

A woman with dark hair and blue eyes is lying on a bed, looking towards the camera. She is wearing a black strapless top. The bed has a white blanket and a green pillow. In the background, there are potted plants. The lighting is soft and natural, with shadows from the plants visible on her face. Two white circles are overlaid on the top left of the image, partially covering the plants.

AROMA^{active}

Perfumery & Beauty Joint Solutions

**Well-being is a
priority for over 2/3 of the world's population (1)**

**Solutions that positively impact
the 3 dimensions of well-being (1):**

PHYSICAL | MENTAL | SOCIAL WELL-BEING

61% **Of consumers are feeling MINDFUL:**
balance personal, environmental & social well-being.

top #5 of most experienced emotions (2)

Sources:

(1) Edelman Data & Intelligence, this third edition of the Global Well-being Report surveyed respondents in 14 countries, including the USA, Canada, the UK, Australia, Japan, Singapore, China and New Zealand, with 1,000 people per market, for a total of 14,000 participants (May 1 and June 6, 2023)

(2) Firmenich Global Consumer Insights, wave 4 & wave 5, 2023, 14 countries

dsm-firmenich 



The beauty & skincare routine plays a significant role

Consumers look for
ME MOMENTS

#selfcare

56.9 billion
views on TikTok (1)

Consumers look for **natural
skincare products with
EFFICIENT NATURAL/ORGANIC
INGREDIENTS**

34%

of consumers preferred to buy
natural and organic skin care when
given the option to do so (2)

50%

of Chinese anti-ageing facial skincare
users would be attracted to buy
products that replace strong, effective
ingredients with plant extracts to
achieve similar effects.

Consumers believe in the
**HEALING & MOOD
BOOSTING PROPERTIES
of essential oils**

Post covid growing
appreciation of
scents driven (3)

#1

by the sensorial
experience

#2

by the additional
benefits conveyed
by fragrances

i.e : active scents
aromatherapy

Sources :
(1) Tik tok on nov 2023
(2) Prodege, 2021
(3) Firmenich Global Consumer Insights, Wave 4 & wave 5, 2023, 14 countries

A close-up photograph of a lavender plant with green buds and small purple flowers, serving as the background for the slide.

NATURALITY and AROMATHERAPY aren't in
the spotlight for several reasons



NO SCIENTIFIC
PROOFS ON
SKIN & MIND



LACK OF
EFFICACY



LACK OF
SENSORIALITY



UNPLEASANT
SMELL

A close-up photograph of a person's back, covered in numerous small water droplets. The skin is a warm, light brown tone. The background is dark and out of focus, showing some green foliage. The lighting is soft, highlighting the texture of the skin and the glistening water droplets.

At dsm-firmenich,

we join forces to create the
**most effective & sensorial range of
aromatherapy infused skin & body ritual.**

Personal care

A large range of
**POWERFUL, CLINICALLY
PROVEN NATURAL OR
ORGANIC BIOACTIVES**
Harnessing the power
of nature at the highest
efficacy level

FORMULATION EXPERTISE

to maximize efficacy,
sensoriality & stability
throughout the process
of development with
our trained sensorial
expert panel

