

# ECOBOOST

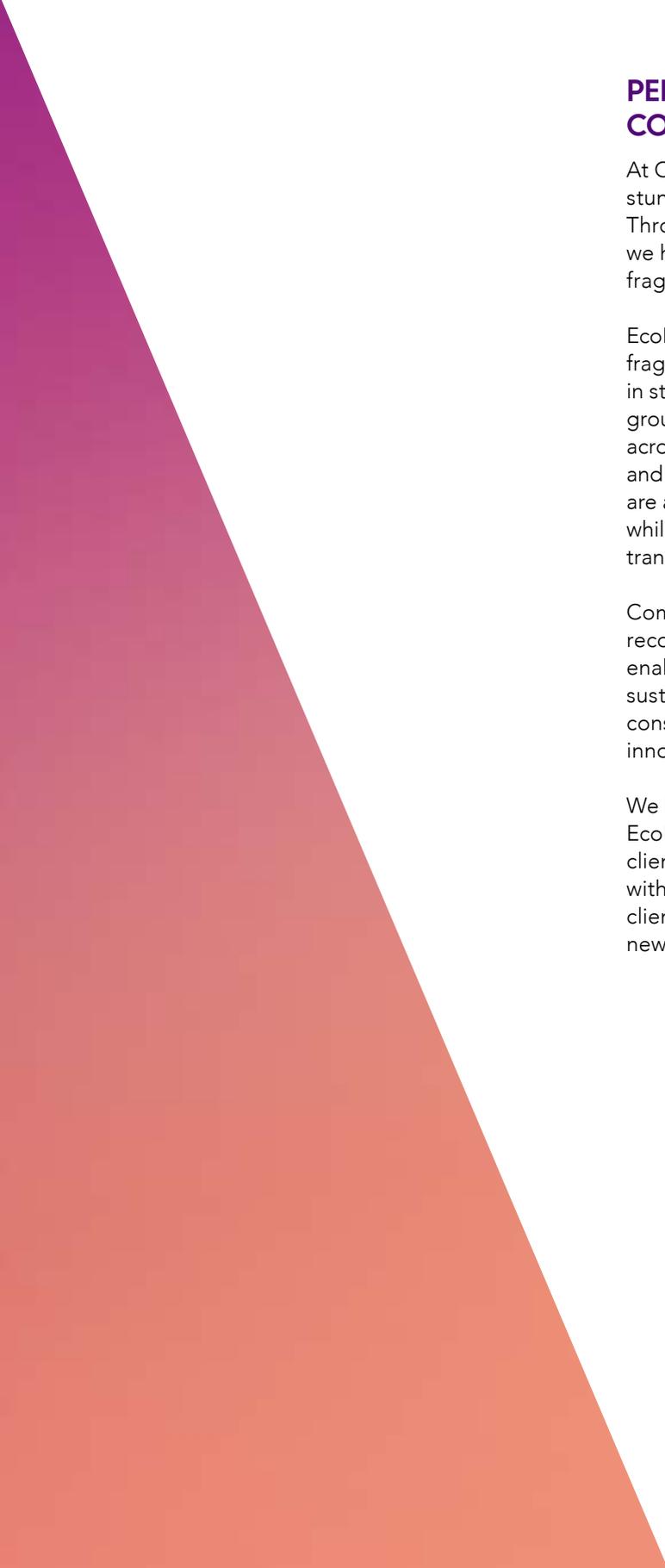
CONCENTRATED FRAGRANCE TECHNOLOGY



**DISCOVER A FRAGRANCE  
TECHNOLOGY WHERE  
LESS IS MORE**

**CPL**  
AROMAS

**FRAGRANCE  
CONCENTRATION  
TECHNOLOGY FROM  
CPL AROMAS**



## PERFORMANCE WITHOUT COMPROMISE

At CPL Aromas we're inspired by the stunning fragrances found in nature. Through innovative and scientific thinking, we have developed EcoBoost, a unique fragrance concentration technology.

EcoBoost uses just 10% of the normal fragrance dosage with no compromise in strength or quality. Through this groundbreaking technology, clients across the fine fragrance, personal care and household fragrance markets worldwide are able to create enticing fragrances while drastically reducing their packaging, transport, energy and disposal costs.

Companies across the globe are recognising the power of EcoBoost to enable them to meet and exceed their sustainability goals while answering consumer demands for quality, innovation and performance.

We have already developed 1,000 EcoBoost fragrances, both in response to client needs, and to reflect wider trends within the market. We continue to work with clients to answer their challenges and break new ground in the evolution of fragrance.

## ANSWERING EVERY CHALLENGE

There are four core areas to address when developing and launching a new fragranced product. EcoBoost answers each of these with powerful, unequivocal benefits.

### Environment

Corporate responsibility is a priority for every company today, whatever its size. Consumers demand that their favourite brands show how they're minimising their environmental impact.

EcoBoost enables clients to reduce the carbon footprint of their products by creating high-impact fragrances that are so effective they can be dosed at significantly lower levels than normal. By enabling brands to use smaller quantities of chemicals and packaging, and to cut transport and disposal costs, we're helping them to meet their sustainability goals and tell a powerful sustainability story.

### Formulation

Finished products using EcoBoost contain 10 times less fragrance with no loss of performance. This lower dosage significantly reduces the risk of solubility issues, discolouration and other issues often associated with the inclusion of fragrance in a finished product base. EcoBoost can also reduce the amount of alcohol required in an EDT formula as more water can be added to the product if required.

### Cost

By using 90% less of a fragrance, EcoBoost enables clients to significantly reduce their costs without compromising on product performance. The fragrance cost per kg of finished product will be at least the same as the current product, and may be significantly less.

### Regulation

In recent years an increased legislative requirement for consumers to be made aware of the hazards associated with products and individual materials has led to a surge in the amount of warning labelling that products require. This labelling can be off-putting and unsightly, and severely compromise a product's visual appeal. Here EcoBoost comes into its own: because its lower dosages are often below the regulatory threshold required for these labels, they don't require on-pack labelling.



## **FLEXIBILITY IN CHANGING TIMES**

While every client's needs are different, in recent years we've been noticing a groundswell of interest in concentrated fragrances – and therefore in EcoBoost – driven by a number of factors.

### **Cost efficiency**

We work with clients all over the globe, including in fast-developing countries. Here, cost can make or break our success. Our ability to offer fragrances at a lower price point in concentrated form is a big 'plus' in these fast-changing markets.

### **Performance**

As products and formulations develop and change, standard dosages can create technical issues. Smaller concentrations enhance a fragrance's solubility in water, enhancing product performance and minimising technical issues.

### **Consumer demand**

By delivering equal levels of fragrance in far smaller quantities, EcoBoost technology has enabled many of our clients to move from liquid to powder formulations. Consumers often prefer this type of product, for its ease of use. What's more, if such products happen to be spilled during transportation, they have less of an impact on the environment.

### **Benefits at-a-glance**

- Reduces energy used in manufacturing
- Cuts packaging costs
- Lowers transport costs
- Reduces disposal costs
- Enhances value for money
- Avoids onerous on-pack labelling
- Elevates a product's eco-credentials
- Improves product stability and compatibility with base
- Improves solubility of fragrance.



THROUGH INNOVATIVE  
AND SCIENTIFIC  
THINKING, WE HAVE  
DEVELOPED ECOBOOST





## ADDING VALUE THROUGH UNIQUE TECHNOLOGIES

EcoBoost 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.

## 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



## 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**

## 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.

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

