

# AROMAFUSION

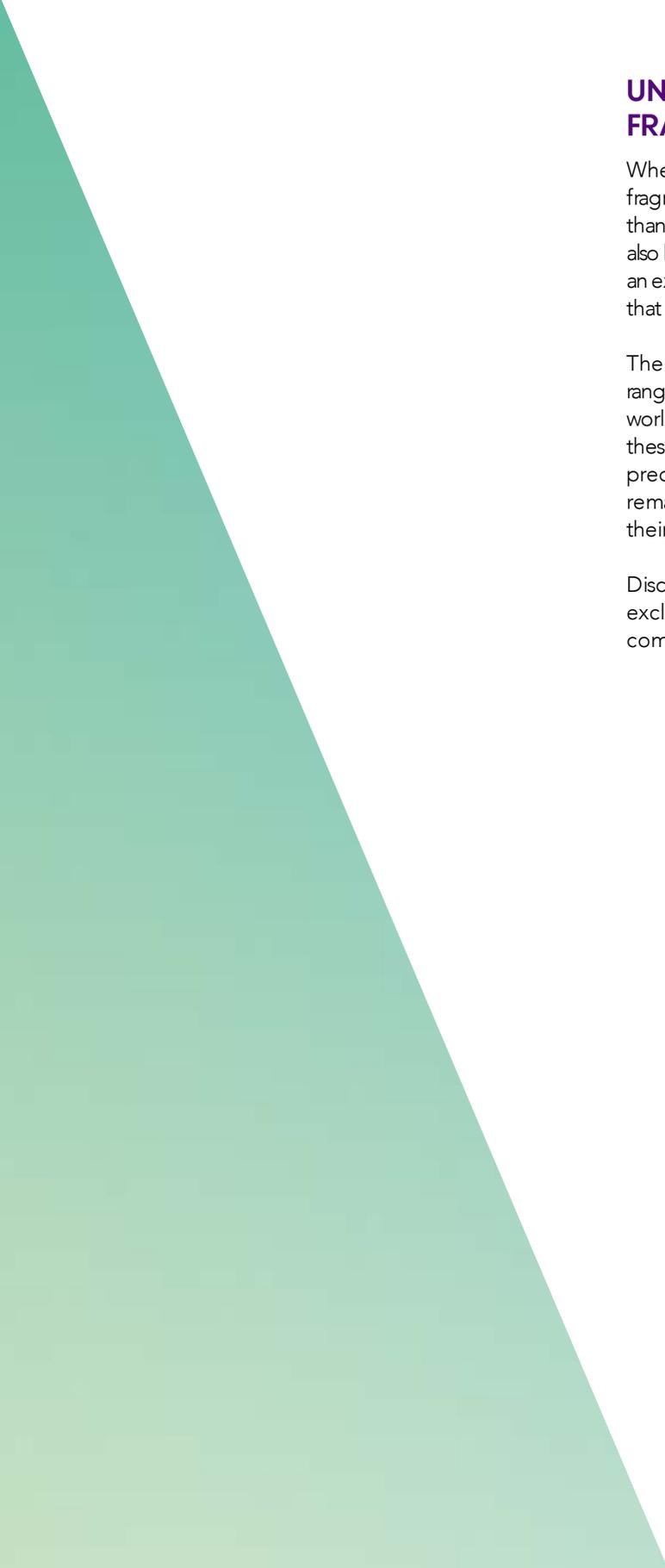
CAPTIVE INGREDIENT TECHNOLOGY



**UNIQUE FRAGRANCES,  
UNMATCHABLE INGREDIENTS**

**CPL**  
AROMAS

# EXCLUSIVE FRAGRANCE INGREDIENTS FROM CPL AROMAS



## UNLOCK A WORLD OF UNIQUE FRAGRANCE CREATION

When a CPLAromas perfumer blends a fragrance, they can call upon much more than natural and synthetic ingredients, they also have unique access to AromaFusion – an exclusive range of ‘captive’ ingredients that is only available to our clients.

The unique ingredients in the AromaFusion range enable our perfumers to create the world’s finest perfumes. What’s more, these sumptuous perfumes cannot be precisely replicated. Their formulation remains a closely guarded secret. And their value is protected and enhanced.

Discover what happens when exclusivity, innovation and creativity combine. Discover AromaFusion.

## WHY CHOOSE AROMAFUSION?

In the highly competitive fine fragrance industry, AromaFusion offers a selection of unrivalled benefits.

- Enhances choice and creativity, extending the fragrance palette of CPL Aromas perfumers and unlocking creative possibilities
- Protects a fragrance's value by using unique, undistinguishable ingredients, that cannot be precisely replicated
- Provides flexibility and versatility because the ingredients are suitable for a variety of product applications
- Delivers exclusivity always, because the range of ingredients is exclusive to CPL Aromas.

## HOW IT WORKS

The AromaFusion process was developed by CPL Aromas experts and is unique to us. In a complex molecular distillation process, high-quality raw materials are combined to create completely new captive ingredients. These are exclusively available to CPL Aromas perfumers who use them to create entirely unique perfume formulations that cannot be recreated anywhere else.

### Serious about exclusivity

CPL Aromas is the world's largest fragrance-only fragrance house. We know how all-important exclusivity is in fine fragrance. That's why we will often use AromaFusion to create a unique and unmatched fragrance for a client, which they then use as a signature ingredient in every one of their fragrances.

### Integrity and trust

We do not sell our captive AromaFusion ingredients to other perfume brands, nor do we create copies of the branded perfumes that we produce for clients. We enjoy long and successful relationships with many of the world's greatest fine fragrance brands. They know we have their best interests at heart and that they can trust us entirely.



**“IN FRAGRANCE, TO BE TRULY UNIQUE IS EVERYTHING. THIS IS AT THE HEART OF AROMAFUSION.”**

Dominique Preyssas, Executive Perfumer

**“BY EXPANDING THE FRAGRANCE PALETTE, WE OPEN THE DOOR TO AN EXCITING NEW WORLD OF CREATIVITY.”**

Beverley Bayne, Director of Perfumery UK

**“AROMAFUSION BRINGS FURTHER DEPTH AND MYSTERY TO OUR FINE FRAGRANCE CREATIONS.”**

Stephane Bengana, Senior Perfumer



**AROMAFUSION – IN OUR  
PERFUMERS’ WORDS**

**“DISCOVER WHAT  
HAPPENS WHEN  
EXCLUSIVITY,  
INNOVATION AND  
CREATIVITY COMBINE.”**





## ADDING VALUE THROUGH UNIQUE TECHNOLOGIES

AromaFusion is just one of a number of trailblazing technologies that CPL Aromas 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.

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**BESPOKE MALODOUR  
COUNTERACTANT  
SOLUTIONS**



## AROMACORE

AromaCore uses fragrance encapsulation technology to lock fragrance within an outer wall, which can be broken later when put under pressure. The technology delivers long-lasting fragrance performance of up to 90 days, with clear benefits to clients in the fabric and laundry care sector, and exciting options for use in personal care.

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**LONGER-LASTING  
FRAGRANCE  
PERFORMANCE**



## 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](http://CPLAROMAS.COM)

