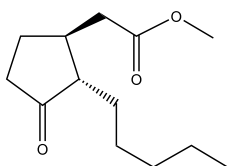


FLORAL

CHEMICAL SYNTHESIS

Cyclopentaneacetic acid, 3-oxo-2-pentyl-, methyl ester

CAS NUMBER 0024851-98-7
REACH NUMBER 01-2119493355-31
FEMA NUMBER 3408



OLFACTIVE DESCRIPTION

An elegant, transparent floral, jasmine note with citrus freshness.

HEDIONE® develops a beautiful natural smoothness and radiance in a wide range of perfume types.

PERFUMERY USAGE

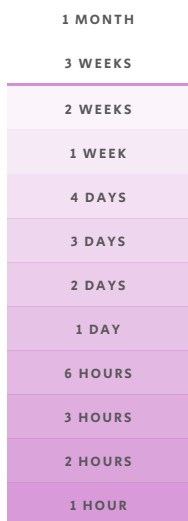
Besides use in jasmine and its floral family, it gives original effects in virtually all fragrance types.

HEDIONE® exalts floralcy in a perfume. It does not necessarily increase strength, but does bestow presence, noticeability, and diffusion. These three key words all provided by a material that is by itself quietly understated and easily underestimated.

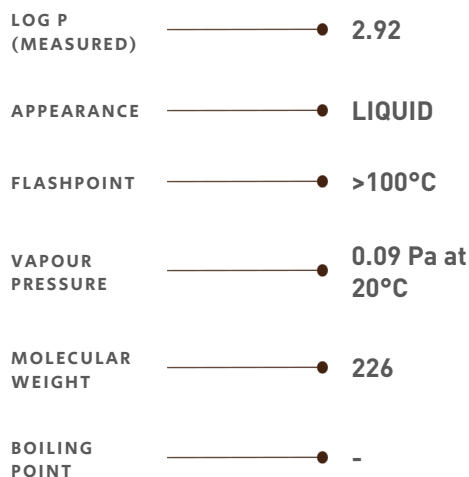
Used at a concentration of between 2 and 15%, but can be used at levels of 35% and above.

TENACITY

Lasts 2 weeks on a smelling strip



PHYSICO-CHEMICAL PROPERTIES



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	CONCENTRATION AVG - MAX	SUBSTANTIVITY & REMARKS	
FINE FRAGRANCES	■■■■	12% - 38%	TOP AND HEART NOTE	
SHAMPOO	■■■	8% - 20%	WET ■■■■	DRY ■■■■
SHOWER GEL	■■■	8% - 23%	BLOOM ■■■	
SOAP	■■■	5% - 17%	FOAM ■■■	DRY HAND ■■■
DETERGENT	■■■■	3% - 13%	WET ■■■	DRY ■■■
SOFTENER	■■■■	4% - 13%	WET ■■■■	DRY ■■■■
APC	■■■	2% - 8%		
CANDLE	■■■	5% - 17%	COLD WAX ■■■	BURNING ■■■

DID YOU KNOW ?

HEDIONE®, cornerstone of an entire family of molecules, was discovered by Firmenich scientist, Dr. E. Demole in 1958 as part of the methyl jasmonate synthesis.

HEDIONE® brings to mind the old adage, "He who wishes to be heard will always whisper".