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VOL : XX NO. 3 JULY-SEPTEMBER 2018



  
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# THE FAFAI JOURNAL

VOL : XX NO. 3 July - September 2018

DEDICATED TO EXCELLENCE IN FRAGRANCES & FLAVOURS

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As the Festive Season beckons, we at FAFAI are preparing for another festival, the grand celebration of our trade and craft, the biennial FAFAI International Convention and Expo, which has over the years emerged as a melting pot of learning, ideas, discussions, fellowship and of course a lot of fun.

The FAFAI Committee is gearing up to receive all of you at the Lulu Bolgatty International Convention Center in Kochi and preparations are going on in all areas. I eagerly look forward to your active participation in all the proceedings. In case you have any ideas or suggestions which shall make this event bigger, better or grander, please do get in touch with me or any of my colleagues in the Managing Committee and we shall be happy to work with you on the same.

I am grateful to all of you for this opportunity to be a part of this wonderful experience in bringing this event to you and hope that we shall all live up to your expectations.

Thank you,

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Fructose *	Apple Ketal, Applitone	6413-10-1
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Dear Friends,

As we approach the festive season in India, it is a time of much merry and celebration. And this merriment also gives us an opportunity to pause and reflect on the days gone by, the promises of the future and what lies in between. Or perhaps they offer an escape from the drudgery of the present, the morass of uncertainty of the future and a chimera of hope and good times. For most of us, it is something in between.

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With greetings and best wishes for the Festive Season.

**Rishabh C. Kothari**

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- Peppermint Oil ( Ex Mentha Arvensis Oil)
- Peppermint Oil Blends (Arvensis + Piperita )
- Peppermint Oil (ex DMO)
- D M O
- Menthones (70/28, 80/20, 90/10 & 95/5)
- Mint Terpenes
- Menthyl Acetate
- Spearmint Oil
- L Limonene (60 to 98%)
- L Carvone 70 to 99%
- L Menthol (Flake, Rice & Bold Crystals)
- CIS 3 Hexanol Natural 95% & 98%
- CIS 3 Hexenyl Acetate Natural 98%



### EUCALYPTUS OIL

- Eucalyptus Globulus Oil (60 to 90%)
- Eucalyptol

Silvassa Plant : Plot No. 2, 16/4/2,  
Near Alok Industries, Rakholi,  
Silvassa-396230, (D&NH), INDIA

Budaun Plant : Khasara No. 8,9,10 & 126  
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a promise for quality

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*HIGHEST QUALITY SUPPLIER OF OILS*

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*AVACADO OIL*

*BORAGE OIL*

*EVENING PRIMROSE OIL*

*EVOIL ALMOND OIL*

*EVOIL APRICOT KERNEL OIL*

*EVOIL SESAME OIL*

*EVOIL WHEATGERM OIL HVE PLUS*

*GRAPESEED OIL*

*HAZELNUT OIL*

*HEMPSEED OIL*

*JOJOBA OIL CLEAR*

*JOJOBA OIL GOLDEN*

*MACADAMIA NUT OIL*

*OLIVE OIL POMACE*

*OLIVE OIL EXTRA VIRGIN*

*PUMPKIN SEED OIL*

*ROSE HIP OIL*

*SHEA BUTTER*

*SWEET ALMOND OIL*

*WALNUT OIL*

**AND MANY OTHER PRODUCTS ON DEMAND**

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ASHISH THAKKER 9870031751  
MAHESH THAKKER 9821334436

TELEPHONE : 022 23432526/234448032 EMAIL : [thakker\\_group@outlook.com](mailto:thakker_group@outlook.com)

**S & S AROMA ASSOCIATES PVT. LTD.**

**Exclusive Agents in India for**

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**Contact Details**

B 81, Station Plaza, Station Road, Bhandup West, Mumbai – 400078

info@ssaroma.com

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Introducing Vanwyk systems on the production floor or in the sample laboratory means  
**productivity • creativity • quality • flexibility • reliability**

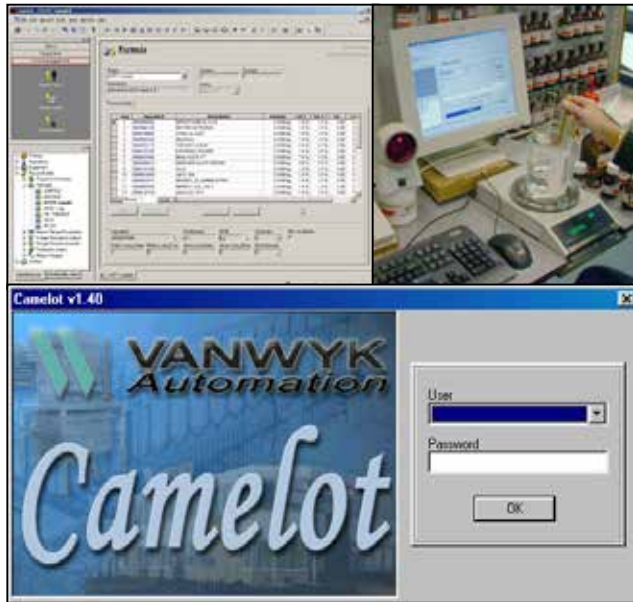


**Productivity: high performance production machine for wide batch range  
with option to dispense directly into delivery cans**



**Creativity: sampling machine for small laboratories**





- Quality:** The range of Vanwyk systems includes software for compounding management and batch traceability. Computer assisted dispensing on manual dispensing stations, both fixed and on trolley, completes the batch traceability by full step-by-step control and recording all activities of compounders.
- Flexibility:** Camelot compounding management software allows interruption of actual compounding and smooth resumption any time without loss of product quality and batch information.
- Reliability:** Vanwyk systems are known for their long lasting operation and the efficient support from the home base in Holland.

*Every minute, somewhere in the world, companies are successfully preparing compounds using Vanwyk equipment.*



For enquiries contact our agent for India:  
Mr. Ameya Prabhu / Mr. Shamsundar Prabhu  
+91 9820571273 / +91 9821051695  
Email: ameyaprabhu87@gmail.com

S&S International, B-81, Station Plaza, Bhandup West, Mumbai - 400078

**TODAY'S COMPETITIVE BUSINESS  
DEMAND PRECISE SOURCING OF RAW MATERIALS**

*You may trust us.*

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AJOWAN  
ANISE  
AMYRIS  
BASIL  
BERGAMOT  
BLACK PEPPER  
CAJUPUT  
CALAMUS  
CANANGA  
CARAWAY  
CARDAMOM  
CASSIA  
CEDARWOOD  
CELERYSEED  
CINNAMON  
CITRATA  
CLARYSAGE  
CLOVE  
CORIANDER  
CUMIN  
CYPRESS  
CARROT SEED OIL  
CIT-JAWA OIL  
DILL SEED  
EUCALYPTUS  
FENNEL  
GERANIUM  
GINGER  
GRAPEFRUIT  
GUAICWOOD  
GURJAN  
JAMROSA  
JUNIPERBERRY  
KAPOOR KACHRI  
LAVENDER  
LAVANDIN  
LEMON  
LIME OIL

**LEMONGRASS**

MANDARIN  
NAGAR MOTH  
MARJORAM OIL  
MACE OIL  
M. CITRATA OIL  
NEROLI  
ORANGE  
PATCHOULI  
PETITGRAIN  
PALMROSA  
PEPPERMINT  
PAN LEAF OIL  
ROSEMARY  
SPEARMINT  
SUGANDH KOKILA OIL  
SUGANDH BALA OIL  
SUGANDH MANTRI OIL  
TEA TREE  
TAGETUS OIL  
TOMER SEED OIL  
YLANG YLANG  
VETIVER OIL

**AROMA CHEMICALS**

ANETHOLE  
ALPHA PINENE  
BERGAMOTENE  
BETA PINENE  
BISABOLENE  
CARVONE  
CARYOPHYLLENE  
CIS-3-HEXENOL  
CIS 3 HEXENYL ACETATE  
CITRONELLOL  
CITRONELLYL ACETATE  
CITRONELLYL FORMATE  
DILAPOLE

**DI HYDRO MYRCENOL**

EUCALYPTOL  
EUGENOL  
GERANIOL  
GERANYL ACETATE  
GERANYL FORMATE  
HUMULENE  
ISO EUGENOL  
ISO MENTHONE  
LIMONENE  
LINALYL ACETATE  
LINALOOL  
METHYL CHAVICOL  
MENTHYL ACETATE  
MENTHOL  
MENTHONE  
MYRCENE  
OCIMENE  
3-OCTANOL  
3-OCTANONE  
3-OCTANYL ACETATE  
3-OCTANYL FORMATE  
PARA CYMENE  
PHELLANDRENE  
PINENES  
PHENYL ETHYL ALCOHOL  
PHENYL ETHYL ACETATE  
PHENYL ETHYL METHYL ETHER  
TERPINYL ACETATE  
TERPINENE (GAMMA)  
TERPINENE-4-OL  
TERPINEOL  
THYMOL

**RESINOIDS**

BENZOIN  
LABDANUM

**CARRIER OILS**

ARGAN  
ALMOND  
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AVOCADO OIL  
EVENING PRIME ROSE OIL  
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GRAPESEED  
HAZELNUT  
JOJOBA  
LINSEED  
NEEM  
OLIVE  
WHEAT GERM  
WALNUT

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## XXIV FAFAI SEMINAR

India - The New Growth Story

18 - 20 January 2019

Lulu Bolgatty International Convention Centre, Kochi

The Fragrances & Flavours Association of India is hosting the **24<sup>th</sup> FAFAI Seminar** on the theme **"India - the New Growth Story** on **January 18-20, 2019** at Lulu Bolgatty International Convention Centre, Kochi, previously known as Cochin.

Situated on the South west coast of Kerala, overlooking the Arabian Sea, Kochi has been a town for various merchants from around the world including British and Portugese. This added to the cultural legacy and heritage of the City.

Kochi will mesmerise you with its enchanted backwaters, beaches and lush green hills. It is the place where Vasco de Gama visited, lived and died. It is a place where you will witness fishing using the very unique Chinese Fishin Net. A place you can never get enough because you can easily take a boat ride down the backwaters or experience the majestic falls of the South,

The conference will provide an excellent opportunity to bring together all the players in the Fragrances and Flavour industries on a common platform to interact, share knowledge and resources and provide future directions for the industry.

The conference will have an inaugural function followed by two days of presentations and deliberations. The presentations will include eminent personalities of F & F industry and experts from allied areas. A Product Display exhibition will be held in

concurrency to the Seminar to give suppliers and customers to discuss and interact about products and processes. An entertainment programme after the end of each day of tiring deliberations are being planned to allow members to refresh.

The conference is expected to bring together about 1200 delegates from all over the world for an exchange of ideas and interaction between colleagues and business partners.

An information regarding Registration, Hotel Accommodation, Exhibition stalls, Souvenir advertisement has been published and circulated to all members. Interested members or individuals who would like to have a copy of the brochure or any information of the Seminar, may please contact FAFAI office for further details.

To coincide with the Seminar, FAFAI shall also bring out an attractive Souvenir which will be a unique opportunity and an ideal platform for all members to market their products by placing advertisements in the souvenir which will be circulated not only amongst participants but also to various F & F Associations and corporations across the globe.

We are confident that at the end of the Seminar the delegates will return home with lot of memorable moments, thoughts and good business contacts.

The FAFAI Seminar – an event that cannot be missed. Let us work together and make the Seminar a resounding success.





# TENTATIVE PROGRAMME SCHEDULE

“

INDIA - THE NEW GROWTH STORY

”

## Friday, 18<sup>th</sup> January 2019

13.00 to 17.00 hrs : Registration  
18.00 to 20.00 hrs : Inauguration  
20.30 hrs onwards : Opening Dinner

## Saturday, 19<sup>th</sup> January 2019

10.00 hrs : Inauguration of Product Display  
10.30 to 11.30 hrs. : Technical Session I  
11.45 to 12.45 hrs : Technical Session II  
13.00 to 14.30 hrs : Lunch  
14.30 to 15.30 hrs : Technical Session III  
16.30 to 17.30 hrs : High Tea  
19.30 hrs onwards : Dinner & Entertainment

## Sunday, 20<sup>th</sup> January, 2019

10.30 to 11.30 hrs : Technical Session IV  
11.45 to 12.45 hrs : Technical Session V  
13.00 to 14.30 hrs. : Lunch  
14.30 to 15.30 hrs : Technical session VI  
15.45 to 16.45 hrs : Plenary Session  
19.30 hrs. onwards : Closing Dinner & Entertainment

EXPO 10.00 to 17.00 Hrs.



# COMMERCIAL INFORMATION

## Delegate Registration Fees Per Person

Fee Inclusive of GST @ 18%

CATEGORY	UPTO 30/11/2018 Rs.	FROM 01/12/2018 TO 31/12/2018 Rs.	FROM 01/01/2019 Rs.
FAFAI MEMBERS	8850	11800	17700
SPOUSE / CHILDREN*	7080	8850	11800
NON MEMBER	18880	18880	23600
FOREIGN DELEGATES	US \$ 1200	US \$ 1400	US \$ 1600

\*Children: From 6 to 12 years

## Product Display Stall Charges

Stall Charges inclusive of GST @ 18%

CATEGORY	CABIN	TILL 30/11/18 Rs.	FROM 01/12/18 Rs.
FAFAI MEMBERS	3 X 3 sq.mt.	88500	94400
FAFAI MEMBERS (Cluster of 3 Stalls/ Corner Stalls)	3 stalls of 3 X 3 sq.mt. (27mt.sq.)	3,54,000	3,89,400
FAFAI MEMBERS	2 stalls of 3 x3 sq.mt. (18 mt.sq.)	2,36,000	2,59,600
NON MEMBERS / INTERNATIONAL COMPANIES	3 X 3 sq. mt.	1,06,200	1,12,100
NON MEMBERS / INTERNATIONAL COMPANIES (Cluster of 3 Stalls / Corner Stalls)	3 stalls of 3 x 3 mt. (27 mt.sq.)	4,24,800	4,42,500
NON MEMBERS / INTERNATIONAL COMPANIES	2 stalls of 3x3 mt (18 mt.sq.)	2,83,200	2,95,000

## Mechanical Data

Overall Size : 24.00 x 17.50 cms

Printing Area : 21.00 x 15.00 cms

## Advertisement Tariffs for Souvenir

Charges inclusive of 5% GST

POSITION	FOR FAFAI & EOAI MEMBERS	FOR NON MEMBERS	FOR INTERNATIONAL COMPANIES
BACK COVER	94500		
INSIDE FRONT COVER	78750		
INSIDE BACK COVER	63000		
COLOUR PAGE (FOUR COLOUR)	16800	21000	21000
SPECIAL INSERT	31500	36750	36750
FULL PAGE ( ART PAPER) B & W	11550	14700	
FULL PAGE (ORDINARY PAPER)	6300	7350	

Special inserts to be printed in maximum of 130 GSM art paper and supplied to FAFAI office. More than 130 GSM thickness of inserts sheets will not be accepted.



