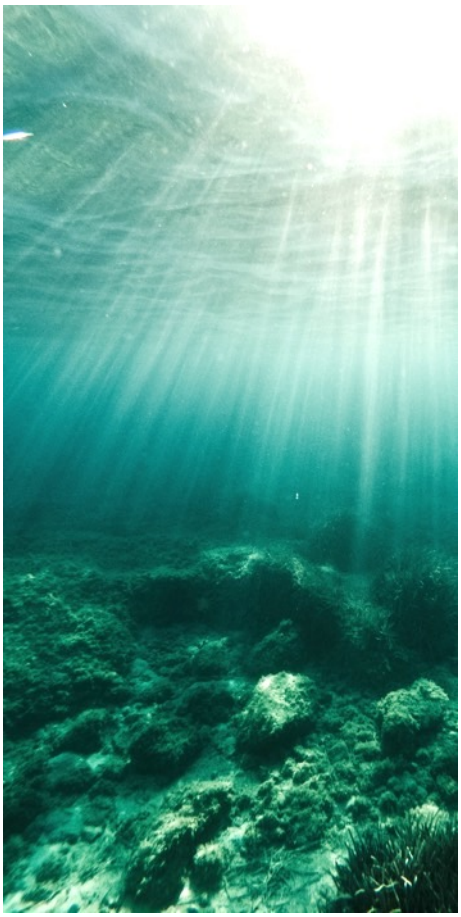






TRUST THE NATURE
PERFUME IN ITS ELEMENT

AQUA NATCO®

NATURAL PERFUME INNOVATION

Expressions Parfumées | Creators of emotion

THE REASON WHY

Consumers & industrials are looking for alternatives to the alcohol-based scented applications, without the technical and sensory disadvantages related to its use, and with a more environmentally friendly formulation.

Expressions Parfumées has developed an innovative solution with **AQUA NATCO®.** This **patent-pending technology** offers to consumers a different sensory experience through our perfumes.

AQUA NATCO® is a **new natural scented base**, a **real fragranced water**, obtained by microemulsion and not containing alcohol (without Ethanol). Thanks to an innovative solubilizing system we were able to formulate transparent aqueous solutions (alcohol-free) with a high dosage of fragrance.

OUR AQUA NATCO® PERFUME OFFERS

AQUA NATCO®
READY TO USE

AQUA NATCO® innovation, a turnkey solution, Expressions Parfumées being in charge of all stages of the manufacturing (microbiological guarantee of 1 year).
All you have to do is find the perfect packaging for your final product.

AQUABOOST NATCO®
DO IT YOURSELF

AQUABOOST NATCO® innovation, a **concentrated perfume compound meant to be diluted at 30% into water for a final fragrance dosage of 10%.**

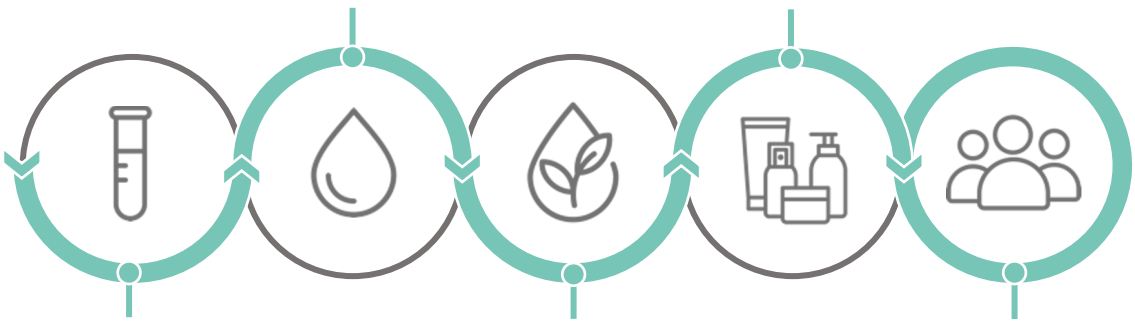
Then you can choose your own **preservative.**

Addition of WATER + PRESERVATIVE
By Expressions Parfumées (Ready to Use)
or by you (Do it Yourself)

70%

An innovative natural solution suitable
for many products in Fine Fragrances *(including baby fragrances)*
and Personal Care *(deodorants, hair care…)*

FINAL PRODUCT



30%
of **AQUABOOST NATCO®**
Containing our fragrance
and our technology

100%
The dilution of
AQUABOOST NATCO®
creates the final solution
AQUA NATCO®

Provides a unique
CONSUMER EXPERIENCE
With our natural origin innovation

WHAT ARE THE ADVANTAGES OF AQUA NATCO® ?

