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VOL : XX I NO. 1 January - March 2019

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Dear Friends,

I am very, very happy to connect with all of you after, to say the least, a most wonderful Seminar. The huge response, the appreciation and the love and support that we have received from all the members shall remain etched in my memory and that of all my Managing Committee members for a very long time.

From its humble origins, each FAFAI Seminar has been bigger, better and grander than the previous editions and it will not be long before it emerges as the largest event of the Fragrance and Flavour fraternity worldwide. My illustrious predecessors have done a remarkable job in providing us with this unique platform and as each Managing Committee has tried to make this event ever better, I am sure the coming generations will ensure that it becomes 'The Destination' for all seeking information, business opportunity and knowledge in this industry.

I sincerely thank all my Committee members, The Chairman of the Seminar Committee and my dear friend Mr. Hitesh Mehta, my Vice President Mr. Rishabh Kothari, Secretary Mr. Kamlesh Shah, Joint Secretary Mr. Sanjay Harlalka, Treasurer Mr. Tarun Rawji and each and every member in the committee, notably Mr. Sachin Penkar, for their untiring efforts to make this seminar such a grand success.

Jai Hind.

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'Competition is doing your best and surpassing your own records, individually. When a group is made of such individuals, then the group will excel as one entity'. Per contra it can also be said that when all individuals in an organisation do better than their own best, then the organisation will accordingly do better.

As the world around us becomes 'flatter', the human spirit that propels us towards excellence and doing better than our best becomes the impetus for all growth and excellence. This impetus could be motivation to do better or just an impulse towards self-preservation and survival, the ambition to be the best or simply an orientation to make the world a better place, businesses and organisations remain steadfast to the singular purpose of growth and improvement. As individuals we seek the same growth and improvement in all our endeavours and when we grow as individuals, we contribute to the growth of the 'multiple' of which we are a unit, be it our organisation, society or nation.

The basis of all knowledge is experience. Whether it is something we have experienced and hence learnt from, or someone else's, which could in turn be derived from books or any other medium, the underlying principle remains the same and there could be no knowledge without experience. What we are 'experiencing' around us is an ever changing landscape, as societies in general undergo a major metamorphosis and disruptive businesses, political regimes and technologies transform the way we live and 'experience'.

The key to survive and grow in this dynamic landscape is adaptation. Are we nimble as individuals and organisations to observe, experience, learn and adapt? Are we able to ride with if not above the disruptive wave than keeps hitting our shores, and are we continuously reinventing ourselves to remain meaningful. The ability to identify these disruptions, and adapt and improve needs not only an openness but also agility of the mind to do better than our best as we seek newer goals.

This brings us back to the original quote that our only competition today is us ourselves and the big prize that we seek is in surpassing ourselves each time. We could look within to seek inspiration, look around to seek motivation or look ahead with a clarity of thought and purpose, our path is clearly etched where we seek to become as they say the 'best version of what we could be'.

Wishing all of you all the very best in this wonderful adventure called life where we, as individuals, seek to surpass ourselves, and thereby contributing to the growth of our organisation, society and nation.

Affectionately yours,

**Rishabh C. Kothari**

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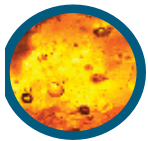
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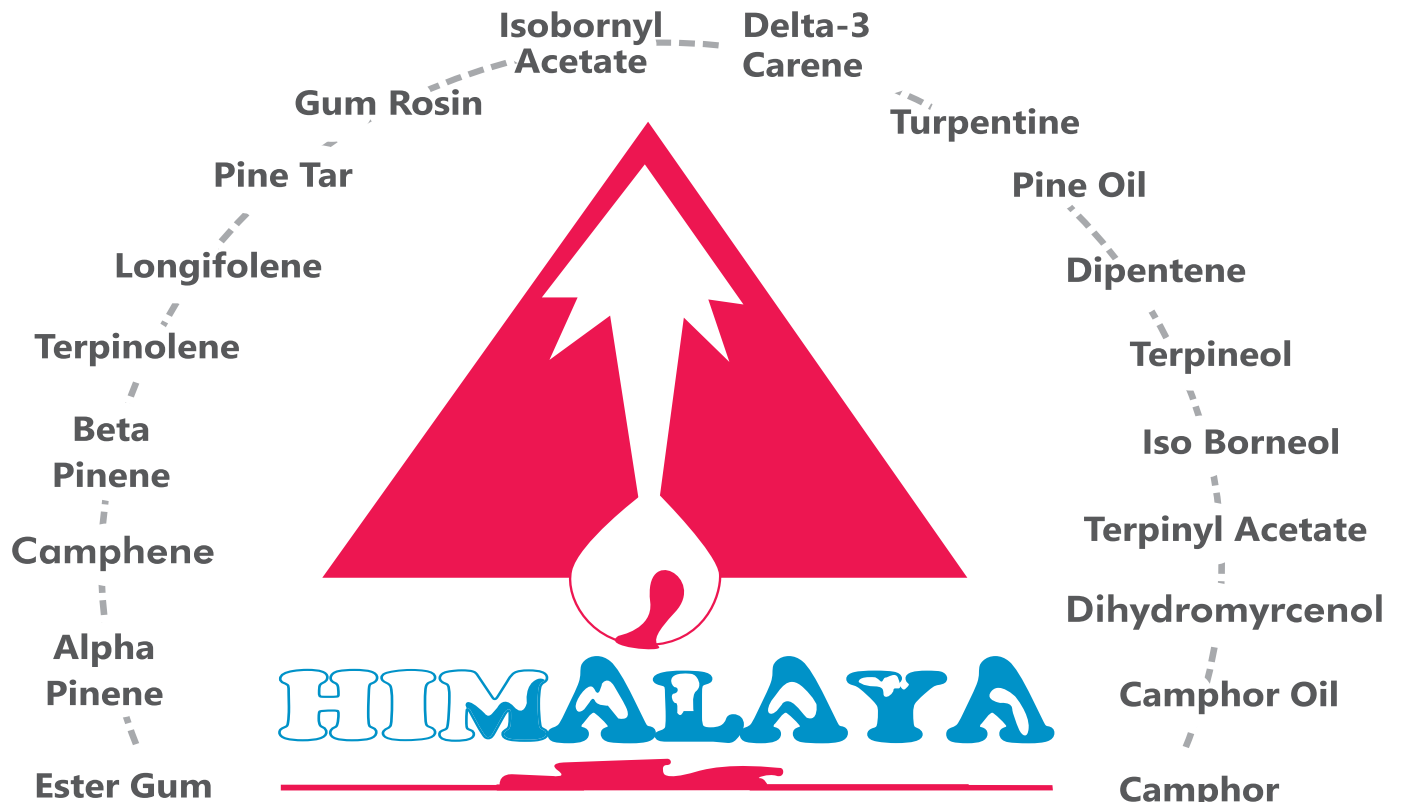
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| Curry Leaf        | Turmeric      |

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- |                |               |
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Innovation has always been the motivation behind our unique creations and in collaboration with world leaders, we at Karnataka Aromas bring to you the finest in fragrance ingredients. The quality of our fragrances is sure to add aromatic allure to your range of final products. This scent exudes mild rosy and herbal top notes.



- Dihydrososan
- Geraniol Extra
- Geraniol 60
- Geranyl Acetate 60
- Geranyl Acetate Extra
- Rose Oxide 90
- Rose Oxide 70



- Corps Eglantine
- Cyclodumol Acetate
- Geranyl Tiglate
- Phenyl Ethyl Alcohol

### CHINESE

- Dimethyl Benzyl Carbinyl Acetate (DMBCA)



- L-Citronellol
- Thesaron
- Trepanol





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Chamomile Oil Spanish  
Cade Oil Crude  
Cade Oil Rectified 100% Pure & Natural  
Cypress Oil 100% Pure & Natural  
Galbanum Resinoid  
Laevo Borneol Pure  
Labdanum Gum 5/10% Moisture  
Labdanum Resionid - G  
Labdanum Resionid - GB30  
Labdanum Absolute (Ambreine)  
Lavender Oil Pure  
Neroli Oil  
Origanum Oil - N.I.  
Pennyroyal Oil Pure  
Rosemary Oil Pure  
Rue Oil  
Sage Oil Spanish - N.I.  
Spike Lavender Oil - N.I.  
Spike Lavender Oil Pure  
Thyme Oil White 50/55  
Thyme Oil White 65/70  
Thyme Oil White - N.I

## ◆ LES AROMAS DU MAROC (MOROCCO)

Cistus Oil

## ◆ QINGDAO BO-SIN INTERNATIONAL

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Musk Ketone (Ifra Grade)

## ◆ NANJING COSMOS CHEMICAL CO. LTD.

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(Lilyal)

## ◆ RIVERA BALSAM, (EL SALVADOR)

Peru Balsam (100 % P&N)





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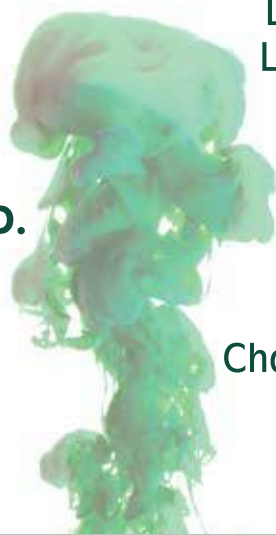
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**ETHYL MALTOL:** Cotton-candy, sweet, fruit like flavour in dilute solution

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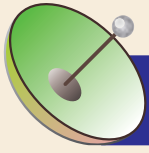
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**KARNATAKA AROMAS**  
A MARLECHA VENTURE





## 24<sup>th</sup> FAFAI SEMINAR

### INDIA – THE NEW GROWTH STORY

The 21<sup>st</sup> FAFAI Seminar organized in the city called Queen of the Arabian Sea, Kochi at Lulu Bolgatty International Convention Centre has proved to be one of the most successful event in the history of FAFAI. The event witnessed a participation of more than 1350 delegates which include 140 international delegates.

Totally 16 speakers expressed their views during the three days of proceedings, which were ably controlled and summarised by six knowledgeable chairpersons. Total proceedings were divided into six technical sessions apart from grand inaugural session and concluding session.

The first day of the Seminar opened with a grand inauguration at the main Banquet Hall of the Convention Centre. The ceremony began with the welcome address by Chairman, Seminar Organizing Committee Mr. Hitesh Mehta. This was followed by the Lighting of the Lamp. All the dignitaries present on stage did the honour for this ritual.

The Seminar was inaugurated by eminent industrialist and Managing Director of Synthite Industries Pvt. Ltd., Kochi, Dr. Viju Jacob. He started his inaugural speech with the remark that the new growth story in the F & F industry would be determined by increasing demand and sustainable agriculture. In his fluent and well acknowledged speech, Dr. Jacob pointed out that "India is the traditional home of perfumery" and noted that the knowledge of perfumery and essential oil distillation and usage was typically passed from generation to generation in ancient India. "We lost this heritage due to secrecy associated with its creation, and progress became stagnant. However, in the past two decades, the Indian fragrance industry has progressed well by partnering with

the Western World in using new technologies and scientific methods of studies, he remarked.

Dr. Jacob discussed the different ways to boost the essential oil sector including developing and introducing high yielding variety of seeds and going beyond the time-tested odours and flavours.

"There are many examples of partnerships in Indian F & F industry where we work closely with the farmers. However, the current projects cover only a small part of the business. We need to work more closely with farmers and ensure our backward integration projects are in place. While the projects are important for us to grow the Indian story, it will also help each of us ensuring a robust supply chain for our customers," he stressed.

Mr. Abdulla Ajmal, Dy. Chief Operating Officer, Ajmal Group of Companies delivered a key note address. Mr. Ajmal started his lecture by stating that India is on the crisp of a 'hockey stick' growth in F & F industry. "All of us have enough to look forward to and keep us for busy for the next decade at least. There is a lot of potential in India and I believe we can all grow together," he said.

Mr. Ajmal highlighted the strong growth in the men's fragrance market in the last decade globally and pointed out that the phenomenon is now increasingly evident in India as well. Deodorants were the key product category that made the push into the men's segment and now fragrance brands of the same deo brands are pushing consumers to step up from the deo category to the fragrance category.

The perfume market is expected to grow at CAGR of 6.5 % and expected to be worth \$44 bn globally just for men by 2023, said Mr. Ajmal. He further to add that the women's perfumery industry would also continue to grow as India adopts the "culture of fragancing," which is now only on occasions. "We

have to take it upon ourselves to make it a habit, as it is in western nations,' he advised.

Later on the dignitaries released the Souvenir brought out to mark the occasion and 40th year of publication of "The FAFAI Journal". This was followed by Vote of Thanks by Mr. Sanjay Harlalka, Hon. Jt. Secretary.

The second day opened with inauguration of the Product Display stall which was kindly done by our Chief Guest Dr. Viju Jacob. This was followed by the inauguration of the Technical sessions.

### **Product Display:**

The Exhibition proved to be a huge success with most people who visited the stalls remarked that it was a perfect platform for a buyer/seller meet. Such Exhibitions and Seminars give members time to rethink their business strategies with a broader outlook, especially when one can have a clear view of what is happening the industry.

The Expo this year comprises of 148 stalls and 73 companies national as well as international displayed their products. It was an opportunity for delegates to update knowledge and keep themselves abreast with new products and manufacturers. The Product display has now become one of the focal activities of FAFAI Seminars. FAFAI extends its thanks to all participants.

### **Technical Sessions:**

The Seminar had six technical sessions spread over two days.

**Technical Session I-** Fragrances was chaired by Mr. Krish Hirani of S.K. Flavours and Fragrances, Mumbai and this session consisted of two papers.

The first paper was presented a paper "Essential Oils - Global Production and Regulatory Impact by Mr. Jens-Achim Protzen. Mr. Protzen reviewed global production of essential oils, and regulatory impact and environment.

Second paper of the session was presented by Mr. K. Vijaykaumar of Vigirom Chem Pvt. Ltd., Bangalore shared his experience in organic and natural farming, cultivating aroma crops like Patchouli, Vetiver and Vanilla and related farming activity, conducting trials and research at his 20-acre Organic farm in Bangalore.

### **The Proceedings of the Second session:**

Ingredients-Naturals was conducted by Mr. Shakti Vinay Shukla, Director, FFDC and session started with a interesting paper presented by Mr. Maxime Scarpa of Materials Premiers Essentielles (MSE), France. This paper which dealt with historical link between Piemont and the South East of France, what is the piemontese production for F & F industry today, what is the production in South East of France for F & F, The importance of Lavandin/ Lavender production in the economy, the future of Aromatherapy and new sectors etc.

The next paper of the session was presented by Mr. Ramakant Harlalka of Nishant Aromas on the topic "Market Potential of Essential Oils". Demand for essential oils is going at a fast rate driven by increasing consumer preference for 'natural' products. Even as India has traditionally been strong in essential oils like lemongrass and mentha oils, rising demand for lesser-known oils like Nagarmotha and vetiver is opening new avenues for the Indian industry. The market potential for some of these oils were discussed by Harlalka.

Mr. Harlalka further spoke about the market potential of nagarmotha oil, which has an odour profile similar to the expensive agarwood oil and jasmine essential oil, which is widely used for its fragrance in the perfume and cosmetic industries.

Dr. Kanwal Deep, General Manager (R & D) Ajmal Perfumes, Dubai, presented the third paper of the session. His paper described overview in Agarwood oil. He said Agarwood oil widely accepted in perfumery but there is not much information available. He shared the information and his experience with the delegates.



**Session III**, Aroma Chemicals consisted of two papers. The first paper presented by Dr. Andreas Goeke of Givaudan S.A., Zurich, Switzerland and the session chaired by Mr. Shabd Mehta of M/s. U.K. Aromatics & Chemicals, Mumbai.

The next paper of the session was presented by Mr. Ayyappa Vemulkar of M/s. Padmini Aromatics, Bangalore which dealt with Chirality, Optical Activity and its impact on the quality and odour perception of Aroma Chemicals. He stated optically active odorous compounds are desired in the F & F industry.

The proceedings of the fourth session was conducted by Mr. Rohit Seth, Seth Trading Company, Delhi and the session started with a interesting paper presented by Mr. Ankit Agrawal of M/s. Mysore Deep Perfumery House, Indore, titled Agarbatti - Yesterday, Today and Tomorrow. The paper described the Agarbatti industry overall ten years back, today and future. He explained in detail about various aspects of Agarbatti such as Fragrances, Packaging, Trade Marks, Imports and Exports, Domestic Market Trends for Sales, Competition. Manufacturing / Automation and its need and steps to be taken for future etc.

