



Firmenich inspiring!

The Magic BEYOND MUGUET

Famous for its iconic perfumery ingredients, Firmenich is presenting its unrivalled collection of fresh and transparent florals under a single name. Alive with a thousand sensations, our “Beyond Muguet” explorative work embodies a brand-new creative approach to universal floral notes.

With its clean and crisp green character and highly unusual cold effect, the powerful HIVERNAL[®] NEO is the latest addition to our lineup of inspiring bestsellers, MAYOL[®], FLOROL[®], and LILYFLORE[®].

This groundbreaking program also empowers our most recent captive ingredients, designed by the genius of our scientists and sublimated by our perfumers’ talent...this is where the Magic begins.



#FIRMENICHWPC2018
to discover more

www.firmenich.com
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INNOVATIVE CRAFTSMANSHIP IN FRAGRANCES AND FLAVORS SINCE 1895