



Powered by Givaudan, iPerfumer – the first mobile perfume recommendation tool – is available for free download from Apple App Store

?

**London, 30 June 2010** – Fragrance experts at industry-leading creation house, Givaudan, have designed an iPhone application to help consumers navigate the perfume market. This tool is available for free download from Apple App Store.

Beauty products, including perfume, constitute a daily treat that women desire – but with shelves over-flowing with new launches, consumers are naturally overwhelmed when selecting fragrance. Random purchase, resulting from uninformed choice, can lead to disappointment.

At the same time, in today's austere climate, consumers are savvy: they shop around. Internet sales are rising as a result of modern, time-poor lifestyles and the need to search for bargains.

Maurizio Volpi, Marketing Director at Givaudan Fragrances explains: "Many people are so daunted by the choice that they walk away. Others simply buy the same perfume every time because it is a safe choice. Our research shows that young people particularly are not becoming fragrance buyers, but they love technology."

Mobile phones are no longer simply communication tools, but are increasingly becoming hand-held media centres and information devices. Sid Shah, Givaudan Head of Internet Technology and Innovation, connected market and technological developments with a consumer need for guidance when buying perfume. "This is especially important when perfumes are bought without the opportunity to smell them and may be a way to connect with younger consumers."

Information from Miriad® 2.0, winner of this year's FiFi® Technological Breakthrough of the Year for Fragrance Creation & Formulation, enabled a data base of over 4000 prestige perfumes to be created to form the consumer guide in iPerfumer.

Once a personal profile is created in iPerfumer, it can be used to shortlist best-suited perfumes, or to check known ones. Multiple profiles can be created – allowing consumers to create one for friends and family, to aide gift-giving, as well as for themselves. Unlike other perfume selection tools, iPerfumer does not rely purely on olfactive categorisation to make recommendations; its' suggestions are based on an algorithmic calculation derived from the individual user and the fragrance preferences of the iPerfumer user community. Further functionality in iPerfumer allows users to find out which perfumes on the market are most liked by other perfume buyers.

Felix Mayr-Harting, Givaudan Global Head of Fine Fragrances, said: "With our heritage of perfumery training, we aim to lead growth initiatives for the Fine Fragrance category through education. The iPerfumer App gives people the opportunity to learn about fragrance and buy in an informed way. It is a meaningful step towards engaging a new generation of perfume enthusiasts."

---

For further information please contact:

Peter Wullschleger, Media Relations  
T +41 22 780 9093  
E [peter\\_b.wullschleger@givaudan.com](mailto:peter_b.wullschleger@givaudan.com)

Linda Harman, Trade Media Fragrance Division

T +44 1233 644603

E [linda.harman@givaudan.com](mailto:linda.harman@givaudan.com)

Kate Greene, Fine Fragrances Marketing North America

T +1 212 649 8839

E [kate.greene@givaudan.com](mailto:kate.greene@givaudan.com)