The second paper of the session was by Mr. Anand Malankar of Natural Healthcare Ltd., Mumbai and he explained the Fragrance and Flavour Application Technologies and challenges. A signature fragrance or flavour can be a key differentiator in ensuring success of a product in the market. The strategies to identify the perfect fragrance or flavour for a product and the challenges associated with this process were discussed in detail by Mr. Malankar. Product performance and quality by design play a vital role in designing a winning signature fragrance or flavour and this has to be a part of the entire product development cycle, he said.

**On the second day of the Seminar proceedings started with Session IV** on Technology and Management. This session consisted of two papers. Mr. Shyam Prabhu of M/s. S & S International, Mumbai was the Chairman of the session.

The first paper of the session was presented by Mr. Hansdip Bindra, Director, Processware ERP, Kolkata and explained the real-world stories from across the globe on how F & F industry specific state-of-the-art technology has been successfully adopted by flavour and fragrance companies to empower their strategic business plans and meet requirements well into the future.

The second paper of the session presented by Mr. Sunil Nair, M/s. Thinkers United, Mumbai, dealt with helping entrepreneurs backtracking their journey to the point where they started their business, helping connect people with the real reason behind it and moves on to explore the situation most of them are facing today. He briefed and explored two of the 25 important strategies that need to be executed to get the flavour back. The talk was majorly customized to connect with entrepreneurs who are in the manufacturing sector.

Mr. Shyam Prabhu chairman briefly summed up the proceedings of the Seminar.

**Session V**- Flavours consisting of three lectures and Mr. Madhusudan Modi of L, Liladhar & Co., Mumbai Chaired the session.

The first paper of the session presented by Mr. Satish Kolhe, Head, Product Safety and Regulatory Affairs, Givaudan, Mumbai presented a paper on Flavouring Regulation. He discussed with three principles of Regulation such as Product Food Safety (is it safe); Regulatory Compliance (is it legal) and Transparency (right to know, right to choose) Dr. Sudhir Mestri, Senior Flavourist, Symrise Asia Pacific Pte. Ltd., Singapore presented a paper on Emerging Global Flavour Trends. Rising disposable income in developing countries such as India and China coupled with rapid population growth and changing lifestyle pattern is increasing the demand for processed food and beverages. This will drive growth in the flavour segment, according to Dr. Sudhir Mestri.

Dr. Mestri pointed out that the global F & F market is estimated by Euromonitor to have reached \$28.2 bn in 2017 and is expected to grow at an average annual

rate of 4.9% per annum to reach approximately \$36 bn in 2022. Of the total world F & F market, flavours account for approximately 56%, while fragrances make up the remaining 44%.

The last lecture of the session was by Mr. Swaminathan, Operation Director, Givaudan (I) Pvt. Ltd., Mumbai. The paper described the Core Competencies of Project Management, Operations Excellence, Regulatory Affairs, Supply Chain Management, Quality Management, etc.

Open Forum and Concluding Session was conducted by a panel consisting of Chairperson of Seminar Organizing Committee.

The grand success of the Seminar was culmination of efforts put in by all members of Managing Committee and Organizing committee. FAFAI is thankful to all members, delegates, sponsors, advertisers for their involvement and cooperation.

It was a memorable event for all the participants and all members look forward the 25th FAFAI Seminar in the year 2021.

### **National Seminar on Creating Awareness on Standardization and Regulation among Fragrance and Essential Oil Industry.**

Bureau of Indian Standards (BIS) and CSIR - Indian Institute of Integrative Medicine (IIIM), Jammu jointly organized a National Seminar on “ **Creating Awareness on Standardization & Regulation among Fragrance and Essential Oil Industry**” on 7<sup>th</sup> March 2019 at New Delhi. The objective of the Seminar aims to create awareness on National as well as International Standardization and Regulations in the field of essential oils, flavours and fragrances.

Number of senior officers from the government, research institutes and experienced national and international speakers shared their knowledge on various subjects and also presented related papers during the Seminar. A number of sub-topics were discussed in three technical sessions followed by panel discussion.

On behalf of FAFAI our past Presidents Mr. Madhusudan Assar and Mr. Rohit Seth presented papers highlighted

the issues related to standardization in flavour and fragrance industry. Mr. Hasmukh Patel, President, Mr. Rishabh Kothari, Vice President and Mr. Kamlesh Shah, Hon. Secretary along with several members from the Association attended the meeting and took part in the deliberations.

The proceedings concluded with Dr. Ram Vishwakarma suggesting that BIS would undertake the task of preparing and adopting the standards for Indian fragrances, perfumes and essential oils.

### **Zonal Get-Together**

A Zonal get-together of the East Zone members of FAFAI was organized on 9th March 2019 at The Senator Hotel, Sapphire Hall, 15, Camac Street, Kolkata - 700 017.. The objective of the event is getting together people for a cause to provide common platform to meet, interact, forge relationship and exchange knowledge.

The President Mr. Hasmukh Patel extended warm welcome to the members attending the gathering.

The Regional Secretary Mr. Ashish Jhunjunwalla, welcomed the past President of FAFAI, office bearers of AMMA and highlighted the audience about the FAFAI activities.

FAFAI Vice President Mr. Rishabh Kothari briefed the audience about the National Seminar on Creating awareness on Standardisation & Regulation among Fragrance & Essential Oil Industry” held on 7th March 2019, at New Delhi. The seminar was discussed on Fragrance and Flavour Regulations an area which shall directly or indirectly impact on the members of the Association. Two of the expert fragrance committee members of FAFAI put forth industry’s views and requested the organizers to exploring the possibility to have more industry representation so that our view point can be placed before all.

The Regional Secretary Mr. Ashish Jhunjunwalla is well organized the event. East Zone members, friends from our industry and members of Aromatic Merchants and Manufacturers, Kolkata participated in the get-together in good numbers.

The event was followed by dinner.



## Meeting with Hon'ble Minister of Commerce Shri Suresh Prabhu



On behalf of FAFAI, President Mr. Hasmukh Patel, Vice President Mr. Rishabh Kothari and Hon. Secretary Mr. Kamlesh Shah met the Hon'ble Minister of Commerce and Ministry and Civil Aviation Shri Suresh Prabhu on 8th March 2019 at his chamber.

The delegation discussed the regulatory issues related to the Fragrance and Flavour Industry and also presented him with a memorandum regarding the same.

They also discussed the challenges faced in the development of Fragrances, Flavours, Essential Oils, Aromatic Chemicals, etc. and how the country could make its mark in the International Markets. The Hon'ble Minister also discussed the possibility of setting up a dedicated Export Promotion Council for the Fragrance and Flavour Industries and asked FAFAI to prepare a details proposal regarding the same.

The meeting was extremely fruitful and the Hon'ble Minister not only took personal interest in understanding the issues of the industry but also assured all the help for its growth and development.

The Honourable Minister also tweeted from his

personal Twitter handle about the meeting along with a picture.



Today, the Minister @sureshprabhu was in brief meeting with Mr. Hasmukh J Patel, President and Mr. Rishabh Kothari, Vice President of Fragrances and Flavours Association of India, Mumbai. They discussed various matters related to Fragrances and Flavour Industry.





# 24<sup>TH</sup> FAFAI SEMINAR - INDIA THE NEW GROWTH STORY



Registration



Inauguration of XXIV FAFAI Seminar by Lighting lamp



Welcome address



President Mr. Hasmukh Patel addressing the delegates



# 24<sup>TH</sup> FAFAI SEMINAR - INDIA THE NEW GROWTH STORY



Address by Chief Guest



Key note Address



Release of Souvenir



Release of 40th year Publication of FAFI Journal



Inauguration



Delegates

# 24<sup>TH</sup> FAFAI SEMINAR - INDIA THE NEW GROWTH STORY



Inauguration of product display



Product display



Technical session



Technical session



Technical session



Technical session



# 24<sup>TH</sup> FAFAI SEMINAR - INDIA THE NEW GROWTH STORY



Flavour Technical session



Concluding session



Presentation of Mementos



The Managing Team and Concluding Session



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| 3 Palmarosa Oil   | 10 Rosemary Oil      |
| 4 Geranium Oil    | 11 Cedarwood Oil     |
| 5 Basil Oil       | 12 Tea Tree Oil      |
| 6 Eucalyptus Oil  | 13 Saffron RC        |
| 7 Tagete Oil      | 14 Neroli Oil        |

**B Indonesian Products**

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- 2 Vetiver Oil

**C Italian Products**

- |                |              |                                      |
|----------------|--------------|--------------------------------------|
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| 2 Lime Oil     | 4 Lemon Oil  |                                      |

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| 4 Cardamom 347        | 5 Ambreine  | 6 Castoreum Base  |
| 7 Castoreum T ABS     |             |                   |

**F Australia**

- 1 Tea Tree

**G Madagascar**

- 1 Vanilla Beans - Green and Black

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## Ultra International honours institutes and farmers involved in boosting essential oils production

Leading fragrance and flavours firm, Ultra International has recognized CSIR institutes and farmers for their contribution towards improving the production of essential oils in India. The initiative is part of the company's Corporate Social Responsibility (CSR) activities and its commitment towards CSIR Aroma Mission.

The company presented the 'Ultra Team Award' of Rs. 1,00,000 each to three CSIR institutes for "their innovative and impactful efforts towards promotion of cultivation and processing of aromatic crops for improving essential oils production and thereby enhancing the income of large number of farmers." The institutes were CSIR-Institute of Himalyan Bioresource Technology (IHBT), Palampur, CSIR Indian Institute of Integrative Medicine (IIIM), Jammu and CSIR - Central Institute of Medicinal and Aromatic Plants (CIMAP), Lucknow.

The company presented 'Iconic Farmer Award' of Rs. 51,000 and transportation of Rs. 10,000 each to four farmers for their impactful contribution towards aroma crops production. The winners were Mr. Sumeet Maheshwari from Jodhpur, Rajasthan; Mr. Prem Prakash Singh from Basti, Uttar Pradesh; Mr. Vineet Kumar from Kullu, Himachal Pradesh and Mr. Ranjit Kishore Barman from Goalpara, Assam.

## Firmenich provides pleasant smelling sanitation facilities to women in Pune

On the occasion of World Toilet Day on November 19, Swiss fragrance and flavour business, Firmenich, launched a 'Mobile Toilet for Her' in Pune aimed at providing a safe, hygienic and pleasurable toilet experience for women.

The fully refurbished bus features toilets, shower cubicles, a panic button, as well as diaper changing and nursing stations, all maintained by trained female attendants. The inauguration ceremony was attended by Ms. Kalinda Punde of Pune Municipal Corporation.

"I believe safe, Hygienic and pleasant-smelling sanitation facilities are critical to accelerating the Swachh Bharat initiative, which is why we jumped at the opportunity to help Pune to become the first "Smart Sanitation" city." said Mr. Gilbert Ghostine, CEO, Firmenich. "This refurbished bus is a real game-changer for the women of Pune. Beyond the immediate need for safe and clean toilets, it is also helping to drive cultural change for a stronger, more inclusive India," he said.

"Evidence shows that even when toilets exist, they are often not used due to their unpleasant smell," commented Mr. Satish Rao, Chairman and Managing Director, Firmenich India. "Together with Saraplast, inventors of the 'Mobile Toilet for Her', we are providing a safe and sustainable sanitation solution that will ensure local women keep coming back, helping to reduce disease in the long term."

"Firmenich was the first to create affordable and sustainable malodour control technologies for low income consumers." Explained Mr. Rajeev Kher, Toilet Board Coalition Steering Committee Member, CEO of Saraplast Pvt. Ltd. and founder of 3S (Sanitation Solutions Simplified). "Having a long-lasting and pleasant smell in the bus is essential, because no matter how efficient and innovative new toilets are, if bad smell prevents their usage, they will lack impact," he added.

Following a four-year research partnership supported by the Bill and Melinda Gates Foundation to 'Reinvent the Toilet' experience, Firmenich launched a range

of breakthrough malodour control technologies in 2017. Since then, the Company has been actively working with a number of its customers to embed its technologies into affordable and sustainable hygiene products to accelerate access to sanitation for all.

With smell recognized as the biggest barrier preventing people from using toilets, Firmenich has been awarded a second grant from the Bill & Melinda Gates Foundation to explore the role and impact of odour in sanitation related decisions. This pioneering study targets low income urban settlements in India, Kenya, South Africa, and China to accelerate access to safely managed sanitation in these key countries.

**- Hpicindia, December 2018**

### **Govt. to set up Rs. 2000 crore NBFC to fund food processing firms**

The Centre has planned to set up a non-banking financial company (NBFC) with an initial corpus of Rs. 2000 crore to fund food processing industries as part of its effort to boost this sector and double farmers' income, Union Minister for Food Processing Industries Hasmata Kaur Badal said recently.

Addressing a CII event, Badal said the government has inaugurated 15 mega food parks in last four and half years, out of 42 sanctioned compare to mere 2 parks between 2008 and 2014.

On the side-lines, the Minister said that she would hold consultation with the finance ministry on setting up of this NBFC. The proposal would also be put before the Cabinet for approval. Asked about the size of the fund, Badal said the initial corpus would be Rs. 2000 crore, but the same would increase significantly later. Earlier, at the event, she highlighted the initiatives taken by her ministry in the last four and half years for the growth of the sector. The Minister said the food processing sector is attracting \$1 billion (around Rs. 7000 crore) FDI annually now. There has been 350 % increase in food processing capacity and 720% increase in cold chain

capacity. We have created 5 lakh jobs and capacity to process Rs. 1 lakh crore worth agricultural produce, she said. The Minister said her focus had been on implementing all the schemes on the ground.

On mega food parks, she said 35 out of 42 parks would be operational by the end of next financial year. Badal said the ministry is also providing Rs. 10 crore subsidy for setting up of mini food parks near agriculture clusters.

**- Beverage & Food World, Dec, 2018**

### **Iberchem Group launches new F & F creative centre in Mumbai**

The Iberchem Group has announced the opening of a new fragrance and flavour (F & F ) creative centre in Goregaon (Mumbai). The facility will host the activities of both Iberchem (fragrances) and Scentium (flavours). Once fully operative, the new facility will host a full team of laboratory specialists, perfumers, flavourists and sales representatives.

"This significant investment reflects India's importance to Iberchem Group, which already has a production centre in Ahmedabad, launched in 2010. The new creative centre in Mumbai reflects Iberchem Group's global business strategy to strengthen its business in fast-growing markets such as India." Said Mr. Ramon Fernandez, CEO of Iberchem Group. "It has been designed to support long term business growth in the country, while also supporting the worldwide operations of the Group. Furthermore, not only it will enhance the collaboration between our teams and our customers, it will also help us in achieving even shorter lead times in the delivery of local projects."

"By opening a second facility, Iberchem India reaffirms its commitment to meeting rising customer demand for leading technical services across the Indian sub-continent," added Mr. Nikesh Budhrani, Managing Director, Iberchem Group in India. "The centre will be instrumental in supporting our



customers locally with olfactive and taste expertise, thus offering close collaboration and creating true consumer preferred fragrances and flavours to differentiate their products in the marketplace.”

It is the second facility launched by the Group following its acquisition (70%) by French global investment company, Eurazeo in 2017. After opening a creative centre in Bangkok, Thailand, Iberchem Group also announced the acquisition of the South African company, Versachem, in May 2018 as part of its expansion plans.

### **Uttarakhand to push cultivation of aromatic plants to boost farmers' income**

To improve farmers' income in Uttarakhand, the state government is set to promote cultivation of aromatic plants. These plants will be used to produce scents and essential oils with special focus on growing less water-intensive plants to promote production in hills, away from natural sources of water.

The State Agricultural Minister Mr. Subodh Uniyal recently declared that a special distillation plant will also be set up at the Centre for Aromatic Plants (CAP) in Dehradun's Selaqui to use modern methods of extracting essential oils and perfumes from the plants.

“The plant will have eight steam distillation units with boilers, three solvent extraction units and two fractioning columns.” Said Mr. Nirpendra Chauhan, Director, CAP. Presently, farmers use the field distillation method where the product is placed directly over boiling water in fields. The new distillery will use high pressure distillation method using boilers to produce steam.

According to estimates, there are around 18,000 farmers cultivating aromatic plants with 7000 hectares land under cultivation in the state. The government aims to raise number of farmers to around 50,000 in the coming years. “We are trying to promote cultivation of crops like lemongrass, chamomile and mint. These requires very less care

and can be grown in places with less water, which is ideal for our hills,” Mr. Chauhan said. He estimated that at an average, a farmer in the state gets Rs. 30-35,000 per hectare, however by growing aromatic plants, their income will rise to Rs. 4-5 lakh per annum.

