

AROMAGUARD

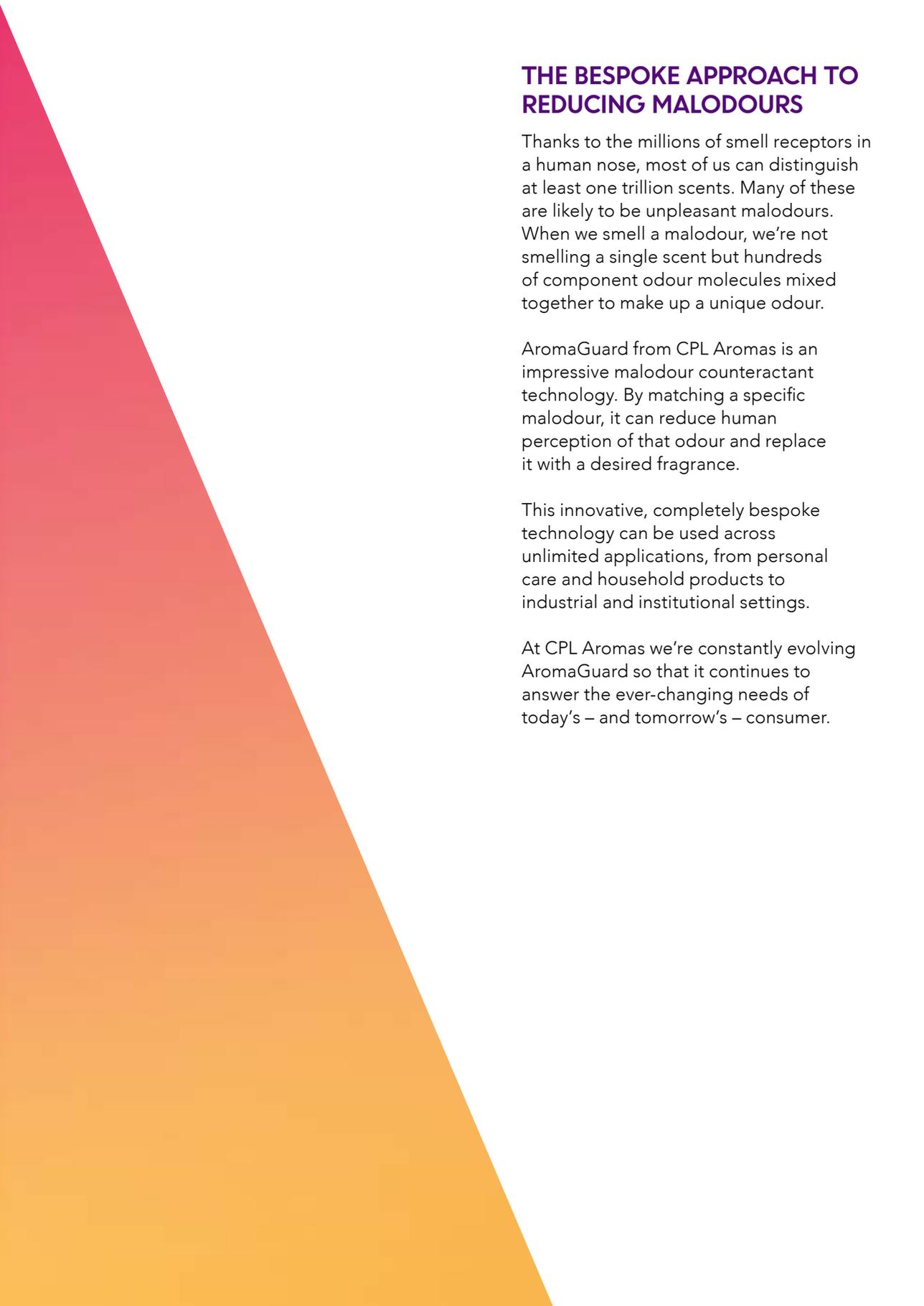
MALODOUR COUNTERACTANT TECHNOLOGY



**FRESH-THINKING
TECHNOLOGY**



MALODOUR COUNTERACTANT TECHNOLOGY FROM CPL AROMAS



THE BESPOKE APPROACH TO REDUCING MALODOURS

Thanks to the millions of smell receptors in a human nose, most of us can distinguish at least one trillion scents. Many of these are likely to be unpleasant malodours. When we smell a malodour, we're not smelling a single scent but hundreds of component odour molecules mixed together to make up a unique odour.

