

NEWSLETTER

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Be a part of over 14,000+ professionals' routine!

PERFUMER & FLAVORIST+ COVERS

- News on industry, companies, leaders and event coverage
- Market and consumer trends
- New ingredient launches
- New product & technology launches
- Podcast and video interviews with industry experts

WHAT'S INCLUDED

- Delivered 5x a week, Monday–Friday
- Text Ads offer marketing inquiries to grow your database of qualified names
- Text Ads & Banner Ads—Lead generation form available when 4 weeks or more of banner ads or text ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging “call to action” that will drive leads.

PRESS RELEASE (PR) SUBMISSIONS

To expedite your press releases for publication, please submit your new product releases online at <https://www.perfumerflavorist.com/page/editorial-submission>

PR CONTACT | Emily Little | elittle@allured.com | 630-344-6053

Must book at least 4 weeks before the run date.
Material is due 2 weeks before the run date.



Display Ad 600 x 100 goes here

FRAGRANCE
Givaudan Celebrates Promotion of 2025 Perfumery School Class The Perfumery School's graduation event took place on November 19, 2025 in Argenteuil, France.



Display or Text Ad 600 x 300 goes here

FLAVOR



Namas Flavors & Fragrances Launches Egypt's First Natural Aroma Isolation Unit



CIRANDA Announces Partnership with Incedo for Clean-Label Sugar Solutions

FRAGRANCE



NEW for 2026!

Top banner display ad has been added—300 x 100 px.

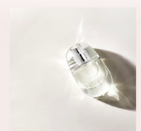
Namas Flavors & Fragrances Launches Egypt's First Natural Aroma Isolation Unit

CIRANDA Announces Partnership with Incedo for Clean-Label Sugar Solutions

FRAGRANCE



Fragrance Ingredients Verified via Carbon-14 Analysis



No Makeup Makeup Introduces No Fragrance Fragrance, Powered by FlexScent Tech

NEW for 2026!

Display and/or text ad real estate has been increased to 600 x 300 px

Display or Text Ad 600 x 300 goes here

INDUSTRY BUZZ



MIND GAMES Expands Soulmate Collection with Two Selfridges-Exclusive Fragrances



Coty Reports Q1 Financial Results, Expects Return to Growth in Second Half of FY26