

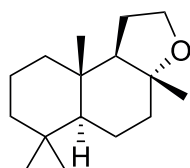
AMBERY

VIA WHITE BIOTECHNOLOGY

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



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



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

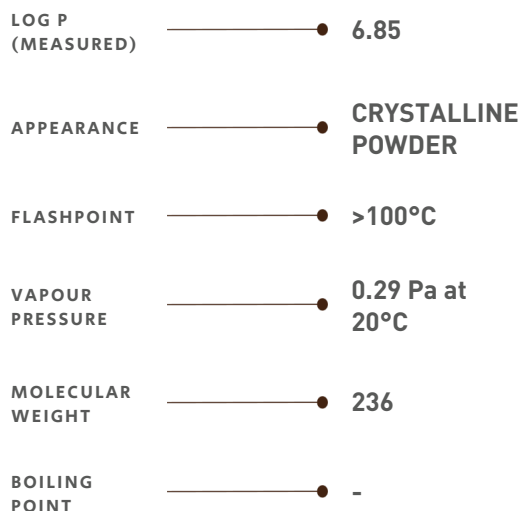
AMBROX® SUPER is highly diffusive and brings a unique ambery effect from top notes to dry down.

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.