From
more than
**95% natural origin
formulation
to cosmos
Certification***

+
**Eco-design
score assessment**



Perfumery

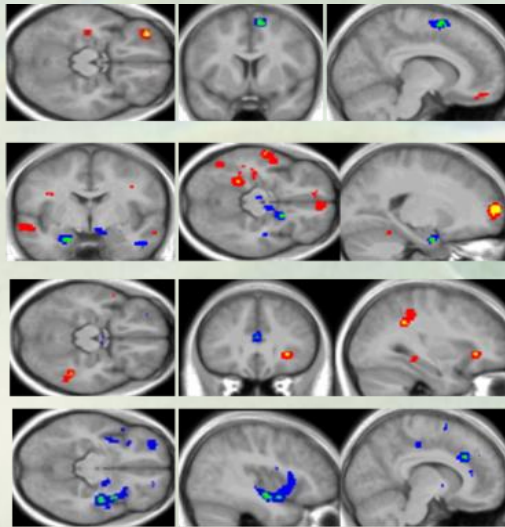
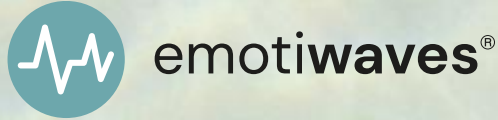
**AROMATHERAPEUTIC
YET PLEASURABLE
DELIGHTFUL SCENT
WITH ESSENTIAL OIL BLENDS,**
for a skincare signature

100% natural origin fragrances
carefully designed by **Firmenich**
perfumers with more than
50% essential oils

PROVEN IMPACT ON EMOTIONS
neuro-scientifically
validated via fMRI
following **FIRMENICH
DESIGN RULES**

dsm-firmenich Emotion Program in Aromactive

emotion™



EmotiWaves®

Fragrance technology designed
to elicit the targeted emotion,
supported by neurological
activity

Link between EmotiWaves® &
Feelings (from ScentMove® validated
by fMRI brain activity)

Fragrance technology
That elicit a targeted emotion

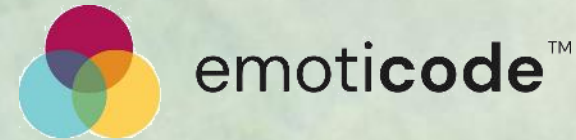
With Natural Essential Oils

Tested by fMRI

Patented methodology

NEW!

Certification Supported



EmotiCode™

AI-generated cross category
design rules to develop fragrances
that deliver a benefit

