FRAGRANCE compositions

activity presentation

partageons ce que la nature nous inspire
Settled in the French Riviera since over 25 years, Floressence specializes in developing and producing perfume compounds. The creativity and efficiency of the fragrance division of the ELIXENS group serves an international clientele mainly in the fine perfume, beauty, but also in detergents, household and technical cleaning products as well as the air care market.
The highly professional Perfume Research & Development Department, Floressence's authentic soul, guarantees prompt, efficient and qualitative know-how in handling customer’s fragrance projects.

With an on growing database rich of some 50,000 formulas, the company is able to rapidly evaluate trends in export markets and thus offer successful olfactory solutions in many application areas. At Floressence creativity is carried out permanently thanks to the market trends and research studies echoed by the expert perfumers. Of course, all briefs are conducted in strict compliance with client confidentiality.

Within its modern Research Laboratory, Floressence also offers technical competence in the following fields:

• Light 26 or Light / low allergen compounds
• 100% natural compounds
• Oriental fragrances
• Formulations respecting the Ecolabel terms of reference
Research & production tools

Research & Development process
• Proactive market study
• Creative olfactory research
• Formulation using original raw materials from direct sourcing (ex: Supremes)

Technology
• Chromatography equipment
• Mass spectrography and large database
• Fragrance formulation software incorporating Legislation constraints

Adaptation & application
• Formulation in compliance and accordance with final product application
• Tailor made samples (robot ROXY)
• Application laboratory for beauty and technical product applications
• Application in either a neutral base or into client supplied base
• Possible client collaboration in the evaluation of stability and persistence
• Marketing presentation / olfactory pyramid
Regulatory monitoring:
- PRODAROM member
- IFRA (International Fragrance Association)
- Permanent consideration of forthcoming regulations
- Continued education / training programs (legislation, toxicology)

Production tools:
- 2 production sites: St. Cézaire, in the South of France / Shanghai, China
- qualitative & traceable sourcing / raw materials direct from ELIXENS affiliates
- over 1000 different raw materials in stock
- bar code tracking system
- robots: Roxane; Contexa

Quality certification - ISO 9001 (V2008)
Environmental protection: Complies with the regulations in force (subject to facility installation statement)

Certificates supplied
- Certificate of origin, export certificates;
- GMO (Genetically modified Organism) certificate;
- BSE (Bovine Spongiform encephalopathy) certificate;
- Certificate of cosmetic allergens;
- IFRA (International Fragrance Association) compliance.

All our safety data sheets are available on http://www.quickfds.com using your client and our product codes.
Main fragrance application:

Fine Perfumery Industry
Composing for fine fragrances

Over one thousand fragrance launches are registered worldwide each year, new blockbusters from prestigious brands to the most intimate essences of niche brands - the fine fragrance industry is in constant turmoil.

At Floressence, the compositions of Eau de Toilette and Eau de Parfum are the foundation of creative development. The study of new launches and trends allows the development team to have market proximity and comprehension and is the ideal springboard for creativity.

Floressence is proficient in formulating for the fine fragrance market:

- Women’s fragrances
- Men’s fragrances
- Oriental type “oud” based fragrances
- Scents for children
Cosmetic application:

Beauty industry, Toiletries & Personal Care
Fragrance compositions for toiletries

Scent is the key ingredient in the formulation of a hygiene product, because consumer choice is strongly influenced by the final product’s fragrance.

Floressence fragrances are tailor-made to meet consumer preference in this market for:

- soap
- liquid hand soaps
- shower gels
- bubble baths
- shampoos
- deodorant s(roll-on / stick)
The signature fragrance of a beauty cream is an important factor in the commercial success of this product category. A cream must immediately evoke the sensations of softness and suggest soothing not to mention a certain sense of comfort and luxury. At the same time, the fragrance must be consistent with beauty product claims. In addition, the formulation must meet the IFRA standards and client allergen labeling prerequisites.

