



Arylessence Announces Creative Innovation Group To Develop New Laundry Fragrances and Applications

New fragrances and solutions for marketers seeking a competitive edge in the laundry category

ATLANTA, April 18, 2012 /PRNewswire/ -- The leading, creatively-driven fragrance house, Arylessence, Inc., has announced a Laundry Innovation Group offering new fragrance solutions and laundry applications for marketers seeking to develop a competitive edge in the \$10 billion U.S. laundry category.

Headed by Bruce Garlick, Arylessence Vice President of Fragrance Research, the innovation group focuses on the entire spectrum of laundry products from detergents, pods and fabric softeners to fabric refreshers, dryer sheets, and new, innovative products, including sprays and deodorizers.

Team members include Arylessence perfumers; specialists in application design and fragrance evaluation; and in-house experts in consumer attitudes and lifestyles, laundry trends, and marketing insights. The team's business development leader provides laundry marketers and their retail partners with unique tools to analyze competitors, identify opportunities, and create sustainable marketing platforms.

"Fragrance represents 75 percent of the consumer impact of a laundry product," says Steve Tanner, President of Arylessence. "A beautiful laundry fragrance not only creates a powerful consumer connection, but also is the key to long-term customer satisfaction and loyalty. This valuable corporate asset should be developed as strategically as any active ingredient or new technology."

Superior performance and technology

The Arylessence Laundry Innovation Group works on two strategic pathways – the emotional human impact of creative fragrance design; and the performance of a winning fragrance in laundry applications.

"Our perfumers know that a laundry fragrance is actually a scent you wear," says Bruce Garlick. "But today's fragrance-savvy consumers set expectations even higher. Laundry fragrances must create an emotional impact similar to fine fragrances or shampoos, lotions and cremes, but also offer superior performance at every stage in the laundry process. Consumers want positive benefits throughout the laundry cycle, and they won't settle for less, not even from brands positioned on a value platform. Today, all laundry products must perform."

In addition to new sensory themes, the Arylessence Laundry Innovation Group has developed advanced applications to help fragrances perform long after the wash is over, keeping clothes and towels fresh and clean-smelling for days. A major breakthrough in making 'long-lasting' laundry a reality, Arylessence DeoEssence® technology adds competitive value to laundry brands and offers broad application throughout the laundry segment.

About Arylessence

Arylessence is a leading fragrance and flavor company known for creative innovation in beauty and cosmetics, personal care, laundry and household products, air care, and pharmaceuticals, as well as prepared foods, beverages, and oral care, lip care, and confectionary products. Leaders in the design of natural and organic fragrances, as well as sustainably-produced scents for today's environmentally sensitive products, Arylessence perfumers, application scientists and marketing experts work closely with clients in a multi-disciplinary, team-based environment. Arylessence provides marketing resources, proprietary developmental processes, and strategic insights to help clients achieve product differentiation, consumer preference, and marketplace success.

For more about Arylessence: www.arylessence.com.