CLEAN BEAUTY

Consumers just need a **small quantity** of AQUA NATCO® to have an intense perfume **all day long**.
Using a small delivery pump, we invite consumers to use **less product** to have the same experience.

ASPECT

Including high performance solubilizers, this **turnkey fragrance technology** is a **perfectly clear** aqueous solution.

SENSORY PROPERTIES*

Thanks to a high dosage of fragrance, it offers a **great intensity** & **a long-lasting experience over time**.
Any fragrance can be adapted, which offers an **infinity of olfactive creations**.

REGULATION

Overcomes transport, storage & security (Customs department, flammability, cultural) **problems around the world**.

FOR CONSUMERS

The formulation** of AQUA NATCO® is **non-irritating** & **non-sensitizing** to the skin.

FOR MANUFACTURERS

With AQUABOOST NATCO®, it is easy to formulate a transparent and sprayable non-alcoholic microemulsion **(without ethanol)**, with a short formula.
With AQUA NATCO®, they just need to fill the packaging.

LABEL **

Our technologies AQUA NATCO® & AQUABOOST NATCO® are **COSMOS approved.**

Verified by ECOCERT

COSMOS APPROVED

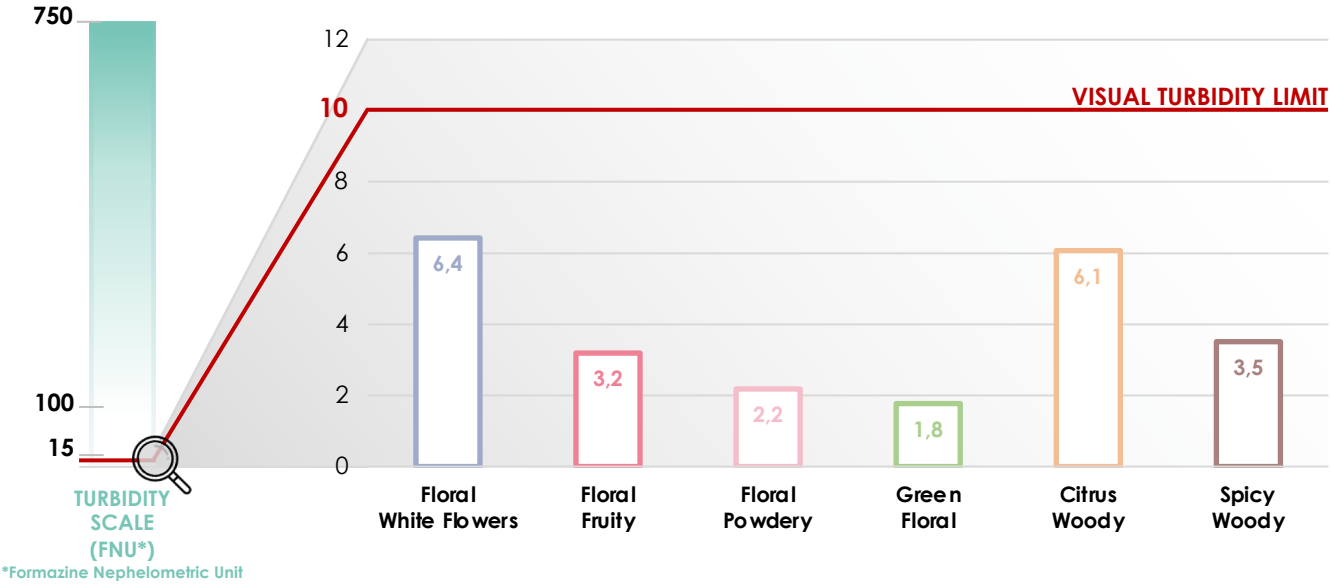
ENVIRONMENT

Our formulation** is **not classified « hazardous ».**
A more **respectful** product for the **Nature** with an **improvement** in the **environmental impact**.

*AQUA NATCO® & AQUABOOST NATCO® (Patent-pending) technologies are scientifically tested with sensory methods following the international standard (ISO 6658:2017 & ISO 11036) with our internal expert panel.