AromaGuard from CPL Aromas is an impressive malodour counteractant technology. By matching a specific malodour, it can reduce human perception of that odour and replace it with a desired fragrance.

This innovative, completely bespoke technology can be used across unlimited applications, from personal care and household products to industrial and institutional settings.

At CPL Aromas we're constantly evolving AromaGuard so that it continues to answer the ever-changing needs of today's – and tomorrow's – consumer.

HOW AROMAGUARD WORKS

Every odour, pleasant or unpleasant, is different, thanks to all the different molecules involved. Before we can create an AromaGuard product to counteract a malodour we must recreate the bad odour; only when we understand what makes up the malodour can we design a product to reduce it.

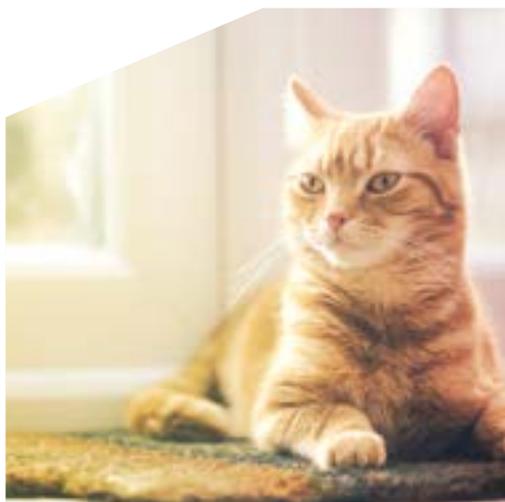
Unlike fragrances that simply overpower and mask an odour, AromaGuard works with the odour to counter it, changing the brain's perception of what the nose is smelling. AromaGuard makes bad odours seem pleasant by neutralising the active malodour molecules and replacing them with a pleasant fragrance.

The results are truly impressive: AromaGuard technology creates a 70% reduction in malodour perception.

FRESH FROM THE LAB

AromaGuard is one example of how, at CPL Aromas, we take scientific thinking and apply it to real-world challenges.

We use the latest equipment and techniques to analyse the molecular make-up of malodours and how fragrances act upon them. By understanding how the two interact, we're able to optimise the fragrance formulation to achieve the best possible performance of an AromaGuard product.



THE FLEXIBILITY TO MEET MODERN NEEDS

The potential applications for AromaGuard are truly limitless because its technology has the flexibility to answer our needs as our lives and lifestyles change. As a result, CPL Aromas is working with leading brands in the household, personal care and industrial cleaning and ventilation sectors to enhance environments for millions of people worldwide.

Personal care

The human desire to look good means that self-tanning lotions, hair colourants and depilatory creams are highly profitable areas of personal care. But often, due to the chemicals within them, these products can be extremely malodorous and unpleasant to use. We're working with leading product brands to create tailored and complex AromaGuard formulations to reduce malodours and enhance the consumer experience.

Household

Air fresheners, pet care and laundry are key household products where AromaGuard adds huge value. Millions of us share our lives with pets, and in Europe alone many millions of pet cats live their lives indoors as apartment dwellers. The need for perfumed or unperfumed high-performance malodour counteractants in cat litter are becoming extremely sought after by manufacturers.

Social care

Populations are ageing, with more elderly people moving into care homes. AromaGuard enables social care providers and cleaning companies to maintain a pleasant environment for residents, staff and visitors alike in even the largest care homes.

Beyond the home

Think of any setting where people gather together – or people and animals coincide – and you'll have a scenario where AromaGuard can play a valuable part. Hotels and pubs, motorway service stations, workplaces, hospitals, public transport, vets and boarding kennels... the list of places where AromaGuard can add value goes on.



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ADDING VALUE THROUGH UNIQUE TECHNOLOGIES

AromaGuard 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



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.

**LONGER-LASTING
FRAGRANCE
PERFORMANCE**

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

