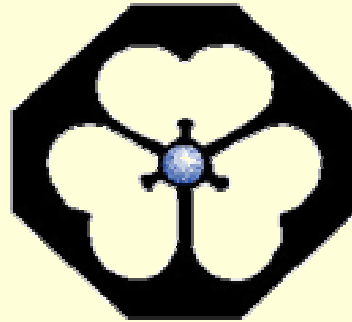


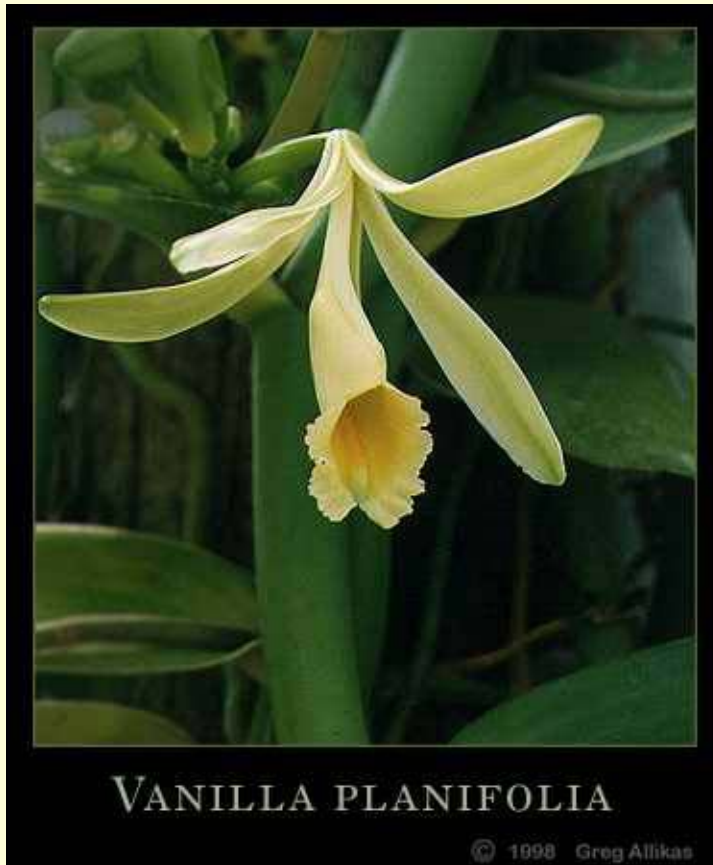
Vanilla in Fragrances



CUSTOM ESSENCE

What do we know? 50%?

“Plain Vanilla”



"Vanilla"

- **Vanilla is everywhere in the universe.
What color is it?**
- **Is vanilla really white?**

“Vanilla Beans”



The First Use of Vanilla

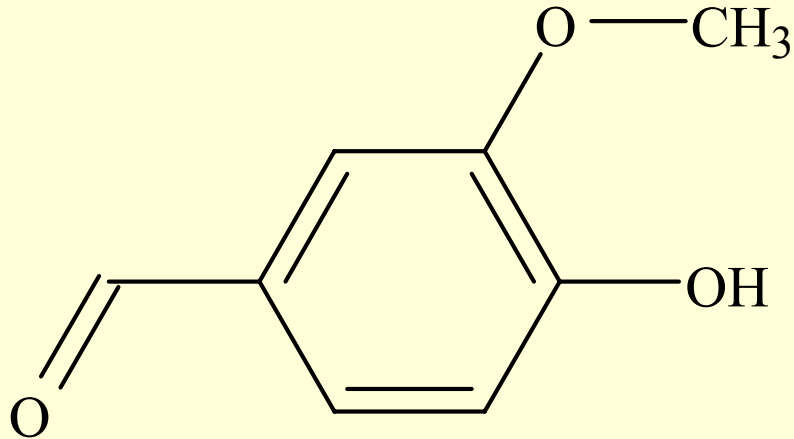
- **Earliest recorded use by the ancient Aztec Totonaco Indians of Mexico**
- **Used to make chocolatl (powdered cocoa beans, ground corn)**
 - **Flavored with tlilxochitl (ground black vanilla pods and honey).**
- **Aztec chiefs drank as much as 50 cups a day**
- **This made a very stimulating beverage.**
- **Vanilla is still being blended with chocolate and sugar**

What is Vanilla?

