

LEADERS' PROGRAM

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perfumer
& flavorist⁺

The Resource for Sensory & Wellness Innovation

Join our leaders' program when you market with *Perfumer & Flavorist+*

As an Added Value for a \$10,000 or more marketing campaign with *Perfumer & Flavorist+* you qualify to participate in our Leaders' Program.

HOW TO QUALIFY*

- **\$10,000** Marketing programs that start before March 31, 2026
- **\$15,000** Marketing programs that start after March 31, 2026

BENEFITS OF PARTICIPATING

- Stand out by having your company listed next to **relevant editorial** content from 3 categories on our website.
- All content your company has published on our website will be linked to your **company profile** and will show engagement on the year-end report.
- You can build out your **company profile** with product promotions and YouTube videos that stand out in the desktop pop-out view.
- You will receive monthly reports that provide insights about your content & profile engagement.

The screenshot displays the '2025 Leaders' program interface on the Perfumer & Flavorist+ website. On the right, a dark blue header reads '2025 Leaders'. Below this is a sidebar with two main sections: 'FLAVOR' and 'FRAGRANCE'. The 'FLAVOR' section lists categories: Animal Nutrition, Beverage, Dietary Supplements, Ingredients, Pharmaceuticals, Savory Applications, and Sweet Applications. The 'FRAGRANCE' section lists: Ambient Scent, Biotech, Fine Fragrance, Home Care, Ingredients, Oral Care, and Personal Care/Beauty. A 'SERVICES' section at the bottom lists: Business Services, Consultant, Consumer Research/Insights, and Equipment (Lab & Manufacturing). The main content area on the left features a company profile for 'symrise' with a 'Visit Site' and 'View Profile' button. Below the profile is a 'Featured Videos' section with two video thumbnails titled 'Upcycling @ Symrise - Lilybelle®' and 'Upcycling @ Symrise - Linalool Coeur'. A 'View more videos »' link is also present.

*Participation is from January–December 2026, midyear qualifiers will be added to the Leaders' Program but will only run through December 2026.