



Reinventing Citrus



Create your personalised perfume



Orpur® Collection



Citrus Innovation



Sourcing for Shared Value



Select your perfume base

Sparkling Bouquet – feminine perfume

Modern and addictive rose accord, magnified by a Cointreau aged in oak barrel facet.

Contains our Orpur® qualities of naturals from our Sourcing for Shared value programmes:

Benzoin Laos, Patchouli Indonesia, Ylang Ylang Comoros, Beeswax Laos, Tonka Venezuela, Vanilla Moheli, Vetiver Haiti

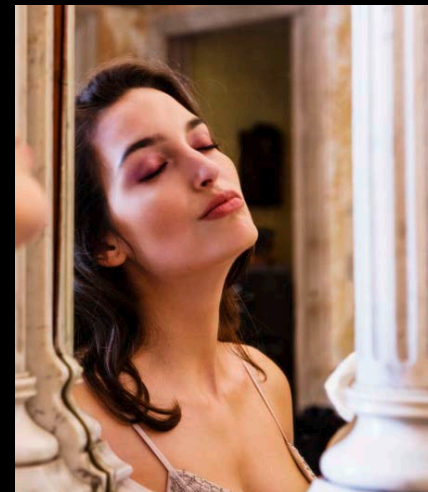
OR

Zesty Vetiver– masculine perfume

Modern reinterpretation of a masculine Vetiver.

Contains our Orpur® qualities of naturals from our Sourcing for Shared value programmes:

Patchouli Indonesia, Tonka Venezuela, Vetiver Haiti





Select your distinct citrus

signature



Vert de Bergamot

Bergamot Signature for elegant and zesty facets
Adds distinct green characteristic & long lasting freshness
to the top notes of your perfume

Orange Blood Coeur

Orange Signature for juicy fruity fun
Adds long lasting freshness to your perfume

Mandarin Integral

Mandarin Signature for natural citrus sophistication
Adds long lasting juicy and fruity notes to your perfume



Crafting citrus to design new olfactive signatures

Bergamot, Mandarin & Orange

September 2017



Givaudan

engage your senses



Reinventing the family of Italian Citrus

Bring to Perfumers building blocks to create new olfactive signatures

Top freshness
with green
characteristic



Vert de Bergamote



Vert de Mandarine

Fruity
and juicy notes



Bergamot Integrale



Mandarin Integrale

Freshness
on lasting
(heavy
aldehydes)



Mandarin Coeur



Orange Bitter Coeur



Orange Blood Coeur



Orpur®

The finest quality of naturals enriching our Perfumers' palette

September 2017



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Orpur[®] label

Differentiating Naturals

The **Orpur[®] label** identifies specifically the **finest qualities** of natural ingredients **strategic for Givaudan Fragrance** creations by providing and maintaining the **Best Palette** for perfumers.

These qualities are **selected by Givaudan Fine Fragrance perfumers** and include both **iconic naturals** obtained by traditional treatments and unique naturals from Givaudan **innovation** programme.



Orpur[®]

Getting the best qualities of Naturals globally





Orpur[®] is a **label created by Givaudan** and awarded by our Fine Fragrance Perfumers to the **finest qualities of natural raw materials**, iconic of fragrance creation.



Orpur[®] label

A unique approach in our quest to ensure the finest qualities naturals for Perfumery

Orpur[®] was established in 2000 from a holistic approach to rediscover and reignite iconic natural raw materials in perfumery.

The qualification Orpur[®], meaning Pure Gold in French, allows our Perfumers to craft fragrances with the finest qualities of naturals, like the 'grand cru' of materials.



Orpur[®] registered logo

This label is granted only to the most exclusive qualities of naturals from our palette, including qualities coming from our natural innovation and Ethical Sourcing programmes.

Orpur[®] qualities are rigorously reviewed and individually selected by our Fine Fragrance Perfumers. To ensure the highest standard of quality, crops are re-evaluated season after season.



The Orpur® Collection

An ever evolving palette of naturals to inspire endless creativity for our Perfumers

On our perfumer's palette has 300 natural ingredients, 90 of which are Orpur® qualities.

The palette is ever evolving in parallel with the creative needs of our Perfumers.

Orpur® families are evaluated continually in an effort to identify gaps or novelties that extends our Perfumers' range of naturals. Perfumers can freely request to develop specific natural ingredients: a patchouli enhancing the woody notes or an orange flower with more gourmand facets.

Our Orpur® palette is increasing year after year, thanks to latest crafting techniques – including biotechnologies – and new botanical species.





Thank you

Sourcing Naturals sustainably at the origin

September 2017



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Responsible growth. Shared success.

Sourcing approach aligned with Givaudan's 2020 strategy





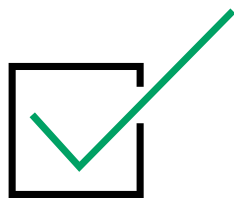
Responsible Sourcing

We drive compliance



We drive compliance to high ethical standards in our natural supply chains by

- Implementing the first Responsible Sourcing policy in Fragrance industry
- Working with our suppliers to **trace** the source of materials and services.
- Help them **comply** with **health and safety** standards and achieve strong **social, environmental** standards while ensuring **business integrity**.
- Ensure that **improvements** in their supply chains are made when necessary.





Sourcing at Origin

We secure supply and create value locally



We secure supply of key natural ingredients through sourcing models in countries of origin by

- Buying directly from producers
- Setting up collection networks
- Establishing exclusive farming partnerships
- Building processing plants
- Partnering with our suppliers

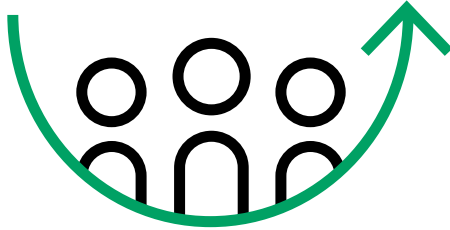
This enables us to

- Enhance supply chain transparency
- Provide technical, agricultural and distillation advice
- Foster local value creation



Communities at Source

We support producer communities



We support local communities in the places where we source our raw materials by

- Working jointly on causes that benefit them and the raw material supply chain
- Developing projects around local education, health and nutrition as well as good agriculture and production practices
- Supporting communities in their work to protect the environment and natural resources

The **Givaudan Foundation** funds many of these projects.

A journey in Sourcing for Shared Value





The Virtuous Circle of Sourcing @ Origin

Combined with actions of Community @ Source



