

The background of the entire page is a close-up photograph of water droplets on a leaf. The droplets are in various sizes and stages of formation, some showing a clear reflection of light. The leaf's texture is visible, with veins and small hairs. The color palette is dominated by various shades of blue, from light sky blue to deep navy blue, with some white highlights from the droplets and the leaf's surface.

IFF

AQUAFLORA™

**Demonstration
Formulas**

WPC 2018

Delicate.

Distinctive.

Powerful.

Discover
tomorrow's
ingredients
today.

IFF

Aquaflora™

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Disclaimer - The IFF formulas shown in this booklet are offered as an aid to the Perfumer's creativity only and have no regulatory significance at all. The recommended end use and dosage levels of these demonstration formulas are shown only as a guidance. This information should not be relied upon as any warranty for the ingredient's performance in any end product. It is the perfumer's responsibility to fully test and satisfy themselves when determining if the ingredient is suitable for use in a customer's end product. It is recommended that the user should also check the demonstration formula's safe use with the IFRA as well as both the customer's own and local regulatory requirements.

Aquaflora™

Introduction

Very powerful watery, clean, floralizer, even at low dosages

Offers violet undertones and can modernize orris notes

Outstanding bloom performance on skin and cloth

Pushing the boundaries of tomorrow with an extensive portfolio of ingredients, innovative and ever evolving which proactively anticipates the needs of consumers around the world. IFF is proud to introduce our latest release from IFF R&D, Aquaflora™, offering distinct floralcy, a high impact aldehyde that brings transparent fresh Cyclamen and Muguet florals with a watery feel.

Consumer Insights

Brings confidence by adding a reassuring fresh feel to fragrances.

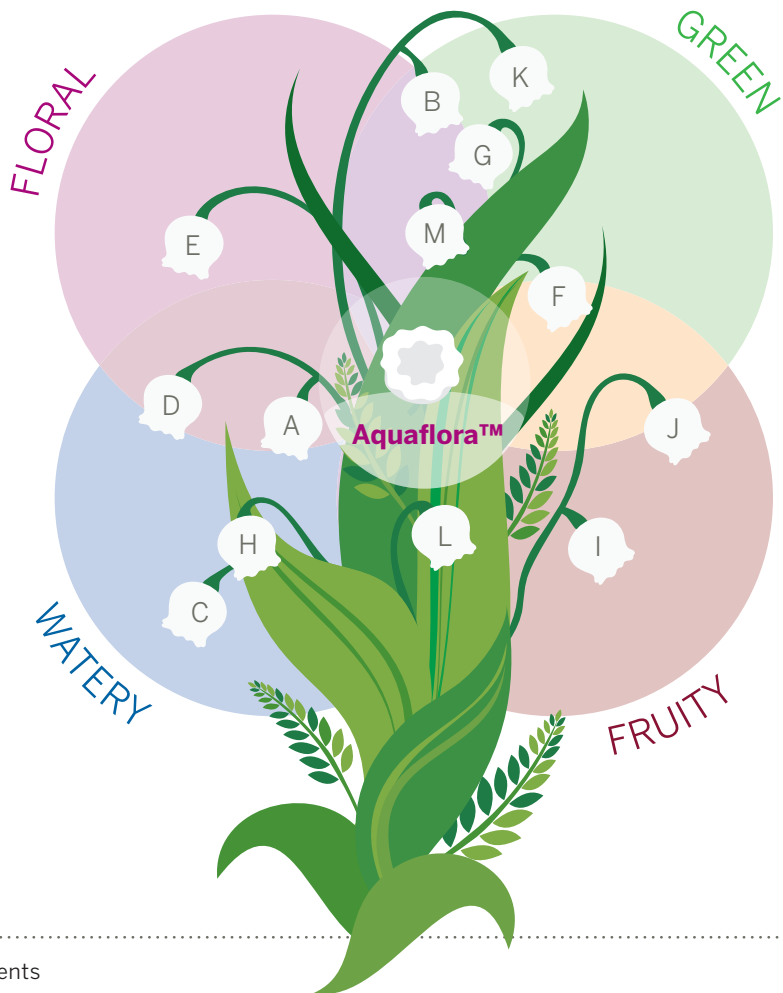
Fabric Care Consumers

Aquaflora's natural floralcy adds a feeling of authenticity.