### **ITC joins hands with bamboo research centre for agarbatti production**

FMCG major ITC Ltd., has entered into an arrangement with the Bamboo Research and Training Centre (BRTC) in Maharashtra for the supply of Agarbatties (incense sticks) marketed under its *Mangaldeep* Brand. This is part of ITC's safety matches and agarbatti business unit.

As part of the agreement, BRTC will exclusively manufacture and package incense sticks as per ITC's specifications, while ITC will facilitate and assist BRTC to achieve best-in-class manufacturing.

The agreement is valid initially for four months and will cover the complete production cycle up to the packaging and storage of the finished incense sticks. BRTC is an autonomous organization formed by Maharashtra Forest Department.

Mr. Ravi Rayavaram, Chief Executive for the agarbatti and matches business at ITC said, in line with ITC's triple bottom line philosophy, Mangaldeep Agarbatties are manufactured by small scale and cottage units providing our complementary R & D based product development and strengths in trade marketing and distribution,” he said.

At present, the Mangaldeep portfolio includes 40 stock keeping units (SKUs) covering 20 odd fragrances. For this, ITC works with 20 odd outsourced small-scale factories across the country.

### **Cosmetics will soon have to meet strict safety norms**

Cosmetic products will soon have to comply with stringent regulatory norms to ensure safety and efficacy.

Companies launching new cosmetics will be required to submit safety data to the regulator for the seeking approval. Cosmetics will also have to comply with packaging standards prescribed by the Bureau of Indian Standards (BIS) cannot use animals for testing according to the draft rules.

The drug regulator has notified draft cosmetic rules laying down regulations for testing, manufacturing and packaging of cosmetics. This proposed regulation also covers imported cosmetics.

At present, cosmetics are covered under the Drugs and Cosmetics Act but there were no separate regulations for cosmetics, allowing such products to often circumvent testing and other regulatory norms as many of the rules meant specifically for pharmaceuticals do not apply on cosmetics. The proposed rules for cosmetics aim to address this loophole and make manufacturers and importers more accountable for what they sell. This also assumes significance as the cosmetics market is growing rapidly in the country.

While the draft rules have provisions for inspection of manufacturing and testing facilities, sampling of products, and confiscation in case of violations, it also lists methods and criteria to be followed for testing and packaging. For instance, the proposed norms prohibit testing of any cosmetics on animals. It even prohibits import of any cosmetics tested on animals after October, 2014.

Manufacturers will also have to keep records of product batches and raw material and retain them for at least three years, the draft rules said. The proposed regulation also prohibits cosmetics manufacturers from making false or misleading claims. Besides, all cosmetics sold in India will be required to follow labelling norms prescribed by BIS.

The Health Ministry has called for public comments on the draft rules till mid-January, after which it will be considered for final notification. Once the final rules are notified by the Drugs Controller General of

India (DCGI), any violation will be treated under the Drugs and Cosmetics Act.

- Hpicindia, Jan. 2019

### **Farmers get attractive remuneration from oil extracted from CSIR-IHBT developed wild marigold variety**

'Him Gold', a high quality new variety of the wild marigold flower, *Taget Minuta* developed by scientists from the CSIR - Institute of Himalayan Bioresource Technology (IHBT), Palampur, is helping farmers in the hill states in North India to get attractive remuneration from their produce.



Traditional farming has been increasingly turning to be non-remunerative for farmers of hill States like Himachal Pradesh, Uttarakhand and Jammu and Kashmir, due to monkey, wild animal and stray cattle menace as well as uncertain weather conditions. The marigold crop offers a suitable substitute as it remains unaffected by these biotic and abiotic factors. The farmers from the region have reportedly produced 3.5 tonnes of essential oil extracted from the flower in just two years since the development of the 'Him Gold'.

Dr. Sanjay Kumar, Director, CSIR-IHBT, Palampur said that agro and process technology package of the crop has also been developed and transferred to the farmers to help them extract maximum from the production. At present requirement of wild marigold oil in India is met with imports from France, Brazil, Kenya and Australia. "The oil has high demand,



guaranteed buyers and lucrative prices,” said Dr. Kumar.

The price of Tagetes oils varies from Rs. 7,000 to 10,000 per kg. Farmers can obtain net returns of Rs. 1.2 to 1.5 lakhs per hectare by growing this crop and producing essential oil within a period of 5-6 months, according to market observers.

According to Dr. Rakesh Kumar, Principal Scientist associated with the project, so far, an area of about 214 hectares has been brought under wild marigold cultivation by more than 600 farmers in the hilly region. The crop is suitable for cultivation in the plains as well as on the hills as a mono-crop or inter-crop in orchards/aromatic plants, he added.

The essential oil has extensive range of uses such as anti-inflammatory, antifungal and anti-bacterial owing to which it is useful for curing wounds, eczema, diaper rash, skin treatment, the treatment of psoriasis as well as for better skin.

According to reports, worldwide production of Tagetes oil is around 20-22 tonnes per annum with South Africa leading the pack followed by India and Zimbabwe.

#### - Hpicindia, January 2019

### **Codex panel moots norms for ginger, cloves, saffron**

The Codex Committee on Spices and Culinary Herbs (CCSCH) has proposed standards for dried oregano, dried or dehydrated ginger and garlic along with dried basil, dried cloves and saffron. The CCSCH recently held its fourth session at Thiruvananthapuram, Kerala, at the invitation of Government of India.

The five day event highlighted the draft standards on spices and herbs like oregano, ginger, garlic, chilli, pepper and paprika, basil, nutmeg, cloves and saffron, However, a Spice Board functionary stated that due to paucity of time, turmeric and cardamom were not discussed at the meet.

The Committee decided to revise the standards for chilli, paprika and nutmeg as well, which will be discussed in next meeting scheduled in 18 months from January 2019. Overall 15 spices were discussed in the meeting, but the committee took only six including dried oregano, dried roots, rhizomes and bulb, dried or dehydrated ginger, garlic, basil, cloves and saffron, for discussion on standards.

The session was chaired by Dr. M.R. Sudharshan, former Research Director, Spices Board India, Ministry of Commerce and Industry, Government of India. It was attended by 26 member countries, one member organization and one observer organization.

The session looked at matters referred to by the Codex Alimentarius Commission and its subsidiary bodies on the agenda for proposing draft standards for select spices and herbs.

It is pertinent to mention here that CCSCH was formed at the behest of India, which is also the host country for it.

#### - Food & Beverage News, Feb. 1-15, 2019

### **Givaudan opens flavours manufacturing facility in Pune**

Givaudan, the world leading flavour and fragrance company, inaugurated a new flavours manufacturing facility in Pune recently. The CHF-60 million plant is the company's largest investment in India and further proof of its commitment to leverage growth potential in Asia Pacific.

Designed to deliver a superior level of flavour and taste solutions, the new 40,000 sq.m facility will enable Givaudan to meet growing demand from customers in the food and beverage and healthcare segments.

The new facility will complement the company's existing plant in Daman, strengthening its capabilities in liquids compounding, powder blending, emulsions, process flavours and spray drying for the India,

Nepal and Bangladesh markets. Givaudan expects to employ about 200 people at the new site.



Gilles Andrier, Chief Executive Officer, Givaudan said, "We are delighted to open this world class flavours manufacturing facility in Pune as the latest example of Givaudan's long term heritage and commitment to India and our strategic focus on the high growth markets of Asia Pacific."

### Dynamic Indian Market

"Our new plant will enable Givaudan to collaborate even more closely with our customers to deliver differential solutions and great taste experiences to the dynamic Indian market," he added.

The new facility is also making important contributions to Givaudan's Climate Action Agenda by becoming the company's first Zero Liquid Discharge site, which ensures that all waste water is purified and recycled at the end of the treatment cycle.

Energy-efficient LED lighting technology has also been fitted throughout the site to reduce CO2 emissions and plans are under development to incorporate solar panels, contributing towards Givaudan's 100% renewable energy target. Over 1100 trees have also been planted to support the preservation of the local ecosystem.

Monila Kothari, commercial head, flavours, APAC Givaudan, underlined the growing importance of

the Indian market, stating, "Over the few years there has been tremendous growth in the food and beverage industry in India and we have seen sustainable growth in this market.

- Food & Beverage News, Feb. 16-28, 2019

### Amway India enters herbal skincare space

The India arm of the \$8.6 bn direct selling company Amway, which sells a range of personal care and household products, has entered the rapidly growing herbal skincare market, its first such foray into the category. "We are watching this space very closely and could extend other brands to the herbal space. Indian consumers are increasingly orienting themselves to herbal products and the new range will be among our growth engines in the coming year," Amway India's chief, Mr. Anshu Budhreja said.

"India has a strong credibility for its association with Ayurveda and we would see how we fare in this market to find markets for these products internationally," added Ms. Anisha Sharma, category head, beauty and personal care at Amway India.



The company, which manufactures and sells *Nutriline* health supplements, *Artistry* make up and *Satinique* shampoo, has extended its homegrown Attitude brand to the herbal beauty care space. At over Rs. 2000 crore and estimated to be growing rapidly at 15-to 16%, the herbal skin care category has seen a slew of global companies including Hindustan



Unilever Ltd. Entering this space over the past two years and competing for market share.

- **Hpicindia, December, 2018**

### **Press Release: Callisons**

Callisons is a premium supplier of mint oils and flavors, which has global presence in countries like the United States, China, India, Germany and Canada. Callisons has recently set up their own state-of-the-art manufacturing plant at Chakan, Pune. The facility was officially inaugurated by **James R. Burgett, President Callisons Inc.**, on the **26<sup>th</sup> of February, 2019**. The event commenced with the ribbon cutting followed by lighting of the traditional lamp.

In his key note address James R Burgett said, "It gives us immense pleasure to inaugurate the manufacturing unit in Pune, India. In 2014 Callisons took a conscience decision to enter the gamut of flavor creation and expand its manufacturing base beyond the USA and with that in mind, we have invested in setting up of a new unit in China in CY 2017 and in India now in CY 2019."



"The company has consistently delivered its flavourful expertise to its customers through creativity, sound scientific knowledge and attention to detail. The energetic burst of flavours and tastes are carefully lab tested by experts using the latest technology", he further added.

Speaking at the occasion, Rajendra P. Ghogale,

Managing Director - Callisons Flavors India Pvt. Ltd. said, "This state of the art R&D and manufacturing facility has been set up with the intention of providing service to Callisons global customers in India, SE Asia and Africa Markets; to reduce lead times and develop flavors to meet regional requirements, to establish a direct presence in the Indian mint growing regions and to reduce costs for mint based flavors in key markets."

The manufacturing plant at Chakan is set up with a view to manufacture liquid and dry blends and flavours as well as spray dried products for the beverage, confectionary and oral segment which will be exported to the neighbouring countries.

Callisons plans to take their Corporate Social Responsibility forward by providing mint farmers with sustainable solutions to increase agricultural growth. Women empowerment in the mint growing regions is an area of emphasis as Callisons plan to provide women the skill sets to market their produce and provide education to women which would help them reach their highest potential

### **70th ANNUAL GENERAL MEETING**

The 70<sup>th</sup> Annual General Meeting of the Fragrances and Flavours Association of India will be held at 11 a.m. on Wednesday, the 10<sup>th</sup> July, 2019 at Maharashtra Chamber of Commerce, Industry and Agriculture (MACCIA) Orion House, 6<sup>th</sup> Floor, 12 K. Dubhash Marg, Kalaghoda, Mumbai - 400 001.

Agenda for the meeting along with Report of the Activities of the 35<sup>th</sup> Managing Committee, Minutes of the last General Body Meeting and Statement of Accounts for the year 2018-19 will be circulated to members in due course.

All the members are requested to make it convenient to present for Annual General Meeting on 10<sup>th</sup> July 2019.



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**Givaudan in talks to acquire French fragrance firm, Albert Vieille**

Swiss supplier of fragrances, flavours and active cosmetic ingredients, Givaudan, is in exclusive negotiations to acquire Albert Vielle SAS, a French Company specialised in natural ingredients used in the fragrance and aromatherapy markets. The moves is part of the Swiss firm’s 2020 strategy to expand capabilities of its fragrance business.



Albert Vieille has unique know-how in the realm of aromatic plants and specialises in 100% pure essential oils and speciality natural ingredients. With its origins dating back to 1920, and with more than 50 employees, Albert Vielle is based close to Grasse, in France, and has a manufacturing facility in Spain, with its products sold globally through a network of distributors. The company sources raw materials from across the world.

“Acquiring Albert Vieille will fit nicely with our 2020 strategy to enrich Givaudan’s palate with novel in-house natural ingredients that our perfumers will use to offer best quality and creative solutions to our customers. This acquisition will also allow us to enter the market of essential oils for aromatherapy, which will contribute to our 2020 strategy for ‘health

and wee-being’. It is another step in reinforcing our presence in Grasse, where the perfumery know-how has recently been awarded World Heritage Status by UNESCO,” commented Mr. Gilles Andrier, CEO of Givaudan.

“While terms of the deal will not be disclosed, Albert Vielle’s business would have represented approximately Euro 30 mn of incremental sales to Givaudan’s results in 2017 on a proforma basis,” the Swiss firm revealed.

**Investment in Expressions Parfumees**

In another development, Givaudan has announced investment of around \$20-mn in Expressions Parfumees’ facilities in Grasse to expand and modernise the research and development laboratories as well as the production facilities with new robotics and digitalisation of operations. The company had closed the acquisition of the French fragrance creation house earlier this year.

The investment aims at supporting the strength growth ambitions with local and regional customers as well as expanding the *Natco* range of fully natural fragrance compounds, the company said. The expansion is expected to be completed in the first half of 2020.

**- Hpicindia, December, 2018**

**Givaudan Launches Innovation ‘Optimizer’**

Givaudan has launched MISTA, as innovation platform for the food industry.

Described by the company as “encompassing more than an incubator or an accelerator, MISTA is an “optimizer” which enables start-ups and established businesses alike to optimize ideas, products, people and investments.

MISTA will open a physical space, located in San Francisco in early 2019. The 7000 square foot space, known as the MISTA Optimisation Center (MOC) will include a product development facility, equipment for pasteurization and fermentation, experts offering market and leadership development strategies and input from culinary and food scientists.

The optimizer helps companies devise innovative solutions to challenges in the food and beverage



industry, including scaling up, distribution, building a team and searching for partners.

Along with Givaudan, founding members include Danone, Mars Inc. and Ingredion Inc. along with a number of strategic partners with capabilities from across the food industry, creating an integrated innovation platform. The team aims to target 20 start-ups to bring into the platform within the first year, roughly 10 of these will be located on-site at the San Francisco headquarters.

MISTA is one of the initiatives launched by Givaudan aimed at building a more collaborative, inclusive approach to innovation, part of the Partnering for shared Success pillar of its 2020 strategy.

"MISTA, which means 'tasty morsel' in Sanskrit, is all about the creation of a new business model focused on product innovation and development for the food industry, with the intention and capabilities to create the future of food," said Scott May, Vice President of

innovation at Givaudan and head of MISTA. "Today's food systems are so complex, and the challenges so large that no single company can address them alone, and that's where the concept of MISTA really comes to life."

### - Perfume & Flavorist, February 2019

## Symrise ranked among Germany's most sustainable large corporates

German fragrances and flavours firm, Symrise, was awarded first place in the category "Germany's most sustainable large corporations 2019" at the recently concluded German Sustainability Award. The award, established in 2008 to encourage the acceptance of social and eco-logical responsibility and to identify role models in this area, is endorsed by the German Federal Government, local and business associations as well as numerous NGOs like UNESCO and UNICEF.

In a ceremony attended by top ranking guests from politics, industry, research and society, Symrise's Chief Executive Officer, Dr. Heinz Jurgen Bertram accepted the award from the German environmental minister.

The award recognized symrise's commitment to climate protection, besides its efforts to preserve biodiversity and to support the living conditions of small-scale farmers along the supply chain. After receiving an award in 2012 and being a finalist in 2016, Symrise has now received the coveted prize for a second time.

"Symrise not only uses its significant influence to secure bio-based raw materials for its own needs. At the same time it supports threatened ecosystems with comprehensive sustainability management that has been implemented in all core processes of the company," the jury noted in its decision. For the approximately 10,000 raw materials that Symrise uses, the company predominantly draws on plant-based materials. These come in part from sensitive ecosystems, such as the Amazon rainforest, which Symrise is helping to protect with its approach to sustainability.



"We see the confirmation of our strategy through the German Sustainability Award as a great honour, and this motivates us to continue," commented Dr. Bertram. "As Germany's most sustainable large corporation, we take our position as a role model seriously. We support biodiversity in our growing regions and support local farming communities. In the process, environmental aspects also play a decisive role. In the regions of origin of our raw materials and in our production sites, we are implementing comprehensive measures to protect the environment. And it has paid off. For example, in 2016 we had already reached the goals for our environmental footprint that we had set for 2020. That's why we have now defined even more ambitious sustainability objectives for ourselves. For example, by 2030 we want to reduce our total CO2 emissions by 18%" he informed.

