

# News Release



## **BASF reveals exciting new additions to its aroma ingredients portfolio**

- **Global launches of methylionone 70 and dihydrorosane introduced at the WPC**
- **Ramp-up of new Aroma Ingredients complex in Kuantan, Malaysia on track**

Ludwigshafen, Germany, June 27, 2016 – BASF exhibited its broad portfolio of aroma ingredients at the 2016 World Perfumery Congress at Fontainebleau Resort in Miami from June 13-15. The World Perfumery Congress (WPC) is a biennial event that provides an ideal forum to discuss the industry's future trends and latest breakthroughs, attracting several hundreds of professionals in the fragrance industry.

### **Methylionone 70 and dihydrorosane, outstanding ingredients for fragrance compositions**

As a premium sponsor of the event, BASF presented its full range of aroma ingredients and highlighted two new additions to its portfolio. Methylionone 70, an impactful fragrance material with a floral, woody and slightly fruity odor, and dihydrorosane, the newest addition to the rose portfolio with a rosy-floral-herbal note.

BASF is one of the world's leading manufacturers of aroma ingredients. Its broad portfolio comprises citral and its downstream products among others such as L-menthol, geraniol, linalool and citronellol. "With the launch of methylionone 70 and dihydrorosane, our customers can source additional high-quality aroma ingredients

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Raga Mahmoud  
Phone: +49 621 60-48841  
[raga.mahmoud@basf.com](mailto:raga.mahmoud@basf.com)



More information on BASF Aroma Ingredients: Scan the image code with a smartphone and an app for QR codes or see [www.aroma-ingredients.basf.com](http://www.aroma-ingredients.basf.com)

BASF SE  
67056 Ludwigshafen  
Phone: +49 621 60-0  
<http://www.basf.com>  
Media Relations  
Phone: +49 621 60-20916  
[presse.kontakt@basf.com](mailto:presse.kontakt@basf.com)

with great value from BASF.” said Christian Seufert, Vice President BASF Aroma Ingredients.

### **BASF will enhance its supply capability for the flavor and fragrance industry**

BASF also informed its partners in the flavor and fragrance industry about the progress of the new aroma ingredients complex in Kuantan, Malaysia, a joint venture with PETRONAS Chemicals Group. “Our customers will benefit from better product availability and a high level of supply reliability and security in the medium-term” highlighted Seufert. The construction of the complex is on track and first production quantities are expected to hit the market by the end of 2016.

One of the key moments in the construction process of the aroma ingredients complex can be seen [here](#).

### **About the BASF Nutrition & Health division**

BASF Nutrition & Health provides a comprehensive product and service portfolio for the human and animal nutrition, pharmaceutical and flavor & fragrance industries. With innovative solutions and modern technologies, we help our customers improve their business efficiency and the sustainability of their products. Our human nutrition solutions include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Vitamins and carotenoids also form an important part of our animal nutrition portfolio, as do other feed additives such as trace elements, enzymes and organic acids. We provide the pharmaceutical industry with a broad range of excipients and selected large-volume active pharmaceutical ingredients such as ibuprofen and omega-3 fatty acids. Furthermore, we offer aroma ingredients such as citral, geraniol and L-menthol. BASF Nutrition & Health operates sites in Europe, North America, South America and Asia-Pacific. For more information, go to [www.basf.com](http://www.basf.com).

**About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at [www.basf.com](http://www.basf.com).