# ARPAN AROMATICS

**WE ARE PLEASED TO OFFER QUALITY PRODUCTS FROM OUR MANUFACTURING DIVISION**

## **AURANTIOL**

**iso AMYL ACETATE**

**iso AMYL BUTYRATE**

**iso AMYL PROPIONATE**

**iso AMYL SALICYLATE**

**cis - 3 - HEXENYL ACETATE**

**cis - 3 - HEXENYL BENZOATE**

**cis - 3 - HEXENYL BUTYRATE**

**cis - 3 - HEXENYL ISO BUTYRATE**

**cis - 3 - HEXENYL CAPROATE**

**cis - 3 - HEXENYL ISO VALERATE**

**cis - 3 - HEXENYL PROPIONATE**

**cis - 3 - HEXENYL PHENYL ACETATE**

**cis - 3 - HEXENYL TIGLATE**

**cis - 3 - HEXENYL 2 METHYL BUTYRATE**

**CITRONELLYL ACETATE**

**CITRONELLYL BUTYRATE**

**CITRONELLYL CAPROATE**

**CITRONELLYL FORMATE**

**CITRONELLYL ISO BUTYRATE**

**CITRONELLYL PROPIONATE**

**CITRONELLYL PHENYL ACETATE**

**CITRONELLYL TIGLATE**

**CLOVE OIL RECTIFIED 85%**

**CLOVE OIL PG**

**CLOVE TERPENES**

**EUGENOL**

**EUGENYL ACETATE**

**GERANYL ACETATE (98% / 2 PEAK)**

**GERANYL BUTYRATE**

**GERANYL ISO BUTYRATE**

**GERANYL FORMATE**

**GERANYL PROPIONATE**

**GERANYL TIGLATE**

**GERANYL PHENYL ACETATE**

**GUAIYL ACETATE**

**HEXYL ACETATE**

**HEXYL BUTYRATE**

**HEXYL ISO BUTYRATE**

**NERYLACETATE (90%MIN)**

**ORANGE OIL FOLDED ( 5X / 10X / 20X )**

**PATCHOULI OIL (RCO)**

**PATCHOULI OIL (STANDARD)**

**PARA CRESYL ACETATE**

**PHENYL ETHYL ACETATE**

**PHENYL ETHYL FORMATE**

**PHENYL ETHYL BUTYRATE**

**PHENYL ETHYL ISO BUTYRATE**

**PHENYL ETHYL PHENYL ACETATE**

**PHENYL ETHYL TIGLATE**

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web : [www.arpanaromatics.com](http://www.arpanaromatics.com)  
e-mail : [arpanaromatics@yahoo.co.in](mailto:arpanaromatics@yahoo.co.in)  
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# ARPAN AROMATICS

"Wide Range of Speciality Products Across The Globe"

*AROMOR F & F LTD*



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AROMATICS



*VAN AROMA*



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web : [www.arpanaromatics.com](http://www.arpanaromatics.com)  
e-mail : [arpanaromatics@yahoo.co.in](mailto:arpanaromatics@yahoo.co.in)  
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**AUTHORISED AGENTS AND DISTRIBUTORS FOR JEAN NIEL PRODUCTS,  
PERFUMERY COMPOUNDS AND RAW MATERIALS**

**DEALERS IN**

**A Indian Products**

- |                   |                      |
|-------------------|----------------------|
| 1 Citronella Oil  | 8 Virgin Coconut Oil |
| 2 Lemon Grass Oil | 9 Petitgrain Oil     |
| 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**

- 1 Patchouli - Sulawesi Minimum 30% & Minimum 27%
- 2 Vetiver Oil

**C Italian Products**

- |                |              |                                      |
|----------------|--------------|--------------------------------------|
| 1 Bergamot Oil | 3 Orange Oil | 5 Yellow, Red and Green Mandarin Oil |
| 2 Lime Oil     | 4 Lemon Oil  |                                      |

**D Bulgarian Products**

- 1 Rose Water Edible (water soluble) 100% pure and natural
- 2 Rose Oil 100% pure and natural

**E Specialised Quality of**

- |                       |             |                   |
|-----------------------|-------------|-------------------|
| 1 Precious Wood Extra | 2 Civet RCO | 3 Osmanthus T ABS |
| 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

**GIRISH ENTERPRISE**

1st Floor, Room No. 13, Mani Bhuvan, 9, P Athak Wadi, Princess Street, Mumbai 400002.  
Contact Office: 22013385; 22013384 Email Id - Info@girishenterprise.in, Viraat@girishenterprise.in

**SOLIR GROUP**

1st Floor, Gala No. 43, Mahavir Industrial Estate, Sakinaka, Andheri East, Mumbai-400072.  
Contact Office - 28501120 / 28501110 Mobile: Viraat Vajani 9820959540.



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AND PERFUMERY COMPOUNDS**

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- Rose Oil
- Lavender Oil
- Melissa Oil
- Pine Oil
- Juniper Berry Oil
- Juniper Needle Oil
- Zdravets Oil
- Rose geranium Oil
- German Chamomile Oil
- Roman Chamomile Oil
- Milfoil Oil
- St. John's worth Oil
- Helichrysum Oil
- Loverage Oil
- Bay leaf Oil
- Thyme Oil
- Spruce Oil
- Abies Alba Oil
- Basil Oil
- Rose Floral Water
- Lavender Floral Water
- Melissa Floral Water
- Pine Floral Water
- Juniper Berry Floral Water
- Juniper Needle Floral Water
- Zdravets Floral Water
- Rose geranium Floral Water
- German Chamomile Floral Water
- Roman Chamomile Floral Water
- Milfoil Floral Water
- St. John's worth Floral Water
- Helichrysum Floral Water
- Loverage Floral Water
- Bay leaf Floral Water
- Thyme Floral Water
- Spruce Floral Water
- Abies Alba Floral Water
- Basil Floral Water

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Contact Office: 22013385; 22013384 Email Id - Info@girishenterprise.in, Viraat@girishenterprise.in

**SOLIR GROUP**

1st Floor, Gala No. 43, Mahavir Industrial Estate, Sakinaka, Andheri East, Mumbai-400072.  
Contact Office - 28501120 / 28501110 Mobile: Viraat Vajani 9820959540.





**(MANUFACTURERS & EXPORTERS)**

- **ESSENTIAL OILS & NATURAL IDENTICAL** - Agarwood, Cardamom, Jasmine, Jojoba, Lavender, Lavandin, Lemon, Lime, Nutmeg, Orange, Rosemary, Sandalwood, Tea Tree, Vetiver
- **POTASSIUM HYDROXIDE PELLETS (PHARMA/LR/AR/BP/USP/EUR/NF/FCC/ACS)**
- **SODIUM HYDROXIDE PELLETS (PHARMA/LR/AR/BP/USP/EUR/NF/FCC/ACS)**
- **LABORATORY REAGENTS CHEMICALS**



**Destileria Munoz Galves S. A.**  
MURCIA (SPAIN)

**RENOWNED MANUFACTURERS OF LABDANUM IN THE WORLD**

Producers & Exporters of **ESSENTIAL OILS / AROMATIC CHEMICALS / FRAGRANCES**  
**90 YEARS of EXCELLENCE**

**Spanish Essential Oil**

**Products Available**

- Alpha Terpinene 90%
- Chamomile Oil Spanish
- Fenchyl Acetate
- Labdanum Absolute (Ambreine)
- LaevoBornyl Acetate
- Origanum Oil N.I.
- Rosemary Oil Pure
- Terpinyl Acetate Laevo
- Bergamot Oil
- Cypress Oil
- Gamma Terpinene
- Labdanum Resinoid
- Lavender Oil Pure
- Pennyroyal Oil Pure
- Sage Oil Spanish
- Thyme Oil Red N.I.
- Cade Crude/Rectified
- Fenchol
- IsoBornyl Propionate
- Labdanum Resinoid-Gb30
- Neroli Oil
- Rosemary Oil
- Spike Lavender Oil Pure

Sole Agents in India: **Indenta Chemicals (India) Pvt. Ltd.**

**CHINESE PRODUCTS**

Indenta also offers from its China Office

**Essential Oils**

- Agarwood
- Cassia Oil
- Cedar wood Oil
- Citronella Oil
- Eucalyptus Oil
- Evening Primrose Oil
- Geranium Oil
- Litsea Cubeba Oil
- Star Aniseed Oil
- Vetiver Oil

**AVAILABLE EX-STOCK -Methyl Salicylate IP (only regd. Source in India )**

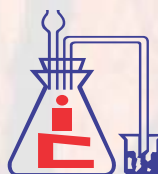
**Chemicals**

- AAG
- Camphor Usp
- Delta-Dodecalactone
- DMBCA Acetate
- Gamma-Valerolactone 99%
- Linalyl Acetate
- Allyl Isothiocyanate
- Celestolide
- Dihydrocarvone
- Ethyl Aceto Acetate
- Iso Borneol
- Methyl Cinnamate
- Butyl Butyryl Lactate
- Cinnamyl Cinnamate
- Dihydrocarvyl Acetate
- Eucalyptol 99.5% Min
- Isobornyl Acetate/lba
- Neroline Yara Yara
- Butyric Acid
- Delta-Decalactone
- Dihydrojasmone
- Eucalyptus Oil
- Linalool
- Sandenol

**WE ALSO OFFER:**

- **ORANGE OIL & D-LIMONENE - BRAZIL**
- **BALSAM PERU & BALSAM TOLU - EUROPE**
- **PROPYLENE GLYCOL & DIPROPYLENE GLYCOL-KOREA**
- **CLOVE OIL, EUGENOL & GUM ROSIN - INDONESIA**

The above is only a selection from our extensive range of products. Please do call us to get the complete list of products. Kindly visit our website [www.indenta.com](http://www.indenta.com) to know more about us.



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E-mail: [indenta@indenta.com](mailto:indenta@indenta.com) • Website: [www.indenta.com](http://www.indenta.com)

**CHINA:**  
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Email: [shashi@indenta.com](mailto:shashi@indenta.com)



**USA:**  
One Town House Drive, Newton, MA – 02460.  
Phone: 001 – 617 953 1080  
Email: [sandeep@indenta.com](mailto:sandeep@indenta.com)

# We Craft the Difference



## OUR PRODUCTS

- Alpha Damascone
- Beta Damascone
- Cidalor (Oncidal\*)
- Damascenone Total
- Fruvertor (Herbavert\*)
- Geosmin
- Greenarome (Liffarome\*)
- Karanaorg (Karanal\*)
- Mohanol (Ebanol\*)
- Orspirane (Spiroxide\*)
- Oriental Ester (Ethyl Safranate\*)
- Rionyl (Evernyl\*)
- Safranal Pure
- Safranal Ultra Pure
- Supersantol (Polysantol\*)
- Strawberone (Strawberiff\*)
- Tridecenor (Brahmanol\*)

## NEW LAUNCH

**Floranone (Iralia Total\*) • Mugueflor (Florol\*) • Rosalia (Doremox\*)**

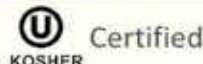


**Organica Aromatics™**

Smell is what we sell

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## EOAI International Congress & Expo 2018

The International Congress and Expo 2018 of the Essential Oil Association of India on Navigating Future of Essential Oils was held on 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> August 2018 at Sheraton Grand Bengaluru Whitefield Hotel & Convention Centre, Bengaluru. About 950 delegates including 30 participants from overseas companies participated in the three days event.

The Congress started with welcome address by Mr. Yogesh Dubey, Chairman Organizing Committee and Mr. Ajay Kumar Jain presented his Presidential address. This was followed by the Key Note address delivered by Mr. Ramesh Vaze, Managing Director, Kelkar Group of Companies, Mumbai and highlighted his vast experience of essential oil and fragrance industry. Mr. Vaze stressed that the prospects for the essential oil industry in India are very bright. India is an agrarian country and has a conducive environment, therefore, India has the potential to profitably cultivate aroma crops by farmers and develop a large number of novel allied natural products to become major essential oil exporting country, Mr. Vaze said.

A Product Display Exhibition was also organized along with the Congress and about 45 companies displayed their products in them.

There were seven technical session spread over two days . They covered important topics such as :

Technical Session I chaired by Dr. P.K. Seth, Chief Executive Officer, Industrial Toxicology Research Centre, Lucknow. This session consisted of 3 papers, the first one by Dr. Ram Viswakarma, Director, IITM, Jammu, on CSIR – Aroma Mission: A new economic opportunity for industry and farmers. The second paper on “Empowering Farmers and Aroma Industry through CSIR - Aroma Mission by Prof. Anil Kumar Tripathi of CSIR, Lucknow, and the third presentation by Dr. Sanjay Kumar, Director, CSIR-Institute of Himalayan Bioresource Technology on “Aromatic Crops: a boon for the Himalayan Region.