- **An extremely complex natural product that is characterized by vanillin.**
- **Vanillin became available as a synthetic ingredient in Germany, 1874 by Haarmann & Reimer**

The Structure of Vanillin

$C_8H_8O_3$ FW: 152.15



Nearly Magical Olfactory Properties 11.8×10^{-12}

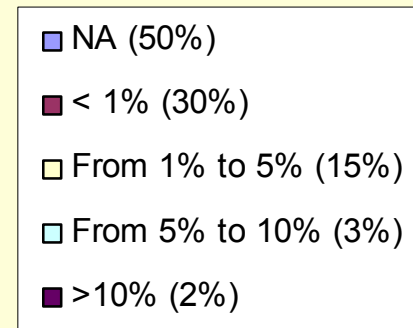
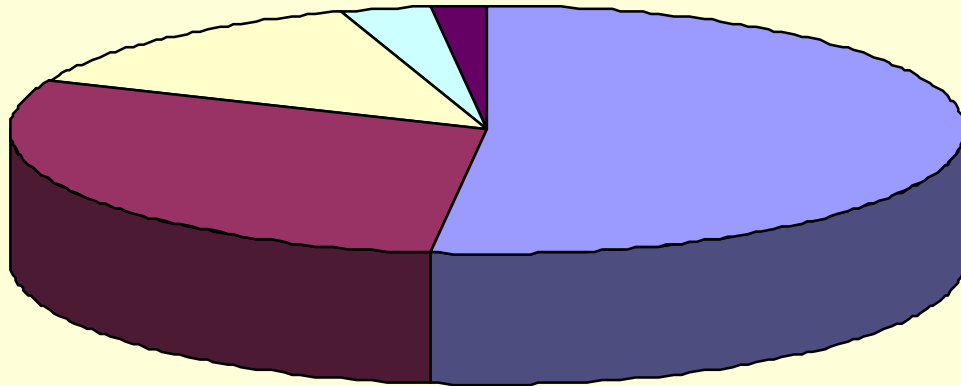
We will reveal the true structure of Vanillin a bit later

The Properties of Vanillin

- **Extraordinary and pleasant olfactory properties, odor threshold:**
 - **0.00000000000000118 Mol / liter**
- **Extremely diffusive and extremely long lasting.**
- **Highly color unstable.**
- **Marketers want vanilla to be white?**

Vanilla Usage in Fragrance Oils

- More than 50% of fragrances use some level of vanillin or ethyl vanillin. Can this be true?
- Remember, 50% of everything we know is wrong!



Vanilla Fragrances

■ Plain Vanilla

- Typical use ranges from 10-20% vanillin

■ Vanilla Based Character

- Whipped cream, marshmallow, sugar cookies, coconut and baby powders or powder types.
- These all use vanilla in significant percentages and are part of the main character and theme.

Vanilla in Fragrance

■ **Orientals**

- **Often described as Sweet (incorrectly), Spicy, Fruity, Animalic**
 - **“Sweet” refers to the odor of vanilla as use by consumers.**
- **Amber accords**
 - **Vanilla, Olibanum, Balsamic Resins, and citrus to varying degrees**
- **Shalimar.**
 - **Foundation of vanilla, benzoin, topped off with bergamot and citrus notes with traces of many modifiers.**
 - **Signature accord**

Oriental Fragrances using Vanilla

Womens

Name of Fragrance	By	Year	Materials used
Emeraude	Coty	1921	Vanilla, Florals, Musks
Shalimar	Guerlain	1925	Vanilla, Benzoin, Bergamot
Youth Dew	Lauder	1952	Vanilla, Balsams, Spices
Opium	St. Laurent	1977	Vanilla, Citrus, Spices
Obsession	Calvin Klein	1985	Vanilla, Patchouli, Resins, Citrus, Musks
Mademoiselle Coco	Chanel	2002	Vanilla, Oakmoss, Florals, Amber