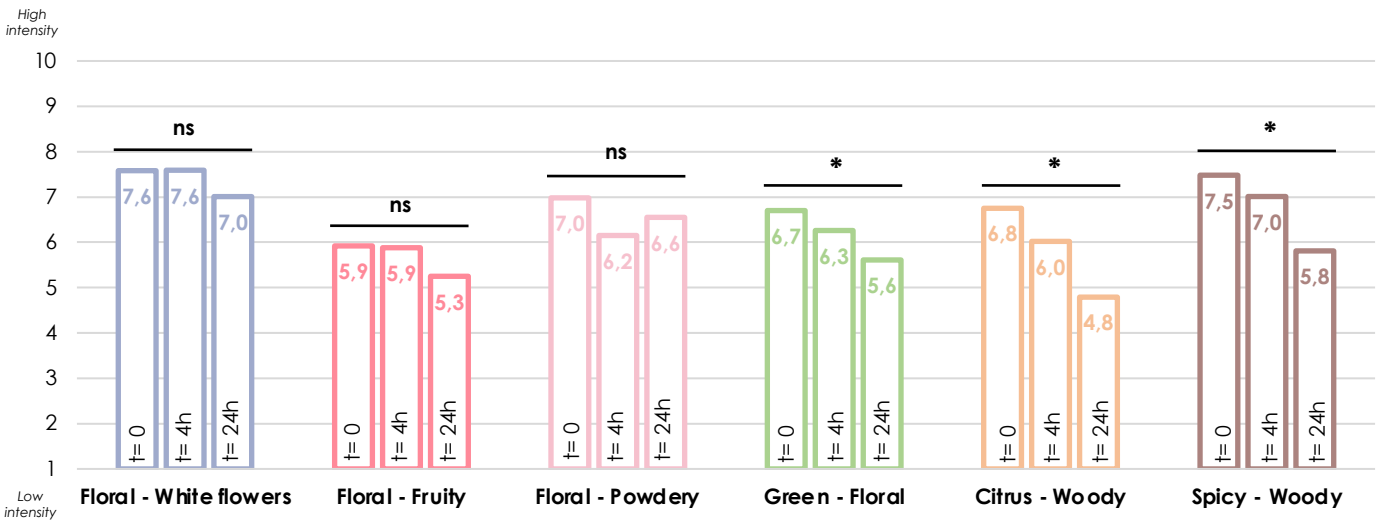
** Except Perfume (a suitable perfume has to be selected to fit the technical & regulatory requirements)

TURBIDITY ANALYSIS



Turbidity (*unit of measure of cloudiness*) analysis on different olfactive directions did not exceed **7 FNU** (Formazine Nephelometric Unit) showing a **perfectly clear final product** (*FYI : very slightly veiled = 10-20 FNU and opaque product = 200 FNU*).