Technical Session II consisting of three papers. The first paper presented by Prof. Alok Dhawan, Director, CSIR-Indian Institute of Toxicology Research, Lucknow, on Safety and Standardization of Essential Oils; the second on “strategy for extracting essential oils from under-utilised plant resources; and Dr. Haim Schloss, J.D. Schloss Traditional Aromatherapy Centre, Germany, discussed about Aromatherapy Essential Oils to improve the future life.

Session III consisted three papers. - Mr. Shakti Vinay Shukla, Director, FFDC, Kannauj, presented a paper on “Aromatherapy: Recent findings to navigate future of essential oils”; Ms. Blossom Kochhar, Chairperson, Blossom Kochhar Group of Companies talked about “Aromatherapy - The Future; and the third paper presented by Mr. Ivan Zahariev, Agroeco Invest EOOD, Bulgaria

Technical Session IV also consisted of three papers. The first paper presented by Mr. Pawan Kumar, Secretary, U.P. on “Biological Biodiversity”, Paper on Innovations in Packaging for essential oils, flavours and fragrances presented by Prof. (Dr.) N.C. Saha, Director, Indian Institute of Packaging, Mumbai , and the third paper presented by Mr. Mario Di Lallo, Head of Global Products, Quintis, Australia on Sandalood Oils.

On Sunday, the 5<sup>th</sup> August 2018, the 5th Session started with Mr. Sarath Babu, President, All India Agarbatti Manufacturers Association, the second paper “Innovative & Sustainable New age Agri Tech. for Essential Oil Production, presented by Mr. K. Vijayakumar, Director, Vigirom Pvt. Ltd., Bengaluru; and Dr. Nirpendra Chauhan, Director, Centre for Aromatic Plants (CAP), Deharadun discussed on “Experiences of Cluster approach for propagation and development of Aromatic Crops in Uttarakhand.

Sixth Technical Session consisting of 3 papers namely “Recent Advances in Analysis of Essential Oil and its importance for developing countries by Dr. Prabodh Satyal, Aromatic Plant Research Centre, USA; “Diversity Perspective of Valerian Flavours” presented by Mrs. Navneet Kaur, Dharampal Satyapal Ltd., Noida; and Dr. M. Vasundhara, Department of Horticulture, Bengaluru, presented a paper on “Extraction, Chemoproiling, Antimicrobial evaluation and development of an oral hygiene product of Kaemferiagalanga L.

The last Technical Session consisted of three papers started with Dr. Renuka Thergaonkar, Head Cosmetic & Perfumery Department, Mumbai on “Scientific basis to healing claims of Aromatic Oils”; “Essential Oils Applications Safety – Conflicting views on Consumer use” by Dr. Sitaram Dixit, Chairman, Consumer Guidance Society of India; and Prof. Michael Zviely discussed about New Essential Oils from Japan in the Global Market.

At the end there was a panel discussion and followed by concluding session.







## CSIR launches Aroma Mission in Leh to promote essential oil industry

The CSIR-Indian Institute of Integrative Medicine (CSIR-IIIM), Jammu, recently launched the CSIR-Aroma Mission at Leh, Ladakh. The Mission seeks to bring about transformative change in the aroma sector through interventions in agriculture, processing and product development for fuelling growth of the aroma chemicals industry and boosting rural employment.



With its widely varying agro-climatic conditions, Jammu and Kashmir is suitable for the production of variety of aromatic crops like rose, lavender, rosemary, wild marigold, monarda, scented geranium, mints and different aromatic grasses. The CSIR Aroma mission launched at the high Mountain Arid Agriculture Research Institute (HMAARI) in Leh seeks to provide all support and guidance in promoting cultivation of these crops in Ladakh, leading to not only augmenting the aroma industry, but also considerably enhancing farmers' incomes.

### Awareness programme

An awareness programme 'Catalysing Rural Employment through cultivation, processing, Value Addition & Marketing of Aromatic Plants' was conducted at Leh recently, where a team of scientists from CSIR-IIIM interacted with more than 100 farmers, students, women self-help groups and other participants from different parts of Ladakh.

CSIR has contributed significantly in the positioning of the essential oil based aroma industry in the country. The CSIR Aroma Mission is a concerted effort at establishing global connects, while at the same time creating newer opportunities for the country's farmers and industry. The nodal laboratory is CSIR-Central Institute of Medicinal and Aromatic Plants (CSIR-CIMAP) Lucknow, while the other participating laboratories are CSIR-Institute of Himalayan Bioresource Technology

(CSIR-IHBT), Palampur; CSIR-Indian Institute of Integrative Medicine (CSIR-IIIM), Jammu; CSIR-National Botanical Research Institute (CSIR-NBRI), Lucknow; and CSIR-North East Institute of Science and Technology (CSIR-NEIST), Jorhat.

The prime objective of the Aroma Mission is promoting cultivation of aromatic crops for essential oils. It is expected to enable Indian farmers and aroma industry to become global leaders in the production and export of essential oils on the pattern of menthol. This is expected to provide substantial benefits to the farmers in achieving higher profits, utilization of wastelands and protection of their crops from wild and grazing animals.

### Rs. 200 crore business opportunity

It is expected that an additional 700 tonnes of essential oil could be produced annually, and use of these oils in value added products would generate a business of at least Rs. 200 crore, and provide farmers additional annual income of Rs. 30,000 to Rs. 60,000 per hectare, About 45,000 skilled workers involved in multiplying quality planting material, distillation, fractionation and value addition will be developed. More than 25,000 farming families would be directly benefitted and an employment of more than 10-15 lakhs man-days will be generated in rural areas.

Hpicindia, July 2018

## Synthite in fragrance partnership with Givaudan

Kerala based Synthite, renowned for its expertise in botanical extracts for both flavours and fragrance, has inked a strategic partnership deal with Swiss flavours and fragrances giant, Givaudan under which it will develop exclusive innovative natural ingredients for Givaudan's fragrance business.



As per the agreement, the two companies will jointly work on research and development of exceptional qualities of floral and spicy natural ingredients such as jasmine, tuberose, ginger and cardamom. These fragrances have formed a part of

Synthite's expertise and area of specialisation, so by working together the two companies are aiming to expand the market for these out of the ordinary fragrances. "These unique natural ingredients will enrich Givaudan's palette of ingredients for perfumers to create the winning fragrances of tomorrow," informed a Givaudan press note.

"We are always looking for innovative solutions and Synthite brings to us an impressive expertise in the development of new natural fragrance ingredients. Synthite is at the origin of some of the most iconic perfumery ingredients. We will use their existing capabilities to craft locally unique exclusive new floral and spicy qualities that will define the signatures of consumers' favourite brands. We strongly believe this partnership with Synthite responds to the increasing consumer demand for natural products," said Mr. Maurizio Volpi, President of Givaudan's Fragrances division.

"We are very excited about the partnership. Givaudan is a global renowned company with a long history of innovation. Our combined expertise will result in producing exceptional ingredients by leveraging the latest crafting techniques using our local crops while contributing to Givaudan's olfactive vision for naturals in perfumery," said Mr. Aju Jacob, Director at Synthite.

hpicindia, September 2018

## FSSAI issues guidance note to ensure purchase of unadulterated spices

FSSAI, the country's apex food regulator, has issued a guidance note on spices to guide consumers on avoiding the purchase of adulterated products. Titled Safe Ground Spices - How to ensure that they are not adulterated, it contained the key takeaway points that must be kept in mind while buying spices.

These include avoiding the purchase of powdered spices in the loose form (which FSSAI has banned on account of the high probability of adulteration); looking for the AGMARK logo and certification on ground spices, and checking for the FSSAI license number of the label of the package. It is not uncommon for ground spices to be adulterated with artificial colours, starch, chalk powder etc., in order to increase their weight and enhance their appearance. The consumption of adulterated spices can cause a number of diseases, including skin allergies, liver disorders, etc. Consumers were instructed to purchase whole spices, as the chances of adulteration in them are generally lower than they are in ground spices, and

look for the FSSAI organic logo – Jaivik Bharat – on the pack while purchasing organic spices. Moreover, FSSAI's guidance note provided the way to detect adulteration in ground spices at home and the instructions to report the sale of ground spices in the loose form and adulteration to the food regulator.

As per the provisions of the Food Safety and Standards Act 2006, Sub-Regulation 2.3.14, which pertains to the restrictions relating to the condition for sale, states that the powdered spices and condiments can only be sold in a packed condition, and prohibits the sale of powdered spices and condiments in the loose form, with provisions of penalties for persons who manufacture for sale, store, sell or distribute adulterated spices.

## August 2018 Beverage & Food World

### FMCG likely to grow at 13% over July-December period: Nielsen India

India's fast moving consumer goods (FMCG) industry is expected to grow at 12-13% in the July to December period, according to Nielsen India. The rationale behind a double-digit growth forecast is strength in the GDP, a boost in rural income, the uptrend in private consumption and an increase in consumer confidence.



The research agency said the FMCG industry grew at 11% in value terms in the April-June quarter on the back of better consumer off-take, rate cuts due to the implementation of GST (Goods and Services Tax) and also a low base. According to Nielsen India, in Volume terms, the industry grew at 8%.

The agency pointed out that during the April-June quarter retail stocks jumped to levels higher than the pre-demonetisation period. Also, modern trade channels have witnessed a bounce back and the sector saw 10% of sale come from this channel.

In the personal care space, the natural trend continues to gain traction and is growing at three times the pace of the non-



natural segment. An analysis of the fastest growing FMCG manufacturers in India suggests that domestic companies performed better than MNCs in recent years.

**hpicindia, September 2018**

## ITC enters hand sanitiser category

Fast moving consumer goods firm ITC Ltd., has entered the hand sanitiser segment with the launch of Savlon pen sanitiser spray. The move augments the company's hygiene portfolio, which currently has antiseptic liquid, hand wash and soap.

It also pits Savlon against the RB India owned hygiene brand Detol, which leads the hand hygiene market, followed by the Hindustan Unilever owned Lifebuoy and Godrej Consumer Products Ltd.'s brand protect, which also sells sanitisers.



While the health and hygiene category, especially hand hygiene, has seen steep growth, given increasing hygiene awareness in the country, the hand sanitiser category, growing at 21% year on year, is still under-penetrated and its largely urban.

The antiseptic liquid (Rs. 650 crore) and hand wash (Rs. 600 crore) category size is much bigger than the sanitizer category, which is pegged at Rs. 70-80 crore, according to data from market research firm, Nielsen.

"The rising number of urban commuters has led to an increase in the need for out-of-home hygiene solutions such as hand sanitisers. Since our primary target group is kids, we have created the product in a pen format, which can fit inside a pencil box. The spray bottle also allows dosage control and reduces product wastage," said Mr. Sameer Satpathy, CEO, Personal Care, ITC Ltd.

ITC's decision to enter the sanitiser category follows the company's decision to turn Savlon, which it acquired from Jhonson & Jhonson in 2015, into a Rs. 500 crore brand.

ITC repositioned the brand and enhanced its focus on the hand hygiene category. ITC is now looking at investing further in the brand and driving growth through product innovations.

**-hpicindia, September 2018**

## Godrej Consumer eyes Rs. 100 crore turnovers in hair products segment

Godrej Consumer Products Ltd. (GPCL) is eyeing Rs. 100 crore turnover in the professional hair products segment in the next three years.



last year.

"Last year we had launched it in four big cities. Now we are present in 11 cities across the country including Chandigarh, Ludhiana and Amritsar," he said, adding the company's products will be available through the salon channel and not the retail market. Mr. Takalkar said by 2020, the professional hair products market is expected to grow to Rs. 1400 crore. "This market is growing at a healthy rate of 8.9 per cent," he noted.

Replying to a question, he said, the salon services market in the country is estimated to be worth around Rs. 12,000 crore, out of which the bulk comprises hair-related services.

## Maharashtra may regulate sale of cosmetics

The Maharashtra Government is considering issuing licences for retailers who sell cosmetics in order to combat the sale and distribution of spurious products. Weeks earlier, the authorities busted a racket involving the sale of spurious cosmetics under well-known international brand names.

As per proposal put out by the Maharashtra Food and Drug Administration (FDA), only retailers holding appropriate licenses should be allowed to sell cosmetics. Under the proposal sale of cosmetics by door-to-door sales persons and unauthorised personnel are sought to be banned.

**- Hpicindia, July 2018**

## Dubai-based perfumery, Ajmal, eyes expansion in India

UAE-based Ajmal Perfumes is reportedly looking at a major expansion in India. After being ranked 37 among 100 most powerful Indians in the Gulf in Arabian Business, Mr. Abdullah Ajmal, who holds the distinction of being the first of the third generation of his family to join the business of perfumes and is a consulting perfumer at Ajmal Perfumes, feels India offers tremendous opportunities.



He plans to start 300 outlets of the perfumery in India in next three years. "We plan to open upto 300 points of sale and will be soon launching products that cater to the Indian taste. We have got a tremendous amount of Research. India is very segmented and diverse. We have a lot of references about – Aurum, which is a best seller, he said.

Ajmal is working with big ecommerce brands and has its own ecommerce site too. It has 30 exclusive retail outlets in India so far and is aggressively trying to create a foot print. As per a global perfume & fragrances research report by Market Research Store, the market has witnessed continued demand during the last few years and is projected to reach \$64.6 bn at a CAGR of 6 per cent by 2023. The market has witnessed a substantial innovation in terms of new product launches along with R & D and collaboration by the industrial players in India and China.

**Hpicindia, July 2018**

## Synthetic Syrup and sharbat set to get new definition

FSSAI has issued a notice revising the standards for synthetic syrup and sharbat in a bid to improve the additives regulations. While most of the categories under the additive regulations have been amended before, the sharbat category will undergo change for the first time with this notice.



### Renaming clause

As per the proposed amendment to the principal regulation of Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011, in regulation 2.3 relating to fruits and vegetable products, the apex food regulator has renamed a clause which deals with squashes and crushes, whereas the clause 'synthetic syrup or sharbat' has been separated with new definition and parameter which was earlier under single definition.