Full Fragrance AI generated Design

Validated to improve
Mental Efficiency

Proven with cognitive science

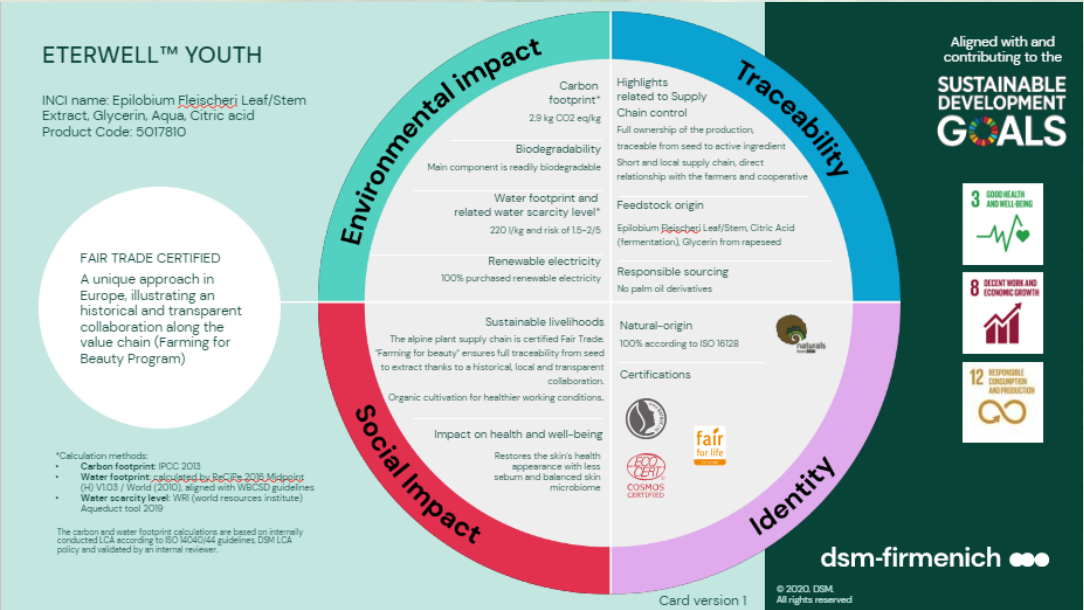
Includes Phyto actives

Certification on full Fragrance

dsm-firmenich Sustainability tools

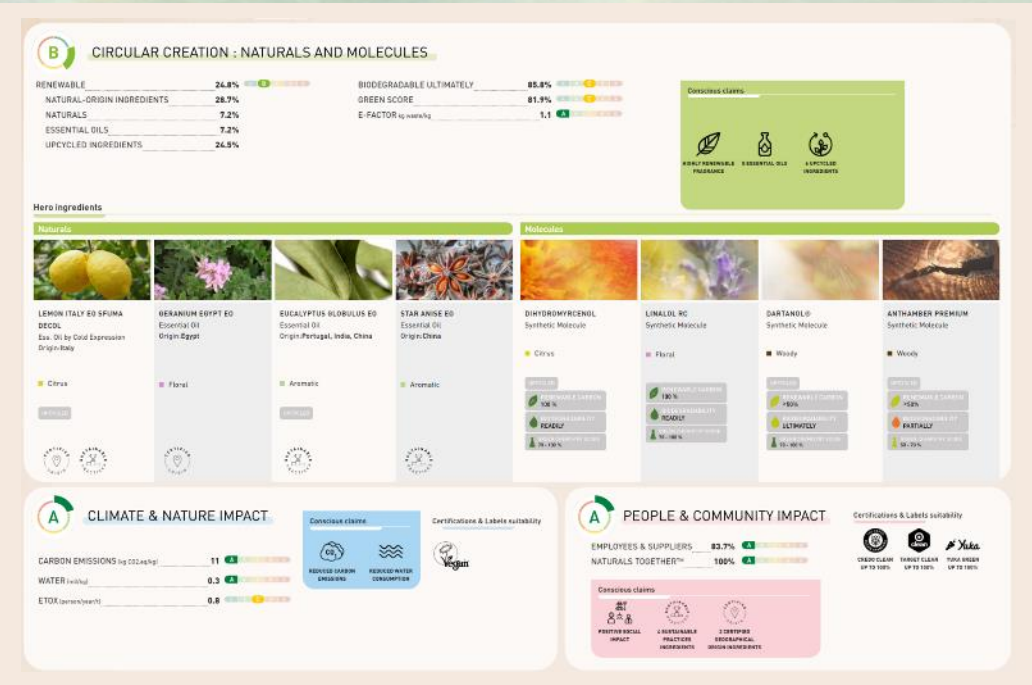
Sustainability Imp'Act Cards™: Making Sustainability tangible for our customers

Imp'Act Cards™ measure the footprint of our products and provide customers with transparent & holistic information.



EcoScent Compass®: Create consciously & share transparently

dsm-firmenich's integrated science-based impact measurement digital tool for eco-fragrance design & transparent fragrance diagnostic.



AROMA^{active}

Well-being rituals made with scents and care.

Sunrise Ritual



Sunset Ritual

AROMA^{active}

Well-being rituals made
with scents and care.



SOUL
TRANSFORMATIVE
CLEANSER



WAKE UP
CALL
CREAM



COCOON
FACE & BODY
OIL



SELF FOCUS
FACE & BODY
MIST

Sunrise Ritual



AROMA^{active}

Well-being rituals made
with scents and care.



