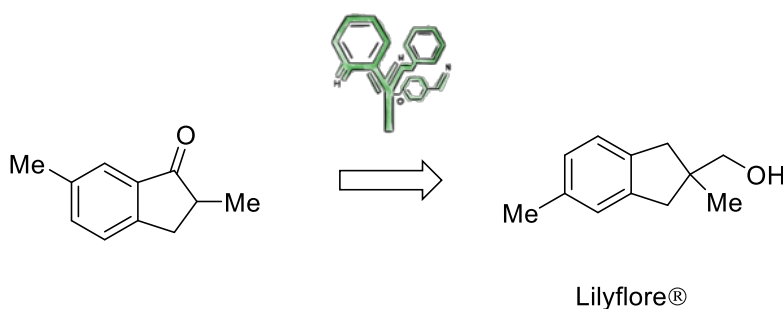


Firmenich's Journey towards Sustainable Perfumery Ingredients

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The Firmenich perfumery palette is composed of complementary natural and synthetic ingredients. The need for sustainable supplies from renewable sources for our synthetic ingredients has been gathering both in importance and momentum over the past years and the key to success has been the application of green chemistry principles [1] within their selection and production processes. Herein, we will illustrate several novel, innovative processes for important olfactory classes, for which green chemistry principles, such as catalysis [2], atom economy and/or use of renewable feedstock have been applied.



- [1] Anastas, P. T.; Warner, J. C. *Green Chemistry: Theory and Practice*, Oxford University Press, 1998, p.30
- [2] P. Dupau *et al.* Firmenich S. A., WO 2016113151 ; L. Saudan *et al.* Firmenich S. A. US 8871982