

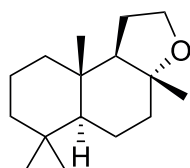
AMBERY

VIA WHITE BIOTECHNOLOGY

CAS NUMBER 0006790-58-5
REACH NUMBER 01-2120070784-50
FEMA NUMBER 3471

RENEWABLE CARBON  100%
BIODEGRADABILITY  Readily
GREEN CHEMISTRY SCORE  50 - 70%

Naphtho[2,1-b]furan, dodecahydro-3a,6,6,9a-tetramethyl-, [3aR]-



OLFACTIVE DESCRIPTION

Extremely powerful and elegant ambery odor with a musky, woody tonality.

From its discovery by Firmenich in the 1950's to its breakthrough new production process via white biotechnology in 2016, AMBROX® SUPER delivers all the promises of sleek elegance and powerful iconic ambery signature.

Sparkling sensuality, AMBROX® SUPER offers musky and woody tonalities to the emblematic family of ambery ingredients.

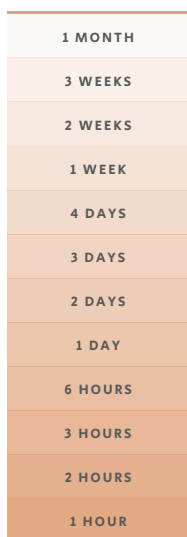
Compared to CETALOX®, the profile of AMBROX® SUPER is more natural, more animalic, closer to ambregris in which it had been discovered (the profile of CETALOX® is more woody, dry).

PERFUMERY USAGE

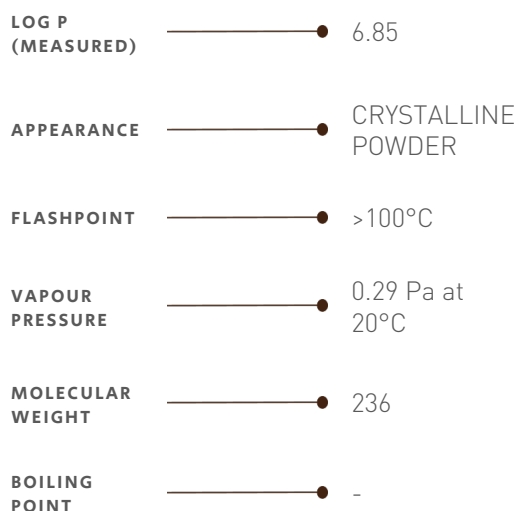
AMBROX® SUPER is highly diffusive and brings a unique ambery effect from top notes to dry down.

TENACITY

Lasts 1 month on a smelling strip



PHYSICO-CHEMICAL PROPERTIES



STABILITY & PERFORMANCE

| RECOMMENDED APPLICATIONS | STABILITY | CONCENTRATION AVG - MAX | SUBSTANTIVITY & REMARKS | |
|--------------------------|-----------|-------------------------|-------------------------|----------|
| FINE FRAGRANCES | | 0,6% - 3% | HEART AND BASE NOTE | |
| SHAMPOO | | 0,05% - 0,1% | WET | DRY |
| SHOWER GEL | | 0,1% - 0,7% | BLOOM | |
| SOAP | | 0,06% - 0,3% | FOAM | DRY HAND |
| DETERGENT | | 0,2% - 0,8% | WET | DRY |
| SOFTENER | | 0,2% - 0,8% | WET | DRY |
| APC | | 0,02% - 0,03% | | |
| CANDLE | | 0,02% - 0,1% | COLD WAX | BURNING |

DID YOU KNOW ?

From AMBROX® to CETALOX®, a Firmenich family of ingredients with history and legacy.
1930 Firmenich discovers chemical structure of AMBROX® in natural ambregris.
1939 Nobel prize.
2016 First commercial scale-up of AMBROX® SUPER via white biotech.