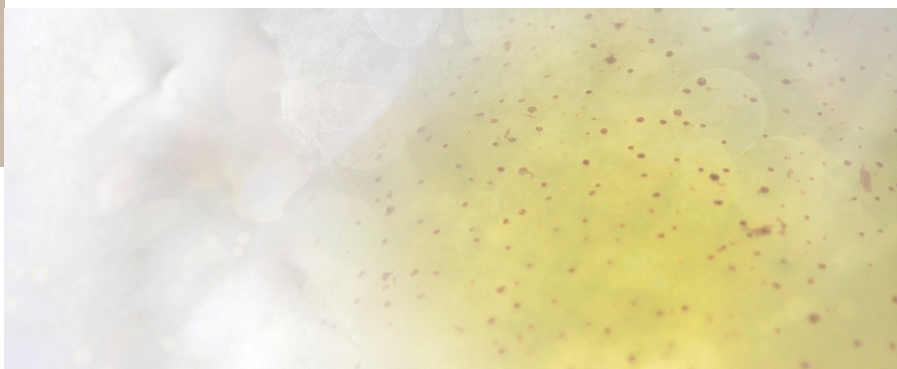


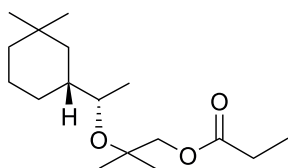
MUSKY

CHEMICAL SYNTHESIS

1-Propanol, 2-[1-(3,3-dimethyl-cyclohexyl) ethoxy]-2-methyl-,propanoate



CAS NUMBER 0141773-73-1
REACH NUMBER 01-0000016242-80
FEMA NUMBER



OLFACTIVE DESCRIPTION

A sophisticated and modern musky note reminiscent of Ambrette seeds. HELVETOLIDE® also conveys richness and warmth.

Its volatility due to its unique chemical structure adds presence to fragrances top note. Its aura is felt from top to bottom.

PERFUMERY USAGE

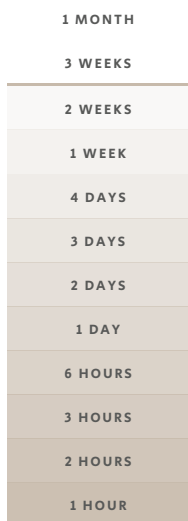
HELVETOLIDE® offers excellent volatile pear-like facets and smooth ambrette undertones in all applications. Its unexpected volume and richness propelled HELVETOLIDE® as a cornerstone of perfumery ingredients.

HELVETOLIDE® fixates without suppressing a fragrance, it can skew floral notes and smoothens fruity notes without functional perfumery connotation.

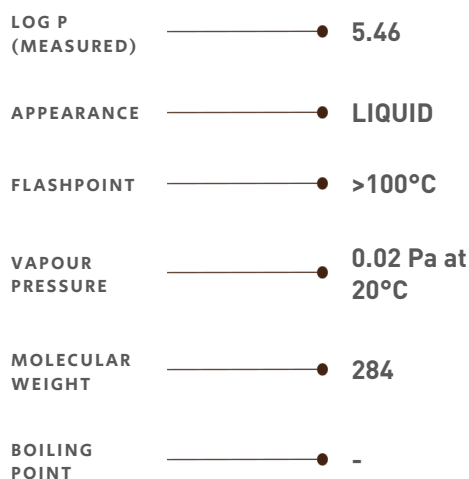
It performs particularly well in liquid applications (alcohol solution, shampoo, body wash) and emulsions. It is one of the few "top note" musks.

TENACITY

Lasts 2 weeks on a smelling strip



PHYSICO-CHEMICAL PROPERTIES



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	CONCENTRATION AVG - MAX	SUBSTANTIVITY & REMARKS	
FINE FRAGRANCES	■■■■	2% - 11%	TOP, HEART AND BASE NOTE	
SHAMPOO	■■■■	0,4% - 2%	WET ■■■■	DRY ■■■■
SHOWER GEL	■■■	0,8% - 4%	BLOOM ■■■■	
SOAP	■■■	0,4% - 2%	FOAM ■■■■	DRY HAND ■■■
DETERGENT	■■■	0,4% - 2%	WET ■■■	DRY ■■
SOFTENER	■■■■	0,3% - 1%	WET ■■■■	DRY ■■■■
APC	■■■	0,3% - 1%		
CANDLE	■■■	0,5% - 2%	COLD WAX ■■■	BURNING ■■■

DID YOU KNOW ?

From a Nobel Prize in Chemistry in 1939 to today, Firmenich has been dedicated to Macrocylic and Alicyclic Musk for over 90 years. These years of dedication and persistence have resulted in Firmenich becoming the leader in this science and recognized as the House of Musk.