**- Hpicindia, December 2018**

### **IFF Recognized by Euronext Vigeo World 120 Index**

International Flavours & Fragrances Inc. (IFF) was named to the Euronext Vigeo World 120 index for its commitment to environmental, social and governance performance.

"I am truly delighted to be among the highest ranking companies for corporate responsibility," said Andreas Fibig, IFF chairman and CEO. "Sustainability is a vital part of our business strategy and I am proud that our employees believe deeply in its value. Their commitment to making the world a better place is what drives sustainability at IFF".

In order to be considered for the index, constituents are reviewed on a biannual basis in the areas of human rights, human resources, corporate governance, business behaviour, environment and community involvement. The company was included on the list of after achieving high rating among these categories. In addition to this recognition, IFF was named to both the Barron's 100 most Sustainable companies list and FTSE Russell's FTSE4Good sustainability index in 2018.

"Our inclusion in the Euronext Vigeo World 120 index underscores the compelling connection between doing good and doing good business – both are important to us." Said Rich O'Leary, Executive Vice President and CFO. "We are humbled to be in the company of so many other organizations for whom sustainability is a driver of their success and deeply value this recognition of our efforts thus far."

**- Perfumer & Flavorist, February 2019**

### **IFF joins up with French innovator to advance portable odour detection sensors**

American Flavour and Fragrance firm, International Flavours and Fragrances Inc., has established a collaboration with Aryballe, a pioneer in digital olfaction technology based in Grenoble, France, to refine and further develop the flavour and fragrance (F&F) capabilities and applications of Aryballe's technology in portable, universal odour detection sensors.

"We are exciting potentials for digital scent platforms across our business and look forward to exploring the many possibilities that this device creates for us and our customers," said IFF's Chairman & CEO, Mr. Andreas Fibig.

Mr. Nicholas Mirzayantz, IFF's Divisional CEO, Scent, said, "Our innovation team is thrilled to work with Aryballe on evolving this innovative device to one that is indispensable to the F & F space. We believe that we are only scratching the surface of its potential for our industry – its applications seem virtually limitless!"

The partnership will focus on the development of odour sensing and quality control applications with the goal of creating a platform for applications in the food, fragrance, cosmetics and other industries.

"our partnership with IFF will enable us to accelerate our technology's development into miniature, affordable olfaction sensors that meet the needs of their unique markets," said Mr. Sam Guilaumei, Aryballe CEO.

**- Hpicindia, January 2019**

## Firmenich joins renewable power initiative

Firmenich, the Swiss fragrance and flavour firm, has joined 'RE100' a global initiative of influential companies committed to using 100% renewable power.



Firmenich is aiming to achieve 100% renewable electricity across all of its production sites by 2020. The company's manufacturing sites in the US and Europe have already achieved this goal.

Firmenich is one of more 160 companies participating in the 'RE100' initiative, which is led by international non-profit organization. The Climate Group, in partnership with CDP. Other members of the 'RE100' include Google, Nike and Apple.

In 2018, 78% of our global electricity came from renewable sources, and we are on our way to reach 90% of renewable electricity globally in 2019," said Ms. Jane Sinclair, Head of Legal & Compliance and General Counsel, Firmenich.

"To achieve our goal of 100% renewable electricity by 2020, we are not only relying on the purchase of green electricity, we are also collaborating with our suppliers to develop onsite clean solutions such as wind power and solar energy," informed Mr. Neil McFarlane, senior VP quality, health, safety, security and environment, Firmenich.

In 2015, Firmenich announced its ambitious 'Environmental Goals for 2020 as well as its vision to become a carbon neutral company. In addition to committing to 100% of electricity from renewable sources or offsets, Firmenich is targeting a 20%

reduction in absolute CO2 emissions and a 25% decrease of water use in water stressed areas.

**Hpicindia, January 2019**

## International Committee of Essential Oils Meets to Discuss Standards

The International Committee of Essential Oils (ISO) held a meeting from Oct. 28-31, 2018 at the Spanish Cosmetic, Toiletry and Perfumery Association (STANPA) headquartered in Barcelona, Spain.

During the ISO TC54 technical and regulatory meeting, industry experts from around the globe discussed the development of standards for essential oils used in perfumery and cosmetics, among other industries. Spanish delegates discussed the development of several Spanish essential oil standards, including its orange, clementine and anise oils. Additionally, the delegates discussed recent standardization efforts for Spanish cistus oil (rockrose essential oil). Companies that were in attendance included Chrom Essence, Lluch Essence, Indukern, Destileria Munoz Galvez, QT Products, Delsa, Ventos and Sensient.

Attendees were also able to tour an agro-ecological farm that is working to recover the endemic Mediterranean species on the first day of the meeting. The attendees were able to gain insight into the cultivation, harvesting and preparation of raw materials. From raw material to formulation, the event also featured a class on essential oils from perfumer Ramon Monegal of the Fundacion academia del Perfume. Monegal discussed the importance of essential oils in Perfume creation and highlighted the use of Spanish essential oils.

**- Perfumer & Flavorist Magazine,  
January, 2019**

## Good Prospects seen for North American natural personal market

The North American market for natural and organic personal care products is continuing its positive trajectory, with revenues reaching \$5.6 bn this year. The market growth is mainly driven by rising



consumer demand for 'clean beauty' products and increasing distribution.



According to new market analysis by Ecovia intelligence, natural and organic products now comprise over 6% of personal care product sales in North America. Natural and organic hair care products have the highest market share, at 9.5%. Most revenues are however from natural skin care products because of the

popularity of products like moisturisers, lotions, soaps, masks etc.

Investments and acquisitions have become a key failure of North American market. The leading brands are now owned by large multinationals or investment firms. New entrants however continue, with some targeting specific consumer groups and/or specific channels.

Natural food shops are the traditional outlets for natural personal care products. However, the market share is in decline as distribution increases in conventional channels. According to Ecovia, natural and organic personal care products are making inroads in speciality personal care stores, department stores, drugstores and supermarkets. Some like Sephora are giving dedicated area to natural and organic beauty products. Another trend is that new stores, such as Credo Beauty, are opening that specialise in clean beauty products.

Ecovia's analysis found that although the number of natural and organic personal care standards has increased sustainability over the last decade, adoption rates remain low. Certified products represent roughly 10% of natural and organic personal care product sales. NPA and NSF ANSI 305 are the most popular standards, however other ethical labels are gaining traction. The 'Non-GMO project verified label is the fastest growing, currently adopted by about 30 personal care brands.

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# Agarbatti (Incense Sticks) Yesterday, Today & Tomorrow

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**Paper persented at 24<sup>th</sup> FAFAI Seminar held at Kochi  
on January 18-20, 2019**

## Greetings in a modest manner

Hello from Team MDPH to all my dear friends, fellow business mates, seniors and young entrepreneurs. (Some joke or phrase word to lighten up the mood) I Ankit agrawal here is representing MDPH group as the managing director of the company. I guess majority of my fellow business mates and mentors know me and about group MDPH, **still** let me introduce about the company. The company had been started from the garage of our home **in 1991-1992** with a vision to dominate the incense market. With the clear approach, dedication and hard work my mentor, guide and my dear most dad Mr Prakash Agrawal; we have created every stone in our way to be our greatest milestone. It's been a journey with glitches, struggle, success and market acceptance of ZED BLACK to be one of the most consumer friendly brands among others.

So as I along with all of you have been in taking the abyss knowledge shared by our mentors and Gurus I will also try to value add some points to it. Along that I also want to raise some points to take it under consideration as per my knowledge and experience. So we shall start with the core things first.

### 1) **Fragrances :-**

Flavours and fragrances have been part of India since the ancient times. It was assumed to be powerful enough to wander off the evils as well as to eliminate negative energy. Incense is the brand ambassador for the perfumery in India. In the earlier days it was made with the purest form of essential oils, but as time passed the demand increased and naturals decreased. But by the advent of new synthetic oils the perfumeries got a big boost; since than many innovations have



been introduced in incense perfumery. But still veteran fragrance of the industry is driven by sandal, mogra and rose, so if you guys wants to race your horse in incense market than go for the mentioned aromas as still they are the tested best sellers. Apart from it after 2007 the market acceptances of fruit aromas have been vastly increased. I personally believe that apart from customers entertaining newer and newer fragrances but still things will come up to floral fragrances. But as per the latest inventions and the age of herbal aromas the future goanna held lots of twists.

### 2) **Packaging :-**

Earlier the incense have been manufactured by monks and was stored in leaves but as the time moved the packaging advanced from greeneries to Hexa Packing, to Rectangular to Met Pet to Zipper Pouches. There are large no. of players present in the industry and thus huge innovations in packaging with shapes, sizes and colors so that they may not lost in the ocean of pouches

present at a retailer shop. But all this greatly affects the cost which is an alarming concern for this industry. Traditionally, end users were more interested in bigger packets but now the acceptance of smaller size is in provided that it contains premium feel and quality. We ourselves have decreased the size of our ₹10 pack.

Now the paradigm shift is towards variety products in single packets like 2 in 1, 3 in 1 or 5 in 1. Also market acceptance of ₹50 pack is revolutionary. Once a customer had bought your smaller pack of 5 or 10 Rs. product and if he is happy with experience of aroma and longevity he will definitely going to buy your ₹50 packs.

Popular Sizes are of ₹10, ₹50, ₹20, ₹5, ₹100 in the mentioned order.

### 3) Trade Marks:-

Malpractices and unethical hacking of companies famous products ruins the fair competition and also ruins the image of that product by servicing quality less incense or dhoop. Trade mark helps in carrying pride over the ones product and making them responsible for giving unbiased quality product. Therefore one should priorities in having their products trade mark by hiring a good lawyer or agency. They should search names in 'Class 3' before planning to launch their products.

### 4) Imports & Exports :-

In the current scenario imports are playing a huge role in agarbatti raw materials. Biggest reason for Bamboo imports is the species in india cannot be machined and the yield loss is very high. Also, Bamboo as a grass consumes a lot of water and here farmer level cultivation is not possible.. it has to be grown in the wild.

Apart from bamboo lots of players are dependent on China and Vietnam on raw incense, Aroma Chemicals, Machineries and various other things, which also puts burden of duties on them. All these factors collectively affect the pricing and delivery as the dependency makes it difficult to prepare the end result on desired time. As for us me, I truly emphasis on 'Make in India' and

urges our local manufactures to engage in local production rather than facilitation so as to be the catalyser in national wealth creation and thus becoming relatively less depend on imports.

India being the market leader in incense exports both by organised and unorganized segments and mentors in the incense industry types. We as India are growing our business at a rate of more than 10% in exports and doing business of more than Rs. 1000 crores wherein USA, UAE and Nigeria being the biggest markets for us. This achievement, may be not phenomenal in terms of world population market, is largely driven by innovative packaging, coloured sticks, different sizes of sticks and variety products in single packaging. Hexagonal packets of 20 sticks and masala batti packing of 15 gms are the most famous among all currently. Exports also drives us to improve us a manufacturer by trying and innovating things that out of box.

### 5) Domestic market Trends:-

The burning of incense in religious and social activities has been practised in India since the earliest of times. Earlier it was majorly used in temples and the places of worship, but now in the new era it has been used as a lifestyle product. Being an economical air freshener its application has been vastly increased from product in pot puree to yoga centres and massage parlours. Year on year the industry is growing in double digits. Stating to the fact that about 2/3<sup>rd</sup> of the aggarbati sales is taken care in North and southern region combined! India is considered to be a nation driven by young blood that further magnified the usage from worships to positivity and evil energy eliminating product. Also the increasing no. of temples and tourisms further added to the consumption of incense and dhoops. Rise of Disposable income will further add -on the innovative and unique lifestyle based costly incense. This is where I say 'Wajah Koi Bhi Ho prarthana ki but aggarbati jalti rahegi' and also we at MDPH believes that 'Prarthna Hogi Sweekar'.

Also trying to predict the future I must surmise that domestic market will still rule the agarbati sales and usage where population and religion being the major part for the surge. But the future market will be driven by self-motivational



brand based market. Huge intervention of online markets drives the youngsters. Believe me or not but in the longer run 'Google BABA' and online reviews will dictate the end user market even in our industry, making pricing the second most important factor.

## 6) Competition & Branding :-

Ease of availability of raw materials, cheaper unskilled labours and virtually without any benchmark guidelines urges lots and lots of players to enter into this segment. Even before analysing the Project cost and its scalability lots of players are entering into the segment, thus making the unhealthy competition ten folds. Although only 25 companies contributes to the 30% of turnover of the domestic market but then also my competition is local manufacturer who might just be 1/10<sup>th</sup> of my companies size, but then also we are fighting a price war at every local place.

All this war has a single point solution as per me and that is Brand Positioning. Consumers tend to be biased about the brands that they might know on a bit of higher prices rather than on local and unreliable product. Therefore one should emphasis more on positioning themselves and then brand recall activities. Making a product into brand is the most difficult thing out of all but this is why we are here and it's our job to focus on it. Currently many big names like Amitabh Bachan, Hema Malini, M S Dhoni and Vidhya Balan are endorsing different products and different companies which adds the brand reach. So my suggestion is to get endorsed by influencers if you can so as to catalyse your product into brand.

## 7) Manufacturing / Automation and its needs :

Need of line process --> sorting, dipping and packgaing.

### Earlier it was all manual

Now there are machines for dipping, counting & packing and packet filling --> but there is no line process. Also due to variety, 3in1/5in1 nature -

standardization of product & process is difficult

Also due to lack of purchase power and R&D spend, very few companies are interested in development of automation in this industry.

Manual production was yesterday, Mechinsation is today & automation is tomorrow.

## 8) Backward Integration

There has to be a balance between outsourcing & backward integration. Everyone needs to understand their priority & act accordingly.

Traditionally we used to buy raw agarbatties & perfumes from outside but now most of the companies are making at their own. Everyone has to point out their priority & act accordingly. Backward integration not only ensures lesser price but also desired quality. But also becomes troublesome many times. Thus Future is all about making a correct balance has to be made between Outsourcing & Backward Integration.

## Footmarks for future:-

Let our emphasis be more on brand building, avoiding low quality and banned products. Try to give end users blissful experience by providing them Aromatic and quality product. Try to be an Indian manufacturer rather than having our dependency on China. Channelize more and more on making people's habit to use product more.

The product can be innovated to use it as a gifting product with emphasising more on traditional values and the power of positivity which it spreads.

So by above all points I have summarize the Incense industry in five I's as follows:-

### a) Inception:-

As I had said the best time to incept a product is today, so focus more on new quality products. Also inception of proper channel partner and delivery chain management is the core of this business.

### b) Incite :-

Incite or stir up your clients regularly by using

proper marketing TADKA or marketing mix. New is always welcome. Don't worry of retaliations as after retaliation comes the acceptance.

### c) Indelible Brands :-

Develop your products in such brands that they will be indelible and undeniable. As individuals are perishable but brands are those symbiont that generally grows on people perception and will outlive everything.

### d) Innovative :-

After being in the era of 'Global Village' through World Wide Web availability of products is not a big deal now. Market surge is going to be completely changed on a drive of innovative innovations and incubation of right ideas for right products. A minor innovation in packaging drives the market on a whole new scale. So think what we can achieve if concentrate more on making this industry as a lifestyle scalable marker wherein we can put lots of products in a single package.

### Before giving the 5<sup>th</sup> point let me give you a major highlight of our industry

- 1) Estimated to be 6000 crore rs industry.
- 2) India market leader in Quality Incense production.
- 3) Incense was thought to be of healing power.
- 4) Religious views will largely drive the incense sell.
- 5) India facing competition in innovative packaging in exports from China and Thailand.
- 6) Malpractices inside the country are ruining the local market itself.
- 7) crossed 1000 crore Rs. on exports, still huge undiscovered market.
- 8) Right now exporting in over 150 countries.
- 9) ecommerce market will become very important in future.
- 10) Be Prepared for technology ready segment, as soon the digital marketplace will rule the traditional marketplaces.

- 11) Still rural segment rules the sales drive for this segment.
- 12) Urge govt to make a strong regulatory body so that everyone will be compelled to use quality products.
- 13) Last not the least it's a 'Dharohar' given to us by our Rishis; let us not degrade it.

