Creating is our nature.
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Dear Customers and Trading Partners,

I am pleased to bring you news of strong sales growth by TechnicoFlor in 2018. At an overall rate of 20%, the Fragrance business expanded in both the home and international markets. Sales rose by 12% in France, while our Asian markets continued to grow gratifyingly.

In terms of the supply of raw ingredients, we experienced difficulties. Our source markets were hit by shortages and input product prices rose steeply. But TechnicoFlor worked unremittingly to keep our customers supplied, giving special attention to our most loyal partners. Now, fortunately, prices have leveled. They are expected to begin to fall in second quarter 2019.

There were delays to the building of new production plant at our home base in Allauch, France. We had to change the team of architects. Construction work is rescheduled to start this April, and the plant should come on stream in September 2020.

This state-of-the-art facility will process the higher volumes driven by the strong organic growth of our business. Equally important, it will meet our customers’ rising expectations of on-time deliveries of the very highest quality.

We are also planning acquisitions of, or making alliances with, complementary players in the market, and thereby ever more successfully rival our larger competitors.

We are proud to announce that we are nearing the completion and market roll-out of fragrance commissions received from some of the highest profile perfume brands in the French and global markets.

As demand for natural perfumes continues to rise, our Perfumers and our R&D and Marketing teams are ever more committed to the NatFlor range. We are bringing new, creative and innovative notes to market and establishing ourselves as a leading player. At the upcoming In-Cosmetics Global, we look forward to presenting you our most recent, highly original theme-based natural fragrances.

Our Dubai platform is being built to address the global marketplace. New offices, staffed with qualified personnel, proactively serve the Middle East and Africa. As a regular annual exhibitor at Beauty World Middle East in Dubai, we look forward to presenting you our latest creations.

In closing, I take this opportunity to thank all those we work with for the trust they place in us. I express my warmest appreciation to all in TechnicoFlor for their dedication, which ensures we provide our valued customers with the highest quality service they rightly demand.

François-Patrick Sabater
Président
New Talents

Caroline CATHERNIE
Evaluation & Marketing Manager
Europe

Clémence RIVALLANT
Junior Fragrances Evaluator

Davy BOUERY
Production Manager

Alexis PIANA
Sales Representative
South of France

Myriam KEBADANI
Purchasing Assistant

Costantino PICCINI
Sales Manager
Europe

Reham ELWAKIL
Sales Manager
Middle-East

Hanan HOUGHTON
Sales Manager
Dubai

Gina SAGARAY
Evaluator

Paris

Allauch
Last year, in 2018, our Perfumer Bertrand Duchaufour was invited to India on a journey of discovery of Oud and its elaboration from the Aquilaria trees grown by the AJMAL family. This year, our Perfumer Pierre Flores was fortunate enough to enjoy the same experience, in the company of seven other perfumer colleagues. The Ajmal Oud Experience was professionally as enlightening as it was emotionally rewarding.

The Oud Experience in retrospect:

Visiting Perfumers were shown the stands of trees whose heartwood is infected either naturally (by insects) or artificially (by scarification and injection of a secret product formulation)— whence the secretion of the highly prized Oud resin. They visited the distilleries and sniffed the essential oil obtained from distillation fractions and the blending of products widely sourced from Assam, the Philippines and Thailand. Ajmal also experimentally cultivates numerous fragrant plants such as Sandalwood, Vetiver, Patchouli, Tuberose, Nargamotha, and even the humble Geranium, some to supply the cosmetics and fragrance industries. The eight perfumers did not restrict themselves to their professional interests, but were emotionally overwhelmed by visits of schools and an orphanage where they were greeted with local songs and dances. Ajmal is committed to regional development in Assam and 10% of sales proceeds are paid into the Ajmal Foundation for Education and Health. This was a journey of discovery including moments of sharing valuable experience and joys. It left Pierre Flores and his companions with unforgettable memories.
Michael Buble’s new Peony Noir has a florally elegant and romantic heart note of gentle rose, peony and orange blossom that lingers night-long in this gorgeously feminine fragrance over a base of sandal and cedar wood.

floral, oriental, woody
Wins Selection TechnicoFlor
Fine Fragrances, part 2

Collection
STEP ABOARD

perfumers:
Bertrand Duchaufour
Morgane Collinot

For their first ever collection, Giorgana Mocanu and Daniele Morando, founders of Step Aboard in Milan, with their contemporary take on the urban tribe, were inspired by the scents of the hotspots of this ever-elegant city. Fragrances 3D Sul Duomo, Milano Centrale, Cuio Di Thaon and Bosco Sospeso, named after stops on the metro line, were as the founders say, devised by “French master perfumers Bertrand Duchaufour and Morgane Collinot, whose blends have left their imprint on the history of perfumery.”