SLEEP EASY
NIGHT CREAM



POST-WORKOUT
BODY CREAM GEL



Sunset Ritual



A gentle cleansing gel that melts on skin and transforms into milky lotion in contact with water
Cleanses and gives skin comfort, instant hydration, antipollution action, strengthens the skin's barrier

PERFORMANCE INGREDIENTS

ALPAFLOR® NECTAPURE PF
PENTAVITIN®
ARGAN OIL

POSSIBLE MARKETING CLAIMS

100% NATURAL ORIGIN
FORMULA (ISO 16128)

COSMOS
COMPLIANT

PENTAVITIN®: No more skin dryness after cleansing

Reverses the **5 symptoms of dehydrated skin**: roughness, dullness, flakiness, tightness, redness



Binds to keratin as
magnet power**



**Strengthens skin's
barrier** for long-term hydration



Perfectly **connects with
the skin's top layers**





FRAGRANCE DESCRIPTIVE SENTENCE

Inspired by a **happy walk by the sea**, this 100% natural origin fragrance brings a fresh and clean orange flower bloom to your skincare routine

FRAGRANCE NAME
AROMACTIVE LAGOON P01A748

56% essential
oils blends
complex

TECHNOLOGY & CLAIMS INSPIRATION

Fragrance designed to elicit **HAPPY EMOTION**, tested for brain activity using an fMRI methodology and is referred to as dsm-firmenich.



Patented methodology

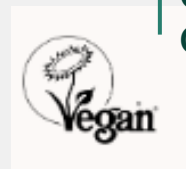
Certification Supported



100% NATURAL ORIGIN

100% RENEWABLE PERFUME

24% OF UPCYCLED INGREDIENTS



COSMOS
COMPLIANT

AROMActive

SOUL TRANSFORMATIVE CLEANSER

FRAGRANCE ID CARD

Sunrise Ritual



COSMETIQUE
GRATE COSMOS
BIO
COSMOS
ORGANIC



dsm-firmenich

CLIENT
FIRSA

NAME

AROMACTIVE
LAGOON

NUMBER
P01A748

ECOSCENT COMPASS®



DATE
9/1/2024

dsm-firmenich confidential
Unauthorized disclosure is not allowed



CIRCULAR CREATION : NATURALS AND MOLECULES

RENEWABLE	100%	A	BIODEGRADABLE ULTIMATELY	99.8%	A
NATURAL-ORIGIN INGREDIENTS	100%	A	GREEN SCORE	100%	A
NATURALS	75.5%	A	E-FACTOR kg waste/kg	2.4	A
ESSENTIAL OILS	56.7%	A			
UPCYCLED INGREDIENTS	24.9%	A			
BIOTECHNOLOGY INGREDIENTS	4.2%	A			

Hero ingredients

Naturals

							
NEROLI EGYPT EO ORGANIC Essential Oil Origin: Egypt	LEMON ITALY EO SFUMA DECOL Ess. Oil by Cold Expression Origin: Italy	CEDARWOOD VIRGINIA USA EO Essential Oil Origin: USA	YLANG EO EXTRA Essential Oil Origin: Comoros, Madagascar	LAVANDIN GROSSO FRANCE EO Essential Oil Origin: France	BERGAMOTE ITALY CP EXTRA Ess. Oil by Cold Expression Origin: Italy	PATCHOULI INDONESIA EO Essential Oil Origin: Indonesia	LAVENDER PAYS EO Essential Oil Origin: France
Floral	Citrus	Woody	Floral	Aromatic	Citrus	Woody	Aromatic
 	 	 	 	 	 	 	 



CLIMATE & NATURE IMPACT

CARBON EMISSIONS (kg CO2.eq/kg)	13	E
WATER (m3/kg)	5.6	B
ETOX (person/year/t)	2.1	E
CERTIFIED SOURCING	0.24%	

Conscious claims



Certifications & Labels suitability



PEOPLE & COMMUNITY IMPACT

EMPLOYEES & SUPPLIERS	81.3%	B
NATURALS TOGETHER™	90%	A

Conscious claims



Certifications & Labels suitability





An energizing light cream formula awakening the senses
Moisturizing with a radiant glow, cellular booster, antioxidant, firmness and plumpness.