Now this fifth point about the industry is my opinion which is as follows:-

### e) iRevolution:

You are hearing it correct, it's not a product from Apple. I in apple **products** stand for the internet revolution whereas I in my concepts stand for I, me or myself. It states that I personally will try to be a change maker, a person which will continuously thrive for betterment of this industry. Will try to stop malpractices to happen as much as possible. Also why not we all try organize the unorganized segment of our industry and with this collective approach will help to build national wealth. I have dreamt a dream that soon our industry will help contribute a substantial part in Countries GDP.

Also apart from business we collectively can help solve some of the national issues and us as MDPH has started a drive which is called as WISH. This drive is particularly for the females. They have given a lot to our industry and now is the time to repay. So we are concentrating on female's hygiene needs through this drive. May be we all can join hands and make this drive as pride of nation...





# Chirality, Optical Activity, and It's Impact on the Quality and Odor Perception of Aroma Chemicals



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**Paper persented at 24<sup>th</sup> FAFAI Seminar held at Kochi on January 18-20, 2019**

## Introduction

Our nose, and olfactory system is quite complex, and our sense of smell is quite sensitive and analytical. Our olfactory senses are quite sensitive and in fact can detect small traces of impurities in fragrance compounds, as well as differentiate between odorous molecules that have the same molecular structure but different molecular shapes. This allows our fairly detail oriented olfactory receptors to detect small nuances related to aroma; nuances that are often related to the shape of molecules. It has been found that stereochemical factors, particularly chirality, has a significant impact on our olfactory receptors, so much so that often the spatial arrangement or chirality of a material affects the way we perceive the odor profile and intensity of the material.

## Chirality

Material with a molecular structure that lacks reflectional symmetry is termed as chiral. This implies that the mirror image of the structure is non-superimposable. These pair of molecules are referred to as enantiomers - that is two chemically identical molecules that differ from each other because they have non-superimposable mirror images.

## Optical Activity and Rotation

Optically active compounds contain chiral molecules, in that the chirality of a molecule results from its structure, while the optical activity is a macroscopic property of a collection of these molecules. The

optical activity of a compound or material is measured by the degree to which it rotates plane polarized light giving it an optical rotation value (e.g, -5 or +5 degrees).

## Chirality, Optical Activity, and Odor

Though enantiomers have similar molecular structures the human olfactory system in all its complexity often attributes different odor properties with different enantiomers. There are many geometrical isomers, including enantiomers that are easily distinguished in terms of odor quality, strength, and profile by our olfactory system. It has already been seen in a variety of instances that the chirality of a molecule affects one's perception of its odor qualities, for example, the difference in odor qualities of the spearmint-like (R)-(-)-carvone and the caraway-like (S)-(+)-carvone. Apart from odor quality, odor intensity or strength can also be affected by the configuration of chiral centers in a molecule. Take for example the difference in the Lilial enantiomers. The (S)-(+)-Lilial® enantiomer has a lily of the valley odor just like the (R)-(-)-Lilial® enantiomer, however the (S)-(+)-Lilial® enantiomer is weaker in odor strength when compared to the (R)-(-)-Lilial® enantiomer.

## Cautionary Measure

It is important to understand that research and results in this space can come with its misgivings and inaccuracies. Thus, it is best to reconfirm and verify results and assumptions prior to applying such

results to practice. There are many reasons for this.

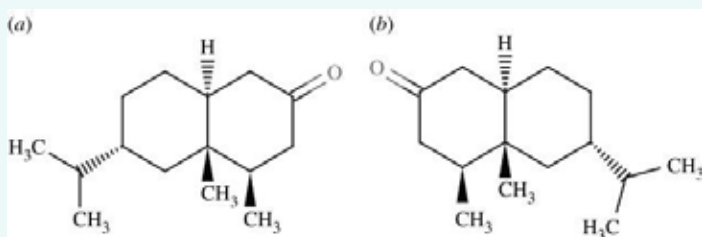
To begin with, subtle differences in odor can be subjective, and even though there is a broad agreement regarding odors, there may be a varying understanding of results, especially when studying enantiomers. Further, purity can be quite an influencing factor, especially given that obtaining enantiomeric purity can be difficult. At times, traces of impurities can affect the odor profile of a chiral compound.

### Enantiomers, Odor Perception And Intensity

Knowing that enantiomers can often be perceived differently in terms of odor characteristics and intensity let's take a deeper look into the different ways enantiomers may be categorized in this aspect.

#### Category 1 - No impact on odor profile or intensity

The R, and S, chiral configuration of enantiomers does not have an impact on the odor profile or intensity of the chiral material. Quite a few chiral materials fall into this category. A good example of this is Fenchone. Both enantiomers of Fenchone have a strong, diffusive, camphorous, sweet odor. Another example is tetrahydronootkatone. Both enantiomers of tetrahydronootkatone have the same odor profile and intensity.

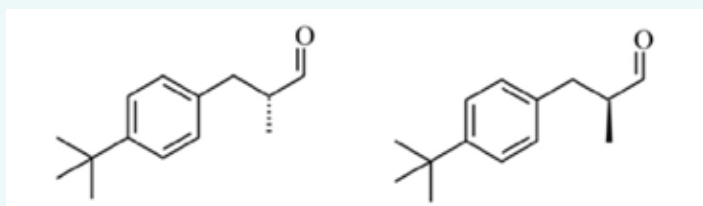


ENANTIOMERS OF TETRAHYDRONOOKATONE

#### Category 2 - Distinct difference in odor profile

The R, and S, chiral configuration of enantiomers have clearly distinct odor profiles and characteristics. One example of this is the difference in odor qualities of the spearmint-like (R)-(-)-carvone and the caraway-like (S)-(+)-carvone. Limonene, a commonly used

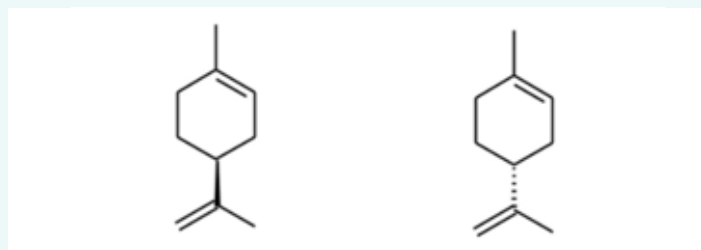
material in many fragrance compounds, is another great example. The R configuration limonene enantiomer has a characteristic citrus odor. It is in fact a major component of the essential oil derived from the peels of citrus fruits. The S configuration enantiomer on the other hand has a pungent turpentine like odor.



ENANTIOMERS OF LILIAL

#### Category 3 - Distinct difference in intensities

The R, and S, chiral configurations have similar odor profiles but clearly distinct odor intensities. An example of this is in the enantiomers of Linal. The (S)-(+)-Lilial® enantiomer has a lily of the valley odor just like the (R)-(-)-Lilial® enantiomer, however the (S)-(+)-Lilial® enantiomer is weaker in odor strength when compared to the (R)-(-)-Lilial® enantiomer.



ENANTIOMERS OF LIMONENE

From the 3 categories above we see that enantiomers that have the same chemical structures can indeed have different odor profiles and intensities.

### Aroma Chemicals and Optical Activity

Aroma chemicals are frequently used in a variety of fragrance compositions. Many aroma chemicals are often characterized by their characteristic odors, and are often optically active. In most cases in the discussion below when referring to aroma chemicals, we are discussing aroma chemicals that are a mixture of or are comprised of a pair of enantiomers.



These optically active aroma chemicals often have a high purity. As expected, and defined by their optical activity, these aroma chemicals are comprised of chiral molecules, and in many cases are a mixture or combination of enantiomers. Often it is the ratio of these enantiomers that attribute to an optically active aroma chemical its characteristic odor. For instance, an aroma chemical with a characteristic +5 optical rotation, maybe a combination of both (-) and (+) enantiomers of the material, that as a sum generate the +5 optical rotation measure.

As discussed above we have seen that for a given chiral material, enantiomer pairs may have different odor profiles and intensities. Thus, there are plenty of scenarios or combinations of enantiomers that could affect the odor profile or intensity of an aroma chemical. For instance, for a given aroma chemical one enantiomer may have a far stronger odor intensity than its pair. In this case a higher optical rotation would be desired, and synthesizing the aroma chemical so that it has a higher optical rotation would be preferred. In another instance, an aroma chemical may have a desired odor profile and performance within a specific optical rotation range. This could be because the different enantiomers have different odor characteristics, and that within this specific range the combination of enantiomers results in the aroma chemical having a desired odor profile.

### **Factors that influence the optical rotation of an aroma chemical**

There are two main factors that influence the combination of enantiomers in an optically active aroma chemical, and thereby by extension the optical rotation of an aroma chemical - the raw materials/starting material and the process used to manufacture the aroma chemical. Often the optical activity and optical rotation of the raw material used to synthesize the aroma chemical directly affects the optical rotation of the synthesized aroma chemical. In many instances there is a direct correlation - in that the more optically active the raw material, the more optically active the aroma chemical synthesized and vice-versa. This is important as this is currently the

most flexible means by which an aroma chemical's optical rotation can be influenced. In the event that it is desired to synthesize an aroma chemical with a high optical rotation, selecting the raw material with a high optical rotation would be the way to go. This is primarily because the process of synthesizing an aroma chemical is fairly rigid and typically cannot be modified to obtain a desired optical activity of the aroma chemical.

### **Business Implications**

The optical activity of an aroma chemical, and its impact on the odor profile or intensity of the aroma chemical, has significant business implications. From a formulations perspective; an aroma chemical may have different odor qualities within different optical rotation ranges. From a production and quality control perspective; based on the optical rotation one may determine a supplier's viability and process quality.

### **Impact on Formulations**

For fragrance formulators and perfumers it is important to fully understand the odor profile and intensity of an aroma chemical. Given the possible ranges of odor profile and intensity, selecting aroma chemicals while keeping in mind their optical rotation can be quite beneficial.

Where interesting small gains can be made is in fully understanding the complete characteristics of an aroma chemical based on its optical activity and its relation to the price of the aroma chemical. Take for example, aroma chemical A that with an optical rotation between +5 to +10 has a strong woody powdery character, and with an optical rotation greater than +10 has a strong woody powdery and sweet character. In this instance the aroma chemical A with an OR (optical rotation) of +5 to +10 is cheaper than aroma chemical A with an OR greater than +10. If one is only using aroma chemical A for its intensity and woody powdery characteristic, then it may be more beneficial to purchase the lower OR version of aroma chemical A. Alternatively, it is possible that for a formulation the sweet odor character is important, and in such instances, the

per- fumer may make a special request with the manufacturer to synthesize the higher OR version of aroma chemical A. This would most likely be achievable by the manufacturer as he would need to source a more optically active version of the raw material required to produce aroma chemical A.

### **Impact on Quality Control and Supplier Viability**

The optical rotation of an aroma chemical plays a strong role in ensuring the quality of the aroma chemical meets a standard, as well as in some cases determining the suppliers viability. Given that an aroma chemical can be selected for a formulation based on its optical rotation, it is important for purchasing managers to ensure that material they receive meets the optical rotation requirements stipulated by a formulation. Thus, the optical rotation of an aroma chemical can play a role in picking a viable supplier.

To delve deeper from a purchasing manager's perspective - tracking a supplier's optical rotation stability might provide some interesting insights. If for example, one expects to buy aroma chemical C with an OR in a range between -10 to -15. If a supplier has consistently been supplying aroma chemical C with OR -14, one may assume that the supplier's process is stable as well as the supplier's purchasing process and raw material management is stable and secure. On the other hand, should the supplier suddenly provide aroma chemical C with an OR of -10.5, it may imply that the raw material used to produce aroma chemical C may be in short supply or fluctuating in the market.

From a perspective of someone purchasing blends or fragrance compounds, the optical rotation of the fragrance compound may act as an additional indicator for quality control. Most fragrance compounds are comprised of optically active components, and as we saw above, the optical rotation of an optically active fragrance compound is but a combination of the optical activity/rotation of the constituent enantiomers and optically active material. Thus, a fragrance compound's expected odor profile and

per- formance would be related to an optical rotation range for that compound. If the optical rotation for that compound were to change it is likely that either the composition or the proportions of the formulation have changed, thereby not necessarily guaranteeing a similar odor profile and performance when compared to the previous formulation.

### **Enhancing the Optical Activity of an Aroma Chemical**

In certain instances one may desire an aroma chemical with high optical activity or enantiomer purity. In such cases separating enantiomers, so that an aroma chemical has a higher optical rotation is required. Some ways to separate enantiomers are discussed below -

#### **Catalytic/Enzymatic methods**

Enzymes, and specifically Lipase, have in some cases been successfully used to separate enantiomers. Enzymes have proven to be quite enantio selective, especially during enantio selective esterification of optically active aroma compounds. During esterification the enzyme selectively allows for the conversion of a single enantiomer into the ester. An example of this is the preparation of optically active Theaspiran.

#### **Diastereomers**

A very interesting means to separate enantiomers is to first convert them into diastereomers. Unlike enantiomers, diastereomers have different chemical properties, for example melting and boiling points, making it much easier to separate them. After separation the enantiomers can be recovered from the respective diastereomers. An example of this would be reacting a mixture of enantiomers with another chiral molecule like s-brucine to create the respective diastereomers.

#### **Chiral Column Chromatography**

This is a variant of column chromatography, where the stationary phase contains a single enantiomer



of a chiral compound. Silica gel is one example of a compound used to create the chiral stationary phase. The enantiomers separate as they run down the column, as one of the enantiomers bonds successfully with the silica gel and sticks to the column. In terms of production at scale this may not be the best or most cost effective method.

## Conclusion

It is a well known fact that optically active odorous compounds are desired in the F&F industry. Optically active compounds contain chiral molecules, in that the chi- rality of a molecule results from its structure, while the optical activity is a macroscopic property of a collection of these molecules. The chirality of a molecule affects one's perception of its odor qualities and intensity, for example, the difference in odor qualities of the spearmint-like (R)-(-)-carvone and the caraway-like (S)-(+)-carvone. Aroma chemicals that are optically active may be comprised of a pair of enantiomers, where in some instances each enantiomer has a different odor profile and intensity. Thus, the optical rotation of an aroma chemical may have a significant bearing on its odor

profile and intensity. The business implications of the optical activity and its impact on the odor of an aroma chemical are primarily related to formulations and quality control. In some instances it may be important to enhance or increase the optical rotation of an aroma chemical. In such an instance separating the enantiomers of an aroma chemical is likely desired. This can be achieved by enzymatic methods, the creation of separable diastereomers or chiral column chromatography.