SEPIA Collection
OLFACTIVE STUDIO

perfumer: Bertrand Duhaufour

The OLFACTIVE STUDIO range under creative director Céline Verleure is enriched by three new Extraits de Parfum from perfumer Bertrand Duchaufour, who was behind 2017’s Woody Mood, working now in conjunction with English-born environmental artist, sculptor and photographer Martin Hill, from whose photoshoots, the single powerful image for each pack—Vanilla Shot, Leather Shot and Chypre Shot—was selected.

Oriental, Woody, Spicy, Floral, Balsamic

3D Sul Duomo: Pepper, Spicy, Woody, Fresh
Milano Centrale: Musky, Coffee, Spicy, Woody, Amber
Cuio Di Thaon: Leather, Woody, Iris, Smoky, Incense
Menta Sul Navigli: Floral, Green, Mint, Red Fruits
Bosco Sospeso: Chypre, Green, Woody, Fruity, Floral
Family Shampoo & Shower Gel
CATTIER

**perfumer**: Irène Farmachidi

The latest BIO launch of the CATTIER brand brings softness and comfort to the whole family, thanks to its 100% natural composition: aloe vera with soothing, moisturizing and protective properties and millet, which repair the hair by providing shine and vitality. From her palette of natural raw materials, Irene Farmachidi has fashioned a fragrance inviting the good mood spirit, built around an orange blossom, illuminated by a sparkling start of citrus notes and cradled by a touch of vanilla.

**NATFLOR**: Citrus, Orange Blossom, Lemony

Beard Oil
OBH COSMETICS

**perfumer**: Jérémy SABATER

OBH COSMETICS asked our Perfumer Jérémy Sabater to create the perfume for its 100% natural beard oil Created for the Gods. This oil, made up from exclusively natural and meticulously selected ingredients, nourishes the beard and enhances its appearance, giving it a texture that Zeus himself would be proud of.

**NATFLOR**: Woody, Cedar Wood, Cinnamon, Spicy
Wins Selection TechnicoFlor
Home Fragrance

Candles
SYLVAINE DELACOURTE

perfumer: Irène Farmachidi

SYLVAINE DELACOURTE is launching a collection of scented candles for the Four Seasons, and tasked Irène Farmachidi to make the fragrances for Summer Solstice, an ode to the comforting heat of the sun in the shade of orange trees in bloom, and for Winter Solstice, that transforms the home into a pine-scented haven of warmth as if from a wood fire.

Solstice d’été: Floral, Solar, Aromatic, Green
Solstice d’hiver: Woody, Smoky, Powdery

Candle - « Traversée » Range
LOU CANDELOUN

perfumer: Marika Symard

Marseille-based candle-maker Lou Candelou when adding to its Traversée collection, asked our Perfumer Marika Symard to invent the scent for its latest creation, inspired by the Mistral, the bracing wind that that races down the Rhône valley and over the sun-flecked Mediterranean.

Citrus, Marine, Aromatic, Woody
1. What to expect from changes in regulations in 2019?

2019 should see a number of significant changes for our customers. First, I’m delighted that the new regulations from the Autorité de Régulation Professionnelle de la Publicité (ARPP – Advertising Professional Regulatory Authority) will be implemented on product claims. Claims are often made for the perfumes that we develop, for example, that they are hypoallergenic, for sensitive skin, and “natural.” The new regulations will provide a basic framework for handling customer specifications. We also look forward to regulatory decisions on the extended list of allergens, to begin with through clearer procedures regarding communication about the cosmetic products concerned. Updating IFRA 49, the essential framework covering the making of perfumes, is eagerly awaited, along with updates of categories of finished product, standards and a new method of calculating the risks associated with certain chemical substances.

2. What are the major trends affecting regulatory change? (allergen-free, natural products …)

The trend to more stringent definition of “natural” is of major importance both for perfume brands and the consumer outlets, from super and hypermarket to niche. The trend is particularly welcomed by TechnicoFlor. We’ve been taking customers down this road for some 12 years and we began developing our range of natural perfumes almost as soon as organic cosmetology came into being. Our NatFlor range, dating back to 2007, is made up of COSMOS-certified ingredients and can be used in COSMOS ORGANIC cosmetics. NatFlor is a perfect response to the current demand for natural ingredients. Because we reflect new consumer aspirations, we are increasingly in demand as a provider of the ECOLABEL fragrances that mitigate impacts on health and the environment. France has taken the lead in the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not? the matter of endocrine disruptors, about which we are likely to hear a great deal more this year, including why not?

