



Press Release

dsm-firmenich Unveils Peach Fuzz Eau de Parfum

A New Fragrance Inspired by PANTONE® 13-1023 Peach Fuzz, the Pantone® Color of the Year 2024

Kaiseraugst (Switzerland), Heerlen (Netherlands), December 8, 2023

dsm-firmenich, innovators in nutrition, health, and beauty, has once again partnered with PANTONE®, the global authority for color, to create a unique fragrance inspired by the **PANTONE® Color of the Year for 2024, PANTONE® 13-1023 Peach Fuzz**.

A partnership that blends science with the art of color, fragrance and flavor, the fragrance, **Peach Fuzz Eau de Parfum**, is an all-embracing solar peach that provides an invitation to feel good by conveying pure and positive feelings. This is done through unique, innovative ingredients, such as Peach Fuzz Smell-The-Taste™, developed exclusively by dsm-firmenich through a technique drawn by the expertise of flavorists for perfumers, which gives emotion and texture to their fragrance creations.

PANTONE® 13-1023 Peach Fuzz is a velvety gentle peach whose all-embracing spirit enriches mind, body, and soul. It conveys a desire for togetherness, brings a feeling of tenderness and communicates a caring message. To capture these characters, dsm-firmenich experts took an innovative approach to olfaction.

“PANTONE®’s Color of the Year is always a great inspiration with its fresh and insightful take on current social trends, which complements our consumer and market insights. The partnership gives us the opportunity and the challenge to connect our creativity, science and innovation capabilities to what’s going on in the world and translate it into the universal language of fragrance, to inspire customers and consumers,” says Matteo Magnani, Chief Consumer & Innovation Officer, Perfumery & Beauty, at dsm-firmenich. “Both the fragrance and candle, also showcase some of our best innovations. Our perfumers created Peach Fuzz EDP using **EmotiON™**, a breakthrough program that creates wellness fragrances, which deliver



scientifically validated emotional, psychological and physical benefits.” Additionally, Peach Fuzz EDP highlights dsm-firmenich’s award-winning sustainability efforts as the fragrance scores a AAA rating, while the candle scores an AA rating, on **EcoScent Compass™**, the company’s proprietary tool that measures a fragrance’s sustainability footprint.

dsm-firmenich Perfumers Alexandra Monet, based in New York, and Steve Guo, based in China, worked together to create Peach Fuzz EDP. “We loved the idea of creating a fragrance that authentically captures the texture and quality a peach has, which can resonate universally,” Alexandra shares. “We wanted to express a sense of skin and feel-good notions of intimacy, as well as safety and comfort. We were inspired to create a touchable peach fragrance with a skin sensation,” Steve adds. Peach Fuzz EDP features playfully soft top notes of sparkling bergamot and osmanthus, an elegant heart with orris and orange blossom, and a radiant cocoon at the base with Vetiver Haiti and Glowing Amber.

The scent was revealed at the PANTONE® release party in New York, through an immersive, multi-sensory experience.

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 the planet. dsm-firmenich is a Swiss-Dutch company, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life™ every day, everywhere, for billions of people.

www.dsm-firmenich.com

For more information

Camille Le Gall

Global Head of Communications, Perfumery & Beauty

camille.le.gall@firmenich.com

+33614714121

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