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## Aromatic Chemicals

$\alpha$ - Humulene	Ethyl Benzoate	L-rose oxide	Orange Oil (10 Fold & 20 Fold)
$\alpha$ - Pinene Ex Eucalyptus	Ethyl 2 Methyl Butyrate	Linalool Ex Basil	p- Cymene
$\alpha$ - Pinene Synthetic (98%)	Fructose	Menthone (70:30)	p- Cresyl Acetate (99%)
$\alpha$ - Terpinene	Gama Decalactone	Menthone (98%)	p- Cresyl Methyl Ether
$\alpha$ - Thujene	Gamma Terpinene	Menthyl Acetate	Phenyl Ethyl Acetate
Anisic Aldehyde (99%)	Geraniol Synthetic (98%)	Methyl Anisate	Phenyl Ethyl Alcohol
Anisol	Geraniol Ex. Palmarosa	Methyl Benzoate (98%)	Phenyl Ethyl Benzoate
Anisyl Acetate	Geraniol For Soap	Methyl Chavicol (99%)	Phenyl Ethyl Butyrate
Anisyl Alcohol	Geraniol Natural	Methyl Eugenol	Phenyl Ethyl Caprylate
Allyl Caproate	Geranyl Acetate	Methyl Heptanone	Phenyl Ethyl Formate
$\beta$ - Ionone	Geranyl Butyrate	Methyl Heptyl Carbonate	Phenyl Ethyl Methyl Ether
$\beta$ - Pinene - Ex Mint	Geranyl Caprylate	Methyl Iso Eugenol	Phenyl Ethyl Phenyl Acetate (98%)
$\beta$ - Pinene Synthetic (98%)	Geranyl Formate / Propionate	Methyl Phenyl Acetate	Phenyl Ethyl Propionate (99%)
Camphene	Greenal	Methyl Salicylate	Pommerol (P.E.I.A.E.) (99%)
Caryophyllene (98%)	Gurjan Balsam Light ( $\alpha$ - Copaene)	Methyl Toluate	p-Tolualdehyde
Caryophyllene (80%)	Gurjan Balsam Light (Gurjunene)	Myrac Aldehyde	Rhodinol
Caryophyllene Oxide	Gurjan Balsam Dark	Myrcene	Rose Oxide
Citronellyl acetate / butyrate	Herbogreenal	Methyl hexyl ketone	Roseol
Citronellyl formate	Hydroxy Citronellal (Imp)	Nerol (90% +)	Sabinene
Citronellyl propionate	Hydroxy Citronellol	Nerol Super (70%)	Terpinolene
Caryophyllene Alcohol/Formate/Acetate	Iso Amyl Acetate (99%)	Nerolidol	Terpinen-4-ol
Citral	Iso Amyl Alcohol	Neryl Acetate / Formate	Terpineol
Citronellal	Iso Amyl Benzoate	3 - Octanol	Terpinyl Acetate
Citronellol (Natural)	Iso Amyl Butyrate	Octanyl Acetate	Tolyl Alcohol
Citronellol (96%)	Iso Amyl Phenyl Acetate (98%)	Ocimene	Trans Anethole (99%)
Cis - 3 - Hexanol	Iso Amyl Propionate	Olibanum Resinoid & Powder	Thymol
Cis - 3 - Hexenyl Acetate/ Butyrate	Iso Amyl Salicylate (99%)		
Cis - 3 - Hexenyl Benzoate	Iso Butenol Natural		
Cyclogalbanate	Iso Cyclo Citral		
D-Carvone	Iso Eugenol		
Delta - 3 - Carene	Isophytol		
Di Hydro Beta Ionone	Iso Menthone Dextro (90%)		
Di Hydro Eugenol	Isopulegol		
Di Hydro Terpineol	Javanol		
Di Hydro Terpinyl Acetate	L- Limonene		
Dimethyl Octanol Extra			
Dimethyl Octanyl Acetate/Formate			
D-Limonene			
Elemol			
Eucalyptol (99.5%)			
Eugenyl Acetate			
Eugenol			







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Anisic Aldehyde Schiff's Base  
Benzaldehyde Schiff's Base  
Citronellal Schiff's Base  
Citral Schiff's Base  
Indolene  
Tolualdehyde Schiff's Base

## *Absolutes*

Jasmine Auriculatum  
Jasmine Grandiflorum  
Jasmine Sambac  
Tuberose  
Rosa Damascena  
Rose Edward  
White Ginger Lilly

## *Essential Oils*

Amryis Oil	Jojoba Oil
Apricot kernel Oil	Lavender Oil
Ajowain Oil	Lemongrass Oil
Anethi Oil	Mentha Piperita Oil
Basil Oil	Nagarmotha Oil
Cade Oil Crude & Rectified	Neem Oil
Cardamom Oil Steam Distilled	Orange Oil
Cedarwood Oil	Palmrosa Oil
Citronella Oil Java	Patchouli Oil (Indian)
Cinnamon Oil	Patchouli Oil
Clove Oil Rectified 85%	Peppermint Oil
Eucalyptus Oil (60% & 80%)	Spearmint Oil
Frankincense	Tea Tree Oil
Galbanum Oil	Vetivert Oil
Geranium Oil	



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## *Our Agents*

### South India:

"MASP ENTERPRISES" 28/3, "GANDHAN",  
5TH MAIN, 2ND CROSS, CHAMRAJPET,  
BANGALORE - 560 018.  
Tel: +91-80-2261 0076/+91-94834 26971  
Email ID: [maspenterprise@gmail.com](mailto:maspenterprise@gmail.com)

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Mob.: 09839715553

### Mr. P. V. Pillai,

Pune, Maharashtra.  
Tel.: 020-27356718,  
Mob.: 9665065184  
Email: [pillai.vidyadharan@yahoo.com](mailto:pillai.vidyadharan@yahoo.com)





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AQUAMOR

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HERCULYN D

AMYRIS OIL

VETIVERT OIL HAITI

ALPHA DAMASCONE

BUCHU BETULINA OIL

CINNAMON LEAF OIL

CLOVE LEAF OIL RECTIFIED 85-86%

DAMASCENONE **DAMASCENONE 93%**

MYSOLENE SANDAL

**ORANGE OIL COLD PRESSED**

ORANGE OIL EXTRA SWEET

**PATCHOULI OIL**

VETIVERYL ACETATE

*BETA DAMASCONE*

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EMAIL : [thakker\\_group@outlook.com](mailto:thakker_group@outlook.com)

**CONTACT PERSON:**  
ASHISH THAKKER 9870031751

MAHESH THAKKER 9821334436

# FSSAI - FLAVORING REGULATION

## Mr. Satish Kolhe

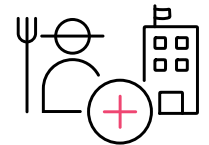
Manager, Product Safety & Regulatory Assurance  
Givaudan (India) Pvt. Ltd., Mumbai



Paper presented at 24<sup>th</sup> FAFAI Seminar held at Kochi  
on January 18-20, 2019

## What is Regulatory

### The Three Principles of Regulation.



#### 1. Product Food Safety ( Is it Safe?)

- Are the ingredients food grade quality
- Is the flavour safe for human consumption under the conditions of use specified

#### 2. Regulatory Compliance (Is it Legal?)

- Are the ingredients permitted for use in flavours for food products (in the country)
- Is the flavour permitted in the consumer end product under the conditions of use specified

#### 3. Transparency (Right to Know, Right to Choose)

- Principal Display Panel
- "Back of Pack"



## Fair Trade (Right to know, Right to Choose)

### Principal Display Panel

- Product description
- Pictorial presentation
- Compositional claims (e.g. "No Artificial Flavours")
- Allergens / food intolerance claims (e.g. Gluten Free)
- Nutritional and health claims (No Trans Fat, Low Energy)
- Dietary claims (Halal, Kosher, Vegan)
- Ingredient Information
- Allergen Information
- Nutritional information



# Who Cares About Regulatory Compliance?



- **Customers**

Since our customers have an obligation to fulfill all legal and regulatory requirements associated with their products, they care about compliance!

- **Consumers**

As consumers, we care that products are appropriately labelled as this allows us to make informed decisions on which foods fit our nutritional needs; therefore, we care about compliance!

- **Health Authorities**

Because they have a legal requirement to ensure that all food operators have qualified food safety and regulatory processes in place, they care about compliance!

- **Shareholders**

Our shareholders rely on Givaudan to work in accordance with rules and regulations to capitalize on our reputation and value in the market; therefore, they care about compliance!

- **NGO**

NGO working in consumer forum, food processing forum. Recent Example of **CSE ( center of science & environment)** about Potassium bromate in Bread.

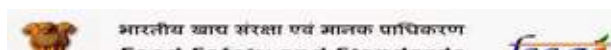
## FSSAI ( Food Safety Standard Authority of India )

### Objectives of FSSA



### FSSR (Covered 6 different major regulation)

- ❑ FSS (Licensing and Registration of Food Businesses) Regulations, 2011
- ❑ FSS (Packaging and Labeling) Regulations, 2011
- ❑ FSS (Food Product Standard & Food Additive) Regulations, 2011
- ❑ FSS (Prohibition and Restriction on Sales) Regulations, 2011
- ❑ FSS (Contaminants, Toxins and Residues) Regulations, 2011
- ❑ FSS (Laboratory and Sampling Analysis) Regulation, 2011
- ❑ FSS 3.1 of Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2015





Website: <http://www.fssai.gov.in/>

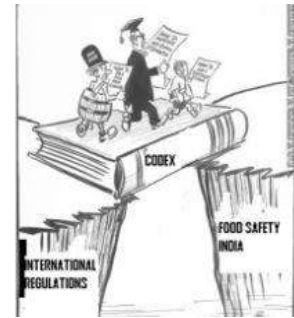


## 1 NATION ONE FOOD LAW



# Codex Alimentarius -India

**Codex Alimentarius** is about safe, good food for everyone everywhere.



The **Codex Alimentarius** is an organization working under the umbrella of the World Health Organization (WHO) and the Food Agricultural Organization of the United Nations (FAO).

The Codex Alimentarius establishes internationally recognized standards, codes of practice, guidelines and other recommendations relating to foods, food production, food safety and food labelling.

Facilitating fair practices in food trade worldwide.



## What is a flavoring?

**Codex: Flavorings** (CAC/GL 66-2008 item 2.2) are products that are added to food to impart, modify, or enhance the flavour of food.

**FSSAI: Flavoring agents** include flavour substances, flavour extracts or flavour preparations, which are capable of imparting flavouring properties, namely taste or odour or both to food.



A bottle of 10 gr of flavoring



100 bottles of 1 liter of beverage

# FSSAI Flavouring Regulation-India



• Flavours are standardized As per FSSAI Clause 3.3.1 FLAVOURING AGENTS AND RELATED SUBSTANCES:

• Types of Flavouring:

### Natural Flavouring

• are Flavour preparations and single substance respectively, obtained exclusively by physical processes from vegetables.

### Nature Identical flavouring

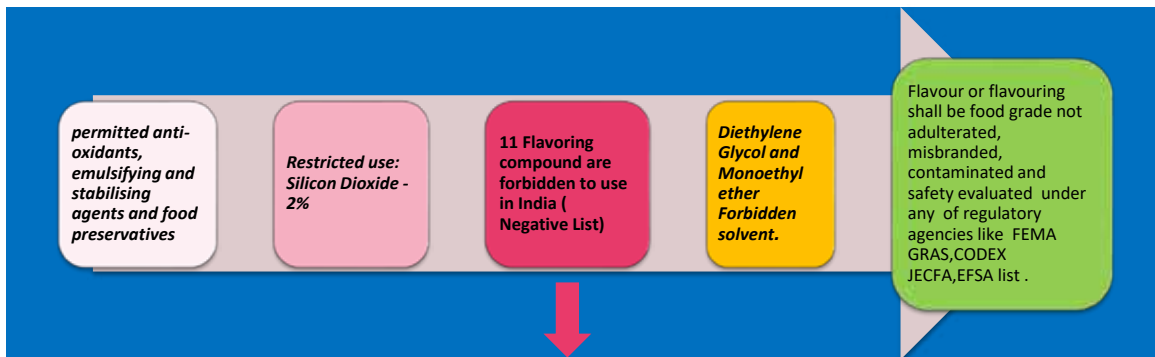
• Substances chemically isolated from aromatic raw materials or obtained synthetically; they are chemically identical to substances present in natural products.

### Artificial flavouring.

• Substances which have not been identified in natural products.



## India Suitable Flavour Formula Composition.

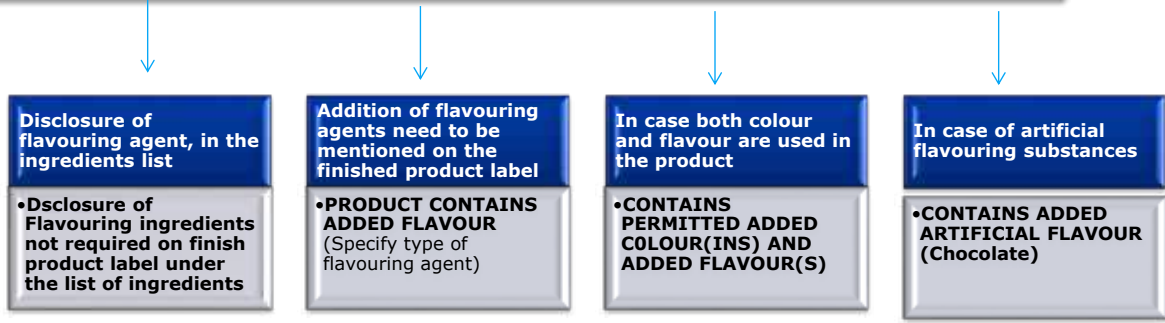


Coumarin and dihydrocoumariin  
 Tonkabean ( Dipteryl adorat)  
 $\beta$ -Asarone and cinamyl anthracilate  
 Estragole  
 Ethyl Methyl Ketone  
 Ethyl -3-phenylglycidate  
 Eugenyl methyl ether  
 Methyl  $\beta$  naphthyl Ketone  
 P.propylanisole  
 Saffrole and Isosaffrole  
 Thujone and Isothujone &  $\beta$  Thujone





**Flavouring (packaging & labelling) FSSAI regulation clause no.2.2.2.5.**

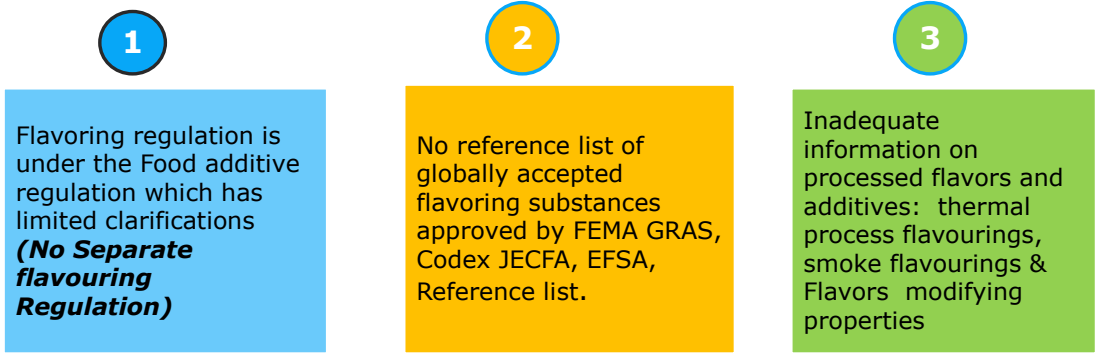
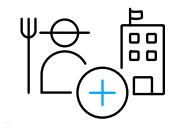


**Other labeling declarations:**

- Name of the Product
- Ingredient list
- Legal status
- Net Weight
- Manufactured by/Consignee add.
- Batch No. / Lot No.
- Best Before / Date of Expiry
- FSSAI logo with Lic. No.
- Not For Retail Sale
- Veg Logo
- Allergen declarations



**Major limitations of FSSAI Flavoring clause 3.3.1**



- ❑ Frequent reformulation – increasing cost
- ❑ Limiting innovation
- ❑ Frequent queries & 100% inspection at ports impacting productivity
- ❑ Classification Issues (N/ NI /A) vs. global classification of N/A



# Flavour Advocacy



## ❖ FAFAI, MUMBAI (Fragrance and Flavor Association of India).

- Started In 1949, to promote flavors and fragrances in India
- FAFAI is unique platform that covers not only the fields of Fragrances and Flavours but also Essential Oils, Aroma Chemicals, Oleoresins, Concretes and Absolutes, Spice extracts etc.
- More than 800 members.
- Raising regulatory and Policy concerns



## ❖ FICCI-CIFTI, DELHI

FICCI-CIFTI: Federation of Indian Chambers of Commerce and Industry- Confederation of Indian Food Trade and Industry

- Raising regulatory and Policy concerns
- Facilitating trade through liaising with International trade association
- Business networking, Advisory support.
- Exclusive codex cell – working for FSSAI Codex harmonization.
- Structured training programs for capacity building.



## ❖ PFNDAI, MUMBAI (Protein Food & Nutrition Development Association of India)

- Business networking, Advisory support.
- working for FSSAI Codex harmonization.
- Raising regulatory and Policy concerns



## FEMA GRAS



- Flavor and Extract Manufacturers Association of the U.S.
- FEMA was established in 1909 & working under FDA for flavour safety.
- The Expert Panel of FEMA is the primary body for the safety evaluation of food flavouring for the flavour industry and the public through its "generally recognized as safe" (GRAS) assessment of flavouring substances .
- Promots Global Harmonization of Flavourings & flavor safety in all global markets.

