



GIVAUDAN HAS ANNOUNCED THE LAUNCH OF IPERFUMER2, ITS FRAGRANCE RECOMMENDATION APP.

London, 13 December 2011 – Following the successful introduction of its iPerfumer App in 2010, Givaudan are launching a new up-to-date version just in time for the gift-giving season. iPerfumer2 continues the campaign to help people buy fragrance in an informed way. The improved usability and search facilities of iPerfumer2 have been inspired by the comments and suggestions of the iPerfumer community, and aim to provide a perfect pocket guide to fragrance.

iPerfumer2 is available for download now from iTunes.

iPerfumer2 has a number of new features, making it easier for users to update their profiles and post a 'wish list' for friends and families to see. The App provides many different ways to explore the fragrance market; searching by brand, by fragrance family or even by 'note'. Exploring perfume has never been easier. If recollection is difficult - iPerfumer2 provides ready made lists; the 'Top Rated' function allows users to see which fragrances have been most highly rated by the iPerfumer community, in effect harnessing peer recommendation of perfumes to try; 'New launches' provides a different avenue to explore and both can be saved as a list for the next time there is an opportunity to spritz or sniff.

Felix Mayr-Harting, Givaudan Global Head of Fine Fragrance said; "Apps are a growing way that we access information today. The response to iPerfumer was great last year and we hope that this latest version will be easier to use and even more informative. Perfume is our world, and one that we are passionate about sharing with people everywhere."

Fragrance information in iPerfumer2 comes from Miriad® 2.0, winner of the FiFi® Technological Breakthrough of the Year for Fragrance Creation & Formulation in 2010. This extensive database forms the cornerstone of Givaudan's knowledge of the fragrance market worldwide. Information about fine fragrance creation and new launches is shared with consumers through iPerfumer2, which currently includes information about over 4,000 prestige perfumes.

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