

EcoScent Compass, a holistic tool to measure sustainability

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In 2018, we have launched EcoScent Compass™, the first tool in the industry to measure the sustainability of fragrances in a comprehensive way. A breakthrough in sustainability, this new tool is designed to deliver a new era of consumer transparency across Fine Fragrances, as well as Body and Home Care products. Assessed against three key pillars, each fragrance is measured on its Green Properties, as well as its Environmental and Social impact so that today's Conscious Consumers can make educated purchasing decisions.

During this session, you will discover how this tool was developed, from data collection to calibration, how perfumers use it during their creation process and how we use it with our clients.