Personal Care Consumers

Aquaflora™

The IFF contemporary green floral palette



Ingredients

A - Cyclemax™

B - Floral Super

C - Floralozone

D - Hydroxyol

E - Lyral®

F - Lyrame Super

G - Meijiff™

H - Melafleur

I - Melozone

J - Muguet Aldehyde

K - Muguesia

L - Myrac Aldehyde

M - Starfleur™ 40

Aquaflora™

Background

Aquaflora™ was discovered when applying Oxo technology to certain tertiary alcohols, the resulting olefines were converted to aldehydes. One of them struck our perfumers for its distinct floralcy, this aldehyde then led to the synthesis of Aquaflora™.

Great combinations

Kharismal® Super, Liffarome™, Peomosa, Helional®.

Useful in creating

Transparent fresh, Cyclamen, Muguet florals with watery feel. Aquaflora™ provides a more natural quality than traditional Muguet notes.

Why we love it

“Aquaflora™ is very interesting for its cyclamen, transparent aspect.”

“Provides linear performance at all use moments in different applications and is effective already at low use levels.”

IFF

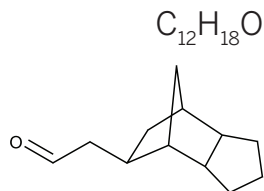
Aquaflora™

Octahydro- 4,7-methano-1H-indene-5-acetaldehyde



FLORAL

Green, Marine, Fruity



IPC NUMBER 134635

OLFACTIVE TERRITORY

Nature

OLFACTORY DESCRIPTION

A nice floral Muguet note associated with a fresh green, aquatic, naturalcy. Aquaflora™ gives a distinct florality by significantly increasing the body of fragrances.

RECOMMENDED USES

Fine fragrance, personal wash, fabric care, home care

VISUAL DESCRIPTION

Clear colorless liquid

GC SUMMARY

Sum isomers min 97%

TYPICAL USE LEVEL

Up to 5%

MOLECULAR WEIGHT

178

FLASHPOINT

>93°C

SUBSTANTIVITY

>48 hours

CAS NUMBER

1339119-15-1/
1338815-87-4

REACH REGISTRATION

01-2120045427-57

VAPOR PRESSURE

0.001567 mm Hg @ 23°C

LOG P

3.01

PRODUCT	PERFORMANCE	STABILITY	NOTE IMPACT			
Fine Fragrance	Very Good	Very Good	Top			
Acid Cleaner	Moderate	Moderate	Heart			
Liquid Detergent	Good	Good	Base			
Powder Detergent	Moderate	Moderate		Low	Med	High
Fabric Conditioner	Good	Good				
AP Deo	Good	Good				
Shampoo	Very Good	Good				
Soap	Good	Good				
Candles	Good	Good				
Bleach	Poor	Poor				

Aquaflora™

Formula 18001 (Fine Fragrance)

Aquaflora™ increases the floralcy with a crispy green muguet note, boosts the top notes and gives a different character to the orange flower, making it even more solar.