Our team of perfumers has extensive experience in developing fragrances for the following categories:

- face / body / feet
- Men’s skin care
- shaving creams
- sun protection products
- makeup remover towelettes
- slimming creams
- firming lotions
- hair-care products
- baby care products
Technical applications:

Fabric care
Home care
Industrial care
Formulating fragrance compositions for all technical applications

Five essential elements boost the cleaning product markets, the first being product purpose (emergence of multi-use products that address all types of tasks). Then there is the easy-to-use aspect (sprays, wipes, tablets). There is also an increasing demand for products with a strong antibacterial claim and the development of environmentally friendly products. More and more consumers are eager to participate, through their drugstore shopping list, in environmental protection and thus opt for products that meet environmental standards. Finally and just as important, the fragrance is an absolutely essential element for consumer choice in any detergent and cleaning product.

Floressence has a solid experience in formulating for the following applications:

- powders
- liquids
- fabric softeners
- dishwashing liquids
- dishwashing tablets

ALL TYPES OF DETERGENTS
fragrance composition activity for the ELIXENS group

from household care to industrial care products

HOUSEHOLD & INDUSTRIAL CLEANERS
• multi-surface
• powder cleaners
• liquid cleaners and pastes
• floor cleaners
• powerful remnant industrial cleaners
• disinfecting products
• wipes

TECHNICAL PRODUCTS
• toilet paper and towels
• paint
• car interiors upholstery
• fuel for the automobile industry
Air care application:

Perfumed candles & diffusers
Formulating fragrances for candles & diffusers

The market for candles and home fragrances is just soaring. Driven by consumers' desire for their homes to smell good, a large majority of customers living in developed countries have indulged in Home Fragrance products in the past year, including candles and candle accessories, sprays, plugs-ins, room fresheners, potpourris, air fresheners, air purifiers and more.

For our Floressence perfumers, formulating for the air care industry is an inspiring backdrop where cultural differences and new technical inventions greatly stimulate development.

- candles
- fueled lamps
- Reed diffusers
- perfume beads
Air care application:

Air fresheners
Perfumes for the air care industry

No longer confined to be hidden under the sink, air fresheners have become very popular in recent years. Since consumers want not only efficient but also decorative air care products, manufacturers have unleashed their creativity and propose all sorts of new equipment and formats which meet client demand.

Thanks to the integrated professional application laboratory, Floressence studies and develops fragrance compounds that are particularly designed for the following type of air care products:

- wick
- aerosols & spray
- electrical diffusers
- humidity absorbers
- car fresheners
Floressence - fragrance composition division of the ELIXENS group, in France

**St Ouen l’Aumône (95)**
Aromatic Raw Materials & Flavors production

**Crest (26)**
Aromatic & medicinal raw materials and dried plants crops and development

**Escoulin (26)**
Distillery

**St Cézaire (06)**
Fragrance Compositions production

**Paris (13ème) Headquarters**
ELIXENS draws natural aromatic raw materials in the heart of our farm lands, from production, harvesting of plants through its subsidiaries & partnerships, and transforms them into essential oils and derivatives thanks to highly professional technological know-how and equipment. Thus positioned as producer at the source of natural raw materials, conventional and/or organic form, combined with the group’s experience in raw material transformation and development, this vertical integration allows our Floressence perfumers to formulate fragrance compounds using original and qualitative, controlled resources.

Because quality is not just an empty concept, the ELIXENS group has a long term commitment to implementing environmentally friendly methods throughout the whole chain of production, ensuring consumer safety and the promotion of natural substances.

Organic farming aims to minimize the impact it has on the environment. It strives to adhere to the soil, plants and animals’ natural cycles as closely as possible. Organic farmers’ specifications, vouching for their credibility, forbid them to use synthetic chemicals or GMO and oblige them to ensure animal well-being (minimum surface areas for buildings, access to outdoors, etc.).

In the Drôme region (in the heart of France), our raw material suppliers are farmers of the Sica Bioplantes cooperative, France’s leading producer of Organic medicinal and aromatic plants. This represents 30 different plant species cultivated on 400 hectares of land free from chemical pesticides, fertilizers or weed-killers. The soil is nourished with compost made from straw from the distillery. Everything produced by Sica Bioplantes is certified by ECOCERT.

Following the takeover of Sanoflore’s Raw Materials division in March 2010, which is encloses an exclusive partnership with Sica Bioplantes, the ELIXENS France division has been recognized having an “ORGANIC SOLIDARITY” label. Monitored and controlled by ECOCERT, it is authorized to attest its involvement in the organic solidarity process for a large number of its locally produced raw materials, essential oils, hydrolates and floral waters (list of products labeled ORGANIC SOLIDARITY on request).