

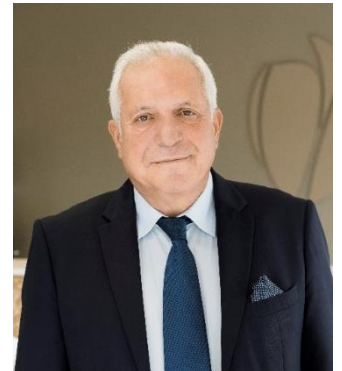
BIOD-SCENT[®] ASSURES THE BIODEGRADABILITY OF TECHNICOFLOR FRAGRANCES



Because the protection of global ecosystems has never been more vital, TechnicoFlor announces a step-change in its approach to sustainable development.

Born of a permanent quest for solutions to make quality perfumes that respect both the needs of the environment and the well-being of consumers, we launched our “Better Tomorrow” program. And with it, our line of responsible purchasing. We meticulously select raw ingredients ever more respectful both of the natural environment and of the wearers of our perfumes. The whole being an integral part of our overarching commitment to outstanding quality.

“In TechnicoFlor, we always seek to go that one step further—down the road of corporate responsibility. We challenge our teams to initiate actions to ensure our products make a meaningful contribution to resolving the social and environmental issues facing us today. And we anticipate those of tomorrow”, explains François-Patrick Sabater, TechnicoFlor founder and president. Hence, TechnicoFlor is keeping up the momentum and launching **BioD-Scent[®]**. This is a new tool which identifies the percentage of biodegradable materials in our perfumes.



BioD-Scent[®] is an in-house development from TechnicoFlor’s internal Regulatory department. It relies on a calculation method validated by an independent laboratory. It analyses raw ingredients in all their forms, from natural or of natural origin, to synthetics, isolates, essential oils and solvents ... “Thanks to the talents of our perfumers and to the quality of our responsible sourcing, we are in a position to create 100% biodegradable fragrances whilst preserving their full quality and power”, concludes Maxime Gransart, TechnicoFlor Deputy Managing Director.