

New Aroma Chemicals – Research and Evaluation

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Fragrance compounds are an integral part of consumer products like fine fragrances, soaps and detergents. Over the last 100 years, perfumers have increasingly used synthetic aroma chemicals as an addendum to their natural product palette. Today perfumers can select from a wide variety of aroma chemicals.

The search for and synthesis of new aroma chemicals remains an ever-expanding multi-disciplinary activity for the leading fragrance houses. The synthesis is driven by the creativity of organic chemists, but also inspired by natural product analysis. State-of-the-art fragrance compounds must not only elicit a special odor, but also bring additional benefits to a perfume oil, for example higher stability, substantivity, diffusivity and blooming in different matrices or just a higher impact. Also eco-toxicological and toxicological properties of aroma chemicals are important. State-of-the-art compounds should have an excellent biodegradability and of course no sensitizing properties.

Our presentation will demonstrate Symrise's capability in the area of new aroma chemical, by giving insight into our evaluation process and disclosing some of our selection criteria for new molecules. ***The seminar will be interactive and you will smell the benefit of new aroma chemicals!*** We will demonstrate the relevance of innovate compounds like Ambrocenide[®] and Globanone[®] for fragrance applications and show several other new Symrise aroma chemicals, which are available to our perfumers to create state-of-the-art perfume oils giving your products the *power of "and"*!