

Firmenich
inspiring!

AT THE SOURCE OF
ROSE CENTIFOLIA

Rose harvesting is a deep-seated tradition in South of France. In Grasse, Firmenich is one of the largest purchasers of Rose Centifolia, one of the most treasured varieties used in the production of rose extracts.

Firmenich is committed both to keeping the tradition of rose cultivation alive and to local partnerships which ensure sustainable quantities and the ultimate quality of Rose Absolute for our creators and customers.

Embark on a journey to discover the most beautiful natural ingredients for Fragrance and Flavors, the communities who grow them and the creators who bring them to life.

Experience the adventure on [Firmenich.com/NaturalsTogether](https://www.firmenich.com/NaturalsTogether)

#NATURALSTOGETHER™

*Mrs Rosette P., rose picker
& Fabrice Pellegrin, perfumer*

#FIRMENICHWPC2018



INNOVATIVE CRAFTSMANSHIP IN FRAGRANCES AND FLAVORS SINCE 1895