How To Use Bedoukian's Interactive Catalog

This program was created to be a learning and creative tool for perfumers, which would allow them to learn and experiment with Bedoukian's specialty fragrance materials in a new way. The catalog contains more than 300 of our high impact fragrance molecules, breaking each ingredient down by family, sub-family, and main facets.

There are two different ways to go about using this program, they are the "creative" and "straight forward" approach. Below we will now give you a step by step example of each approach.

The Creative Approach:

For the sake of this experiment let's pretend you would like to find a "**Tropical**" ingredient with "**Pineapple**" being the main facet.

Let's begin...

1. Click <u>here</u> to access the Interactive Catalog.

When you open the Interactive Catalog you will see a Bubble Chart Diagram to the left and an Ingredient Table to the right, the Ingredient Table will automatically adjust as you begin making your selections on the Bubble Chart (also referred to as Fragrance Wheel).

2. Start by clicking one of the fragrance "Family" options shown on the bubble chart. In this case, we are trying to find something similar to pineapple so we would select the "Fruity" bubble.



3. Next you will see a new set of bubbles to choose from on the fragrance wheel. These are the "Sub-Family" options. Choose one that fits your needs, in our case we would select "Tropical".



You may now realize that a **breadcrumb path** is beginning to form in the top left corner above the fragrance wheel, these buttons are clickable - so if at any point you decide to change the direction of your search, but don't necessarily want to start from the beginning you can click that specific button to bring you back to that point. *For example, if you decide you want to search for a "Fruity" ingredient, but not something that is necessarily "Tropical", click the "Fruity" button and it will bring you back to that screen.*



4. Once you have clicked on a "Sub-Family" (in our case "Tropical") another set of bubbles will become visible on your screen. These are now showing the "Main Facets" that are available within the "Family" and "Sub-Family" you selected earlier. Since we are looking for a product that is best used for "Pineapple" that is the bubble we will click at this point. Click the "Pineapple" option.



5. Now that you have made your way through the fragrance wheel, after choosing the "Family" > "Sub-Family" > "Main Facet" the bubble chart will disappear and you will be left with the table on the right. This table will give you the results of your specific search showing you which Bedoukian fragrance material(s) best fit the criteria you were searching for. In this case, the program has listed several products that have "Pineapple" as the ingredients "Main Facet".

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You will now notice that in addition to showing the products "**Main Facet**", up to **four** other facets can be listed out in order of relevance per each ingredient. The point of this is to show the versatility our products have because although, in this case the first ingredient listed from our search, "**2,4**-**HEXADIENYL ISOBUTYRATE**" is ideal in a pineapple formulation, it can also be extremely useful in enhancing galbanum, cinnamon, apple and pear notes. In addition to the listed facets of a product you will see a button centered on top of the table that reads "Show All Products with Pineapple". If you click that button a new table will appear that will list any of our fragrance ingredients that have any form of "Pineapple" in it, no matter where that description might be on another product (i.e. family, sub-family, main facets, remaining facets). In this scenario you will see additional Bedoukian ingredients listed out that could be useful for "Pineapple" formulas.

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Please keep in mind at this point the **breadcrumb path** is still active on the top left corner of the page. If you are unsatisfied with the end results of your original search, but do not want to start completely over, the breadcrumb is your friend! For instance if you do want to stay relevant to a "**Fruity**" and "**Tropical**" product, but no longer want "**Pineapple**" to be the "**Main Facet**" click the button that reads "**Tropical**" and it will bring you back to that specific page so you can choose another option for the "**Main Facet**".

6. BUT let's say you are happy with the final result you received. Now you would like to know more information about that specific product, just click on the "Ingredient Name" listed in the table, in this case "2,4-HEXADIENYL ISOBUTYRATE" and a new window will open.

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You have now opened the "**Application Guide**", here you will find the relevant information that a perfumer needs to know about the ingredient (odor description, fragrance use, recommended use level, stability, etc.). If you would like to receive more information regarding the ingredients **technical specifications** or **request a sample** there are two square buttons toward the top of the "**Application Guide**", click each button accordingly and you will be redirected to the appropriate page. This "**Application Guide**" will open as a new window, so you can minimize or close it and return to searching the Interactive Catalog at any time.



* Full View of Example Application Guide



2,4-HEXADIENYL ISOBUTYRATE



Product Information

BRI No. 223 CAS No. 16491-24-0 Chemical Name: Propanoic acid, 2-methyl-, 2,4-hexadienyl ester

Organoleptics

Odor Description: A sweet pineapple odor with cinnamon undertones. Family: Fruity Sub-Family: Tropical Facets: Pineapple, Galbanum, Cinnamon, Apple, Pear Fragrance Use: For sweet pineapple, nutty, spicy notes. Recommended Use Level: 1% - 5%

Specifications & Technical Information

LogP: 3.31 Vapor Pressure: 0.139 mmHg (20C, EPI 4.0) Nature Identical: NO Tenacity on Blotter: > 1 hour Regulatory Status: TSCA AICS CHINA DSL ECL EINECS(240-551-6) PICCS

Stability Information

Base	pН	Stability
Fabric Conditioner	3	Data Not Available
Antiperspirant/Deodorant	3.5	Data Not Available
Shampoo	6	Data Not Available
Dish Detergent	7	Data Not Available
Liquid Detergent	9	Data Not Available
Soy Wax	-	Data Not Available

Last Revised Date

2/2/2017

Bedoukian Research, Inc. is a leading supplier of fragrance and flavor ingredients. 21 Finance Drive, Danbury, Connecticut 06810, USA | Tel: 1-203-830-4000 | Fax: 1-203-830-4010 <u>customerservice@bedoukian.com</u> Copyright © 2016 <u>Bedoukian Research, Inc.</u> Web Development by <u>Evan Freitag</u>, Hosting by <u>RECOL</u>

The Straight Forward Approach

For the sake of this experiment we will switch things up a bit, let's pretend you would like to find a "**Citrus**" ingredient, but don't have the time to experiment with the bubble diagram, the "**Quick Search**" tool is for you!

1. On the main page of the Interactive Catalog - in the top right corner of the table you will see a "Search Bar".



- 2. In that "Search Bar" you can type whatever you want to look for. The table recognizes both general and specific key words, but we recommend starting with general key words to get the most out of the search. In this case search "Mandarin".
- 3. Once you begin typing in your **key word** the table will automatically adjust, pulling all fragrance ingredients that have that specific term relevant anywhere in their description.

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4. The great thing about the Interactive Catalog is that as you narrow your search, while comparing each molecule at a glance, which would be very difficult when looking at spec sheets or other resources. When searching for "**Mandarin**", you will see many results, but this system will make it very easy to find the specific type of "**Mandarin**" note that you will find interesting.