Top Notes

White flower petals, citrus



Middle Notes

Floral, rose, balsamic, spicy

Base Notes

Cedarwood, vanilla, musk



Application

Alcohol 15%

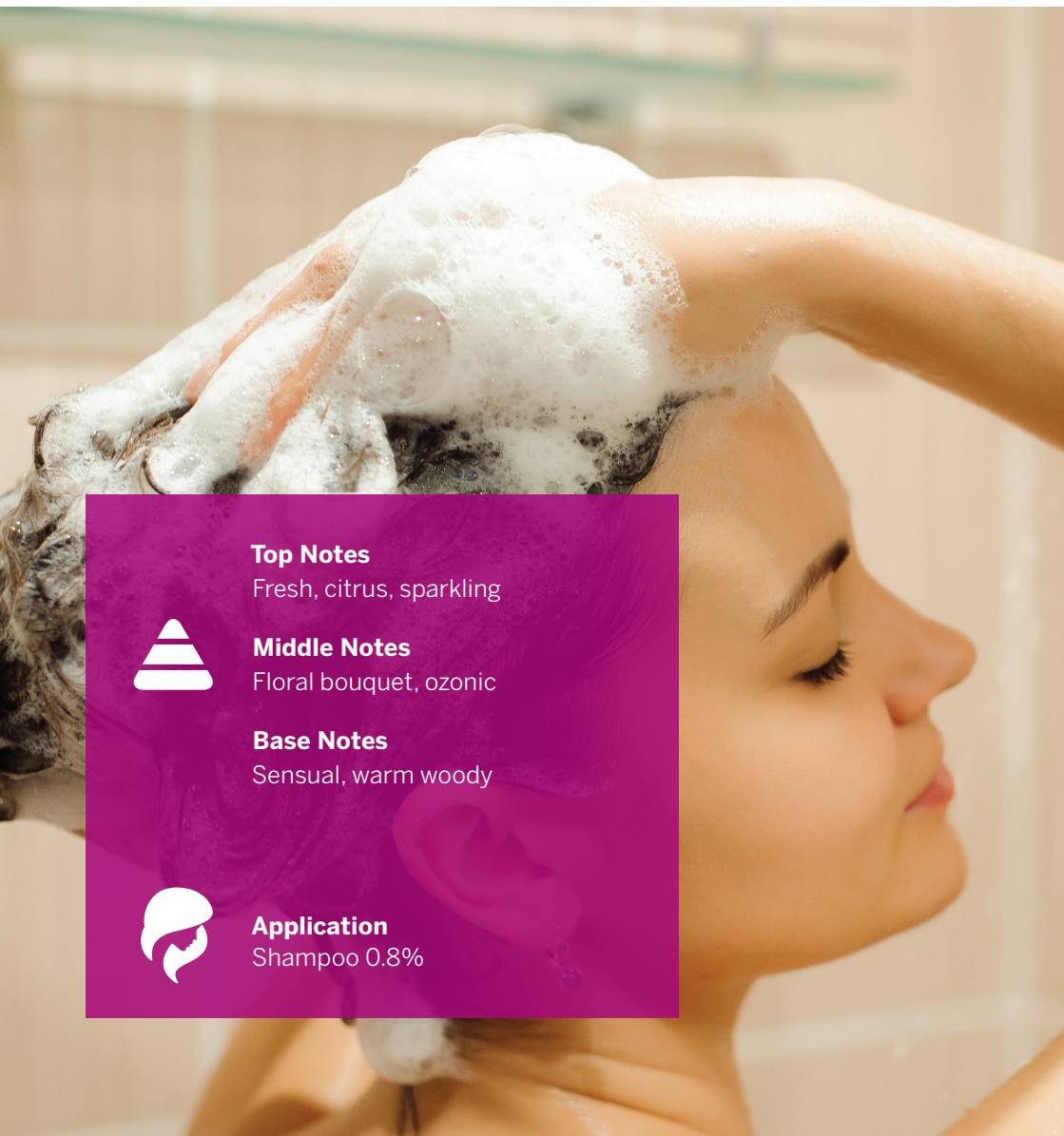
FORMULA 18001

			(-)	(+)
Citrus	Bergamot Oil		8.00	8.00
Green	Hexenyl Salicylate, Cis-3	IFF	3.00	3.00
	Benzyl Acetate		0.50	0.50
	Geraniol 980	IFF	1.00	1.00
	Helional®	IFF	2.00	2.00
	Orange Flower Absolute Tunisia	LMR	0.50	0.50
Floral	Phenyl Ethyl Alcohol		3.50	3.50
	Phenoxy Ethyl Iso Butyrate		0.50	0.50
	Ylang Extra Oil	LMR	0.20	0.20
	Kharismal® Super	IFF	19.00	19.00
	Aquaflora™	IFF		1.00
Fruity	Methyl Anthranilate		0.40	0.40
	Aldehyde C-18		0.50	0.50
Minty	Methyl Salicylate 10%		0.10	0.10
Spicy	Pepper Pink CO2 Extr	LMR	0.60	0.60
Gourmand	Benzaldehyde		0.10	0.10
Balsamic	Benzyl Salicylate		15.00	15.00
	Benzoin Resinoid Siam 50%	LMR	2.00	2.00
Musk	Galaxolide® Undiluted	IFF	25.00	25.00
Amber	Cashmeran®	IFF	4.50	4.50
Woody	Sacrazole-018 10%		0.10	0.10
	Timbersilk™	IFF	9.00	9.00
Fougère	Heliotropine		2.00	2.00
Powdery (sweet)	Vanillin		1.50	1.50
	DPG		1.00	
		TOTAL:	100.00	100.00

Aquaflora™

Formula 18002 (Shampoo)

Aquaflora™ provides a strong boost to the fragrance which becomes more fresh, light and clean. The natural facets of Lily of the Valley become more obvious at the POP and bloom phase. The floral transparency is still noticeable in the dry phase.



