



Firmenich  
inspiring!

The Magic Inside  
WARDIA®

Created in the 1930's, WARDIA® made perfumery history all around the world.

Designed before the discovery of rose ketones, this remarkable olfactive jewel, exceptionally rich and powdery, is also intoxicatingly heady.

WARDIA® fosters creativity and delivers all the rewards of rose character to modern compositions...**this is where the Magic begins.**

*WARDIA: Pronounce Wardah, which means Rose in arabic.*

[www.firmenich.com](http://www.firmenich.com)  
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INNOVATIVE CRAFTSMANSHIP IN FRAGRANCES AND FLAVORS SINCE 1895