3. What is your organizational approach to the regulatory environment?

We work in the closest collaboration and transparency with our customers. This means that we frequently directly exchange views with sources of expert opinion, sometimes even before specifications are drawn up. The regulatory environment is in flux. Now that some ingredients have been banned, sourcing their replacements is the real challenge. Regulatory restrictions are then an opportunity for inventiveness as we seek continuous improvement in the quality of both ingredients and outcomes. In the Regulatory department, we work closely with the purchasers and perfumers to select the highest quality while reducing to the maximum the presence of controversial substances such as CMRs and SVHCs. It’s frequently (and often misleadingly) thought that that stringent regulations throttle creativity, while the opposite is true. We seek solutions for continuity while placing restrictions on or replacing substances that are, or soon will be, banned. Innovating by turning constraints into opportunities is a fascinating challenge!

4. Recently, we’ve heard a lot about Slow Cosmetics (Yuka, Cosmethics…). What’s your view?

Consumers increasingly care about the products they buy, and that’s great. On the other hand, they may find it difficult get their bearings, when there are so many and often contradictory views around. Basically, for certain kinds of products, including perfumes and cosmetics, the assessment apps are not always based on appropriate or objective criteria. A product may be rated down because it contains allergens, although most “natural” ingredients also contain allergens. Note also that many of the ingredients listed in these apps are not contained in the concentrated perfume itself, but in the materials associated with it (aka excipients or bulking agents such as filters or antioxidants) which protect or stabilize the formulation in its final form.

5. Do you think current trends have an impact on the Perfume industry?

Particularly as regards perfumes, and regretfully so, criticisms are sometimes voiced with unnecessary virulence. European regulations, although they apply to the constituents of perfumes considered to be no different from the ingredients of other products, do not make it an obligation to disclose the composition of our concentrates, as they are deemed artefacts. Indeed, a perfume may contain up to 100 ingredients! Thus, a perfume can be sold on the market without naming any of its ingredients, except the allergens. Consumers may then conclude that that fragrance makers are holding back information. But the reality is quite different. We work in partnership with the customers we supply, and are compliant to specifications that impose restrictions often more draconian than existing legislation.

Virgine MANET Interview
Manager of Regulatory Affairs

After graduating in Pharmacy from Paris XI University in the year 2000, Virgine MANET gained a further qualification in 2016 as a specialist in the evaluation of the safety and toxic hazards of chemical substances in the cosmetics industry. In the interval, her initial experience was in Yves Rocher and Esteban. She joined TechnicoFlor as Manager of Regulatory Affairs in 2016.
Following on from last October’s Intercharm in Moscow, from November’s In-Cosmetics Asia in Bangkok, and from Making Cosmetic in Milan, we will be present at In-Cosmetics Global in Paris in early April 2019.

TechnicoFlor will be presenting our Perfumers’ latest fragrances, embodying our belief that **CREATING IS OUR NATURE**. Our mission statement highlights the importance of creative combinations of natural ingredients, so that we constantly enrich the palette of the natural scents we make available to our perfumers - as if they were painters.

Later in the year, and as every year, TechnicoFlor will be in Dubai for Beauty World Middle East. Here, it will be our pleasure to welcome you to a magnificently designed new stand to experience the French-Oriental scents fashioned by our Perfumers, alongside our **Mukhallat Arabian Perfume Oils**. You will discover also our collection of **Bakhour scented woodchip fragrances**.
OSCARS COSMETIQUEMAG

TechnicoFlor President François-Patrick Sabater was one of 25 on the jury of the CosmétiqueMag Oscars in June 2018.

PARFUMEURS ENGAGES

Novamex L’ARBRE VERT interview with Marco Petrelli: TechnicoFlor commits to creating an Arbre Vert personal care range using environmentally friendly ingredients.

MP2018 PARTNERS

To help support culture in our region, TechnicoFlor partnered MP 2018’s cultural festivities in Marseille, under the banner Quel Amour! with the support of Delta Insurance. Our Perfumer Christine Lucas was delighted to receive two tickets to any exhibition of her choice at the J1 Museum of Marseille.

NEW BOUTIQUE
SAVONNERIE FER A CHEVAL

TechnicoFlor attended the opening of the FER A CHEVAL soap boutique in Marseille, an opportunity to present the new range of fragrances made by our master perfumers.
News & Press

HIDDEN ART OF CREATING FRAGRANCES

Christopher Sabater, TechnicoFlor’s Dubai-based sales director was in the TV studio for the 9.50 am broadcast on France 3 Provence Alpes for a look behind the scenes at perfume creation.

LOOKING EAST

COSMETIQUEMAG

Patrice Rouan, TechnicoFlor Managing Director’s view: “In the next 15 years, India will be the world’s largest fragrance market. India’s population will overtake China’s and a middle class with disposable income will have come into being in a country where there is a real perfume culture.” TechnicoFlor is for the present working through distributors, but expects to set up locally with a sales office followed by a development unit, and ultimately a production facility, in line with its globally oriented investment strategy, aiming at 70% of its sales revenues outside its home market.