## IOFI-International Organization of Flavour Industry

- Established in 1969 to be the global voice of the flavor industry
- It has Observer Status" at the WHO/FAO Codex Alimentarius Commission and its subsidiary
- It represents the interests of the global flavor industry
- Assist members and other stakeholders at local, regional and global levels to address regulatory, Safety, Labelling and Advocacy & Industry support.
- IOFI has developed Global Reference List of >4000 Flavoring substnaces which is combination of all together:



## Flavour Advocacy track in India



Development of industry guidelines [2015~]

Meetings with FAFAI, FICCI, CII [Jan 2018]

Joint efforts by IOFI-FAFAI on GST (Goods & Services Tax) [2018]

FICCI-IOFI "Flavoring safety Awareness" Seminars [2018 & 2019]



## Meeting with FSSAI Scientific Panel (Flavorings & Food Additives)



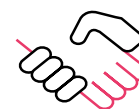
### F2F meeting discussion:


- Existing FSSAI regulation Rule 3.3.1/ negative list/limitations
- Global list of flavoring which approved from FEMA GRAS/US FDA, Codex JECFA & EU
- Codex –Guidelines for the use of Flavorings CAC/GL 66-2008







## Expectation from Associations & Regulators

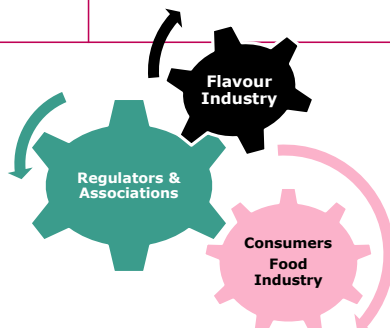


Current issue and concerns	Impact to industry	Strategies and action plan
<p><b>Lack of well developed Flavor Regulation</b></p>	<ul style="list-style-type: none"> <li>Global trade barrier - frequent modification of formulations</li> <li>Limited flavour guidelines- risk to industry : costly formulations, Limits innovation</li> </ul>	<p>All Consensus positions need to be demonstrated on harmonization of flavoring regulation.</p> <ul style="list-style-type: none"> <li>To Build awareness on common goals</li> <li>Sustained engagement by all Flavor Manufacturers &amp; lead discussion with regulator</li> </ul>
<p><b>Need harmonization with Codex CAC/GL 66-2008 &amp; Global references like FEMA GRAS/US FDA &amp; EU Flavouring list.</b></p> 	<ul style="list-style-type: none"> <li>Difficulties in Industry representation to Regulator in absence of unanimous approach</li> <li>Loss of productivity due to the absence of clear guiding principles frequent queries / 100% inspection at ports</li> <li>Classification Issues (N/ NI /A) vs. global classification of N/A</li> <li>Limits Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Engagement through Trade Bodies &amp; FAFAI to build awareness</li> <li>Continued efforts to align with other stakeholders.Eg: SMEs via FAFAI</li> <li>Unified approach by Flavor Industry on framing Flavor Regulation under FSSAI.</li> </ul>

## Expectation from Associations & Regulators



<p><b>FSSAI unlikely agree to "Approval by Reference to International list from FEMA GRAS/US FDA, Codex JECFA &amp; EU</b></p> <p><b>- Perceived as loss of control</b></p>  <p>India</p>	<ul style="list-style-type: none"> <li>Flavour houses along with Associations to lead the discussion with Regulator to push for "Approval by Reference to FEMA GRAS/US FDA, Codex JECFA &amp; EU Flavoring list."</li> </ul> 	<ul style="list-style-type: none"> <li>➤ <b>Best Option :</b> Regulation on Flavouring Substances basis "Approval by Reference to FEMA GRAS/US FDA, Codex JECFA &amp; EU Flavoring list"</li> <li>➤ <b>Back Up Option:</b> Regulation on Flavouring Substances basis "Approval by Reference" for existing molecules &amp; "Approval by Submission" for new substances (Approval time frame 3-6 month)</li> </ul>
--	--	--



## What We Need...



Consumer safety is priority

## What We Need...




What We Need...




What We Need...




HOPES OF GOOD TOMORROW

**Thank You AnyQuery.....** 

[Satish.kolhe@Givaudan.com](mailto:Satish.kolhe@Givaudan.com)  
9619779517

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| CANANGA OIL  | CARAWAY OIL                      |
| CEDARLEAF OIL                                      | CHAMOMILE OIL BLUE               |
| CEDARWOOD OIL VIRGINIA /ATLAS/TEXAS                | CHAMOMILE OIL ROMAN              |
| CLARYSAGE OIL                                      | COGNAC OIL GREEN & WHITE         |
| COPAHU BALSAM OIL                                  | COPAHU BALSAM RECTIFIED          |
| CORIANDERLEAF OIL                                  | CORIANDER SEED OIL               |
| CYPRESS OIL  | CISTUS OIL                       |
| GERANIUM BOURBON REUNION                           | GERANIUM OIL EGYPT               |
| GALBANUM OIL                                       | GRAPEFRUIT OIL COLDPRESSED       |
| GRAPEFRUIT OIL FOLDED 5X/10X                       | HELICHRYSUM OIL                  |
| JUNIPERBERRY OIL                                   | LAUREL LEAF OIL                  |
| LAVANDIN OIL ABRIALIS/GROSSO                       | LAVANDIN SUMIAN                  |
| LAVANDIN SUPER                                     | LAVENDER 40/42, 50/52            |
| LEMON OIL COLD PRESSED                             | LEMON OIL FOLDED 5 X / 10 X      |
| LEMON OIL TERPENELESS                              | LIME OIL COLDPRESSED / DISTILLED |
| LOVAGELEAF / ROOT OIL                              | MARJORAM OIL                     |
| MANDARIN OIL COLD PRESSED - GREEN/YELLOW/RED       | NEROLI OIL                       |
| MYRRH OIL  | MYRTLE OIL                       |
| NIAOULI OIL  | ORIGANUM OIL                     |
| OLIBANUM OIL                                       | PARSLEY HERB / SEED OIL          |
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| ROSEMARY OIL                                       | SWEET ORANGE OIL /5X/10X         |
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| WHITE THYME OIL                                    |                                  |

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**FURFURYL PENTANONE**

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DIACETYL  
FURANEOL  
SULFUROL

2 ACETYL PYRIDIN  
ETHYL MALTOL  
ETHYL BUTYRATE  
MALTOL  
WATERMELON KETONE

#### 2) SHANGHAI ZUOMING, CHINA

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DAMASCENONE PURE  
CIS-3-HEXENYL BENZOATE  
CIS-3-HEXENYL ISOBUTYRATE

BETA DAMASCONE 98%  
DAMASCENONE TOTAL  
CIS-3-HEXENYL BUTYRATE  
CIS-3-HEXENYL ISOVALERATE

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## HELICHRYSUM OIL

BOTANICAL NAME	HELICHRYSUM ITALICUM G. DON
COMMON NAME	IMMORTELLE, EVERLASTING, HELICHRYSUM
ORIGIN	FRANCE/ ITALY
PLANT PARTS USED	FLOWERS AND LEAVES
EXTRACTION METHOD	STEAM DISTILLED
COLOR & ODOR	YELLOW/CLEAR COLOR WITH MEDIUM CONSISTENCY
PLANT FAMILY	ASTERACEAE SYN. COMPOSITAE

### Chemical Composition:-

PINENE	35.8%
NERYL AC ETATE	22.9 %
CURCUMENE	8.6%
ITALICENE	3.3%
CARYOPHYLLENE	2.4%
SELINENE	4.2%
LIMONENE	2.0%
ITALIDIONEI	1.2%
ISOTALICENE	1.2%

**Specific Gravity :** 0.8780 -0.9150

**Refractive Index :** 1.480 -1.510

**Optical Rotation:** -8° to +6°

### Blends:

This essential oil blends well with Bergamot, black pepper, chamomile, citrus oils, clary sage, clove, cypress, geranium, juniper, lavender, neroli, oakmoss, oregano, palmarosa, rose, rosemary, tea tree, thyme, vetiver, ylang ylang.

### What is Helichrysum Oil?

There are over 600 species of helichrysum. However, the most common helichrysum essential oil is Helichrysum italicum. It's native to the Mediterranean

area and Asia, and it's harvested mostly in Italy, the Balkans, Spain and France. The name "helichrysum" originates from the Greek word "helios," which means sun,



and "chrysos," which means gold, referring to the flower's color. Helichrysum belongs to sunflower (asteraceae) family; hence the resemblance.

Helichrysum oil is also known by other names such as "immortelle" and "everlasting." Considered to be a very expensive and scarcely available essential oil, the shelf life of helichrysum oil compensates for its costly price as it can be stored for a very long time. The essential oil has a distinct and intense scent. It has a rich, fruit-like odor with honey undertones. The color ranges from yellow to red with a watery viscosity.

### History:

Its name is derived from the Greek Helios meaning "sun" and chrysos meaning "gold" to describe the bright colors of the ball-shaped blossoms. In ancient Greece, the flower frequently found a place in herbal remedies for its restorative properties to the skin. They also believe in its power to unlock any spiritual blocks in the body and unclutter the mind for meditation or religious experiences. In South Africa, it also finds a home in many herbal medicines as well as simple everyday use. They often refer to it as "immortelle," due to the potential



ability of the blossoms to last up to seven years when kept inside. Many people today use the whole flower as an additive to their potpourris, but the essential oil is one of the lowest yielding oils on the market, hence the rather expensive price tag for only 5 ml. Regardless, it is worth every penny as this oil is renowned for its effectiveness and ability to positively affect most issues.

### **Helichrysum Essential Oil Health Benefits**

This essential oil has a wide range of remarkable medicinal properties. Some of the most notable are listed below.

#### **Dissolves Blood Clots**

The essential oil of helichrysum helps clear the accumulation of blood or blood clots which result from a hemorrhage. This can be very helpful in clearing blood clots out of the brain after a brain hemorrhage. These clots often interfere with the normal functioning of the brain. It also helps dissolve or melt away such clots by stimulating the enzymes which do that.

#### **Fights Infections**

Fever is not a disease in itself; it is just a symptom which shows that the immune system of our body is fighting against infections or unwanted substances. This is why you will rarely see fever as a solitary symptom. It always accompanies colds, viral infections, bacterial infections or infections from wounds, liver malfunctions, pox, boils, allergic reactions or arthritis. Helichrysum oil, since it is also an antiallergenic, antimicrobial, anti-inflammatory, antitussive, cicatrizant, fungicidal, and antiseptic substance, helps not only cure the root of fever but also reduces the fever itself.

#### **Heals Scars**

This property of helichrysum essential oil makes your wounds and cuts heal quickly and scar marks disappear fast. It is equally effective in clearing up

spots left on your skin by pox, boils, and other skin irregularities.

#### **Hemorrhaging**

This is a very important and life-saving feature of helichrysum essential oil. It may be somewhat difficult to believe for those who think that only a hemostatic or styptic can help as they can curb hemorrhaging. However, as an anticoagulant, helichrysum essential oil can be a blessing for those who run the risk of heart attacks due to the thickening of blood because of a high cholesterol content. It can immediately provide relief in such cases by liquefying or thinning the blood. These days, extensive research is going on to derive anticoagulants from natural substances (even saliva from mosquitoes and vampire bats is being considered), since heart diseases and cases of heart attacks are growing at an alarming rate.

#### **Heals Wounds**

This oil does not allow your wounds to become septic. It can be safely applied to wounds, cuts, pricks, and any other open sores that may attract infection.

#### **Inhibits Microbial Growth**

Helichrysum Oil inhibits microbial growth and protects the body against a long list of microbial infections.

#### **Improves Liver Health**

Being a hepatic, this oil soothes the liver, relieves it of inflammation, regulates its discharges, protects it from infections, and keeps it healthy, active, and strong.

#### **Lowers Fever**

Helichrysum essential oil is effective in reducing inflammation resulting from fever since it is an antiphlogistic. This can help the patient feel less worn out and exhausted during fever, and it also aids in reducing the frequency of fever.

## **Mucolytic Properties**

Mucus helps keep all the internal tracts (larynx, pharynx, trachea, bronchi, food pipe, intestines etc.) moist and slippery, thereby protecting them from scratches and infections. Mucus is essential for the body and without it, these tracts may suffer from severe wounds and infections. However, a problem occurs when it starts depositing and thickening in the respiratory system following an infection. The same mucus results in coughs and congestion. Being a mucolytic, helichrysum oil promotes the thinning of excess or hardened mucus through hydrolysis and its removal from the body along with normal excretions. This can effectively cure congestion and coughs resulting from cold and other illnesses.

## **Protects Nervous System**

Helichrysum oil is nervine, which means that it keeps your nervous system in order, strengthens it, and protects it from disorders. Regular use can protect you from nervous disorders that result from aging. It can help you reduce anxiety over insignificant things and generally lower stress levels.

## **Prevents Allergies**

This quality can also save your life in certain situations. Perhaps you may think it is an exaggeration because allergies are limited to some rashes on the skin and stomach aches. You might be surprised to know that these are only external symptoms or expressions of allergy. Allergies first show up in internal organs such as the liver, spleen, lungs, respiratory tracts, intestines, and even heart, and in extreme cases may result in severe attacks of asthma, cardiac arrest, unbearable pain in the stomach, convulsions, and even death. So why risk your life? Keep this oil within reach and use it without delay before visiting a doctor if you think that you may be experiencing a severe allergic reaction.

## **Prevents Dehydration**

This property of helichrysum oil makes the skin smooth, soft and helps it retain moisture. It prevents dehydration and cracking of the skin as well.

## **Promotes Digestion**

Helichrysum oil has cholagogic properties, which means that it promotes the discharge of bile into the stomach and helps neutralize acids, thereby promoting digestion, curing acidity, and reducing symptoms of acidosis.

## **Prevents Fungal Infections**

Fungal infections are some of the most dangerous types of infections. This oil prohibits and inhibits fungal infections very effectively.

## **Relieves Inflammation**

Apart from giving relief to inflammation resulting from fever, this oil also provides relief from inflammation due to other causes and generally soothes the body.

## **Skin Sensation**

So let's get specific on just how it can affect your skin. We have all had those undesirable moments when we have either forgotten to apply sunscreen or the sun just beat down all day on our delicate skin and there wasn't enough sunscreen in the world to prevent that lovely pink-tinged damage. Helichrysum will be your best summer friend, and she will never leave you stranded. Just mix up a batch of Sunburn Soother featuring the marvelous Helichrysum essential oil and relax knowing that, if Mother Nature decides to torch you, you can fight back with her own medicine!

## **Stimulates Urination**

Helichrysum essential oil has diuretic properties, such as promoting and facilitating urination, both in frequency and in quantity, thereby helping

the removal of toxic substances from the blood through urine. Urination also helps in lowering blood pressure, losing weight by eliminating fat, and improving digestion.

### **Treats Spasms**

A spasm is an unwanted, unbalanced, or excessive contraction in the body. It may occur in the respiratory tract, lungs, muscles, nerves or intestines and may result in severe coughs, breathlessness, cramps, convulsions, and severe abdominal pains. In extreme cases, spasms can even be fatal. Therefore, it is always advisable to treat it immediately. helichrysum essential oil is ideal for helping these types of conditions. It is an antispasmodic and can give you quick relief in case a spasm begins, and it can also work as a preventative agent if inhaled regularly.

### **Treats Cough**

Being an antitussive, helichrysum oil gives relief from coughs that are stimulated by phlegm in the respiratory tracts or by itchiness in the throat caused by infections.

### **Treats Anemia**

This property of helichrysum essential oil can be very beneficial for people suffering from anemia. The spleen is involved in the production and recycling of red blood cells, and having a healthy spleen means that you never run short of blood. This essential oil keeps your spleen healthy and free from infections.

### **Other Benefits:**

This powerful oil also detoxifies the liver, relieves congestion, neutralizes effects of nicotine and caffeine, and helps cure herpes, cystitis, arthritis, sinusitis, colitis, neuralgia, and varicose veins. It has an uplifting effect on the mental function and improves meridian flow.

### **How to Use Helichrysum Essential Oil**

Historically, the plant was widely used in Eastern, Western, and Southern African culture. Different tribes in Africa have used helichrysum mostly for medicinal purposes like healing wounds and treating fever, chest complaints, sores, and coughs, to name a few. The leaves of the plant were also burned and used for incense.

Helichrysum oil is used primarily for cosmetic and medicinal purposes. It helps your skin stay soft, smooth and moisturized, and prevents it from being dehydrated and from cracking. This essential oil is also used for medicinal purposes as it has antimicrobial, anti-inflammatory, antioxidant and anti-allergenic properties.

### **Word of Caution:**

No toxic or irritating effects have been observed or reported from the use of this oil, but being an anticoagulant, those who have undergone surgery or have chances of internal hemorrhaging should avoid using it.

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- PERFUMER & FLAVORIST MAGAZINE
- AND PERSONAL DISCUSSION WITH PROFESSOR DR. SUDHA JAIN, DR. SHAKTI VINAY SHUKLA (PRINCIPAL DIRECTOR FFDC KANNUJ) & RAKESH LAB ETC.



