

# SHARING INNOVATION by Firmenich

## The Magic Inside Firsantol®



Wessel-Jan Kos  
Perfumer

Annie Buzantian  
Master Perfumer

Pierre-Alain Blanc  
Master Perfumer

Harry Fremont  
Master Perfumer

### Nature is an endless flowing wellspring of ideas.

With a passion and dedication to science for over 118 years, Firmenich explores the structure of nature's own molecules, reproducing their mystery and fascination with the most sophisticated techniques.

Introducing one of the latest innovative solutions from Firmenich - Firsantol®, an extremely radiant and blooming sandalwood note which brings new emotions to your composition.

"Because it imparts an incredibly smooth and fluid ribbon of radiant warmth throughout the perfume, Firsantol® is the closest sandalwood molecule to natural Indian Sandalwood", notes Master Perfumer Harry Fremont.

Blooming, elegant  
and radiant – these are  
the words perfumers use  
to describe Firsantol®

Perfumer **Wessel-Jan Kos** adds, "Firsantol® blooms with tremendous strength, generously offering a powerful natural sandalwood effect of superb quality, especially in fabric care".

From a performance point of view, **Master Perfumer Pierre-Alain Blanc** declares: "...it is so radiant and, at the same time, offers great value for money, even at 0.1% in technical application."

A noble creamy lift and unbelievable diffusivity that brings your creations to new heights...

this is where the magic begins.

**Firmenich**  
inspiring!