PERFORMANCE INGREDIENTS

PENTAVITIN®
ALPAFLOR® NECTAPURE PF
PEPHA®-CTIVE CB
VALVANCE® *Touch* 210
Mixed Tocopherols 95

POSSIBLE MARKETING CLAIMS

>97% NATURAL ORIGIN
FORMULA (ISO 16128)



PEPHA®-CTIVE CB

Perfect luminous skin with the **power of microalgae**

Boosts the cellular energy for a luminous looking skin with a radiant glow complexion

Giving power to tired skin

A powerful cocktail of amino acids, carbohydrates, minerals, and proteins, which have the ability to reload the skin with new energy

- Protects the cell's battery (mitochondria) against oxidative stress caused by free radicals*
- Increases the ATP content in keratinocytes up to 140%*
- Increases the proliferation rate of fibroblasts up to 320%*
- Drastically increases skin renewal, inducing faster skin renewal by 4 to 5 days. The result is a fresher looking appearance**

*:in vitro **: in vivo



FRAGRANCE DESCRIPTIVE SENTENCE

Through woods and fruits, the fragrance conveys a stimulating and moisturizing sensation

FRAGRANCE NAME

AROMACTIVE AURORA PO1A741



58% essential
oils blends
complex



TECHNOLOGY & CLAIMS INSPIRATION

Fragrance designed to elicit **ENERGY EMOTION**, tested for brain activity using an fMRI methodology and is referred to as dsm-firmenich.



emotiwaves®

Patented methodology

Certification Supported

100% NATURAL ORIGIN

100% RENEWABLE PERFUME

52% OF UPCYCLED INGREDIENTS





An enveloping face & body oil with a velvety dry finish on skin
Regenerate and restore skin functions, providing firmness, elasticity, softness, anti-stretchmarks action

PERFORMANCE INGREDIENTS

RETINOL CB 50
ARGAN OIL
life'sGLA™ '10' n-6 OIL
Mixed Tocopherols 95

POSSIBLE MARKETING CLAIMS

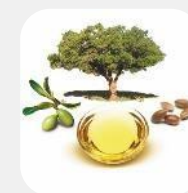
>99% NATURAL ORIGIN
FORMULA (ISO 16128)



RETINOL CB 50

Gold standard for well ageing skin for regenerated and healthy skin.

- Boosts strongly collagen
- Visibly improves skin photo-damages in just 1 month
- Proven to reduce crow's feet wrinkles in just 4 weeks
- Smoothens skin and perceptibly improves tactile skin roughness
- Improves skin firmness & elasticity
- Rebalances uneven skin tone



Quali-A



FRAGRANCE DESCRIPTIVE SENTENCE

Freshness and juiciness are the key word for this fruity coconut explosion that give you smile and comfort

FRAGRANCE NAME

AROMACTIVE COCOON P01A742



53% essential
oils blends
complex

TECHNOLOGY & CLAIMS INSPIRATION

Fragrance designed to elicit **ENERGY EMOTION**, tested for brain activity using an fMRI methodology and is referred to as dsm-firmenich.



emotiwaves®

Patented methodology

Certification Supported

100% NATURAL ORIGIN

100% RENEWABLE PERFUME

46% OF UPCYCLED INGREDIENTS





An energizing mist formula awakening the senses with PENTAVITIN® for an immediate and long-lasting skin hydration

PERFORMANCE INGREDIENTS

PENTAVITIN®

POSSIBLE MARKETING CLAIMS

99% NATURAL ORIGIN
FORMULA (ISO 16128)

PENTAVITIN®

Reverses the **5 symptoms of dehydrated skin**: roughness, dullness, flakiness, tightness, redness



Strengthens skin's barrier for long-term hydration



72 HOURS long-lasting deep hydration



Perfectly **connects** with the skin's top layers



Prolongs skin hydration up to **6 DAYS** after last treatment



FRAGRANCE DESCRIPTIVE SENTENCE

Inspired by a quiet meditative walk in a Roseraie, this 100% natural fragrance is a mindful floral gourmand bouquet for the soul.