Mens

Name of Fragrance	By	Year	Materials used
Fougere Royal	Houbigant	1882	Vanilla, Oakmoss, Lavender
Canoe	Dana	1935	Vanilla, Oakmoss, Bergamot, Lavender
Brut	Faberge	1964	Vanilla, Oakmoss, Lavender, Patchouli
Paco Rabanne	Paco Rabanne	1973	Vanilla, Lavender, Oakmoss, Citrus
Obsession	Calvin Klein	1986	Vanilla, Patchouli, Citrus, Musk
Canoe II	New Dana	2001	Vanilla, Patchouli, Oakmoss, Musk

New Fragrances

Burberry Brit	2003	Icy Pear with base of amber & Vanilla Bean
Joy by Jean Patou	2003	Bergamot, roses, jasmine and Vanilla

Can be vanilla be used in all fragrances?

Why NOT use Vanilla?

- **Stability and color requirements.**
- **Intended image clashes with “sweet” character of vanillin**

Fragrances without Vanilla

Womens

Fragrance	By	Year	Materials used
Muguet de Bois	Coty	1936	Bergamot, Citrus, Lily, Cyclamen
L'air du Temps	Ricci	1947	Bergamot, Rose, Lily, Muguet
Chanel 19	Chanel	1971	Bergamot, Rose, Woods, Muguet
Lauren	Cosmair	1978	Citrus, Ylang, Mimosa, Orange Flower
Calyx	Prescriptives	1986	Lily, Mandarin, Tropical fruits & flowers

