

Press Release

Holzminden, September 30, 2026

Symrise opens the doors to Grand Hôtel Particulier at Beautyworld Dubai

- ONE Symrise experience connects Fine Fragrance, Consumer Products and Cosmetic Ingredients
 - Grand Hôtel Particulier brings golden-age luxury to life in six immersive sensory worlds
 - Distinct fragrances combined with state-of-the-art technologies and efficacious cosmetic ingredients to inspire premium creations for the dynamic Middle East market
-

Symrise invites visitors to step into a new world of sensory luxury at Beautyworld Dubai with two booths, from October 6-8, 2026. With Grand Hôtel Particulier at booth Z1-B20, the company unites Fine Fragrance, Consumer Products and Cosmetic Ingredients into one immersive concept. Inspired by le Luxe à la Française and the great palace hotels, the holistic experience demonstrates the power of ONE Symrise. Integrating perfumer creativity, novel ingredients, cutting-edge technologies and proprietary consumer insights, Symrise co-creates memorable products with meaningful relevance for customers end consumers. At booth Z3-D09, Aroma Molecules presents three of its best-known fragrance ingredients: Magnolila, Mintonat and Ambrostar®, a trio with endless creative possibilities.

One destination, multiple expressions of luxury

The Middle East ranks among the world's most dynamic beauty markets. Consumers combine a strong appreciation for fragrance traditions with growing demand for personalization, exclusivity and contemporary expressions of luxury. Beautyworld Dubai brings this whole ecosystem together, making it a key meeting point for international brands, regional fragrance houses and emerging players.

Symrise answers with an experience that goes beyond traditional category boundaries with six clusters inspired by iconic spaces such as the Lobby, the Suite, or the Fumoir. The Symrise Grand Hotel Particulier sets the scene for elevated collections and products from Fine Fragrance, Consumer Products and Cosmetic Ingredients. Together, they show how ONE Symrise uniquely combines expertise across Scent & Care and turns consumer insights into inspiring concepts.

"Luxury today is increasingly addressing experiences that feel personal, distinctive and emotionally meaningful", says Ricardo Omori, Global President, Symrise Scent Division. "Symrise Grand Hôtel Particulier shows customers how our combined expertise, premium ingredients and technologies can help them create truly distinctive experiences within their own home."

From iconic ingredients to multisensory experiences

Fine Fragrance takes center stage with 14 exclusive creations by 13 Symrise perfumers from around the world. They highlight premium ingredients such as Bitter Orange Hand-Pressed Madagascar, Olibanum CO₂, and a co-distillation of Mandarin Hand-Pressed Madagascar with Symrise's captive Cantaloop™. A selection of exquisite Floral Concept's raw materials completes the line-up, reflecting the wider Symrise Premium Naturals range for distinctive fine fragrance creation.

From there, the journey moves into the home. Consumer Products brings the hotel universe to life in air and fabric fresheners, powered by Actimood® and NeoFresh® technologies. Cosmetic Ingredients completes the experience with fragranced formulations ranging from sun care and face creams to hair serums, refreshing mists and hand creams.

This interplay creates value for customers at every touchpoint, showcasing everyday experience of ONE consumer. Integrating the diverse assets of Symrise, brands gain a single, connected creative partner that helps them combine performance with emotion, set their portfolios apart and respond faster to changing consumer needs in fragrance and/or personal care.

“As the Iconoclast House, we want to challenge familiar interpretations of luxury and open new creative territories,” adds Victoria Legros, Senior Marketing Manager, AMET at Symrise. “The Middle East offers the perfect stage for this approach. Its rich fragrance culture and insatiable appetite for bold, elevated experiences serve as a constant source of inspiration for our perfumers and innovation teams.”

Beautyworld Dubai celebrates its 30th anniversary in 2026, bringing together the global beauty community from more than 150 countries. Symrise and Floral Concept invite customers and partners to booth Z1-B20 to discover the Grand Hôtel Particulier and explore how ONE Symrise combines sensory expertise, premium ingredients and innovation to create distinctive products and new growth opportunities. The Aroma Molecules team looks forward to welcoming visitors at booth Z3-D09.

About Symrise

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

With sales of around €4.9 billion in the 2025 financial year, the company is one of the world's leading providers. Headquartered in Holzminden, Germany, the Group has more than 100 sites in Europe, Africa and the Middle East, Asia, North America, and Latin America.

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

Symrise – always inspiring more...

www.symrise.com

Media contact:

Christina Witter

Phone: +49 55 31 90-2182

E-mail: christina.witter@symrise.com

Social media:

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

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

[instagram.com/finefragrancelstories_bySymrise](https://www.instagram.com/finefragrancelstories_bySymrise)

[youtube.com/agssymrise](https://www.youtube.com/agssymrise)

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

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