



THE INTERNATIONAL
FRAGRANCE ASSOCIATION

The International Fragrance Association,
founded in 1973, represents the
fragrance industry worldwide.

For more information, please consult
our website: ifrafragrance.org

The fragrance industry's role and value to Europe

Founded in 1973, The International Fragrance Association represents the interests of the fragrance industry worldwide. We bring together multinational Regular Member companies, Supporting Members, and hundreds of small and medium-sized fragrance companies represented via 23 National Associations. As an Association, we are committed to promoting the safe use of fragrance for everyone's enjoyment.



Did you know? Researchers say nearly 75% of the emotions we feel on a daily basis are regulated by scents.¹

Fragrances respond to unique and essential consumer needs, in wellness, health, and hygiene products

Fragrances are distinctive and complex combinations of natural and synthetic ingredients that are added to consumer products – whether in fine fragrances, personal care products, or household products. Operating in the middle of a sophisticated value chain, **fragrances** are not only **essential to respond to consumer needs in hygiene and well-being products**, but they are ranked by consumers as one of the most important factors for purchase decisions.

Fragrance is a cornerstone of Europe's shared cultural heritage and its future prosperity

The modern fragrance industry has its roots in Europe dating back more than 250 years ago, in the South of France. The fragrance sector **is a key part of both Europe's cultural heritage and its innovative, knowledge-based future**. Our sector sources ingredients from across Europe, is comprised of around **800 firms** and employs almost **20,000 people** in Europe. The European fragrance industry market² is estimated at **€8bn**, and delivers a key attribute in consumer products that generates **€357bn** of global sales of consumer products.³

Fragrance is a leading area of European innovation

Our sector has a long history of investment in **innovation in green chemistry and nature-inspired industrial processes and technologies**. This has enabled a solid foundation of sustainable raw material production and use. Fragrance manufacturers, investing around **8%** of net sales in R&D – are making our sector a **leader in Europe and globally**.

¹ Jakub Berčík, Katarína Neomániová, Anna Mravcová and Jana Gálová (2021). Review of the Potential of Consumer Neuroscience for Aroma Marketing and Its Importance in Various Segments of Services, <https://www.mdpi.com/2076-3417/11/16/7636/htm>

² Manufactured substances, blends and mixtures

³ Eurostat (2021). Structural Business Statistics Database. [online] Eurostat Available from: Database - Structural business statistics - Eurostat (europa.eu) [Accessed 09/2021] and Cefic (2021). Facts and Figures. [online] Available from: 2021 Facts and Figures of the European Chemical Industry - cefic.org [Accessed 09/2021]. All employment figures are expressed in FTE units.

Our recommendations on the EU Green Deal and EU Chemicals Strategy for Sustainability

The fragrance industry supports the EU's efforts to ensure **health and environmental protection**, promote **socio-economic recovery**, and improve the **competitiveness** of the European industry through the **European Green Deal** and the **Chemicals Strategy for Sustainability (CSS)**.

To make a success of these policy ambitions, these are **recommendations** from the fragrance industry:

1 The IFRA Standards and IFRA-IOFI Sustainability Charter are the foundations of the fragrance industry's approach to the EU Green Deal and CSS

For nearly 50 years, IFRA has advanced the safe use of fragrance ingredients, **via the IFRA Code of Practice**.⁴ Mandatory for all IFRA members, it includes the **IFRA Standards**⁵, which form the basis for the globally recognised management system for the safe use of fragrance ingredients. The **IFRA Standards ban, restrict or set criteria for the use of certain ingredients**, on the basis of continuously refined safety risk assessments carried out by the **Research Institute for Fragrance Materials (RIFM)**.⁶ The fragrance industry has a history of product safety over the last 50 years, that needs to be recognised in the CSS framework. In addition, the **IFRA-IOFI Sustainability Charter**⁷ takes a **lifecycle approach** to its products across the value chains.

The **development of Safe and Sustainable by Design criteria** for fragrances should be based on these initiatives.

2 Fragrances respond to essential consumer needs in daily products for health, wellness and hygiene

Across a broad range of consumer products, fragrance is a major factor for consumers' acceptance and satisfaction. It is **essential to downstream user sectors**, such as personal care products, cosmetics and products such as hand sanitisers, surface cleaners and laundry products, to meet consumers' expectation and promote habits of hygiene. This needs to be considered in the context of upcoming discussions on the **application of the "Essential Use" concept**.

3 The transition pathway should preserve the unique qualities of fragrances

Fragrance companies source a **large number of synthetic and natural materials, which are all regulated by EU chemicals legislation**. The perfumer's palette is composed of thousands of **complex substances**, representing a **small contribution by volume in the final consumer product** but playing a **major role for consumers**. This must be taken into account in the context of upcoming discussions on the CSS, whether it is on the **generic risk approach** to groups of substances, the **Mixture Assessment Factor**, the new **requirements for (very) low tonnage substances** or for the application of the **"One Substance, One Assessment"** concept.

⁴ IFRA, IFRA Code of Practice, <https://ifrafragrance.org/about-ifra/ifra-code-of-practice>

⁵ IFRA, The IFRA Standards – helping you to enjoy fragrance with confidence, <https://ifrafragrance.org/safe-use/introduction>

⁶ Research Institute for Fragrance Materials, <https://www.rifm.org/#gsc.tab=0>, with decisions made by an independent Expert Panel for Fragrance Safety

⁷ IFRA-IOFI, About the Charter, <https://ifra-iofi.org/introducing-the-charter>

Enablers for the green transition

To be successful in the green transition, the fragrance industry must rely on:

- An **ambitious and strategic research and innovation agenda** for sustainable chemistry, to enable the speedy conversion of knowledge into innovation
- **Policy consistency and regulatory predictability**, to build increased value chain resilience and tackle global megatrends
- **Alternatives to animal testing for safety assessments**, to ensure animal testing is always the last resort
- **Consistency between European and international regulations**, to promote global functioning markets