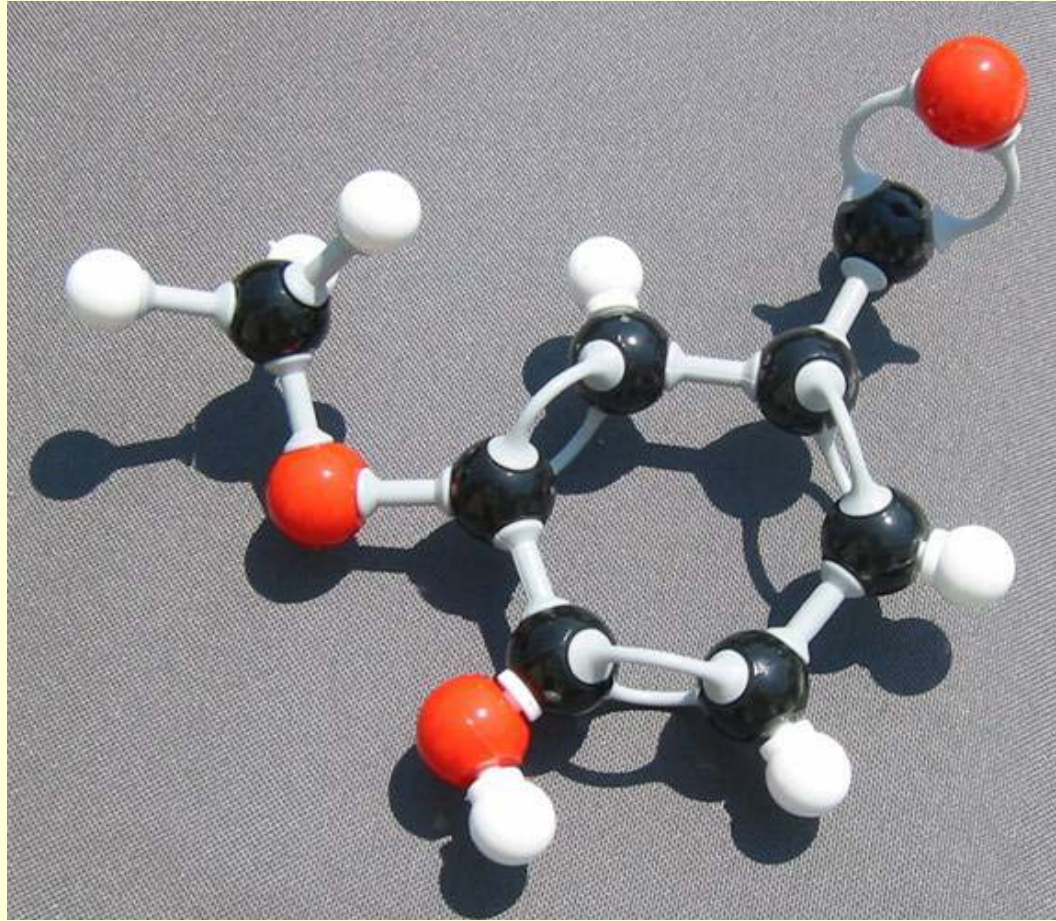
Fragrances without Vanilla

Mens

Fragrance	By	Year	Materials used
Imperiale	Guerlain	1850	Citrus, Bergamot, Mandarin, Lemon, Verbena, Cedarwood
Aqua Velva Ice Blue	Williams Hispania	1935	Bergamot, Lemon, Petitgrain, Lavender, Mint, Spices, Sage, Rose
Eau Sauvage	Dior	1966	Jasmin, Bergamot, Citrus, Herbal
Eau d'Hadrien	Annick Goutal Reintroduced	1980 1995	Citrus, Bergamot, Cypress
Eau de Cologne Extra Fine	L'Occitane	1990	Citrus, Bergamot, Petitgrain, Neroli, Woods
CK one	Calvin Klein	1994	Citrus, Jasmin, Woods

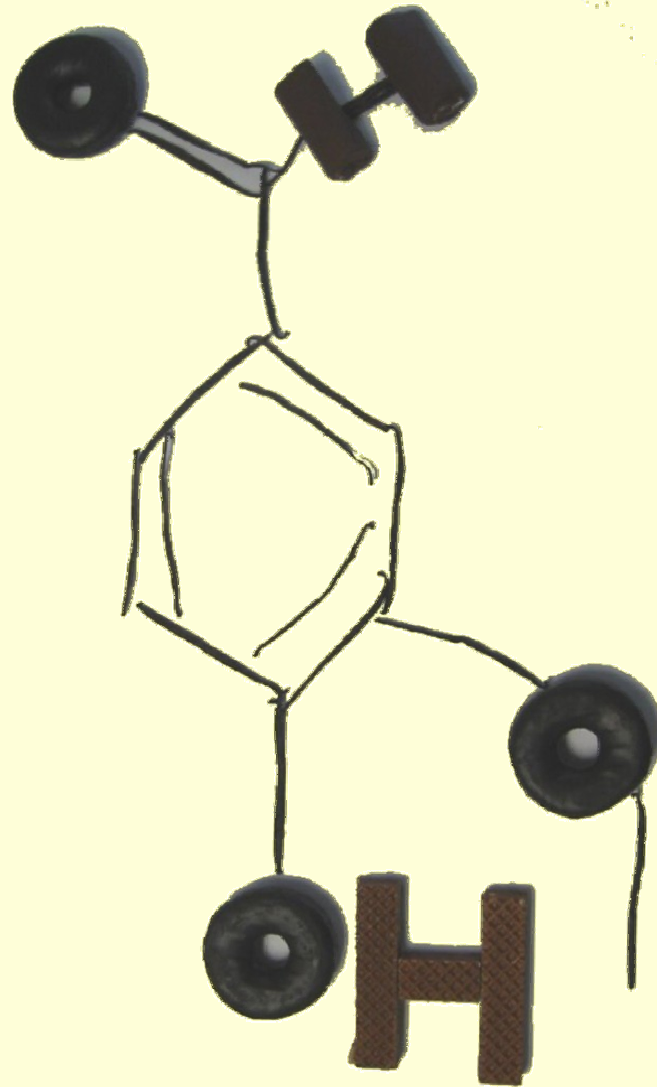
The real nature of vanillin is about to be revealed for the first time!

3-D View of Vanillin

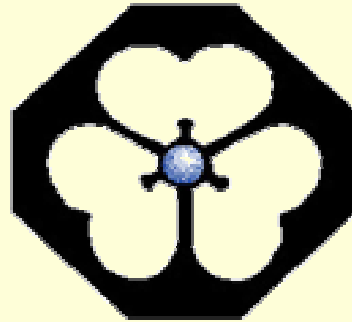


Look Closely at the next slide

Real Vanillin



Vanilla in Fragrances



CUSTOM ESSENCE

What have we learned?