

AROMACORE

FRAGRANCE RELEASE TECHNOLOGY



**EXCEPTIONAL FRAGRANCE
PERFORMANCE. SUPERB
COMPETITIVE ADVANTAGE**

CPL
AROMAS

FRAGRANCE RELEASE TECHNOLOGY FROM CPL AROMAS



A SINGLE TECHNOLOGY WITH A WORLD OF APPLICATIONS

Creating fresh, lasting fragrance is the goal of every brand in the household and personal care sectors.

But developing a technology able to deliver a full, fresh fragrance in a range of scenarios and for anything from 24 hours (in personal care) to weeks on end (in laundry care) demands the ultimate in creative and scientific thinking.

CPL Aromas first launched AromaCore in 2013. Since then, this fragrance encapsulation technology has revolutionised the laundry sector thanks to its ability to deliver long-lasting fragrance performance.

Ever since AromaCore entered the market, we've been perfecting its use in other applications. We're delighted that we can now deliver the benefits of this high-performance technology to clients in the personal care sector too.

WHAT IS AROMACORE?

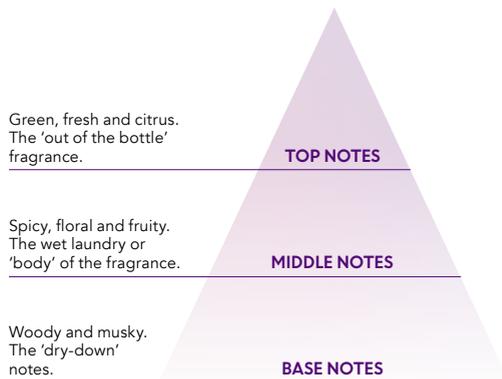
The idea behind AromaCore technology is simple. Fragrance is locked within a capsule wall, which is impervious to water and heat but which will break when dry and put under pressure. Each capsule can be loaded with fragrance, and because millions of capsules are deposited in any single application, impressive fragrance performance is possible over a sustained period of time.

- In fabric and laundry care a consumer can now expect to enjoy a 'just laundered' fragrance from their laundry for 90 days or longer.
- In personal care it enables a consumer to feel fresh for 24 hours or longer.

HOW IT WORKS

In fabric care, being able to deliver a fresh fragrance over a sustained period of time is central to brand performance. Traditionally, however, this has been challenging to deliver because the fresh top and middle notes of fragrances fade soon after use.

AromaCore overcomes the problem by combining two elements; an encapsulated fragrance and a liquid fragrance. The encapsulated fragrance is created by suspending minute droplets of fragrance in water and emulsifying them by changing their pH values. An outer capsule wall forms around the fragrance, which hardens to lock in the aroma. The liquid fragrance delivers the immediate 'out of the bottle' wet range of aroma notes while the encapsulated whole-fragrance – including the top notes – remains locked into the capsules on the fabric for release later.



AROMACORE IN PERSONAL CARE

The potential benefits of AromaCore in personal care products were obvious to us from the beginning, and the CPL Aromas research and development experts have been evolving the technology since it was first developed.

We've been exploring its use in shower products, creams and lotions, shampoos and conditioners and antiperspirant deodorants, and partnering with clients and third-party specialists to find ways to deliver effective results in extremely challenging scenarios.

For example, in a shower gel a product may spend only seconds on the skin, and it may be applied in different ways. In hair-cleaning products the vast majority of the product may be washed away. The challenge in these situations is knowing how many capsules to include in the products and how much fragrance to load into them. In an antiperspirant deodorant the product may need to remain stable in a pressurised aerosol, or may need to respond to the skin's moisture – demanding complex approaches and formulations.

We're delighted to say that we're now able to deliver AromaCore for application in shower gel products. And we're at the exciting stage of putting the finishing touches to other applications.

Benefits at a glance

- Releases long-lasting, full and fresh 'just laundered' fragrance for over 90 days on laundry
- Personal care fragrance lasts for over 24 hours
- Two encapsulation fragrances currently available, which work with our many liquid fragrances, with more to follow
- AromaCore remains stable and will perform in a fabric softener for at least two years if stored at 20°C
- Effective in commercial and domestic settings
- Effective fragrance performance after tumble drying and ironing
- AromaCore fragrances have the same shelf-life as conventional fragrances: 12 months at ambient temperatures.



