



Media Release

Geneva, 15 March 2021

Givaudan launches its Naturality Index™ to support nature conscious fragrance creation

Meeting the growing demand for sustainable products and leading the industry towards responsible fragrances

Givaudan is accelerating its journey towards nature-conscious creations with the launch of its Naturality Index™ and in line with the Company's purpose goal to "show our love for nature in everything we do".

The Naturality Index™ is a one-of-a-kind assessment tool that allows perfumers to factor in the environmental impact of their ingredient selection bringing a new differentiating dimension to the creative process. The tool assesses ingredients and formulas against a number of measures that affect fragrance sustainability such as biodegradability, renewability and sourcing. The index covers four pillars: Environmental Positive Impact, Ingredient Origin, Energy Efficiency, and Responsible Sourcing. These measures align with Givaudan's nature goals and are also in line with customers who are searching for more long-term sustainable solutions for their brands.

President of Givaudan's Fragrance & Beauty, Maurizio Volpi, said: "With consumers increasingly looking for creative yet sustainable fragrances, our Naturality Index™ is an invaluable tool to deliver nature-conscious fragrance creation. It provides our perfumers with a new dimension to aid the creative process, and offers our customers a solid and unique sustainability measurement of their olfactive solutions".

The Naturality Index™ is part of the overarching Naturality Platform™, a massive undertaking initiated some years ago to generate a unique way to utilise a nature-conscious palette as well as a vision for future sustainable creations that bring a positive impact for consumers. It is a pioneering platform anchored in consumer insights programs, and designed to assist perfumers and customers in crafting beautiful, nature-conscious fragrances that simultaneously advances Givaudan's Company purpose.

About Givaudan

Givaudan is a global leading company in taste and wellbeing, and fragrance and beauty. With its heritage stretching back over 250 years, the Company has a long history of innovating scents and tastes. From a favourite drink to your daily meal, from prestige perfumes to cosmetics and laundry care, its creations inspire emotions and delight millions of consumers the world over. The Company is committed to driving purpose-led, long-term growth while leading the way to improve happiness and health for people and nature. In the fiscal year 2020, the Company employed almost 16,000 people worldwide and achieved sales of CHF 6.3 billion and a free cash flow of 12.8% of sales. Let's imagine together on www.givaudan.com.





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About Givaudan Fragrance & Beauty

Driven by passion and innovation, Givaudan Fragrance & Beauty aims to bring delightful and memorable sensorial experiences to consumers around the world. Currently present in all major markets, we strive to be the creative partner of choice for customers not only in personal, fabric, hygiene and home care but also in fine fragrances and beauty overall. As the global leader in fragrance creation, the Company is committed to creating scents and cosmetic ingredients for happier, healthier lives with love for nature. Our customers benefit from our expertise in three business units: Fine Fragrances, Consumer Products, and Fragrance Ingredients and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more at www.givaudan.com/fragrance-beauty.

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