FAIR TRADE PATCHOULI

JOURNAL DES ENTREPRISES

François-Patrick Sabater, TechnicoFlor President’s view: “Patchouli is an important ingredient for the fragrance industry, but its price can fluctuate by a factor of up to five. We’ve invested in plantations in Sulawesi run by local farmers. After negotiating a stable price for buying their crops, we’ve raised yields and boosted output, among others by financing new distillation plant. The annual harvest is nearly 10 tons of patchouli, achieved by adopting a Fair Trade approach which will be profitable in the longer term. We have complete control over product quality and are seeking to reproduce this approach with ylang in Madagascar.”

MADE IN FRANCE

MAGAZINE ENTREPRENDRE

François-Patrick Sabater is the founder of what has become a world leader in aromatic compositions, now employing nearly 250 people and selling its products into 60 countries. “A production base in France is vital, as our export customers demand Made in France, where we have the expertise and access to ingredients of exceptional quality. All this has helped build up our fully-deserved image of excellence combined with creativity.”
Fine Fragrance Trend
NEO ADDICTIONS

Today’s gourmand fragrances are full on satisfying the senses. Whether suggestive of the delights of childhood, the sensuality of adulthood, or the timeless fun of the unconventional, these perfumes are fixated on gustatory pleasure. We drift from gentle white blooms and orange blossom into intoxicatingly sensuous rose and iris, or softly surrender to lusciously heavy oriental fragrances. Appeasement of the senses is sought by original means, texture and above all taste, heightened by the zest of surprise from notes whether new or seemingly so: cocoa, coffee, hazel-nut, honey, milk, pistachio, popcorn and marzipan-rich macaroon.

Some fragrances seek inspiration from the intensity of the pure coffee bean. The Only One from DOLCE & GABBANA discloses Iris wrapped in notes of caramel and coffee. Black Opium Hair Mist from Yves Saint Laurent is coffee enveloped in orange blossom. Yes I Am from Cacharel explores milkiness melded with notes of acidulated raspberry and fondant caramel. Girl of Now Shine revisits appetizing almond and pistachio wrapped around a heart of powdery iris.

Other fragrances explore hazel nut and honey with added green, gourmand and gentle overtones combined with fruity adjuncts, for instance, Lady Million Lucky from PACO RABANNE or the spicy and acidulated notes of Poison Girl Unexpected from DIOR. Lusciously gourmand PACO RABANNE’s Pure XS for Her explores the delights of mouth-watering pop-corn. As for Repetto, the brand is highlighting a macaroon raspberry in its brand new juice Dance With Repetto. Finally, TOM FORD presents Lost Cherry, a creation built around a combination of cherry and almond notes.
**Fine Fragrance Trend**

**NEO ADDICTIONS**

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**Niche Temptations...**

Niche brand AKRO presents Dark and Awake, a celebration of chocolate and coffee. 1460 TUESDAYS plunges into the same dark and succulent world with Over the Chocolate Shop heightened by the tantalizing scent of praline afloat on the morning air. Ruby focuses on the latest revolution in the world of chocolate, an invention of world-renowned chocolate maker and supplier to the industry, Barry Callebaut. CLINIQUE presents My Happy Cocoa & Cashmere, evoking memories of oven-hot chocolate aromas released by absolute of chocolate wrapped in tenderly satisfying supporting scents. Tantalizingly attractive and immensely appetizing is Lancôme’s gourmand sugar-coated almond-scented Iris Dragées. SYLVAINE DELACOURTE presents Vanori, a floriental, solar and honeyed essence, and Vangelis, a spicy oriental fragrance built around the almond. Vanilla Shot from the brand OLFACTIVE STUDIO launches a brand new juice made with vanilla and caramel notes.

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1. **Dark & Awake AKRO:** Sweet, Spicy, Vanilla, Cocoa & Aromatic, Spicy, Coffee  
2. **Ruby Extrait de Parfum BRUNO ACAMPORA:** Fruity, Musky, Sweet, Cocoa  
3. **Over The Chocolate Shop 1460 TUESDAYS:** Spicy, Vanilla, Sweet, Cocoa, Coffee  
4. **My Happy Cocoa & Cashmere CLINIQUE:** Floriental, Edible, Cocoa  
5. **Iris Dragées LANCÔME:** Floral, Powdery, Woody, Sweet, Almond  
6. **Vanori & Vangelis SYLVAINE DELACOURTE:** Floriental, Solar, Honey & Oriental, Spicy, Almond  
7. **Vanilla Shot OLFACTIVE STUDIO:** Oriental, Fruity, Spicy, Toffee