For sharbat, the regulation stated that it shall contain a minimum 25% of juice or extract of fruit or vegetable or nut or herb or flower, either alone or in combination. Further, it shall also be free from burnt or objectionable taints, flavours, artificial sweetening agents, extraneous matter and crystallisation.

Whereas, for synthetic syrup, they added that it should be obtained by blending syrup made from sugar, dextrose or liquid glucose and be free from burnt or objectionable taints, flavours, artificial sweetening agents, extraneous matter and crystallisation. The country's apex food regulator has sought views and suggestions from the stakeholders in this regard.





# Musks & Fragrance

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Vanillin Julan Ex Catechol

Vanillin Eternal Pearl

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## 2018 Flavour & Fragrance Leaderboard

With natural and technology as the cornerstones of F&F growth and diversification, the industry has certainly undergone major shifts this year, including the rising cost of natural raw materials due to facility and environmental devastations, stricter regulations and an expanding digital distribution model. As consumer preferences move away from larger brands and towards smaller ones that are both relatable and accessible in-store and online, the industry is searching for adjacent tech-savvy businesses that focus on natural ingredients to expand their portfolio and spread a wider footprint across product lines.

“For the first many years, the majority of the major companies had sales increases in excess of 7.7% in local currencies,” explains John Leffingwell, President, Leffingwell and Associates, and the author of the 2017 Leaderboard Data. This growth can be attributed to an investment in R & D and an increase in multifunctional F & F products in developed markets, while emerging markets are seeing a rise in income and urbanization with a higher demand for basic personal care products and packaged foods. Leffingwell also notes that investments in infrastructure offer another opportunity in strengthening or increasing market share, particularly from Firmenich and Mane. Overall, the top 11 totals reached \$20,707.2 million, capturing 78.7 % of the market (an increase from last year at 77.9%). The total sales for the F & F market reached \$26,300 million compared to \$24,450 million last year.

We furnish below the top 11 industry leaders of 2018 published in July 2018 issue of Perfumer & Flavorist Journal for the information of Members and readers.

### 1) GIVAUDAN, Geneva

2017 Sales : CHF 5,051 million /\$5,132.8 million  
Estimated market share : 19.5%  
Mr. Gilles Andrier, CEO

Addressing the demand for natural and healthy products, Givaudan has made several key acquisitions and investments

in 2017 in response to this global shift. At the start of the year, the company acquired natural and organic flavour provider Active International. Following this acquisition Givaudan acquire natural dairy provider Vika B.V. in early September and finalised its acquisition of Centroflora Group’s nutrition division (Centroflora Nutra) in May 2018.

Increase in high growth markets also led the company to invest in this area. In May 2017, Givaudan laid the foundation for a new fragrance encapsulation center in Singapore, which includes a development lab, manufacturing technology, offices and a warehouse. Additionally, the company unveiled its Mexico City center in October, 2017, which provides technical and marketing support for the region. To further provide simple and efficient business and employee solutions, the company enlarged its Givaudan Business Centers in Hungary and Argentina and opened a new GBS center in Malaysia in December 2017.

### 2) FIRMENICH, Geneva, Switzerland

2017 Sales : CHF 3.34 billion/\$3.42 billion  
Estimated market share : 13.9%  
Mr. Gilbert Ghostine : CEO

Just as 2017 saw unprecedented growth in the demand for natural, it, unfortunately, saw a drastic year of volatility in raw materials, Hurricanes, floods, cyclones and other natural disasters impacted various flavour and fragrance crops. In Madagascar in particular cyclones stirred up record high vanilla prices. To address these concerns, Firmenich introduced a range of sustainable and cost - effective natural vanilla solutions, utilising its partnership with the sustainable vanilla initiative (SVI) and including Uganda, Indonesia and India as alternative vanilla sources. Additionally the company invested in a sustainable large-scale vanilla farming model through the Livelihoods Fund for family farming (Livelihoods 3F), which aims to improve the lives of over 3000 vanilla farmers.

To meet the demand for on-trend flavors and fragrance, the company invested in its global infrastructure through new

centers and number of acquisitions. In September 2017, Firmenich announced the opening of its expanded savory and culinary facility in Vienna, Australia, and shortly after announced the opening of a global perfumery creative centre in Singapore's Science park. Additionally, Firmenich saw expansion through a number of key acquisitions. In July 2017, the company completed the acquisition of North American fragrance company Agilex Fragrances and in December it acquired Flavourme, a flavour company in South Africa.

### 3) IFF, New York

2017 Sales: \$3.4 billion

Estimated market share : 12.9%

Mr. Andreas Fibig, CEO and Chairman

Though this leaderboard is looking at activities of the past year 2018 is already off to strong year for IFF with many implications for the rest of the F & F industry. On May, 7 2018, IFF sent shockwaves through the industry by announcing the acquisition of Frutarom, which also appears on this leaderboard at number six. Combining the current market shares of IFF and Frutarom, they are positioned to move past Firmenich and pose competition to Givaudan for the number one spot.

Taking a step back from the more recent development, 2017 was a eventful year on many fronts. The company expanded its global infrastructure on several fronts including the launch of Tastepoint by IFF, a company designed to service the middle market consumer in North America, and opening a fully renovated facility in Cairo Egypt. To meet the growing natural demands, the company made progress on several sustainability and supply initiatives. Three of its locations are now certified organic, and it initiated programmes to grow organic citronella in Togo, organic patchouli, ginger, geranium and ylang ylang in Madagascar; and, with a partner, Organic vetiver oil in Haiti.

These overall activities have boosted full year net sales to \$3.4 billion, a 9% increase from \$3.1 in 2016 . Per segment, the flavour portion of the business saw a 9% increase in sales and a total of \$1.6 billion, and its fragrance business increased by 9 % also, reaching a total of 1.8 billion for the year.

### 4) SYMRISE, Holzminden, Germany

2017 Sales : Euro 2,996.3 million / \$3,589.1 million

Estimated market share : 10.2%

Mr. Heinz-Jurgen Bertram, Chairman & CEO

Holdings its position at number four, Symrise has continued its success through improving its overall infrastructure, focusing on sustainability and meeting growing demands.

Globally, the company has made a number of key investment from opening a logistic center to the port of Hamburg in April 2017 and a creative development center in Mumbai in June 2017, to acquiring Brazil based Citratrus Frangancias,. In the beverage segment, Symrise acquired British beverage company Cobell Limited in June 2017, and in December 2017, the company launched its California-based Califormulations, a dedicated suite for product development for beverage entrepreneurs.

Additionally, the company has made strides in becoming a more sustainable company. At the beginning of the year, Symrise joined the Biodiversity in Good Company initiative, which bought several industries together to share information on sustainability using resources. Towards the end of the year, Symrise launched its line of citrus essence oil replacers, which aimed at addressing some of the volatility of the citrus market. These moves were all accompanied by larger initiative progress like committing to the goal of the Paris Agreement on climate change and establishing a 24/7 environmental on-call service.

### 5) MANE SA, Le Bar-sur-Loup, France

2017 Sales: Euro 1155.8 / \$1,306.10 million

Estimated market share : 5.0%

Rising one spot since last year's leaderboard, Mane has made progress in-terms of its global reach and capacity. In March 2017, the company celebrated the opening of its office in Abidjan, Ivory Coast, which included a fragrance R & D center equipped with application labs and test cabins. Then in November, Mane laid the foundation for a new manufacturing hub in Pinghu, Zhejiang Province of China, with operations starting in 2020.

In addition to its infrastructure advancements, Mane released several product portfolios. In March 2017, Mane launched a range of fresh natural herb flavours, including basil, coriander, mint, chive, parsley, dill and tarragon. On the more savory side, Mane released Sense Capture spices in November 2017, a collection of 14 natural flavour references with eight spice profiles.

These moves, along with other company initiatives, led the company to continued growth year over year.

## 6) FRUTAROM, Haifa, Israel

2017 Sales : \$ 1,362.4 million

Estimated market share : 4.8%

Mr. Ori Yehudai, Chairman & CEO

As stated in the IFF leaderboard, Frutarom was acquired by IFF in early May 2018. Though the implication of this deal to the rest of the F & F industry have yet fully emerged, each company is poised for rapid growth. In 2017, Frutarom saw sales grow at 18.8 % to a record of \$1,362.4 million, with strong growth coming from its core activities and flavour business.

“We are pleased with our significant step forward and the results achieved in 2017, in which we again set ourselves new records in sales, profits and cash flows. In the past four years, we have managed to once again double Frutarom’s revenues and profits, a result which reflects the successful implementation of the rapid and profitable growth strategy, combining profitable internal growth at higher growth rates than those of the markets in which we operate, together with the strategic acquisitions we have made which are contributing to the continuing and consistent improvement in our results,” said Ori Yehudai, President and CEO of Frutarom Group on the company’s website. “The accelerated 19.1% growth in our core activities in 2017, is result of the continued rapid organic growth of our flavours activity at an annual rate of 7.2%, and a quarterly rate of 10.2% and our specialty fine ingredients activity at an annual rate of 11.8% and the contribution of the strategic acquisitions we have carried out and merged successfully”.

## 7) TAKASAGO, Tokyo, Japan

2017 Sales : ¥137,490 million / \$1,226.3 million

Estimated market share : 4.7%

Mr. Satoshi Masumura, President & CEO

In an effort to shift to a more profitable structure and to enhance its global supply system, Takasago has made a series of infrastructure investments and moves in 2017. In March of the year, the company opened a manufacturing facility at the One Hub Chennai in India, which serves the Sri Lanka, Bangladesh and other neighbouring markets. Then later that month, the company announced that it had met its second milestone with its partnership with Evolva, which explored fermentation routes to produce ingredients. The results of its business and investments moved sales slightly higher in 2017 to ¥137,490 million.

In addition to its business developments, the company reconfirmed its commitment to sustainable and ethical practices. In June 2017, Takasago signed on as a member of the United Nations Global Compact, an organization that promotes human rights, labor and anti-corruption among all stakeholders. Then in the wake of the earthquakes in Mexico in September 2017, the company made donations to promote the recovery of the area.

## 8) SENSIENT TECHNOLOGIES CORP., Milwaukee/ Hoffman Estates, Illinois

2017 Sales : \$ 618.8 million

Estimated market share : 2.4 %

Mr. Paul Manning, CEO

Over the last year, the U.S based, global F & F and colour ingredients company focused on improving its cosmetics and colour divisions. Sensient’s flavour and fragrance division reported revenue of \$188.3 million in the quarter and \$186.9 million in the first quarter of 2016. High costs and low volume at production impacted revenue, as well as higher onion costs, lower onion pricing and an increase in fragrance material costs.

Its flavour business attributed its revenue to strong performances in bionutrients, and savory in America and Europe, as well as beverages and natural ingredients in LATAM and North America. In the first nine months of 2017, the F & F division reported revenue of \$568.4 million, compared to \$608.7 million in 2016. The Asia Pacific business saw a 2% increase of revenue, reaching \$32.7 million, compared to \$32,1 million in 2016.

## 9) ROBERTET, Grasse, France

2017 Sales : Euro 504.4 million / \$570 million

Estimated market share : 2.2 %

Mr. Phillippe Maubert, Chairman & Global President

Focusing more on its current activities than seeking than seeking acquisition opportunities, Robertet SA has maintained its position in the leaderboard, while seeing healthy growth in its business, the company reported Euro 505 million in sales, a 7.9 % increase from the previous year.

In response to the growing demand for natural flavours and cleaner products, Robertet has made progress on a series of initiatives and continues to refine its portfolio. In May 2017, Robertet and Ginkgo Bioworks successfully completed commercial-scale cultured ingredients, which can be used in a wide range of flavour and fragrance products. Robertet



also continued its support of Sapad (Societe Anonyme des Plantes Aromatiques du Diois), a 500 acres farm in Spain that organically produces aromatic products.

#### 10) T. HASEGAWA, Tokyo

2017 sales : ¥48,001 million / \$428.1 million

Estimated market share : 1.63%

Mr. Takao Umino, President & COO

In the middle of 2017, T. Hasegawa announced the acquisition of Affinity Flavours, along with it the integration of Tom Damiono into the role of CEO of T. Hasagawa USA. The move was aimed at strengthening its American market position, after previously acquiring Malaysian Peresscol in 2014 and investing new capital in China.

Along with changes to its leadership, the company is addressing changing consumer demands for more natural and sustainable products, while trying to make progress in the emerging health and wellness category. The company is certified organic creator and manufacturer of flavours and is investigating biomass-based product opportunities.

#### 11) HUABAO INTERNATIONAL HOLDINGS LIMITED, Hong Kong, China

2017 Sales : RMB 2,797.2 million / \$414 million

Estimated market share : 1.57%

Mr. Chu Lam Yiu

Huabao's growth from last year was nominal, but an increase nonetheless, particularly in its aroma chemical segment. The Hong Kong based company led by CEO Chu Lam Yiu has remained quiet in the news, however similar to its fellow industry leaders, the company was faced with adapting to the rise in raw material costs and stricter regulatory requirements.

In the company's most recent financial report for its flavour and fragrance division, sales revenue reached RMB 987 million an increase of 8.4% compared to RMB 910 million for the corresponding period in 2016, which accounts for approximately 60.1% of the total revenue. The company attributes its sales revenue increase to the recovery of the tobacco industry and increase of sales volume

**-Perfumer & Flavorist, July, 2018**

### Firmenich subsidiary acquires perfumery house in US

Agilex Fragrances, a Firmenich group company, has acquired Fragrance West from the HORN Company. Financial terms of the deal were not disclosed.

Headquartered in Los Angeles, USA, Fragrance West is a leading body, home and air care perfumery house serving the small and midsized market since 2008. With a full service approach, Fragrance West offers creative scent design and speed-to-market supported by a manufacturing facility in Los Angeles. With this acquisition Agilex becomes the only fragrance company in the middle market to operate with manufacturing capabilities on both the East and West Coast of the US.