FRAGRANCE NAME

AROMACTIVE RETREAT PO1B373

3% Essential
Oils blends
complex



TECHNOLOGY & CLAIMS INSPIRATION

Full fragrance designed with AI and scientifically validated to **amplify Mental Efficiency and better Focus.**

Fragrance created using patent-pending **fragrance design rules** which were shown to be associated with an increase of mental performance in two cognitive tasks



emoticode™

Patented-pending
methodology

Certification Supported

- ✓ Helps me get in the flow
- ✓ Boosts attention
- ✓ Keeps me on track
- ✓ Boosts mental performance
- ✓ Gives my brain a boost
- ✓ Improves my clarity of mind
- ✓ Sharpens my mind
- ✓ Think more clearly
- ✓ Be less distracted

100% NATURAL ORIGIN

100% RENEWABLE PERFUME

4,7% OF UPCYCLED INGREDIENTS



AROMA^{active}

Well-being rituals made
with scents and care.



SLEEP EASY
NIGHT CREAM



POST-WORKOUT
BODY CREAM GEL



Sunset Ritual

A soothing night balm that alleviates facial tensions while promoting well-ageing properties
Firming and wrinkle reduction, enhanced skin texture, overnight cell rejuvenation, restoring the skin from oxidative stress, strengthening the barrier function, reverting skin-damages

PERFORMANCE INGREDIENTS

ETERWELL™ YOUTH
REVITALIN® CB
SYN®-COLL CB
Mixed Tocopherols 95

POSSIBLE MARKETING CLAIMS

> 99% NATURAL ORIGIN
FORMULA (ISO 16128)



REVITALIN® CB – ‘Clean Vitality Booster’ to sustain a healthy-looking skin

Helps to accelerate skin renewal by up to 4 days to sustain a healthy-looking skin**

REVITALIN® CB recharges skin cells with energy during the skin's nighttime *

Delivers a lot of ATP by boosting both fundamental bioenergetic processes: glycolysis and mitochondrial respiration*

Vitality boost for less energetic (tired or stressed) skin cells*

Restores mitochondrial vitality after UV stress* by stimulating mitochondria-related genes linked to cell energy, regeneration and detoxification*

ETERWELL™ YOUTH acts in synergy with SYN®-COLL CB – by clearing specifically senescent fibroblasts with

ETERWELL™ YOUTH, the activity of SYN®-COLL CB is potentialized for stimulating even stronger collagen

- Reverses visible signs of premature aging
- helps recover healthy skin with key well ageing benefits such as wrinkle reduction, improved skin elasticity and smoothness
- Sculpt facial contours
- **Pore refining**
- The skin texture and structure are restored, for a rejuvenated skin appearance.

FRAGRANCE DESCRIPTIVE SENTENCE

Round and comfortable, this fragrance is an invitation let go, the sweet & modern lavender structure coats you and make you feel relaxed

FRAGRANCE NAME

AROMACTIVE MOONSHINE P01A746



50% Essential
Oils blends
complex



TECHNOLOGY & CLAIMS INSPIRATION

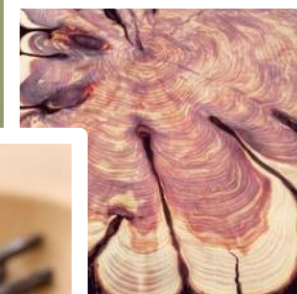
Fragrance designed to elicit A **RELAXING SENSATION / EMOTION**, tested for brain activity using an fMRI methodology and is referred to as dsm-firmenich.



emotiwaves®

Patented methodology

Certification Supported



100% NATURAL ORIGIN

100% RENEWABLE PERFUME

25% OF UPCYCLED INGREDIENTS



A cooling body cream gel to relieve stressed skin after a workout
Decongestant, relief for heavy legs, post-workout recovery, instant cooling effect