Top Notes

Fresh, citrus, sparkling



Middle Notes

Floral bouquet, ozonic

Base Notes

Sensual, warm woody



Application

Shampoo 0.8%

FORMULA 18002

			(-)	(+)
Citrus	Linalyl Acetate		3.00	3.00
	Lemon Oil		3.00	3.00
Herbal	Linalool		7.00	7.00
Green	Hexenol, Cis-3		0.50	0.50
	Phenyl Ethyl Alcohol		8.00	8.00
Floral	Benzyl Acetate		5.00	5.00
	Citronellol 950	IFF	8.00	8.00
	Rose Oxide 10%		0.20	0.20
	Geraniol 980	IFF	6.00	6.00
	Citronellyl Acetate	IFF	4.00	4.00
	Cyclamal		2.00	2.00
	Helional®	IFF	0.50	0.50
	Methyl Dihydro Jasmonate		12.00	12.00
	Hexyl Cinnamic Aldehyde		6.00	6.00
	Phenyl Acetaldehyde Glycerine Acetal		0.80	0.80
	Aquaflora™	IFF		0.50
Spicy	Schinus Molle Oil	LMR	0.10	0.10
Musk	Applelide	IFF	3.00	3.00
	Zenolide	IFF	20.00	20.00
Amber	Cashmeran®	IFF	0.40	0.40
	Guaiacwood Oil		0.40	0.40
Woody	Sanjinol	IFF	2.00	2.00
	Iso E Super®	IFF	7.50	7.50
Animalic	Indole		0.10	0.10
	DPG		0.50	
TOTAL:			100.00	100.00

Aquaflora™

Formula 18003 (Liquid Detergent)

The addition of Aquaflora™ imparts a powerful, watery green Muguet note. This is particularly evident in the damp phase as well as on POP.



Top Notes

Apple, white flowers



Middle Notes

Watery Muguet, spicy

Base Notes

Cedarwood, Patchouli, soft sandalwood



Application

Liquid Detergent 0.8%

FORMULA 18003

			(-)	(+)
Aldehydic	Undecylic Aldehyde		0.30	0.30
	Intreleven Aldehyde	IFF	0.10	0.10
Herbal	Tetrahydro Linalool		8.50	8.50
Green	Undecavertol		0.20	0.20
	Galbascone 95	IFF	0.10	0.10
Floral	Hexyl Cinnamic Aldehyde		10.00	10.00
	Geraniol 980	IFF	4.00	4.00
	Benzyl Acetate		3.00	3.00
	Alpha Terpineol	IFF	2.50	2.50
	Phenyl Ethyl Alcohol		2.00	2.00
	Yara Yara		2.00	2.00
	Styralyl Acetate		1.00	1.00
	Aquaflora™	IFF		1.00
Fruity	Cyclacet®	IFF	10.00	10.00
	Undecalactone Gamma	IFF	10.00	10.00
	Verdox™	IFF	6.50	6.50
	Aldehyde C-18		0.70	0.70
	Allyl Amyl Glycolate	IFF	0.50	0.50
	Geranyl Acetate	IFF	0.50	0.50
Spicy	Eugenol		0.50	0.50
Musk	Applelide	IFF	2.50	2.50
Amber	Amber Xtreme™	IFF	0.10	0.10
	Timbersilk™	IFF	15.00	15.00
Woody	Methyl Ionone Gamma	IFF	7.00	7.00
	Sanjinol	IFF	5.00	5.00
	Santaliff™	IFF	1.00	1.00
	Patchouli Oil Light	LMR	0.50	0.50
Powdery/sweet	Ethyl Vanillin		0.50	0.50
Tobacco/hay	Aubepine		4.00	4.00
	Coumarin		1.00	1.00
	DPG		1.00	
TOTAL:			100.00	100.00

Aquaflora™

Formula 18004 (Fabric Conditioner)

Aquaflora™ provides an amazing bloom from both POP and damp fabric. It also imparts a distinct Muguet floralcy. The combination with Starfleur™ 40 further boosts the aquatic naturalcy and offers a novel Muguet signature.