"The West Coast of the US is a unique ecosystem with thriving start-ups driving technology break throughs and natural lifestyle trends. By expanding our presence on the West Coast, this acquisition advances our vision to shape the future of fragrance with leading innovation.," said Mr. Armand de Villoutreys, President, Perfumery & Ingredients, Firmenich.

"Fragrance West's in-depth local knowledge coupled with our innovation capabilities, is a winning combination to delight our customers across the U.S. and open up new opportunities," said Mathias Hemberger, President Agilex Fragrances.



Upon closing, Fragrance West will be fully integrated into Agilex Fragrances and its Los Angeles manufacturing facility will be maintained to ensure leading customer service.

### Eurofragrance upgrades Mexican production facility

Spanish fragrance maker, Eurofragrance, is upgrading its plant in Mexico as it looks to optimise lead times, increase storage space and reduce energy consumption.



"The development of this project is a clear investment in expanding the business in Latin America. After the investment made in 2015, this renovation confirms that our Mexican plant is still growing," said Mr. Andres Pages, Eurofragrance's General Manager for Mexico, Central America and the Caribbean.

The first step of the operation, which was completed successfully after a month of continuous work, included the installation of a new 85m<sup>2</sup> warehouse on the top floor, the renovation of the washing area and other general improvements to the plant. In addition, this investment includes a 22-tons tank of di-propylene glycol that reduces electricity costs and optimises times and movements in the factory. In the next step, the Eurofragrance Mexico will enlarge the quality control area, significantly improve washing equipment and install a cold room to store plant of the stock.

**Hpicindia July 2018**

### **Growth prospects for global cosmetics and perfumes market remains bright: Report**

The global perfumes and cosmetics industry has proven to be considerably robust over the years growing at an average annual growth rate of 4% from 2013 to 2017 to reach a market size of over Euro 300-bn and this is expected to sustain in the future, according to a recently released report from French market research firm, Xerfi Global.

The strength of the market is also reflected in major global cosmetic and perfume companies' margins over the last five years with most firms posting double-digit average operating margins over 2013-2017 period. "A number of factors have allowed perfume and cosmetic groups to ride out the post-crisis period with relative ease and many will remain growth drivers in the years to come," the report stated.

#### **Emerging markets**

The report identified emerging markets as one of the key drivers being behind a large part of global growth over the past few years. Despite current slowdown, the size of the populations combined with growing income make these markets extremely valuable.



Secondly, as demonstrated in the past, the cosmetic and perfume market benefits from the "lipstick effect", meaning that even during belt-tightening periods, consumers often choose to indulge in beauty products over other larger discretionary items, buffering the industry somewhat from economic lows. Demand is additionally spurred by innovation allowing the creation of new or reformulated products.

Niche segments such as men's cosmetics, natural cosmetics, or cosmeceuticals, a combination of cosmetics and pharmaceuticals, particularly seen major growth and are expected to continue to surge, according to Xerfi.

As ageing population in many countries with high disposable income is also pushing up demand for anti-ageing products.



### Digital Challenge

According to Xerfi, digital has opened up new marketing and distribution channels and it is set to play an increasingly important role in the industry. Marketing and brand image has always been a major focus of the industry and companies are increasingly recognising the power of digital in this regard.

“Cosmetic and perfume groups are generally shifting away from big spend traditional media campaigns and towards smaller, but more varied and more dynamic digital or multichannel communication. Such communication is often two-way, involving direct, or semi direct, interaction with customers, fostering closer relationships, but also allowing data collection and, as a result, advanced behavioural segmentation and personalised promotional campaigns. However, with the rise of digital and, more particularly social media, also come the challenge of catering to increasingly product-educated customers in a context in which other consumers’ opinions and social networks are increasingly integrated into the decision process,” explained Xerfi.

- Hpicindia July 2018

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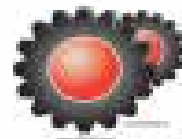
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# FROM THE ARCHIVES

## AROMAGRAPHIA III & IV

B. H. Kingston  
PPF International Ltd., England

### Editor's Note

While life goes on the old classic cannot be forgotten because they have left a mark on our industry. The series article "Aromagraphia" appeared in the FAFAI Journal issue of 1982 and 1983. The following article is last in the series.

Rishabh Kothari – Editor

### III) SANDALWOOD & MUSK GROUP

In this short series of articles attempts have been made to present several innovative aspects of the sensory appreciation of modern synthetic aroma chemicals as well as suggesting some less common applications. Particular attention has been paid to those with very powerful long-lasting odours which frequently display modified olfactory characteristics at low concentrations. An example of this was given in a previous article on the damascone group<sup>(1)</sup> where optimum odour originality can best be appraised by smelling at high dilution.

It therefore seemed appropriate to extend this theme by considering collectively two further groups of materials, known colloquially as "synthetic musks" and synthetic sandalwood chemicals. Much has been published on the former group while reports on the latter are increasing, but very little has been said about the relationship between these two odour groups. I propose therefore, to examine them together and suggest that they have a greater degree of affinity than has hitherto been supposed.

#### The Dilution Effect

As long ago as the first century A. D. the Romans appreciated the diffusivity of certain perfume materials, whereby only when they were smelled at low concentrations was their fragrance fully developed. Pliny, in his *Historia Naturalis*<sup>(2)</sup> observed that the smell of some plants is sweeter at a distance, becoming fainter as the distance lessened. This phenomenon, a common experience of perfumers and flavourists, has subsequently been reported by numerous sources. In recent years it has been discussed analytically by other authors including M. Guillot and F. Picon<sup>(3)</sup> who distinguish between dilution effects in chemically pure materials and those which are impure - i.e those containing other odorous ingredients. They suggest the causative factor in the former case to be

*olfactory fatigue*, while for impure chemicals dilution effects are mainly attributable to *paragenosis*.

With synthetic "musk" and sandalwood bodies both explanations undoubtedly apply, and probably also to a large number of other high odour-strength synthetics. In order to reduce the fatigue element it is therefore necessary to dilute sandalwood chemicals as well as those with "musk" odours (using around one percent or less in a volatile solvent), although we shall see later that it cannot be completely eliminated. In this way the animalic characters of both groups can be best appreciated.

#### Isocamphyl Cyclohexanol

This is the more important and best established of the two sandalwood chemicals currently appearing on the market. Most commercial samples are actually a mixture of several isomers and by-product artifacts. They are first described in depth about 20 years ago by Demole<sup>(4)</sup> who showed that there was a major olfactory difference between two of the epimers, one having a strong sandalwood odour while the other was almost odourless. There are now a number of manufacturers throughout the world producing this chemical in varying degrees of purity. To these products may be added several blended specialities containing odourless solvents or odorous sophisticants.

If we compare them with each other at 1 percent alcohol dilution on a smelling strip, we at once notice a wide variation in their odour characteristics. Firstly, their initial odour is immediately recognisable as having the dominant "coeur" of natural sandalwood, although some have a harsh chemical or even burnt note which persists in dry-out. The most important distinction from the perfumery viewpoint is one of strength and consistency of odour. Experiments show that some specialities scarcely last 24 hours on the strip while



others remained viable for weeks. The differences are due to the proportion of active aroma chemicals present as well as synergistic effects of the other ingredients.

Generally speaking the odour is more *“Stereo-factive”* than the smell of natural sandalwood, the latter being toned down and rounded by other components on the oil. Indeed, at the same concentration on the smelling strip, the dominant character of the oil fades more rapidly after 2-3 days. This Coeur or primary odour effect may be observed in other odour areas : for example eugenol vs. clove bud oil, or cinnamaldehyde vs cinnamon bark oil. Creatively, however, both synthetic and natural fulfil different roles in perfume and flavour formulations depending on price.

Product activity and other constraints. Sometimes a combination of the two is the ideal solution to a problem. A blend of 2-5 percent of sandalwood oil with the synthetic reduces the initial harshness of the latter while retaining its valuable persistence.

Structurally speaking it can be said that there is a certain planar similarity between isocamphyl cyclohexanol (I) and beta-santalol (II) in that they both have a nor-bornyl bicyclic nucleus with a heavily loaded side-chain. Some authors have attempted to relate the sandal odour with this general structure, but it is not the purpose of this article to enter into such discussion here.

## Campholene Derivatives

When we look at the structure of the campholene derivatives, however, their possession of sandal odours is totally unexpected. These unusual chemicals have only recently been studied and are the subject of several interesting reports<sup>(5)</sup>. One of them, “Brahmanol” (III) is now commercially available and was the subject of a patent three years ago by Brunke & Klein<sup>(6)</sup>.

This material is remarkably similar in odour to the isocamphyl cyclohexanols, having greater topnote impact and diffusivity. On the other hand it is much less persistent, lasting scarcely 24 hours on a smelling strip as 1 percent solution. Nevertheless a top-note sandalwood odour is a major advance in perfume chemistry and the adventurous perfumer will immediately see possibilities in creations requiring no lingering sandal effect. Blends with other sandal ingredients have yet to be explored, but this innovative discovery promises to be a valuable contribution to this odour group.

## Animalic Synthetics

Nearly 150 years has elapsed since C. B. Mansfield and his contemporaries first synthesised nitro chemicals having a musk-like odour. Despite their long dominance in perfumery, postwar years have seen their steady decline in favour of “non-nitro musks” until now the world production balance between the two is reportedly in the region of 50/50 percent.

Most authors have followed an uncritical line by conventionally describing the odour of all the chemicals as “musk”. Up to a point this is justified, but I would like to break with tradition by objectively relooking at some of them and suggest a different olfactory application.

### a) The “Musk” Odour

What is generally meant by a “musk” odour? To answer this question we must first examine the olfactory properties of the natural product. These, I suggest are threefold :-

- 1) Its characteristic hairy-animalic odour
- 2) Its extreme tenacity
- 3) Its remarkable diffusivity – permeating even the other cargoes of the famous tea clippers.

Also, we must not forget its exalting performance in blends with other perfume ingredients.

When the first so-called artificial nitro-musks were offered on the market at the end of the last century, manufacturers and their chemists claimed these new chemicals had “a strong odour of musk and for many purposes may replace the natural products”. Not all perfumers at that time were prepared to accept such claims. True, the new synthetics were very persistent and had considerable diffusivity, but it was difficult to relate their odour character to the real smell of natural musk. To say that they may replace the natural product was certainly not correct in the sense that they performed equally well as musk itself.

So what were we left with? – A group of about half a dozen valuable new chemicals, cheap, readily available in bulk and having acceptable odour characteristics *suggestive* of musk (or ambrette, or?), but no more identifiable with the natural than, say, linalyl acetate is to lavender. And so successive generations of perfumers and consumers have subsequently believed the myth that the smell of these new chemicals closely resembled that of the glamorous natural musk. Western women were probably induced to think that,

if their bodies reeked of musk xylol, they were metaphorically fulfilling the role of the Empress Josephine!

## b) Non - Nitro "Musks" and Sandal

We now come to the current era of non-nitro animalics, starting with the macrocyclics in 1939 to the tetralin and indane structures of the post-war period. These are threatening to overtake the "nitro-musks" in the popularity league.

Taking them as a whole, they fulfil most of the aforementioned criteria of persistence, diffusivity and, especially in the case of macrocyclics; exalting powers. However, we should again remember that, in order to achieve some of these effects, these chemicals are best employed at relatively low formula concentrations, i.e less than 0.5 percent. In order to satisfy the current demand for persistence and substantivity in bulk perfumes for wash products, percentages used in formulations have risen appreciably<sup>(7)</sup>. Under these circumstances the odour character of the chemical assumes prime importance.

Let us first examine the *macrocyclics*. They are all extremely long-lasting, but their intrinsic quality, while displaying a fatty-animalic nuance, is sweet, fragrant and sometimes suggestive of ambrette seed or berry fruits. This points to careful application in certain flavours such as bramble.

On the other hand the tetralins and indane animalics tend to be less sweet, fruity with a greater "hairy" emphasis and distinct sandal connotations. This is particularly noticeable by comparing iso-camphyl cyclohexanol with the tetralin musk known as Tonalid. After about 48 hours on a smelling strip (when the odour concentration is low) this relationship becomes more apparent with tonalid exhibiting a more delicate and softer appreciation as compared with the full-bodied, somewhat harsher character of the sandal synthetic. Indeed, accordes of these tetralins with some woody ingredients can produce a sandal effect.

If we therefore embrace sandal ingredients with tetralin and indane aroma chemicals forming sub-groups of the Animalic odour class, then this could open up new avenues of perfume creation. In other words, by regarding their functionality to be related, they could be experimentally interchanged in perfume formulations to give novel effects. At the same time balanced accordes of sandal and "musk" synthetics may produce a fragrance which neither could achieve individually. If we can dispel the traditional associations of sandal with wood and synthetic "musk" with musk grains, wide application of these important materials might be found.

## FATIGUE

Before concluding, let us briefly return to the problem of "fatigue" mentioned earlier. In spite of dilution, synthetic animalics very rapidly cause the nose to tire, even after many days on the smelling strip. With the tetralins, for example, the initial sniff is quite strong, but after a 2-3 second interval the apparent intensity is markedly reduced, requiring 10 seconds or more before full nasal sensitivity is restored. This phenomenon may be extended by smelling successively a number of different tetralin or indane aromatics on different strips. The intensity on the second strip will then be less than the first and so on to the third and fourth strips, providing that the initial odour strengths were comparable. If one aroma chemical has a more powerful odour, it may fatigue the nose to all subsequent odours of the same types. If, on the other hand, we successively smell different odour types, fatigue effects are less apparent.

Doubtless most perfumers and flavourists are aware of these phenomena, but when applied to the sandal synthetics. When smelling sandalwood oil after having smelled the synthetic, the effect is even greater.

If we apply this exercise to alternate sandal and musk synthetics an interesting event is observed. Contrary to expectation of a minimal fatigue effect with dissimilar odour groups, marked fatigue occurs when following a slightly stronger tetralin "musk" by iso-camphyl cyclohexanol, thus re-affirming the close relationships between these two groups.