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Dill Weed Oil	*Silver Fir Needle Oil
Fennel Oil Sweet	Spruce Needle Oil
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Helichrysum Oil*	*Thyme Oil Vulgaris
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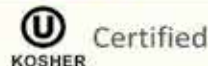
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5	ALDEHYDE C – 12 MNA	1250	950	≈
6	ALDEHYDE C – 18	950	850	≈
7	ALDEHYDE C – 8	650	600	≈
8	ALDEHYDE C – 9	1500	1250	≈
9	ALLYL AMYL GLYCOLATE	650	650	≈
10	ALLYL CAPROATE	500	550	≈
11	ALPHA DAMASCONE	7000	7500	≈
12	AMBROXAN / AMBERMOR -EX (AROMOR)	38000	33500	≈
13	AMYRIS OIL	6700	8700	≈
14	ANETHOL SYNTHETIC	850	850	≈
15	AQUAMOR/ CALONE / WATER MELON KETONE	11000	18000	≈
16	ARMOISE OIL	15200	11000	≈
17	BACDANOL	1200	1400	↑
18	BALSAM PERU	1700/2700	1800/3400	↑
19	BALSAM TOLU	2700	2700	≈
20	BENZYL SALICYLATE	265	275	≈
21	BERGAMOT OIL	21500	20000	≈
22	BETA DAMASCONE	15000	15000	≈
23	BLUE CHAMMOMILE OIL	130000	120000	≈
24	BOISAMBRENE FORTE / AMBERWOOD F	1700	4250	↑
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27	BUCHU OIL BETULINA	26000	120000	↑
28	C.P.D/CYCLOPENDECANLIDE	2400	8000	↑
29	CASSIA OIL	2800	3000	≈
30	CEDAR LEAF OIL (THUJA OIL)	11000	14000	≈
31	CEDARWOOD OIL (TEXAS)	1650	2300	≈
32	CEDARWOOD OIL HIMALYAN RECTIFIED	675	850	≈
33	CEDARWOOD OIL VIRGINIA	2400	2600	≈
34	CEDRYL ACETATE LIQUID	925	900	≈
35	CINNAMIC ALCOHOL	550	550	≈
36	CINNAMIC ALDEHYDE	280	240	≈
37	CINNAMON BARK OIL	17000	21000	≈
38	CINNAMON LEAF OIL	1550	2100	≈
39	CIS 3 HEXENOL	2200	5500	≈
40	CIS 3 HEXENYL ACETATE	2300	5300	≈

SR.NO.	NAME OF THE ITEM	PRICES (INR)		
		(PAST) MARCH 2017	(CURRENT) April 2019	FUTURE TREND
41	CIS 3 HEXENYL SALICYLATE	1900	2300	≈
42	CIS JASMONE	11000	10000	≈
43	CITRONELLA OIL	1200	1400	≈
44	CITRONELLOL	800	750	↓
45	CLARY SAGE OIL	17500	19000	≈
46	CLOVE OIL REC 85%	1200	1650	≈
47	CLOVE TERPENES	160	250	≈
48	COGNAC OIL GREEN	45000	55000	≈
49	CORIANDER LEAF OIL	14000	6500	↑
50	CORIANDER SEED OIL	9300	8500	≈
51	CYCLAMEN ALDEHYDE	1200	1150	≈
52	CYCLOGALBANATE/ ISO ANANATE	1500	1000	≈
53	CYRESS OIL SPANISH	6500	6000	≈
54	D-LIMONENE (ORANGE TERPENES)	850	500	↓
55	DAMACENONE	60000	55000	≈
56	DIHYDROMYRCENOL	400	1200	↓
57	DIMETOL	1500	1200	≈
58	DMBCA	700	950	≈
59	ETHYL 2 METHYL BUTYRATE	650	650	≈
60	ETHYL MALTOL	1300	1450	↓
61	ETHYL VANILLIN CHINA	1150	1150	≈
62	EUCALYPTUS OIL 60 %	1250	1800	↑
63	EUCALYPTUS OIL 80 %	1600	2350	↑
64	EVERNYL	6000	4300	≈
65	FIR NEEDLE OIL SIBERIAN	4200	4200	≈
66	GALAXOLIDE - DEP 50%	470	525	↑
67	GALBANUM OIL	20000	29500	≈
68	GERANIOL	900	950	↓
69	GERANIUM OIL CHINESE	19500	21000	≈
70	GERANIUM OIL EGYPTIAN	7500	8500	≈
71	GUAIACWOOD ACETATE	3000	3400	↑
72	GUAIACWOOD OIL	2100	2200	↑
73	HEDIONE / MDJ	650	900	↓
74	HELITROPIN	1900	2800	↓
75	HERCOLYN - D / FORALYN	600	550	≈
76	HEXYL CINAMIC ALDEHYDE	500	375	≈
77	HEXYL SALICYLATE	350	400	≈
78	HYDROXY CITRONELLOL	2300	2500	↓
79	INDOLE	1300	1350	≈
80	ISO DAMASCONE	16000	13000	≈
81	ISO E SUPER	475	1000	≈
82	ISO EUGENOL	1700	2100	≈
83	ITD ALCOHOL / OXO C13	500	500	≈
84	LABDANUM ABSOLUTE	6000	7500	≈
85	LAVANDIN OIL GROSSO	3300	4400	↑

SR.NO.	NAME OF THE ITEM	PRICES (INR)		
		(PAST) MARCH 2017	(CURRENT) April 2019	FUTURE TREND
86	LAVENDER OIL BULGARIAN	11000	14000	↑
87	LAVENDIN OIL ABRALIS	3200	6000	↑
88	LEMON OIL C.P.	5500	4200	≈
89	LIME OIL CP	6500	4500	≈
90	LIME OIL DISTILLED MEXICAN	4500	5500	≈
91	LINALOOL	600	700	≈
92	LINALYL ACETATE	800	875	≈
93	LYRAL/ KOVYRAL	1080	2100	≈
94	LYSMERAL	650	1450	↓
95	MALTOL	1450	2500	≈
96	MANDARINE OIL GREEN	10000	11000	≈
97	METHYL BETA NAPHYL KETONE(ORANGE CR)	900	750	≈
98	MUSK AMBRETTE	1300	1550	≈
99	MUSK KETONE	1550	2250	≈
100	MUSK T	800	800	≈
101	MUSK XYLOL	550	575	≈
102	MYSOLENE SANDAL	4800	4800	≈
103	NEROLI OIL NATURAL	250000	250000	≈
104	OAKMOSS ABSOLUTE	28500	24500	≈
105	ORANGE OIL COLDPRESSED BRAZIL	1075	750	≈
106	OREGANUM OIL	8500	9000	≈
107	PADMA	850	750	≈
108	PATCHOULI OIL	2700	3700	↑
109	PETITGRAIN OIL	5500	5800	≈
110	PHENYL ACETALDEHYDE 85%	1000/1800	1000	≈
111	PHENYL ETHYL ALCOHOL	350	300	≈
112	PIMENTO BERRY	13500	14500	≈
113	RASPBERRY KETONE	1750	1500	≈
114	RESINOID LABDANUM	1700	1600	≈
115	ROMAN CHAMMOMILE OIL	120000	98000	≈
116	ROSE OXIDE INACTIVE	2550	3300	≈
117	ROSEMARY OIL SPANISH	6500	6500	≈
118	SANDENOL CHINA / ICCH	425	650	≈
119	TONALIDE PFW	1650	3000	≈
120	VANILLIN CHINA	825	850	≈
121	VERTOFIX COEUR CHINA	2500	1600	≈
122	VERTOFIX METHYL CEDRYL KETONE-CHINA	1550	1350	≈
123	VETIVERYL ACETATE	32000	42000	≈
124	VETIVER OIL HAITI	27000	34000	≈

Intpretation of symbols:

Possible price increase ↑

Possible price decrease ↓

Price Stable ≈

Rumit K Shah





# CALENDER OF EVENTS

JANUARY						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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MARCH						
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MAY						
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JULY						
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SEPTEMBER						
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## National

June	13-15, 2019	<b>Event :</b> Ambiente India <b>Location :</b> NSIC Exhibition Grounds, New Delhi <b>Contact :</b> <b>Website :</b> www.ambiente-india.com
July	5-7, 2019	<b>Event :</b> Bakers Technology Fair 2019 <b>Location :</b> Codissia Trade Fair Complex, Coimbatore <b>Contact :</b> +91-44-22780776 <b>E-mail :</b> btf@synergyexposures.com <b>Website :</b> www.bakerstechnologyfair.com
July	11-13, 2019	<b>Event :</b> Compack – Complete Packaging Exp <b>Location :</b> Chennai Trade Centre, Chennai <b>Contact :</b> +91-44-22501986 <b>E-mail :</b> compackexpo@smartexpos.in <b>Website :</b> www.compackexpo.com
August	23-25, 2019	<b>Event :</b> Foodpro 2019 <b>Location :</b> Chennai Trade Centre, Chennai <b>Contact :</b> R. Dhamodharan, CII, Guindy, Chennai ; <b>Tel :</b> 9840965853 <b>E-mail :</b> r.dhamodaran@cii.in
August	28-31, 2019	<b>Event :</b> Pack Plus 2019 <b>Location :</b> Pragati Maidan, New Delhi <b>Contact :</b> Tel : +91-22-27812093 <b>E-mail :</b> shantanu@nextevents.in <b>Website :</b> www.packplus.in
August - September	30, 2019 2,2019	<b>Event :</b> Foodex 2019 <b>Location :</b> BIEC, Bangalore <b>Contact :</b> Tel : +91-11-41407851 <b>E-mail :</b> indiafoodex@gmail.com <b>Website :</b> www.indiafoodex.com
September	13-15, 2019	<b>Event :</b> ANUTECH – International Food Tec India <b>Location :</b> Pragati Maidan, New Delhi <b>Contact :</b> Tel : +91-8125594411 <b>Website :</b> www.foodtechindia.com

OCTOBER						
Su	M	Tu	W	Th	F	Sa
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NOVEMBER						
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FEBRUARY						
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DECEMBER						
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Every effort is made to ensure that the above information given is correct. However, members are advised to recheck the dates with organizers for any change in schedule.



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## MARCH

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## JULY

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# International

June	13-14, 2019	<b>Event :</b> The American Conference on the European Regulations of Cosmetics <b>Location :</b> New Jercey, USA <b>Contact :</b> E-mail : info@ifechina.com <b>Website :</b> www.ifechina.com
June	19-20, 2019	<b>Event :</b> 5 <sup>th</sup> Future of Formulations in Cosmetics Summit <b>Location :</b> Dusseldorf, Germany <b>Contact :</b> MLampropoulou@acieu.net <b>Website :</b> www.Acieu.net
June	26-28, 2019	<b>Event :</b> International Food Exhibition China <b>Location :</b> Guangzhou, China <b>Contact :</b> E-mail : info@ifechina.com <b>Website :</b> www.ifechina.com
June,	27-29, 2019	<b>Event :</b> Fruit Expo 2019 <b>Venue :</b> China Import & Export Fair Complex, Guangzhou, China <b>Contact :</b> fruitjanice@outlook.com <b>E-mail :</b> fruitjanice@outlook.com <b>Website :</b> www.fruit.expo.com
September	4-5, 2019	<b>Event :</b> Home and Personal Care Ingredients Conference & Exhibition South Africa (HPCI) <b>Location :</b> Johannesburg (Midland), South Africa <b>Contact :</b> E-mail : Robert.Frscher@sofw.com
October	15-16, 2019	<b>Event :</b> SFC Flavor Symposium <b>Location :</b> Princeton, NJ <b>Contact :</b> Website : www.naffs.org
November	3-5, 2019	<b>Event :</b> Egy Beauty Expo <b>Location :</b> Cairo International Convention Centre (CICC) Cairo <b>Contact :</b> Website : www.egybeautyexpo.com
January,	22-24, 2020	<b>Event :</b> Beauty Nepal 2020 <b>Location :</b> Tribhuvan University Grounds, Kirtipur, Nepal <b>Contact :</b> Tel : +91-11-40620000 ; <b>E-mail :</b> ayusha@m_india.com; <b>Website :</b> www.messe.in

## OCTOBER

Su	M	Tu	W	Th	F	Sa
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## APRIL

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## JUNE

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## AUGUST

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**VIJAY GROUP**

*Adding flavour & fragrance to life*

## SPECIALITY AROMA INGREDIENTS



Product	Common Synonym	CAS No.
2 Isobutyl Quinoline	-	93-19-6
2 Methyl Quinoline	Quinaldine	91-63-4
6,8 Secondary Butyl Quinoline	-	65442-31-1, 67634-06-4
6 Methyl Quinoline *	Para Methyl Quinoline	91-62-3
6 Secondary Butyl Quinoline	Pyralone	65442-31-1
Ambrether	Kephalis	36306-87-3
Diphenyl Methane	-	101-81-5
Fructose *	Apple Ketal, Applitone	6413-10-1
Methyl Benzoate *	-	93-58-3
Methyl Phenyl Acetate *	-	101-41-7
Muguet Carbinol *	Dimethyl Phenyl Ethyl Carbinol	103-05-9
Neo Jasminoid	Projasmane P, Fleuromone	137-03-1
Phenyl Ethyl Iso Amyl Ether *	Anther, Pommerol	56011-02-0
Veticone	Vetikon	7403-42-1
Amyl Vinyl Carbinol *	Matsutake Alcohol	3391-86-4
Amyl Vinyl Carbinyl Acetate *	Matsutake Acetate	2442-10-6
Green Acetal	Heptaldehyde ethylene glycol acetal	1708-34-5
Neo Greenal *	Heptanal propyleneglycol acetal	4351-10-4
Penta Sandal	Iso Mohanol	68480-04-6
Vetacetate	Vetikolacetate	68083-58-9

\*These products are also approved by FEMA

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CEO  
Symega Flavours India (P) Ltd.

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— Mustafa Kemal Altinel  
Business Development Executive  
eps fragrances (Erdoğan Parfüm Sanayi)

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Harmander Singh Bindra - CEO

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**EMail: [hsbindra@dipssindia.com](mailto:hsbindra@dipssindia.com)**

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LEMON TERPENES

BERGOMAT OIL STANDARD

BERGOMAT OIL BERGAPTENE FREE — VARIOUS GRADES

MANDARIN OIL GREEN TYPE

MANDARIN OIL RED PURE

LEMON OIL PURE

LEMON OIL CONC 4X

BERGOMAT OIL PURE

BERGOMAT OIL NATURAL

MANDARINE OIL YELLOW

BITTER ORANGE OIL PURE

NEROLI OIL ITALIAN

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Experience  
odor profiles in accords

Express  
ingredients in your own creations  
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**IFF**

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**symrise** 

Sole Distributor of - Linalool, Linalyl Acetate, Geraniol



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Authorised Distributor For Ingredients

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#### AMBER

- AMBER XTREME
- AMBRINOL 95
- CASHMERAN
- GRISALVA

#### HERBAL

- ISO BUTYL QUINOLENE

#### FRUITY

- DELTA DAMASCONE

#### FLORAL

- FLORALOZONE
- HELIONAL
- LYRAL
- PHENOXANOL
- ROSETHYL
- STARFLEUR 40

#### MUSK

- GALAXOLIDE PURE
- GALAXOLIDE 50 DEP
- ZENOLIDE

#### FRESH

- INTEREVEN ALDEHYDE
- PINO ACETALDEHYDE

#### GREEN

- GALBASCON
- LIFFAROME

#### WOODY

- METHYL CEDRYL KETONE
- TIMBERSILK
- SANJINOL

Now Available all Aromor Israel ingredients like - Ambermor, Aquamor, Alpha/ Beta Damascone, Cetalor, Dynamor, Damascenone, Karamor, Nootkatone, Musemor, Muscor, Valencene



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- CASTOREUM ABSOLUTE

#### FLORAL

- ROSE ESSENTIAL LMR

#### HERBAL

- ARMOISE OIL PURE BLO
- LAVANDIN OIL GROSSO
- LAVENDER ABS H
- HAY ABSOLUTE

#### GOURMAND

- TONKA BEAN ABSOLUTE

#### SPICY

- SCHINUS MOLLE OIL LMR

#### WOODY

- PATCHOULOL SESQUITERPENES
- VETIVER OIL HAITI LMR
- COPAIBA BALSAM OIL BLO
- GUAIYL ACETATE BLO



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Est. 1980

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- LABDANUM RESINOID  
(LABD K-15812-2)

#### AROMATIC

- LAVANDER RECON ECO
- LAVANDER RECON EXTRA
- LAVANDIN RECON
- LAVANDIN RECON ECO

#### BALSAMIC

- BENZOIN RECON FFPL BZ110
- OLIBANUM RECON MOD-2
- PERU BALSAM RECON BH
- STYRAX RECON FFPL ST010

#### FLORAL

- GERANIUM RECON POWER
- GERANIUM RECON SUPER
- YLANG OIL SYNTH
- YLANG RECON ECO

#### HERBAL

- ROSEMARY RECON IND

#### GREEN

- GALBANUM RECON FFPL GB002

#### MOSSY

- OAKMOSS RECON
- OAKMOSS RECON IND

#### SPICY

- PIMENTO BERRY OIL RECON  
PM200

#### WOODY

- PATCHOULI OIL RECON 015



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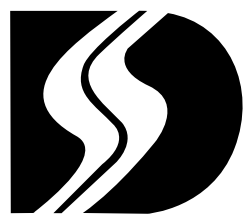
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