

Press release

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Symrise takes over Beauty World Middle East with an inspiring 'Beach Club' experience

- Offering a 'Beach Club' experience: where fragrance, flavor, beauty, and home care converge
- Showcasing Symrise's latest innovations highlighting its cross-category innovation strategy
- Opportunity to meet Symrise perfumers incl. Sebastien Martin, the latest addition to the creative team

Symrise is announcing its participation in Beauty World Middle East, taking place from October 27 to 29 at the Dubai World Trade Centre. The booth in Za'abeel Hall 1, booth number E17, features an inspiring 'Beach Club' that breaks boundaries of fragrance. Visitors can also meet the Aroma Molecules team presenting their fragrance ingredients at booth Z3-D09. Symrise's presence at Beauty World Middle East reflects its commitment to deepening engagement with the dynamic Middle Eastern market and reinforcing its position as a global innovation leader in scent and care.

By creating a special "Beach Club" experience, the fragrance team is showcasing a unified 'One Symrise' experience. It displays how cross-divisional collaboration drives trend-forward, emotionally resonant solutions tailored to regional preferences. This strategic approach strengthens customer partnerships and accelerates the development of globally scalable concepts rooted in local insights.

"Our 'Beach Club' experience celebrates everyday beauty — from a refreshing home atmosphere to uplifting body care — showing how fragrance enhances life's simple, joyful moments," says Stefan Ebeling, Vice President - Consumer Fragrances Sales Africa, Middle East, Turkey.

A 'Beach Club' experience: Where fragrance, flavor, beauty, and home care converge

Leaning into the juicy fruit and gourmand trend in the Middle East, the Beach Club experience takes guests on an inspiring and multi-sensory journey. Symrise brings together the Fine Fragrance, Consumer Fragrance, and Food & Beverage divisions. This collaborative approach highlights how Middle East preferences inspire innovation across all business units, creating unique olfactive experiences that resonate globally.

"We wanted to create a real experience beyond fragrance at Beauty World Middle East that showcases innovations, pushes boundaries and also offers a unique One Symrise experience for our partners and guests," says Tarek Anbar, Vice President Sales Fine Fragrance AMET.

The integrated collection: Showcasing Symrise's latest innovations and Middle East trends

The experience extends to an exclusive scented collection uniting flavors, home care, beauty care, and fine fragrance around the 'Beach Club' concept. Built on three olfactive pillars: juicy fruits, swimming freshness, and sunbathing skin, the collection reflects today's key olfactive trends.

The collection is crafted using signature Symrise ingredients, including the latest launches from Lautier 1795 and star captives from Holzminden Lab introduced under their new branding. Visitors can also experience the latest De Laire base, Vanilla Debut DL, launched for World Vanilla Day. In addition, the company showcases the Actimood® neuroscience technology at its booth, enhancing the emotional impact of the air sprays and body splashes on display.

For the first time, Symrise also unveils Flavorscent, a new range of ingredients co-created by perfumers and flavorists, with its debut collection dedicated to red fruits. Visitors can discover this red fruit collection within the "Juicy Fruits" pillar, celebrating the vibrant, mouthwatering notes that define one of today's most dynamic olfactive trends.

Meet Symrise's perfumers including Sébastien Martin, the latest addition to the creative team

At the booth, guests get an exclusive opportunity to meet the creators behind the scents. Symrise perfumers including Théo Belmas, Philippine Courtière, and Sébastien Martin, who recently joined the Fine Fragrance team, attend to share their Beauty World exclusive compositions.

"Looking ahead, Middle Eastern tastes are evolving rapidly, embracing bold, surprising fragrance combinations. Having recently joined the Symrise fine fragrance team and drawing on my experience in the region, I look forward to help shape creations where Middle Eastern signatures converge to set new trends," says Sébastien Martin.

Impactful fragrance ingredients on display

At Booth Z3-D09, the Aroma Molecules team will highlight some of their signature fragrance ingredients that bring uniqueness, performance, and sustainability to fragrance creations. Visitors can discover highlights such as Ambrostar®, known for its modern amber elegance; Sultanene®, offering a rich, juicy character; and Himalide®, recognized for its musky sophistication. Together, these ingredients exemplify the division's commitment to combining olfactive excellence with responsible innovation.

Visit Symrise Fine Fragrance at Za'abeel Hall 1, booth number E17 and the Aroma Molecules team at booth Z3-D09 at Beauty World Middle East.

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 company 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.

Symrise – always inspiring more...

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