## Conclusion

Although the above observations may not be entirely accepted by all readers, my prime intention has been to stimulate fresh lines of thinking on these interesting groups of aroma chemicals. They not only present alternative aspects on odour description and classification, but also raise questions associated with the mechanism of human olfaction.

## IV AROMA & FLAVOUR RESPONSE

In the last series we discussed odour fatigue and discrimination as applied to synthetic animalic chemicals. Let us extend this theme by looking at odour response in more depth and considering the ways in which this can assist the olfactory evaluation of perfumes and flavours in practice.

For the purpose of this discussion we shall regard "odour" and "aroma" as synonymous words used to describe pleasant sensations perceived through the nose, while the word

“flavour” will describe the same sensation perceived through the mouth. This definition is intended to have a more general application than the one proposed by the British Standards Institution in 1975. It is also slightly different from the meaning some flavourists give to the word which includes the sensory responses of the four tastes.

It may be helpful in understanding this terminology if we first examine the physiological mechanism of the olfactory sensation and review some of the experimental work in this field.

## The Olfactory System

Considered in diagrammatic form the sensory system bears some resemblance to an ultra high speed gas chromatography apparatus with two columns leading to a highly sensitive detector (or cluster of detectors). This is the central feature of the system and known as the primary olfactory area A. When activated electrical impulses are transmitted to the brain which then acts as a micro-recorder for the stimulus created. The data is then stored or computerised with other relevant information such as the source of the odour, its name and its relationship to other odours. The time taken to identify the stimulus is probably in the order of 100-200 milliseconds. Although it is possible for the primary olfactory area to be activated by micro-electrical stimulation<sup>(10)</sup>, gaseous chemical molecules normally provide the main stimulus.

There are two passages through which the odorous molecules are carried to the primary olfactory area. These are given access via the nose (nasal cavity) or the mouth (buccal cavity). From the nasal cavity the atmospheric carrier gas flows at the controlled rate through a pre-conditioning region known as the “accessory area” (B) Here the air and odorous molecules are first heated, filtered and humidified by a mucus layer before passing over the olfactory epithelium and into the lungs. (C) This is the operation of “smelling” and the stimulus produced is the “smell”.

What about the alternate means of access of air? We can see from the diagram that mere inhalation of odorous air through the mouth does not, in fact, allow the odour molecules to pass over the primary olfactory area. Therefore no sensation is produced. For stimulus to occur it is necessary to exhale the odorous air through the nose, i.e. to direct the flow of air in the opposite direction to smelling. This is a perfectly feasible, though less usual, operation. It requires a little practice to detect, say ionone, a fatty aldehyde or nitro musk through

the mouth – but actually it is one of the best ways of testing the cleanliness of a contaminated pipette or glass tubing.

During the process of eating, food and drink pass into the mouth where they remain for a few seconds during mastication or are swallowed immediately. In either case moist, odour saturated air is exhaled via the nasal cavity after each swallow is made – providing that the mouth is kept closed. In passing over the primary olfactory area on its outward journey the vapour also produces an olfactory sensation known as “flavour”. For some absurd reason we call this process “tasting”, though logically we should use the expression “flavouring”. Actually the French have a far more sensible system, for the word “parfum” is used to describe both odour and flavour. Of course, if the nasal passage is blocked, no flavour sensation will be appreciated.

Sometimes, a secondary flavour effect can be produced by the expulsion of air from the stomach and thence through the nasal cavity. This results in the so-called “aftertaste” sensation of food and is particularly noticeable after the consumption of highly flavoured meals.

The other term “taste” is used to describe sensations completely unrelated to olfaction in that they require direct contact of the chemical, usually in aqueous solution, with receptors of the epidermis inside the buccal cavity of most mammals and fishes. It is not my intention to discuss these sensations except to draw attention to the words “sweet”, “sour” and “better” which are also descriptions of odour qualities.

## Olfactory Responses N Mammals

Most domestic and wild mammals smell their food before consuming it. Indeed this enables the experienced animal to distinguish between palatable and unpalatable foods. In experiments on rats with hypothalamic damage. Epstein and co-workers in 1963<sup>(11)</sup> showed that motivation of taste and smell are psycho-energisers which contribute to the animal’s hunger drive. Another worker, Le Magnen,<sup>(12)</sup> carried out feeding tests with rats in which the food, flavoured separately with citral and cineol, was presented to two sets of animals, each conditioned to accept one or other chemical flavour. He also introduced other additional visual and tactile differences such as colour and taste. It was again found that discrimination between the foods was primarily stimulated by olfactory clues rather than the taste, visual or tactile factors. Later, in 1967, Rogers and co-workers<sup>(13)</sup> examined the ability of preconditioned dogs to distinguish foods flavoured with



beef, fish, liver and chicken. It was noticed that, in these controlled experiments, the dogs primarily used their olfactory system for selection. Flavour was merely a reinforcement. When presented with six trays containing different flavoured meat, the dogs would first make their selection by odour alone without touching the food. Not until they had smelled all six trays in succession did the dog return to eat from the correct tray - i.e the one containing the flavoured meat which he had been conditioned to accept.

It is well known that the ability to discriminate between different odours varies greatly between animal species. On the other hand, evidence is accumulating from the work of Laing <sup>(14)</sup> and others, which suggests that, although sensitivity of individual receptors to novel odours is similar in different mammalian species, variation of surface area and cell density affect discriminatory ability. Indeed, from tests carried out on a wide variety of species such as rats, rabbits, dogs and pigeons, it would seem that there is a common mechanism for the detection of odours over a wide species range. Further experiments by Laing on odour response patterns to n-propanol, n-heptanol, cyclohexanol and pyridine, suggest that there is a similar sensitivity variation by rats and humans to the same novel odours. Of course it is quite a large step from rats to humans. Comparative studies on sensitivity and discrimination are one thing, but the capacity for learning is quite another. However, some exciting fundamental studies have been carried out in the UK on the sensory responses of new-born and young babies.

The first important work in this field was by Engen, Lipsitt and Kay some two years ago <sup>(15)</sup>, who observed the effects of olfactory stimuli on the activity, heart rate and breathing patterns of two-day old babies. Each of twenty neonates, when presented with phenylethyl alcohol, aniseed oil or acetic acid, initially showed an elevated response - e.g the heart rate was increased. Subsequent stimulation to the same smell reduced the response - the child became adapted to that stimulant. When presented with a different smell, the response again increased, showing an ability to distinguish between two different smells.

Later, J. A. Macfarlane working at Oxford <sup>(16)</sup> extended this work to demonstrate the acuity of human neonates sense of smell. He found that when two-day old breast-fed babies were presented with the breast pad of their own mother or a strange mother or a clean breast pad, the babies spent an equal time with all pads. But at five days old and significantly at 10 days old, the babies showed a definite preference for their own mother's pad, suggesting that they rapidly learned to recognise the smell of their own mother and possibly the milk. In other words, sniff before you suck!

## Olfactory Evaluation of Compound Perfumes And Flavours

We have seen that there is increasing experimental evidence showing that, in vertebrates at least, the brain is capable of being rapidly trained to distinguish between similar though highly sophisticated odours, especially at a very young age. The learning process can be further extended to discrimination between individual molecular stimuli in complex mixtures. This skill can be put to good use in the olfactory evaluation and matching of compound flavours and perfumes. Indeed, the expert's ability to recognise and identify single chemicals or multi component accorded is largely based on his odour memory.

A preliminary appraisal of the novel blend is first carried out by a rapid "headspace analysis", preferably at low concentration. In other words, the odour in product or in the bottle is evaluated. This enables us to select and identify some of the more volatile ingredients and with experience, the more diffusive aroma chemicals such as the ionones or lactones. Furthermore, the fact that they are easily distinguishable as "bottle neck" smells may indicate their presence in relatively large amounts.

So, given the right conditions, we already have a basic odour outline or skeleton of the blend. We can now fill in the details by means of a smelling strip appraisal. It is not intended to discuss the details of this technique, as most readers will be fully familiar with it. However, it is worth mentioning the most common error encountered is the practice of soaking a considerable length of blotter in the liquid, thereby initially producing an odour effect similar to the "bottle-neck smell" described above. The main purpose of the smelling strip is, of course to provide a support for the liquid blend to facilitate successive evaporation of the odorous ingredients - an ideal which, if never actually achieved, can be approached by judicious use of the blotter at regular time intervals.

As evaporation proceeds, the relevant concentrations of high boiling ingredients increases, sometimes making the identification of small quantities of more volatile materials more difficult if not impossible. Finally, after a period of several hours, or even days, the presence and approximate concentrations of the long-lasting fixatives can be detected.

Compound *flavours* can also be analysed by "tasting" in a suitable inert and odourless base at concentrations just above the threshold. Indeed, it is possible to obtain valuable information by evaluating at several different concentrations above and below the threshold of the weakest ingredient - a technique of "selective flavour analysis". With each exhalation of air through the nose, the aroma ingredients are effectively

“steam distilled” in succession over the primary olfactory area, thereby enabling the observer to odour evaluate the whole blend in a slightly different way. Furthermore, by allowing the blend to remain in the mouth for a short period, some of the ingredients may be enzymatically broken down to odourless materials, thus altering the balance and producing a different flavour effect.

## Conclusion

In summary, the ability of mammals to discriminate between different olfactory stimuli depends on their physiological sensitivity combined with their experience and learning skills. Unfortunately there is very little reliable scientific information on human respondents from which to further our understanding of these phenomena. Reliable data on odour memory, fatigue and anosmia is still very scanty and inconclusive, although these are important day to day factors in practical odour appraisal problems. Much work has been done on animals during the last two decades but there is still more to be learnt about odour responses in man.

A possible reason for this knowledge gap is that many workers on olfaction at the academic level do not always appreciate the value of the practical know-how of the trained observer when designing experiments while many perfumers and flavourists have neither the time nor the ability to carry out this sort of work. As Harper and co-workers pointed out over 15 years ago: “One of the most important differences between experts from different disciplines lies in what they consider is fit and proper to investigate”. This is a question of priorities in experimental design.

It would therefore seem that the real answer is a closer collaboration between the two interests by forming a professional multi-disciplinary Sensory Association to advise on a programme of work, and to pool knowledge and resources. There is a special need for enlightened interpretation and practical application of the results of such experimental work

in order to make the best use of the information obtained.

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# Essential Oil Adaptation Models: A Review

**A.K. SHAHI**

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Any feature of the organism or its parts which is of definite Value in allowing that organism to exist under the prevailing climatic conditions may be called as adaptation. It is either environmentally induced or genetically fixed quality and quantity point of view. Quantification of essential adaptation along with morphological adaptation have been done, as suggested earlier by Pederson *et al.* (1991)<sup>1</sup> while working on forage yielding plants. An introduction has been made to quantify adaptive values of some elite strains of aromatic crops/ plants for better understanding of essential oil adaptability while working on a (-) carvone containing *Mentha longifolia* var. incana (Shahi et al; 2007)<sup>2</sup> and a geraniol rich strain of *Cymbopogon commutatus* (Shahi &Kaul;2010)<sup>3</sup>

Adaptive values of morpho economic parameters of the crop have been quantified as Regression coefficient(b) for crop height (cm), tillers/plants (nos), Fresh herbage/ plant(g), essential oil yield (g/plant) along with major chemical constituents by regressing their relative index values as obtained from the mean of all entries of crop harvest date minus grand mean (Shahi, 2018)<sup>4</sup>. The calculated regression coefficient (b) termed as growth response coefficient of each crop phytomer/ and interpreted as under:

$B < 1$  = If b value is less than one, it exhibited plant performance and its essential oil & major chemical constituent (s) will well performed under unfavourable conditions but poorly under favourable growth conditions.

$B = 1$  i.e; Plant responds similarity with respect to different growth stages/ phenophases.

$b > 1$  i.e Plant responds well to favourable growth conditions but responds poorly when growth conditions are less favourable. Based on these concept/ thoughts, the coefficient (b) of a few aromatic crops having industrial significance.

These adaptive values are termed as Height growth index of crop height. Tiller growth index for tillers/

plant, Herbage growth index for herbage production/ plant, Essential oil growth index for essential oil yield/ plant and Essential oil quality index for major chemical constituents of the oil. As depicted as under:

Growth Indices	Aromatic crop(S)		
	A*	B*	C*
Height Growth Index	1.0	1.0	1.0
Tiller Growth Index	1.0	1.0	1.0
Herbage Growth Index	1.0	1.0	1.0
Essential Oil Growth Index	1.0	1.0	1.0
Essential Oil Quality Index	1.0	1.0	1.0

Value 1. indicates well adaptation of plant particularly for essential oil production and its major chemical constituents

A\* *Cymbopogon Citratus*(DC) Stap f- A citral rich strain i.e RRL(J) CCA<sub>12</sub>

B\* *Cymbopogon nardus* (L) Rendle var confertiflorus (Steud.) A geraniol rich strain i.e. RRL-CN-5

C\* *Mentha longifolia* (L.) Hudson var. incana (Willd) Dinson- A(-) carvone containing strain i.e. RRL (J) ML<sub>4</sub>

It is indicated that plant adaptation, growth & development, phenological events and yield parameters or essential oil bearing crops are mainly affected by ambient temperature. Temperature being an index of sensible heat of atmosphere is influencing plant growth while day length induces to develop reproductive structures. It also indicated that a definite amount of heat as degree-days is required to get better quantity & quality of essential oil. A linear response to degree-days was observed as introductory concept on *Mentha arvensis* (a menthol rich essential oil) to phasic development suggesting that the application of degree-days concept/ heat unit concept it appropriate for the aromatic crops (Shahi& Singh, 1987.)<sup>5</sup>

Degree- days (°C day) as a thermal time of the crop as governed by the heat accumulation. It varies



from variety to variety. It is a summation of mean ambient temperatures over the base/threshold ambient temperature, (5°C), as calculated by Sastry & Chakravarty (1982)<sup>6</sup> while working on wheat crop in India and Shahi & Singh(1987)<sup>5</sup> while working on *Mentha arvensis* at sub-tropical environmental conditions . It is quantified as a linear regression equation where essential oil quality quantity as dependent variables while degree- days as independent variables. Optimal period of planting requires 2500-2600 degree-days for optimal oil production for 1<sup>st</sup> harvest.