**CREATING FRESH,
LASTING FRAGRANCE**

A soft-focus photograph of a bed with white linens and a wicker basket, overlaid with a pink-to-purple gradient and a white diagonal line. The text "CREATING FRESH, LASTING FRAGRANCE" is positioned in the upper left corner in a bold, white, sans-serif font. The background shows a bed with white sheets and a wicker basket, with a pink-to-purple gradient overlaying the entire scene. A white diagonal line runs from the top right towards the bottom left.



ADDING VALUE THROUGH UNIQUE TECHNOLOGIES

AromaCore is just one of a number of trailblazing technologies that CPL has developed. As well as being proof of our unstinting commitment to creativity and innovation, our roll-call of innovation shows our determination to bring highly complex products to market to benefit clients and consumers.

ECOBOOST

EcoBoost technology creates high-impact fragrances that are so effective they can be applied using only 10% of the normal dosage. Much smaller quantities of chemicals means lower environmental impact, less packaging, significantly reduced transport costs and greater value for money.



CARING MORE BY USING LESS



AROMAGUARD

AromaGuard provides a tailored response to counteracting malodours. By changing the brain's perception of what the nose is smelling, it makes bad odours seem pleasant, neutralising the active malodour molecules and replacing them with the desired fragrance.



**BESPOKE MALODOUR
COUNTERACTANT
SOLUTIONS**

AROMAFUSION

AromaFusion is an exclusive range of 'captive' ingredients that extends the fragrance palette available to our perfumers, providing them with unique creative possibilities while ensuring that a fragrance can't be precisely replicated by a competitor.



**UNIQUE
FRAGRANCE
CREATION**



ALWAYS EXPLORING, ALWAYS INNOVATING

The fragrance industry is fast moving, and CPL Aromas is at the forefront of change. We have a dedicated research and development team that strives to break new ground, look differently at challenges and reinvent and enhance formulations. We're investing heavily in the team and their facilities so that they can continue to drive fragrance innovation into the twenty-first century.

We also foster creativity and innovation across CPL Aromas as a whole. A spirit of innovation runs through our company. Every employee, whatever their role, is encouraged to be creative, to invent, to challenge convention and solve the real-world issues faced by our clients. A transformational idea can come from any one of us.

We structure our business and the tools we use to make it easy for our people to share ideas across our global sites. We're quick to implement the best ideas into our business practice so the entire company – and all our clients – can benefit.

In this way we have evolved to be a company that delivers impressive results in short turnaround times; a company that creates breakthrough products that revolutionise existing markets and unlock entirely new ones.

A CENTURY DEDICATED TO QUALITY

The story of CPL Aromas began a century ago when John Pickthall first experimented with enhancing the toiletries of his time. His son Jack, an innovative chemist and world-renowned perfumer, carried on where John left off and went on to shape the emerging perfume industry. It was Jack's sons, Michael and Terry, who founded Contemporary Perfumers Limited (CPL) in 1971 and their children continue the family success story into the present day.

While CPL remains a family-run business, we're now a major international fragrance house. Our 500-strong team works in 17 international locations and serves clients in over 100 countries. We're ranked in the top 10 of the sector's major players and we're the largest fragrance-only fragrance house in the world.

Our success is centred upon our independence. We're able to select our own raw materials and take risks to create peerless products and radical new technologies that enable clients to grow their brands and explore exciting new markets.

We also play a proactive part in influencing and managing the direction of our industry and have a seat on all the industry associations. We communicate and advise our clients on changes, working alongside their technical teams to ensure their products are meeting and exceeding standards at all times, in all locations.

In the UK, US, France, Dubai, Germany, Turkey, Hong Kong, Colombia, China, India, Indonesia, Malaysia, Philippines, Thailand, South Korea, Vietnam, Taiwan, Australia and New Zealand.



**WHERE CAN
YOU FIND US?**

IGNITE THE IMAGINATION

CPLAROMAS.COM

