



UPCYCLING

MUSKY

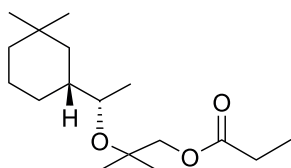
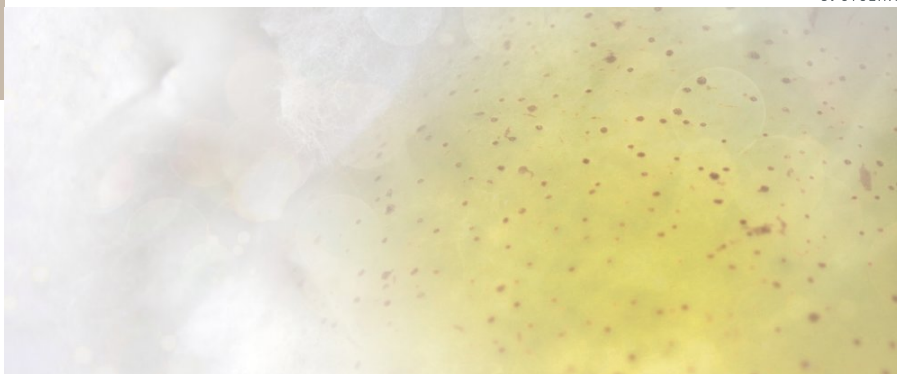
FRUITY

SYNTHETIC MOLECULE

1-Propanol, 2-[1-(3,3-dimethyl-cyclohexyl) ethoxy]-2-methyl-,propanoate

CAS NUMBER 0141773-73-1
REACH NUMBER 01-0000016242-80
FEMA NUMBER

RENEWABLE CARBON >50%
BIODEGRADABILITY Partially
GREEN CHEMISTRY SCORE 70 - 100%



OLFACTIVE DESCRIPTION

HELVETOLIDE® conveys richness and warmth. Its volatility and unique chemical structure adds presence to fragrances' top note. Its aura is felt from top to bottom.

PERFUMERY USAGE

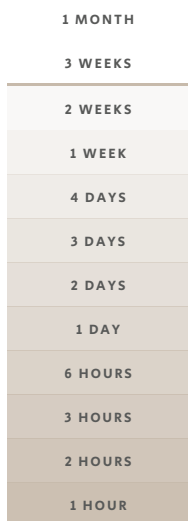
HELVETOLIDE® offers excellent volatile pear-like facets and smooth ambrette undertones. Its unexpected volume and richness propelled it as a cornerstone of perfumery ingredients. It fixates without suppressing a fragrance, it can skew floral notes and smooths fruity notes without functional connotations.

HISTORY

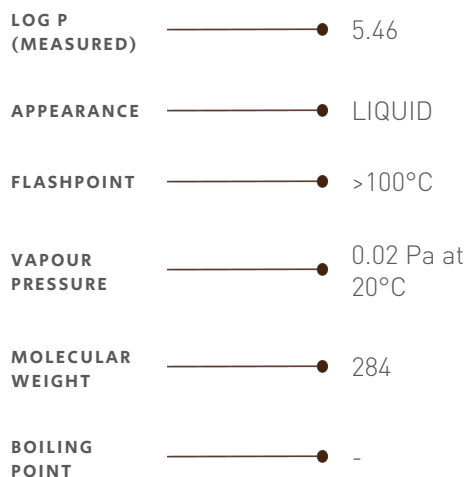
From a Nobel Prize in Chemistry in 1939, Firmenich has been dedicated to Musk for over 90 years. These years of dedication and persistence have resulted in Firmenich becoming the pioneer in this field and globally recognized as the House of Musk.

TENACITY

Lasts 2 weeks on a smelling strip



PHYSICO-CHEMICAL PROPERTIES



STABILITY & PERFORMANCE

RECOMMENDED APPLICATIONS	STABILITY	CONCENTRATION AVG - MAX	SUBSTANTIVITY & REMARKS	
FINE FRAGRANCES	■■■■	2% - 11%	TOP, HEART AND BASE NOTE	
SHAMPOO	■■■■	0,4% - 2%	WET ■■■■	DRY ■■■■
SHOWER GEL	■■■	0,8% - 4%	BLOOM ■■■■	
SOAP	■■■	0,4% - 2%	FOAM ■■■■	DRY HAND ■■■■
DETERGENT	■■■	0,4% - 2%	WET ■■■■	DRY ■■
SOFTENER	■■■■	0,3% - 1%	WET ■■■■	DRY ■■■■
APC	■■■	0,3% - 1%		
CANDLE	■■■	0,5% - 2%	COLD WAX ■■■■	BURNING ■■■■

DID YOU KNOW ?

A sophisticated and modern musky note reminiscent of Ambrette seeds. It performs well in liquid applications (alcohol solution, shampoo, body wash) and emulsions.