Therefore

$$YE = 6.33(\text{regression constant}) + 0.0015(\text{regression coefficient}) \times \text{degree-days}$$

Where

$$YE = \text{Essential oil production (g/m}^2\text{) at 1}^{\text{st}}\text{ harvest.}$$

Similar application will be applied for 2<sup>nd</sup> and subsequent harvests to get better oil yield/ quality.

It exhibited that *Mentha arvensis* crop well adapted in terms of essential oil yield & quality characteristics at sub-tropical environment. It is simplest way to represent essential oil adaptation. Other energy indices like Phenothermal index. Photothermal, units, helio-thermal units, heat use efficiency & thermo/ photo ratio were also applied along with- calendar days for better understanding of essential oil adaptation on various aromatic crops.

Leaf adaptation: Leaves are the main source of essential oil of aromatic plants especially *Cymbopogon* species. A regression coefficient (b) value between leafing ( leaf production) and degree- days were worked out on a few aromatic grasses strains which exhibited requirement of degree- days for production of mature leaf on the clump/plant. The b value termed as Phyllo thermal response coefficient of some aromatic strains are depicted below:

#### **Cymbopogon strains Phyllothermal Response Coefficient (b) Degreedays/leaf)**

<i>Cymbopogon citratus</i>	
RRL(J) CCA <sub>12</sub> (Citrals rich)	1321.70
CKP <sub>25</sub> Lemon grass (citrals rich)	733.25
<i>Cymbopogon commutatus</i>	
RL <sub>(j)</sub> cc <sub>1</sub> (Geraniol rich)	519.60

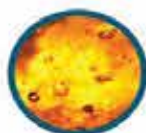
Early maturity has been shown by *C. commutatus* due to comparatively low phyllothermal response coefficient (b) value.

#### **Floral Adaptation:**

It is quantified as regression coefficient (b) value between degree- days (c<sup>o</sup> days and day length (h) during reproductive phase of the aromatic crops to signify essential oil maturity and optimal yield of oil at 80% blooming phase. The regression coefficient value 412 (0<sub>c</sub>/day/hour) was quantified for *Cymbopogon commutatus* (a geraniol rich strain/ RL(J) CC<sub>1</sub> at 1<sup>st</sup> harvest as taken 1<sup>st</sup> week July.( 80% blooming stage). Another period of 80% blooming was observed during the month of September exhibiting b- 93.68. The b is termed as Thermo/ photo response coefficient. The impact of b= 93.68 was higher for oil production & total geraniol content ( free geraniol + geranyl acetate), as indicated for validation of observed & predicted values by following the method of Index of agreement. Therefore, the thermo/photo response coefficient as empirical function which helps to approximate the response of each harvest under sub- tropical environment.

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## ACAI BERRY OIL

<b>BOTANICAL NAME</b>	: EUTERPE OLERACEA
<b>ORIGIN</b>	: BRAZIL/INDIA
<b>CULTIVATION</b>	: WILDCRAFTED
<b>EXTRACTION METHOD</b>	: COLD PRESSED
<b>PLANT PART</b>	: BERRY SEEDS
<b>SUGGESTED SHELF LIFE</b>	: 2 YEARS
<b>AROMA</b>	: MILD, SUBTLE SWEET FRUITY

### CONSTITUENTS & SPECIFICATIONS

Acid Value (1.78%) Palmitic Acid(15.05%)Oleic Acid (54.39%)Linolic Acid (22.69%)PalmitoleicAcid (4.53%)

<b>SPECIFIC GRAVITY</b>	:	0.9157 @20°c
<b>REFRACTIVE INDEX</b>	:	1.4702 @20°c



Acai Berry oil is one of the most potent antioxidant oils in the world. Acai is a more potent antioxidant than mangosteen, prunes, pomegranates or cranberries. The Acai berry oil boasts the highest per unit value of antioxidant power (ORAC) of any edible fruit in the world. The

antioxidant capacity of this naturally occurring oil from the Acai fruit is as potent as that of the anthocyanins in the skin of the fruit itself.

Acai Berry Oil is deep golden to light brown in color and has a mild yet pleasant fruity aroma. The seeds and pulp of Acai berries oil have been used for centuries by the natives of Brazil for their unmatched healing and nutritional properties. The Acai berry oil abounds in essential fatty acids such as Omega 3, Omega 6, and Omega 9. Approximately 60-80% of this oil is Omega 9 and 10-20% Omega 6. There are also many other vitamins such as B1, B2, B3, E, and C, minerals such as Phosphorus, Calcium, and Potassium, as well as polyphenols, anthocyanins, and phytosterols.

### ACAI Berry Oil Health Benefits

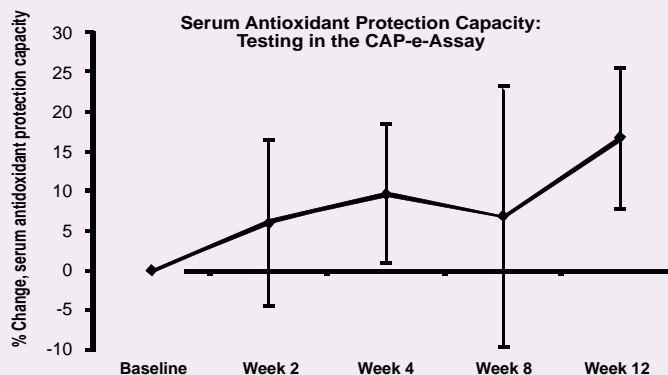
Acai is very high in Vitamin C and eiegic acid, an immune-system-boosting combination that has been shown to

suppress the growth of cancer. One study published in the Journal of Agriculture and Food Chemistry found that polyphenolic compounds extracted from acai reduced cancer cell proliferation by 56-86%. It is thought that acai's phytochemicals can stop the process of carcinogenesis on a molecular level, killing off tumorous cells before they multiply. Acai berry oil associated with the ability to lower cholesterol levels in the blood stream. They are also rich in plant sterols that provide cardio-protective benefits to our cells. It does this by preventing blood clots, improving overall blood circulation, and relaxing the blood vessels.

### Research Report

Researchers moved from cells to animal models. "Addition of Acai to Cigarettes has a Protective Effect Against Emphysema in Mice.

Then, finally, starting in 2011, studies on actual people. The first paper, "**Pain Reduction and Improvement in Range of Motion After Daily Consumption of an Acai,**" studied about a dozen folks with painful conditions like osteoarthritis. After 3 months, antioxidant levels went up, and pain levels went down.



- Michael Greger, M.D.

Improvement in serum antioxidant protection over the course of the 12-week study. Serum antioxidant protection status was measured by using the cell-based antioxidant protection in erythrocytes (CAP-e) bioassay; thus, the data reflect presence of serum antioxidants that are capable of entering into and protecting live cells. The improved status was seen at 2 weeks and continued to improve throughout the study, reaching a high level of significance at 12 weeks ( $P < .01$ )



## PROMOTES SKIN HEALTH

Suitable for all skin types (especially for dry or mature aging skin).

- Acai Berry Carrier Oil helps damaged skin like eczema and psoriasis. It helps heal dry and cracked skin. It is good oil for face and neck treatments and may even help to reduce wrinkling. The Acai berry oil has very large seed content. These seeds are gathered and then pressed into natural green oil. The cold pressed oil has a very high antioxidant value and can be applied topically to the skin.
- Sunlight, cigarette smoking, polluted air and the intake of pesticides. These substances damage the skin cells creating what is called "free radicals". The Acai berry oil has high levels of vitamin C, poly phenols and anthocyanins (flavonoids) each of which are powerful antioxidants. Damage from UV rays, environmental pollution and aging can all benefit from acai oil, moisturizer and other forms of cosmetics.
- Acai Oil makes a wonderful choice for anti-aging formulations such as masks, serums, cleansers, and creams. Due to its high antioxidant value it also makes a great addition to sensitive skin products. Berry Carrier Oil helps to heal dry, chapped and cracked skin, balances the moisture in skin, and it conditions hair well.
- It helps to remove toxic build-up in the skin, improving the skin's complexion. Acai Berry Carrier Oil does not clog pores. Acai Oil is highly emollient and is an effective moisturizing oil for products intended to heal dry and cracked skin, eczema and psoriasis. This oil penetrates the skin quickly, acting as an excellent emollient carrier oil.
- Hyper pigmentation is a common, usually harmless condition in which patches of skin become darker in color than the normal surrounding skin. This darkening occurs when an excess of melanin, the brown pigment that produces normal skin color, forms deposits in the skin. Research by Fowler et al (2010) found Acai berry oil to



be one of the most beneficial natural ingredients for the treatment of hyperpigmentation.

- Acai Berry Carrier Oil applied into the scalp will encourage healthy hair growth, and when rubbed into the ends of the hair, will help to repair split ends

## AIDS WEIGHT LOSS

These little super-foods help us lose weight and help maintain a healthy weight. A study from the national institutes of aging found they have the ability to reduce the negative effects of a high-fat diet.

## AIDS DIGESTION

Taking acai may also aid in keeping our digestive system clean and in optimal function. The berries have powerful detoxification capacities in the human body and are a well-known traditional source of dietary fiber. Of course, there are many other high fiber foods that can do the same thing, including many other types of berries.

## HELPS FIGHT CANCER

Acai berry oil are very high in vitamin c, along with elegiac acid that boosts the immune system, and this combination has been shown to suppress the growth of cancer. One study published in the journal of agriculture and food chemistry found that polyphenolic compounds extracted from Acai berries oil reduced cancer cell proliferation by 56-86%. Acai's phytochemicals are also thought to stop the process of carcinogenesis on a molecular level, which kills off tumorous cells before they multiply.

## ANTI-AGING EFFECTS

They are extremely high in many forms of plant phytochemicals or antioxidants, Acai berries oil may contribute to an ability to slow or reverse the aging process due to oxidative damage. In fact, these berries are one of the planet's highest sources of antioxidants, with one berry holding 10x the amount of antioxidants as grapes, and 2x the amount of blueberries.

## IMPROVED MENTAL FUNCTION

Preliminary research studies show that acai may prevent mental imbalance in menopausal women.

## ENERGY BOOST

Due to the overall health benefits, consuming Acai berries oil can lead to increased energy levels and stamina, and may aid to combat fatigue and exhaustion.

## IMPROVES SEX

Last, but not least, this berry has also been linked to overall increased blood circulation in the human body, a phenomenon that may contribute to a boost in sex drive, **especially for men.**

## INDICATIONS

Acai Berry Carrier Oil has a very mild, sweet fruity aroma. Deep golden to light brown in color liquid. Acai Berry Carrier Oil comes directly from Brazil. Recommended Usage Rate: 1-100%. Acai Berry Carrier Oil is to be used topically only! Not for internal use.



## REFERENCES:-

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- W.A.POUCHER FROM – (POUCHER'S PERFUMES, COSMETICS AND SOAPS)
- S.N.MAHINDRU FROM – (INDIAN PLANT PERFUMES)
- AND PERSONAL DISCUSSION WITH PROFESSOR DR. SUDHA JAIN, DR. SHAKTI SHUKLA (PRINCIPAL DIRECTOR FFDC KANNUJ) & RAKESH LAB ETC.



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JANUARY						
Su	M	Tu	W	Th	F	Sa
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7	8	9	10	11	12	13
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MARCH						
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## National

November	28-30, 2018	<b>Event</b> : Bakery Business 2018 National Trade Fair for the Bakery, Patisserie and Chocolate Industry <b>Location</b> : BKC, Mumbai <b>Contact</b> : <b>E-mail</b> : chetan@hospitalityfirst.in <b>Website</b> : www.bakerybusiness.in
December	6-8, 2018	<b>Event</b> : Food Tech Kerala - Kerala's Premier Food Processing and Packaging Exhibition <b>Location</b> : Cochin, India <b>Contact</b> : <b>E-mail</b> : info@cruzexpos.com <b>Website</b> : www.foodtechkerala.com
December	30, 2018	<b>Event</b> : Seminar on "Concentrated Laundry Detergents in Water Soluble Film for Home Care" <b>Location</b> : Mumbai <b>Contact</b> : Tel : +91 9029088219 <b>E-mail</b> : krutika@ihpcia/prg
January	18-20, 2019	<b>Event</b> : 24 <sup>th</sup> FAFAI Seminar on "India - The New Growth Story" <b>Location</b> : Lulu Bolgatty International Convention Centre <b>Contact</b> : Tel : 91-22-22090184 / 22076075 <b>E-mail</b> : fafailaya@gmail.com <b>Website</b> : www.fafai.org
April	10-13, 2019	<b>Event</b> : Pack Plus South <b>Location</b> : Bangalore International Exhibition Centre (BIEC), Bengaluru <b>Contact</b> : Tel : 91-22-2781 2093 <b>E-mail</b> : shantanu@print-packaging.com <b>Website</b> : www.packplussouth.in
April	16-17, 2019	<b>Event</b> : HPIC India 2019 - International Exhibition on Ingredients for Home, Personal & Institutional Care <b>Location</b> : Bombay Exhibition Centre, Mumbai <b>Contact</b> : Mr. Rohit Pande Tel : 91-98202 24550 <b>E-mail</b> : ohit@chemicalweekly.com

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# 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	20
21	22	23	24	25	26	27
28	29	30	31			

MARCH						
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	20	21	22	23	24
25	26	27	28	29	30	31

MAY						
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
20	21	22	23	24	25	26
27	28	29	30	31		

JULY						
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	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER						
Su	M	Tu	W	Th	F	Sa
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

