

AMBERMAX® 50%/DOWANOL TPM & 10%/TEC

1472023

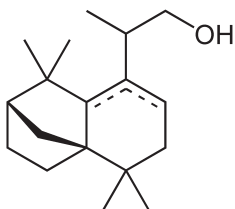
1472033

AMBERY

OLFACTIVE NOTE

Ambery, Woody, Cedarwood

Ambermax is a powerful, fusing and substantive rich ambery note with some woody cedarwood facets. Its outstanding fabric substantivity makes it a key building block for fabric care fragrances beating all benchmarks on dry cloth. Ambermax is a perfect fit to our existing range of ambery-woody notes including Karanal / Okoumal / Amberketal / Ambrofix and can be used across all categories.



PHYSICO CHEMICAL PROPERTIES

| | |
|------------------------|---------------------------|
| Formula | C18H13O |
| MW | 262.4 |
| CAS# | 929625-08-1, 1001252-30-7 |
| Log P _{ow} | 6.3 |
| Vapour pressure (20°C) | 0.0136 / 0.0060 hPa |

Name 2-(2,2,7,7-Tetramethyltricyclo[6.2.1.0]
(1,6)undec-5-en-5-yl)propan-1-ol &
2-(2,2,7,7-Tetramethyltricyclo[6.2.1.0](1,6)undec-
4-en-5-yl)propan-1-ol (50% solution in Dowanol
TPM or 10% solution in triethyl citrate)

PERFORMANCE

| | |
|-----------------------|----------------|
| Use level | 0.1% - 5% |
| Tenacity on blotter | Several months |
| Burning effectiveness | Good |
| Substantivity Damp | Good |
| Substantivity Dry | Good |
| Bloom in soap | Good |

STABILITY

| Base | pH | Odour |
|-------------------------|------|----------|
| Acid Cleaner | 2 | Moderate |
| Fabric Conditioner | 3 | Good |
| Antiperspirant | 3.5 | Good |
| Shampoo | 6 | Good |
| APC | 9 | Good |
| Fabric Detergent Liquid | 9 | Good |
| Soap | 10 | Good |
| Powder Detergent | 10.5 | Moderate |
| Liquid Bleach | 11 | Poor |