PERFORMANCE INGREDIENTS

REGU®-AGE CB
ALPAFLOR® SAMBUCUS AO
ALPAFLOR® SCUTELLARIA CB
VALVANCE® *Touch 210*

POSSIBLE MARKETING CLAIMS

> 99% NATURAL ORIGIN
FORMULA (ISO 16128)



ALPAFLOR® SCUTELLARIA CB

- **Strong calming and soothing effects** on irritated and sensitive skin,
- Relieves the unpleasant sensation by stimulating neuromediators such as GABA_B receptors and β -endorphins for a comfortable skin
- **Reinforcing the skin barrier function**, alleviating dull complexion
- **Strong free radical scavengers**, reducing the oxidative stress generated by pollution or lifestyle

ALPAFLOR® SAMBUCUS AO

- **Dose-dependent reduction of skin inflammation** reactions by decreasing VEGF production
- Helps **relieve heavy legs**
- Supports **against diffuse reddening**

REGU®-AGE CB

- Collagenase and elastase inhibitor
- **Stimulates fibroblasts proliferation** in vitro
- increases the clotting time already at low levels and hence **improves capillary circulation**
- Improves **skin texture by more than 30%** in 4 weeks in vivo



FRAGRANCE DESCRIPTIVE SENTENCE

This fragrance is inspired by a spa moment after a workout session. Crushed mint and juicy citrus notes are the perfect combination to feel relax.

Associated to touch of menthol for an instant cooling sensation.

FRAGRANCE NAME

AROMACTIVE HARMONY P01A744



67% Essential
Oils blends
complex



TECHNOLOGY & CLAIMS INSPIRATION

Fragrance designed to elicit A **RELAXING SENSATION / EMOTION**, tested for brain activity using an fMRI methodology and is referred to as dsm-firmenich.



emotiwaves®

Patented methodology

Certification Supported

100% NATURAL ORIGIN

100% RENEWABLE PERFUME

40% OF UPCYCLED INGREDIENTS



AROMAActive

Well-being rituals made with scents and care.

Product concepts are for illustration only and are not for sale. Any claims in this document are for inspiration only and the customer is solely responsible for any marketing claims used on its product.

Sunrise Ritual



SOUL
TRANSFORMATIVE
CLEANSER



WAKE UP
CALL
CREAM



COCOON
FACE & BODY
OIL



SELF FOCUS
FACE & BODY
MIST



Sunset Ritual



SLEEP EASY
NIGHT
CREAM



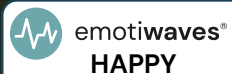
POST-WORKOUT
BODY CREAM
GEL



SKIN & MOOD BENEFITS

ALPAFLOR® NECTAPURE PF
PENTAVITIN®

Skin comfort, antipollution,
Instant hydration,
Strengthens the skin's barrier



PENTAVITIN®
ALPAFLOR® NECTAPURE PF
PEPHA®-CTIVE CB

Moisturizing & glow,
Cellular booster, Antioxidant



RETINOL CB 50

Regenerate, Anti-stretch
marks, Firmness, elasticity &
softness



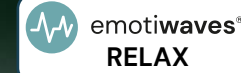
PENTAVITIN®

Hydrates and
perfumes



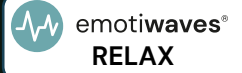
ETERWELL™ YOUTH
REVITALIN® CB
SYN COLL® CB

Wrinkle reduction,
Cell rejuvenation overnight,
Antioxidant



REGU®-AGE CB
ALPAFLOR® SAMBUCUS A
ALPAFLOR® SCUTELLARIA

A cooling body cream gel t
stressed skin after a worko



A woman with dark hair and blue eyes is lying on a bed, looking towards the camera. She is wearing a black top. The bed has a white blanket and a green pillow. In the background, there are potted plants. Two white circles are overlaid on the image, one on the left and one on the right, partially overlapping each other.

AROMA^{active}
THANK YOU