



# Breakthrough Fragrance Technologies to improve Hygiene & Health in developing countries

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Firmenich innovates with fragrance and flavor technologies to delight the senses by enabling sustainable solutions that contribute to greater health, hygiene and sanitation. Based on a solid scientific background in malodor chemistry, most recently consolidated with new expertise in receptor biology and sensory analysis, we create technologies that make a positive impact on human health by contributing to improve hygiene and sanitation in developing countries.

Guided by the mission to make a positive contribution to our communities and inspired by the United Nations 17 goals for sustainable development to transform the world, we partner with the Bill & Melinda Gates Foundation in the “Reinvent the Toilet Challenge” initiative, which aims at deploying new generation toilets and fighting open defecation. This is critical in the developing world where 850’000 children die from diarrhea every year due to lack of hygiene and 2.5 billion people do not have access to sanitation. With the ambition of reinventing toilets and promoting a change in behavior, solving the problem of malodors was identified as a key factor to drive acceptability and adoption of toilets.

In this presentation, I will describe the multi-disciplinary approach we used to succeed in the discovery of specific fragrance antagonists for toilet malodors, allowing to create performing and affordable fragrance technology solutions. The scientific discovery work was validated by local populations in India and Africa and is currently in development with commercial partners.

Conférence présentée le

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Auditoire A. Pictet A150

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**La conférence est publique**

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