OCTOBER						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
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28	29	30	31			

NOVEMBER						
Su	M	Tu	W	Th	F	Sa
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DECEMBER						
Su	M	Tu	W	Th	F	Sa
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## International

January	15-16 2019	<b>Event</b> : The 7 <sup>th</sup> ICIS Asian Oleochemicals Conference <b>Location</b> : Kuala Lumpur, Malaysia <b>Contact</b> : events.registration@icis.com <b>Website</b> : Icisevents.com/asianoleo
January	22-23, 2019	<b>Event</b> : Food Proteins Asia 2019 <b>Location</b> : Bangkok, Thailand <b>Contact</b> : <b>E-mail</b> : huiyan@cmtsp.co.sg <b>Website</b> : www.cmtevents.com
February	13-16, 2019	<b>Event</b> : Food Pack Asia – Food Processing & Packaging 2019 <b>Location</b> : Bangkok International Trade Exhibition Centre, Bangkok, Thailand <b>Contact</b> : <b>Website</b> : www.foodpackthailand.com
February	26-28, 2019	<b>Event</b> : Personal Care and Homecare Ingredients (PCHI) <b>Location</b> : Guangzhou, China <b>Contact</b> : <b>E-mail</b> : www.pchi@reedsinopharm.com
April	2-4, 2019	<b>Event</b> : In-Cosmetics Global <b>Location</b> : Paris, France <b>Contact</b> : <b>E-mail</b> : Lauren.Hollis@reedexpo.co.uk <b>Website</b> : in-cosmetics.com/global
March	5-9, 2019	<b>Event</b> : Natural Products Expo <b>Location</b> : Anaheim, CA <b>Contact</b> : <b>Website</b> : www.expwest.com/en/gome.html
March	13-14, 2019	<b>Event</b> : Flavourtalks Amsterdam <b>Location</b> : Amsterdam, Netherlands <b>Contact</b> : <b>Website</b> : www.flavourhorizons.com

FEBRUARY						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
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APRIL						
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29	30					

JUNE						
Su	M	Tu	W	Th	F	Sa
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

AUGUST						
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	20	21	22	23	24	25
26	27	28	29	30	31	

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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Tel : 68151800 (100 lines)

Email : [indentor@muskfrag.com](mailto:indentor@muskfrag.com) Web : [www.muskfrag.com](http://www.muskfrag.com)

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- GRISALVA

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#### FLORAL

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

#### MUSK

- GALAXOLIDE PURE
- GALAXOLIDE 50 DEP
- ZENOLIDE

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- INTERELEN ALDEHYDE
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#### GREEN

- GALBASCON
- LIFFAROME

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- METHYL CEDRYL KETONE
- TIMBERSILK
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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

- PIMENTOBERRY OIL RECON  
PM200

#### WOODY

- PATCHOULI OIL RECON 015



## Terpene Based Key Ingredients

**symrise** 

Sole Distributor For Terpene Based Ingredients

#### FLORAL

- LINALOOL COEUR
- LINALYL ACETATE COEUR
- GERANIOL FINE 98%
- NEROLEX



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- GALBANUM
- ELEMI
- MYRRH

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**FAHE**



# MARKET INDICATORS

SR. NO.	NAME OF THE ITEM	PRICES (INR)		
		(PAST) MARCH 2017	(CURRENT) NOVEMBER 2018	FUTURE TREND
1	A.C.H.P.	875	900	≈
2	ALDEHYDE C – 10	500	475	≈
3	ALDEHYDE C – 11	1200	1400	≈
4	ALDEHYDE C – 12 LAURIC	500	475	≈
5	ALDEHYDE C – 12 MNA	1250	1000	≈
6	ALDEHYDE C – 18	950	950	≈
7	ALDEHYDE C – 8	650	600	≈
8	ALDEHYDE C – 9	1500	1250	≈
9	ALLYL AMYL GLYCOLATE	650	650	≈
10	ALLYL CAPROATE	500	600	≈
11	ALPHA DAMASCONE	7000	7500	≈
12	AMBROXAN / AMBERMOR -EX (AROMOR)	38000	32000	≈
13	AMYRIS OIL	6700	8700	≈
14	ANETHOL SYNTHETIC	850	850	≈
15	AQUAMOR/ CALONE / WATER MELON KETONE	11000	20000	≈
16	ARMOISE OIL	15200	11000	≈
17	BACDANOL	1200	1400	≈
18	BALSAM PERU	1700/2700	1800/3000	↑
19	BALSAM TOLU	2700	2600	≈
20	BENZYL SALICYLATE	265	280	≈
21	BERGAMOT OIL	21500	20000	≈
22	BETA DAMASCONE	15000	15000	≈
23	BLUE CHAMMOMILE OIL	130000	120000	≈
24	BOISAMBRENE FORTE / AMBERWOOD F	1700	3000	↑
25	BRAHMANOL – F	5000	5400	≈
26	BUCCOXIME	16000	21000	≈
27	BUCHU OIL BETULINA	26000	55000	↑
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	825	↑
33	CEDARWOOD OIL VIRGINIA	2400	2500	↑
34	CEDRYL ACETATE LIQUID	925	925	≈
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	3500	≈
40	CIS 3 HEXENYL ACETATE	2300	3500	≈



SR. NO.	NAME OF THE ITEM	PRICES (INR)		
		(PAST) MARCH 2017	(CURRENT) NOVEMBER 2018	FUTURE TREND
41	CIS 3 HEXENYL SALICYLATE	1900	2100	≈
42	CIS JASMONE	11000	10000	≈
43	CITRONELLA OIL	1200	1600	≈
44	CITRONELLOL	800	1000	↓
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	1100	≈
52	CYCLOGALBANATE/ ISO ANANATE	1500	1000	≈
53	CYRESS OIL SPANISH	6500	6000	≈
54	D-LIMONENE (ORANGE TERPENES)	850	700	↑
55	DAMACENONE	60000	55000	≈
56	DIHYDROMYRCENOL	400	1700	↓
57	DIMETOL	1500	1700	↓
58	DMBCA	700	900	↑
59	ETHYL 2 METHYL BUTYRATE	650	700	≈
60	ETHYL MALTOL	1300	1500	↓
61	ETHYL VANILLIN CHINA	1150	1150	≈
62	EUCALYPTUS OIL 60 %	1250	1800	↑
63	EUCALYPTUS OIL 80 %	1600	2350	↑
64	EVERNYL	6000	4500	≈
65	FIR NEEDLE OIL SIBERIAN	4200	4200	≈
66	GALAXOLIDE - DEP 50%	470	525	↑
67	GALBANUM OIL	20000	29500	≈
68	GERANIOL	900	1200	↓
69	GERANIUM OIL CHINESE	19500	22000	≈
70	GERANIUM OIL EGYPTIAN	7500	8000	≈
71	GUAIAACWOOD ACETATE	3000	3400	↑
72	GUAIAACWOOD OIL	2100	2100	↑
73	HEDIONE / MDJ	650	1200	↓
74	HELITROPIN	1900	3000	↓
75	HERCOLYN – D / FORALYN	600	600	↑
76	HEXYL CINAMIC ALDEHYDE	500	425	↑
77	HEXYL SALICYLATE	350	400	≈
78	HYDROXY CITRONELLOL	2300	3200	≈
79	INDOLE	1300	1350	≈
80	ISO DAMASCONE	16000	12500	≈
81	ISO E SUPER	475	1200	≈
82	ISO EUGENOL	1700	2250	≈
83	ITD ALCOHOL / OXO C13	500	500	≈
84	LABDANUM ABSOLUTE	6000	7500	↑

SR. NO.	NAME OF THE ITEM	PRICES (INR)		
		(PAST) MARCH 2017	(CURRENT) NOVEMBER 2018	FUTURE TREND
85	LAVANDIN OIL GROSSO	3300	4400	↑
86	LAVENDER OIL BULGARIAN	11000	14000	↑
87	LAVENDIN OIL ABRALIS	3200	5500	↑
88	LEMON OIL C.P.	5500	4200	≈
89	LIME OIL CP	6500	4500	≈
90	LIME OIL DISTILLED MEXICAN	4500	5500	≈
91	LINALOOL	600	1100	≈
92	LINALYL ACETATE	800	1200	≈
93	LYRAL/ KOVYRAL	1080	2850	≈
94	LYSMERAL	650	1300	↑
95	MALTOL	1450	1600	≈
96	MANDARINE OIL GREEN	10000	11000	≈
97	METHYL BETA NAPHYL KETONE(ORANGE CR)	900	750	≈
98	MUSK AMBRETTE	1300	1700	≈
99	MUSK KETONE	1550	2250	≈
100	MUSK T	800	800	≈
101	MUSK XYLOL	550	600	≈
102	MYSOLENE SANDAL	4800	4800	≈
103	NEROLI OIL NATURAL	250000	250000	≈
104	OAKMOSS ABSOLUTE	28500	24500	≈
105	ORANGE OIL COLDPRESSED BRAZIL	1075	850	↑
106	OREGANUM OIL	8500	9000	≈
107	PADMA	850	900	≈
108	PATCHOULI OIL	2700	3700	↑
109	PETITGRAIN OIL	5500	5800	≈
110	PHENYL ACETALDEHYDE 85%	1000/1800	1000	≈
111	PHENYL ETHYL ALCOHOL	350	325	≈
112	PIMENTO BERRY	13500	14500	≈
113	RASPBERRY KETONE	1750	1350	≈
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	1300	≈
123	VETIVERYL ACETATE	32000	42000	≈
124	VETIVER OIL HAITI	27000	34000	≈

Intrepretation of symbols;  
Possible price increase ↑  
Possible price decrease ↓  
Price Stable ≈



# Roma Aromas

**MUMBAI**  
SINCE 1997

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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.

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Cistus Oil

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Musk Ketone (Ifra Grade)

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(Lilyal)

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CIS -3- Hexenyl Acetate  
CIS -3- Hexenyl Salicylate  
Cepionate  
2 Cyclopentyl Cyclopentanone  
Claigeon (Hedione)

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Allyl Cyclo Hexyl Propionate  
Alpha Cedrene Epoxide  
Cedryl Acetate 50%  
Di Methyl Heptanol (Di Metol)  
Delta Damascone  
Methyl Cedryl Ketone 80%  
Methyl Cedryl Ketone (cover)  
Methyl Cedryl Ether (cedramber)  
Muscosandrol (ebanol)  
Sandasweet (sandalore)  
Sandacanol (bacdanol)

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Marinal (Precyclemone-B)  
Ocimene PQ  
Poivrol (Mahagonate)  
Trigustral (Equivalent to Triplal / Hivertal)  
Kovyral (Lyral)

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Lavandin Abrial (100 % P&N)  
Lavande France (100 % P&N)  
Clary Sage Oil (100 % P&N)


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Indole  
Skatole  
Styrallyl Acetate

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ANGELICA ROOT OIL	CEDAR WOOD OIL	GINGER GRASS OIL	LEMON BALM OIL	PALMAROSA OIL	SUGANDH KOKILA OIL	YARA YARA OIL
ANISE OIL	CELERY SEED OIL	GINGER LILY OIL	LEMON OIL	PASSION FLOWER OIL	SUGANDHMANTRI OIL	YLANG YLANG OIL
AROMISE OIL	CINNAMON LEAF OIL	GINGER OIL	LIME OIL	PATCHOULI OIL	TAGETES OIL	YARROW OIL
ARTEMISIA OIL	CITRONELLA OIL	GRAPE FRUIT OIL	LITSEA CUBEBA OIL	PIPER CUBEBA OIL	TANGERINE OIL	ZEDOARIA OIL
BASIL OIL	CLARY SAGE OIL	GUAIAC WOOD OIL	MACE OIL	PEPPERMINT OIL	TARRAGON OIL	
BAY OIL	CLEMENTINE OIL	HYSSOP OIL	MANDARIN OIL	PETITGRAIN OIL	TEA ROSE OIL	
BERGAMOT OIL	CLOVE OIL	HEDYCHIUM OIL	MARJORAM OIL	PIMENTO BERRY OIL	TEA TREE OIL	
BETEL LEAF OIL	CURRY LEAF OIL	HOPS OIL	MYRRH OIL	RAVENSARA OIL	THUJA OIL	
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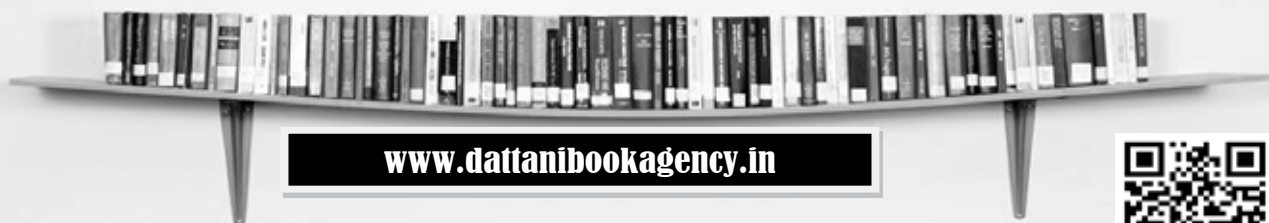
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BENZOPHENONE	GAMMA NONALACTONE (C-18)
BETA PINENE	GAMMA OCTALACTONE
BOURGEONAL	GAMMA UNDECALACTONE (C-14)
BUTYL BUTYRYL LACTATE	HELIONAL
CASHMERAN	ISO BORNYL ACETATE
CEDROL CRYSTALS	ISO CYCLO CITRAL
CEDRYL ACETATE CRYSTALS	LINALOOL
CEDRYL ACETATE LIQUID	LINALOOL OXIDE
CEDRYL METHYL ETHER	LINALYL ACETATE
CINNAMIC ACID	M.C.K. 80% (Methyl Cedryl Ketone)
CINNAMYL CINNAMATE	MALTOL
CITRAL	MAPLE LACTONE
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D.M.B.C.A.	MUSCOSANDROL
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**-: CONTACT :-**

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