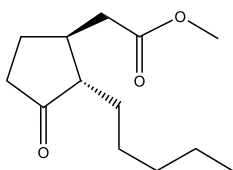


FLORAL
SYNTHETIC MOLECULE

Cyclopentaneacetic acid, 3-oxo-2-pentyl-, methyl ester

CAS NUMBER 0024851-98-7
REACH NUMBER 01-2119493355-31
FEMA NUMBER 3408

BIODEGRADABILITY  Readily
GREEN CHEMISTRY SCORE  70 - 100%



OLFACTIVE DESCRIPTION

An elegant, transparent floral, jasmine note with citrus freshness. HEDIONE® develops a beautiful natural smoothness and radiance in a wide range of perfume types.

PERFUMERY USAGE

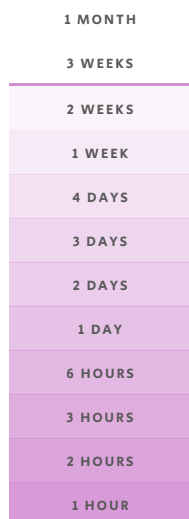
HEDIONE® exalts floralcy in a perfume. It does not necessarily increase strength, but does bestow presence, noticeability, and diffusion. Used at a concentration of between 2 and 15%, but can be used at levels of 35% and above.

HISTORY

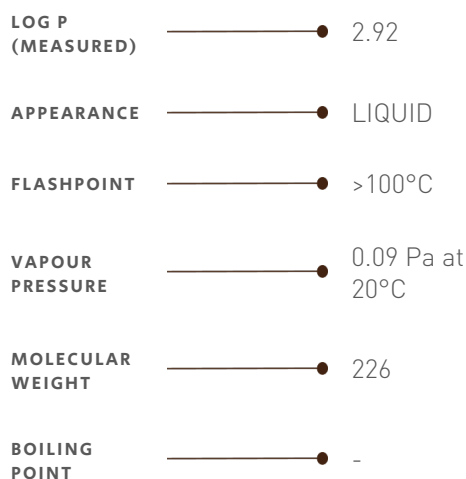
The HEDIONE® family began with Firmenich's discovery of the molecule HEDIONE® in 1958, as part of the methyl jasmonate synthesis. Further ingredients continue to be developed to meet additional specific technical needs, such as a heightened stability or strength.

TENACITY

Lasts 2 weeks
on a smelling strip



PHYSICO-CHEMICAL PROPERTIES



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	CONCENTRATION AVG - MAX	SUBSTANTIVITY & REMARKS	
FINE FRAGRANCES		12% - 38%	TOP AND HEART NOTE	
SHAMPOO		8% - 20%	WET	DRY
SHOWER GEL		8% - 23%	BLOOM	
SOAP		5% - 17%	FOAM	DRY HAND
DETERGENT		3% - 13%	WET	DRY
SOFTENER		4% - 13%	WET	DRY
APC		2% - 8%		
CANDLE		5% - 17%	COLD WAX	BURNING

DID YOU KNOW ?

HEDIONE® brings to mind the old adage, "He who wishes to be heard will always whisper".