Top Notes

Burst of green leaves, orange, apple



Middle Notes

Peony, rose, Muguet, watery

Base Notes

Musk, amber



Application

Fabric Conditioner 0.8%

FORMULA 18004

			(-)	(+)
Aldehydic	Undecylenic Aldehyde		1.00	1.00
	Mandarin Aldehyde 10%	IFF	0.20	0.20
Citrus	Orange Oil Nova Decol	LMR	5.00	5.00
	Linalyl Acetate		1.50	1.50
Green	Hexenyl Salicylate, Cis-3	IFF	3.00	3.00
	Vertoliff	IFF	0.50	0.50
	Meijiff™	IFF	19.00	19.00
Floral	Hexyl Cinnamic Aldehyde		12.00	12.00
	Citronellyl Acetate	IFF	10.00	10.00
	Starfleur™ 40	IFF	0.50	0.50
	Rosyrane Super 10%		0.50	0.50
	Aquaflora™	IFF		1.00
Fruity	Benzyl Propionate		2.50	2.50
	Nectarate™	IFF	9.00	9.00
	Delta Damascone	IFF	0.40	0.40
	Manzanate		0.40	0.40
	Allyl Amyl Glycolate	IFF	0.20	0.20
	Verdox™	IFF	11.70	11.70
Musk	Applelide	IFF	5.00	5.00
	Muscemor	IFF	0.20	0.20
Amber	Amber Xtreme™ 10%	IFF	0.30	0.30
	Ambermor	IFF	0.10	0.10
Woody	Methyl Ionone Gamma A	IFF	10.00	10.00
	Timbersilk™	IFF	6.00	6.00
	DPG		1.00	
TOTAL:			100.00	100.00

Aquaflora™

Formula 18005 (Bar Soap)

The addition of Aquaflora™ to this floral aldehydic Fougère accord adds a watery Muguet note at the heart of the fragrance giving freshness and power.



Top Notes

Aldehydic, anise, basil, ylang ylang



Middle Notes

Muguet, cinnamon, rose, jasmin

Base Notes

Patchouli, tonka, musk, ambery woods



Application

Bar Soap 1.2%

FORMULA 18005

			(-)	(+)
Aldehydic	Undecylenic Aldehyde		1.00	1.00
	Dihydro Myrcenol		15.00	15.00
Citrus	Orange Oil		5.00	5.00
	Tridecene-2-Nitrile 10%		0.50	0.50
	Lime Leaves	IFF	0.50	0.50
Herbal	Basil Oil Sweet		0.30	0.30
	Anethole	IFF	0.70	0.70
Fresh	Aldehyde C-12 MNA		1.00	1.00
Green	Vertoliff	IFF	0.30	0.30
	Floral Super	IFF	0.15	0.15
Floral	Phenyl Ethyl Alcohol		8.00	8.00
	Rose Oxide		0.50	0.50
	Styralyl Acetate		3.00	3.00
	Citronellol 950	IFF	3.00	3.00
	Floriffol		3.00	3.00
	Aquaflora™	IFF		0.50
Fruity	Dimethyl Benzyl Carbinyol Acetate		5.00	5.00
	Delta Damascone	IFF	0.50	0.50
	Geranyl Acetate	IFF	2.00	2.00
	Undecalactone Gamma	IFF	1.00	1.00
	Nectarate™	IFF	8.00	8.00
	Allyl Caproate		0.50	0.50
Spicy	Cinnamon Bark Essential	LMR	0.10	0.10
	Cinnamic Alcohol		1.00	1.00
	Methyl Para Cresol		0.50	0.50
Balsamic	Benzyl Salicylate		18.00	18.00
Musk	Galaxolide® Undiluted	IFF	12.00	12.00
Amber	Cetalor	IFF	0.30	0.30
Woody	Patchouli Oil Light	LMR	3.00	3.00
	Veramoss	IFF	0.30	0.30
	Karmawood™	IFF	1.00	1.00
Tobacco/hay	Coumarin		3.00	3.00
	DPG		1.85	1.35
TOTAL:			100.00	100.00

We are the
catalyst for
discoveries
that spark the
senses and
transform the
everyday

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