

## Press release

Holzminden, Germany, July 15, 2021

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# Lilybelle<sup>®</sup> by Symrise: Lily of the valley fragrance ingredient from renewable sources

- Sustainable, flowery-fresh lily of the valley fragrance
- 83 percent of raw material from renewable sources
- Readily biodegradable

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**Symrise has developed a special fragrance raw material from renewable sources: Lilybelle<sup>®</sup>, a lily of the valley fragrance ingredient with a refreshingly flowery note. It will provide perfumers with novel possibilities for the creation of scents for personal care products, cleaning products and laundry care products. Symrise manufactures Lilybelle<sup>®</sup> using byproducts from the orange juice industry, so that 83 percent of it is composed from renewable raw materials. The product is also readily biodegradable.**

With Lilybelle<sup>®</sup>, Symrise is expanding its portfolio of special fragrance ingredients to include a sustainable, readily biodegradable fragrance ingredient. It emphasizes the flowery scent of lily of the valley in perfumes, providing ozonic green facets and lightly aqueous transparent accents.. All in all, Lilybelle<sup>®</sup> brings freshness and a certain lightness to fragrance creations. The scent of lily of the valley flowers has long played an important role in perfumery and is considered timeless due to its transparency, freshness and naturalness. It is used particularly often in men's fragrances in combination with citrus notes.

"With Lilybelle<sup>®</sup>, we have once again demonstrated our innovative strength," says Susanne Borchert, Senior Marketing Manager at Symrise. "The versatile fragrance offers perfumers novel possibilities for creating fascinating scent compositions."

### **Symrise uses byproducts from the orange juice industry**

Lilybelle<sup>®</sup> impresses in two ways due to its scent and its sustainable qualities. In manufacturing it, Symrise uses D-limonene from renewable raw materials, which stems from byproducts of orange juice production. This means 83 percent of Lilybelle<sup>®</sup> comes from renewable sources, and it is readily biodegradable.

"We have integrated sustainability as a major component of our corporate strategy," says Borchert. "With its high proportion of renewable raw materials, Lilybelle<sup>®</sup> provides an excellent example of the application of the 12 Principles of Green Chemistry. The increasing consumer demand for products that are manufactured in an environmentally friendly manner shows that we are on the right path."

### **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.*

always  
inspiring more ...



*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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