolio of menthols and Symcool® products, designed to elevate sensory experiences across various applications. They include confectionery and oral care to cosmetics and the Symcool® range, which has revolutionized the concept of freshness.

These odorless and flavorless agents deliver a long-lasting, clean sensation that enhances freshness and amplifies flavors like cinnamon and citrus. This versatility makes Symcool® a game-changer in creating distinctive products that captivate consumers. By consistently pushing the boundaries of science and creativity, Symcool® redefines the possibilities for creating a truly unique sensory experience.

For fifty years, Symrise's synthetic Menthol journey has played a key role in anticipating consumer trends, consistently setting new industry standards in freshness and sustainability.

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 €4.7 billion in the 2023 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...

www.symrise.com

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