

## Press release

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Holzminden (GER), February 13, 2025

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### Optacool® Fuji: Symrise introduces advanced cooling substance for a broad range of oral care products

- Provides fast-onset cooling and long-lasting freshness for oral care products
  - Suitable for a wide range of oral care applications, works with any flavor profile
  - Reinforces Symrise's leadership in cooling and sensory innovation for oral care
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**Symrise has announced the launch of Optacool® Fuji, an advanced ingredient designed to elevate the sensory experience of oral care products. The innovation meets the growing consumer demand for a fast-acting freshness experience. Optacool® Fuji convinces with a unique combination: It provides a sensation of long-lasting cooling with a quick burst of freshness. This goes hand in hand with a boost of confidence and the ability to enhance emotional well-being.**

Developed with cutting-edge scientific research and strong industry partnerships, Optacool® Fuji introduces a novel level of freshness to toothpaste, mouthwash, and other oral care applications. It blends seamlessly with every flavor profile and creates an invigorating cooling effect. Captivating the senses upon use it offers an immediate, fresh sensation. Supported by extensive sensory and consumer research, it provides a long-lasting feeling of cleanliness and confidence, ensuring that users feel refreshed throughout the day.

Optacool® Fuji consists of a proprietary blend of cooling agents, developed using innovative patented technology. It has been validated through innovative neuroscience, which demonstrates its ability to cool and evoke positive emotional responses. This feature delivers on the growing consumer demand for wellness-focused products that enhance overall well-being. By addressing the emotional impact of oral care, Optacool® Fuji provides consumers with a sensory refreshment and a confidence boost that aligns with the growing demand for products that enhance overall well-being.

"For over 50 years, we have led the way in cooling and mint research," said Tom Haines, Vice President Oral Care Flavor Development at Symrise. "With Optacool® Fuji, we have redefined the standard for oral care, delivering purity, freshness, and an extraordinary burst of confidence—further tapping into the trend of wellness solutions that enhance consumer well-being."

With the ability for use in varying concentrations, Optacool® Fuji offers flexibility for manufacturers, enabling them to create products with the right balance of cooling intensity. Whether used subtly to enhance flavors or applied in higher doses for a stronger effect, Optacool® Fuji meets diverse formulation needs.

The product will launch on the market in February 2025. "With this step, Symrise reinforces its commitment to continuing its leadership in flavor and sensory innovation. The launch further supports Symrise's ongoing efforts to meet evolving consumer needs and deliver advanced, scientifically backed solutions in the oral care market," adds Ralf Hecker – Senior Vice President Global Oral Care at Symrise.

## Enhanced Oral Care Experiences

Optacool® Fuji adds to Symrise's extensive portfolio of cooling technologies, offering oral care manufacturers a versatile and impactful solution. As consumer demands for wellness-oriented products increase, this innovation provides a new avenue for creating products that deliver a fast-impacting, long-lasting freshness experience—while boosting consumer confidence and well-being.

### **About Symrise:**

*Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.*

*With sales of around €5.0 billion in the 2024 financial year, the Symrise is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, the USA, and Latin America.*

*Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.*

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