LONG-LASTING

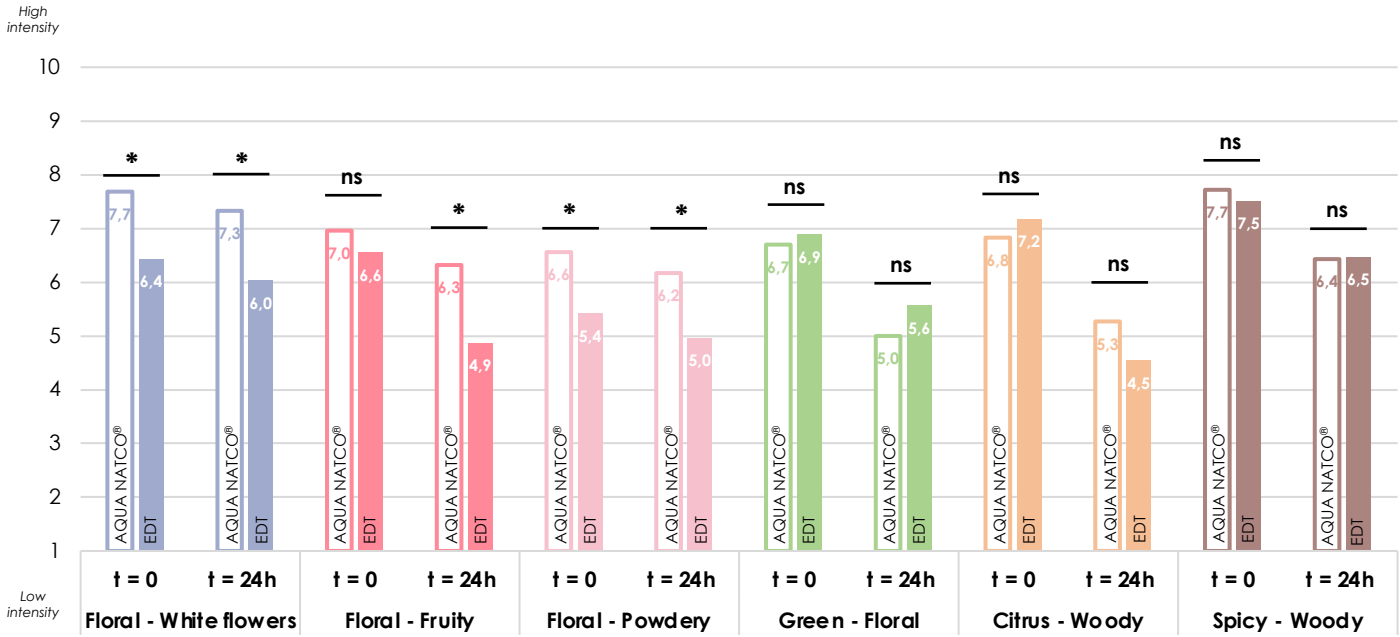


*** :** *Significant olfactive intensity difference for the tested condition (variance analysis for $\alpha = 5\%$)*
ns : *No significant olfactive intensity difference*

We noticed that the **Floral family** (Floral – White flowers, Floral – Fruity, Floral – Powdery) shows a **constant performance over time** with a high intensity from t = 0 to t = 24h.
For the other perfumes, Green – Floral, Citrus – Woody and Spicy – Woody, the intensity slightly decreases over time but still presents a notable performance after 24 hours.

On average, AQUA NATCO® retains **93%** of its intensity **after 4 hours** and **85% after 24 hours**.

OLFACTIVE INTENSITY COMPARED TO ALCOHOLIC SOLUTION



*** :** *Significant olfactive intensity difference for the tested condition (Student test for t = 5%)*
ns : *No significant olfactive intensity difference*

The same perfume was compared with **AQUA NATCO®** versus its alcoholic version (EDT) for the **same fragrance final dosage (10%)** and for each condition (t = 0 & t = 24h).

We perceived that the **Floral family** shows a **better performance** with **AQUA NATCO®** in comparison to the alcoholic solution. For **Floral – White flowers** and **Floral – Powdery** the **AQUA NATCO®** is **significantly more intense** than the alcoholic version at t = 0 & t = 24h. **Floral – Fruity** is also **significantly stronger** with **AQUA NATCO®** than its alcoholic version at t = 24h.

For the other perfumes, **Green – Floral**, **Citrus – Woody** and **Spicy – Woody**, there is no significant difference between **AQUA NATCO®** and the alcoholic solution over time.

When spraying (t = 0), we noticed **up to 21%** more intensity with **AQUA NATCO®** compared to alcoholic solution and **up to 30% after 24h**.

TECHNICAL PERFORMANCE

PERFECTLY CLEAR ALCOHOL-FREE SOLUTION

KEEP 93% OF INTENSITY AFTER 4 HOURS & 85% AFTER 24 HOURS

UP TO 30% MORE INTENSE COMPARED TO ALCOHOLIC SOLUTION

LIFE CYCLE ANALYSIS

A **Life Cycle Analysis** was conducted by an independent company, evea .
It compares **AQUA NATCO®** (final fragrance dosage is 10%) with an alcoholic Eau de toilette at the **same fragrance dosage**.

Using the **Product Environmental Footprint Method**, 16 environmental indicators have been characterized and harmonized in a **single score**. This is a weighted aggregation considering impacts on water, soil, air, natural resources and human health.

AQUA NATCO®

The trend indicated by this score shows that **AQUA NATCO®** is **6% less impactful** on the environment than the alcoholic version. Indeed, it generates less impact on 5 of the 8 main indicators. In particular, the comparative LCA shows a **5% decrease** in **greenhouse gas emissions** for **AQUA NATCO®**.

Focusing on the formula of **AQUA NATCO®**, most of the impact comes from the production of the solubilizer and one of the solvents.

This analysis highlights the possible **eco-design levers** on the **AQUA NATCO®** formula. Thanks to this evaluation process, it allows to identify the points on which we can still work on to improve.



The full LCA report is available on demand (contact your sales manager)

NOTES

We are proud to print our marketing presentations on qualitative recycled paper.

Expressions Parfumées | Creators of emotion

Corporate presentation
Company proprietary information of Expressions Parfumées

ORIGINE FRANCE® GARANTIE
pour son activité de réalisation de compositions parfumantes
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