Press Release

dsm-firmenich returns to Beautyworld Middle East 2026 with *Flowers Are Watching Us*

An immersive exploration of the future of florals in perfumery

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dsm-firmenich will return to **Beautyworld Middle East 2026,** from October 6 to 8, at the Dubai World Trade Centre with **Flowers Are Watching Us**, an immersive artistic and olfactive activation exploring a new vision of florals and reaffirming the company's leadership at the intersection of science, innovation and culture.

Building on more than a century of expertise in floral perfumery, *Flowers Are Watching Us* looks at flowers in perfumery - not as static objects of beauty, or cultural symbols but as living expressions of nature that adapt and respond to their environment. Inspired by iconic floral signatures created by dsm-firmenich for some of perfumery's most recognized fragrances, this activation showcases both the depth of this heritage and their forward-looking vision — positioning the company as a key architect of the next chapter in floral perfumery.

New fragrances and creative visions
At the heart of *Flowers Are Watching Us* is a collection of fragrances developed exclusively for Beautyworld Middle East 2026, which explores how floral perfumery can evolve for a new generation of consumers that look for fragances inspired by local culture.

Through an immersive exhibition, visitors will discover new interpretations of floral perfumery created by dsm-firmenich perfumers **Honorine Blanc, Nathalie Lorson, Hamid Merati-Kashani, Ilias Ermenidis, Carmita Magalhaes, Abdulkader Fattouh, and Florian Pellegrin**. Each fragrance presents a distinct creative point of view, moving beyond the literal representation of flowers to explore new expressions of strength, softness, contrast, sensuality, and modern Middle Eastern luxury. These will be presented in bespoke bottles by Identiscents, a fine fragrance packaging company that merges French craftsmanship with a deep understanding of the Middle Eastern market.

Together, the collection demonstrates the breadth of contemporary floral perfumery and dsm-firmenich's ambition to shape its next chapter — from molecule to natural extract, from heritage to experimentation, and from the flower we know to the flower we have yet to imagine.

"With *Flowers Are Watching Us*, we are inviting our customers to experience florals from a different perspective," shares Olivier Viejo, Vice President, MET (Middle East and Turkey), for Fine Fragrance. "One that brings together our creative heritage, scientific expertise and a deep understanding of the Middle Eastern fragrance culture. Beautyworld Middle East is a unique opportunity to share this vision and to show how we are opening new creative possibilities for the future of floral perfumery."

Reaffirming leadership in floral innovation
From the early synthesis of **Iralia®**, dsm-firmenich's first molecule and one of the early iconic floral ingredients, to the transformative impact of **Hedione®**, the company has continuously expanded the creative possibilities of floral perfumery. Today, this legacy continues through advanced technologies and next-generation ingredients that allow perfumers to approach flowers with greater precision, creative freedom, and responsibility.

A central highlight at Beautyworld Middle East 2026 will be **Muguet Firgood®,** showcasing a breakthrough in natural perfumery. Produced using **Firgood®**, the first patented extraction technology of its kind, Muguet Firgood® reveals the true olfactive signature of lily of the valley, a delicate "silent" flower long considered impossible to extract, until now. Through a solvent-free process that uses only the flower's inherent water, Firgood® delivers a pure, **100% natural extract**, unveiling new olfactive possibilities for perfumers.

At Beautyworld Middle East 2026, we will also bring the science behind beauty to life through the company's proprietary **3D Skin-Mapping technology.** This innovative tool transforms complex scientific measurements into clear and engaging visuals, allowing visitors to see how various ingredients deliver tangible benefits, including improved skin hydration and barrier function. By combining advanced technology with our scientific expertise, we help our customers demonstrate product efficacy, strengthen their beauty claims and create differentiated, high-performing solutions that resonate with today's consumers.

Sharing expertise
Beyond the exhibition, dsm-firmenich will share its expertise through a series of talks exploring the trends, ingredients and creative forces shaping the fragrance landscape. Across the three days of Beautyworld Middle East, experts from the company will offer perspectives ranging from the distinctive regional ingredients that inspire perfumers, to the global dynamics driving fragrance, and the emerging trends set to define its future.

Some sessions to look out for include "Scent of Place: Celebrating the World's Most Distinctive Regional Ingredients", featuring **Zalfa Al Achkar**, Senior Director Creation Hub (Africa, Middle East, Turkey), and "What to Follow Next Year: A Look Ahead at Fragrance's Future", featuring **Catherine Dolisi**, Senior Director Marketing for Global Fine Fragrance.

Beautyworld Middle East 2026 will be happening at the Dubai World Trade Center from October 6 to 8 – find the dsm-firmenich booth at Z1-D20.

About dsm-firmenich

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for people and the planet. dsm-firmenich is a Swiss company, listed on the Euronext Amsterdam and SIX Swiss Exchange, with operations in almost 60 countries and revenues of more than €9 billion for its Continuing Operations following the divestment of Animal Nutrition & Health. With a diverse, worldwide team of nearly 21,000 employees, we bring progress to life every day, everywhere, for billions of people.
www.dsm-firmenich.com

For more information
Camille Le Gall
camille.le.gall@dsm-firmenich.com
+33 614 714 121

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