



Press Release

Solvay introduces innovations at WPC 2018, the world's largest fragrance trade show

Lyon, France, June 7th 2018 --- Solvay is strengthening its presence in the international Air Care and Fragrance segments at **World Perfumery Congress** (June 5 to 7 in Nice, France), introducing innovations and new applications of products with great potential in these markets, such as **hexylene glycol** (HGL) and **Augeo® Clean Multi** solvents, both from the Coatis global business unit's portfolio, whose headquarters and research center are located in Brazil.

It is also an occasion for Aroma Performance global business unit to showcase **Rhovaniil® Natural CW**, a new natural Vanillin and presents its new strategic direction for the fragrance market.

Both hexylene glycol (HGL) and Augeo® Clean solvents, are excellent tools for perfumers because, in addition to having a high solubilizing power, which guarantees greater stability for fragrances, they also have functionalities that offer benefits in the formulations of the final product where the fragrances are used.

For example, HGL is a highly soluble, slow evaporating solvent that acts as a humectant, functioning as a multifunctional component not only in the composition of fragrances but also as a component in the final formulation of skin care products (for example, micellar water), hair care (shampoos and hair dyes) as well as home care (in softeners and cleaning products). It is a non-toxic product and readily biodegradable, widely used in the American, European and Asian markets.

The Augeo® line, a new generation of solvents, has conquered the world because it is composed of eco-friendly, high-performance products.

Augeo Clean Multi is produced from a renewable source, has a low carbon footprint, and no oral or inhalation toxicity. It offers an innovative dilution and evaporation option for fragrance compositions thanks to its low odor, enhancing the fragrance's sensorial profile made by perfumers. Its strong fragrance solubilisation power and slow evaporation rate, also make it ideal for use in Air Care home-scents devices, such as reed and electrical plug-in diffusers.

Due to its low vapor pressure, Augeo Clean Multi is a solvent that complies with strict US legislation for Volatile Organic Compounds and is listed among Safer Choice products that are the safest for the US market, and the IFRA List, as a fragrance ingredient. In

addition, Augeo Clean Multi is also globally known for its high cleaning power, which is why it is used as a key component in domestic, institutional and industrial cleaning formulations.

Sébastien Nicolas, Global Fragrance Market Manager, comments *“Augeo Clean Multi and hexylene glycol are part of a wide technology offering which, together with our technical solubilisation expertise and formulation support, enable Solvay to keep delivering more value and more innovative sustainable solutions to the fragrance industry.”*

Aroma Performance business unit of Solvay owns a long expertise with best loved notes vanilla and sandalwood, two key notes to create fine and functional fragrances.

With the recent introduction of Rhovanil® Natural CW, a natural Vanillin, to the market, Solvay is now capable to propose a key enabler to accelerate the switch to the natural trend.

More recently, the Aroma Performance business of Solvay decided to widen its Aroma chemicals portfolio beyond its traditional diphenol chain, to meet the Flavor & Fragrance market expectations. *“Taking the benefit of our strong expertise and innovation capabilities, we are also looking to develop new olfactory notes dedicated to the fragrance market. We are capable to explore other synthesis or biotech routes for existing aroma chemicals”* affirms **Corinne Duffy**, Technical Marketing Manager.

Sustainability is also a key driver when it comes to new developments and one of these is to improve the carbon footprint all along the value chain. *“With Rhovea® and Rhodiarome®, the preferred vanilla note solution for the fragrance market, we are currently looking to develop a new offer based on renewable electricity and renewable energy”* concludes **Guillaume Meunier**, Flavor & Fragrances Global Business Manager.

Come and visit us at Booth #715

About the Solvay Group

Solvay is an advanced materials and specialty chemicals company, committed to developing chemistry which addresses key societal challenges. Solvay innovates and partners with customers worldwide in many diverse end markets. Its products are used to enhance efficiency and sustainability in planes, cars, batteries, smart and medical devices, as well as in mineral and oil and gas extraction. Its lightweighting materials promote cleaner mobility, its formulations optimize the use of resources, and its performance chemicals improve air and water quality. Solvay is headquartered in Brussels with around 24,500 employees in 61 countries. Pro forma net sales were € 10.1 billion in 2017, and in 90% of the activities Solvay is involved in is among the three largest companies in the world, resulting in an EBITDA margin of 22%. Solvay SA ([SOLB.BE](#)) is listed on Euronext Brussels and Paris (Bloomberg: SOLB: BB- Reuters: [SOLB.BR](#)) and in the United States its shares (SOLVY) are traded through a level 1 ADR program. In Brazil, Solvay also operates under the Rhodia brand.

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