

# MOLECULES by Firmenich

## The Magic Inside Fructalate®



Etienne Bouckaert  
Perfumer

Alina Alina  
Trainee Perfumer

Gary Marr  
Master Perfumer

Our chemists are the true architects of the infinitely small; they imagine and design new molecule structures with clear precision. With care, they combine them, gently chisel them and offer perfumers unprecedented signatures.

**Introducing the latest innovative solution from Firmenich - Fructalate®**, a bright fruity, raspberry, apple note that gives incredible volume to your composition.

Fructalate® is a remarkable performer when you are searching for unbelievable boost... a fruity lift," says Master Perfumer Gary Marr. "It stands out among other fruity notes for its long lastingness, which

reaches well into the middle of the fragrance to achieve remarkable diffusion."

Perfumer Etienne Bouckaert identifies Fructalate® as the ultimate enhancer. "A chameleon among the fruity family, Fructalate® magnifies the unique character, effortlessly pushing the bloom of a wide spectrum of fruity notes."

Perfumer Wessel Jan Kos adds, "Personally I like to use it with citrus notes for liquid media to achieve outstanding freshness and pulpy juiciness."

A fruity lift that brings your creation to new heights... this is where the magic begins.

Boosting, blooming,  
long lasting freshness –  
these are the words  
perfumers use  
to describe Fructalate®.