

MAGAZINE PRODUCT ROUNDUP

Please refer to *Perfumer & Flavorist's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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perfumer
& flavorist
The Resource for Sensory & Wellness Innovation

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Perfumer & Flavorist's* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes Marketing Inquiries.

Benefits


1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the mid-month "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on *Perfumer & Flavorist's* **website** and will be included in the monthly Product Roundup feature page on www.perfumerflavorist.com
4. Highlights of the Product Roundup featured page will be promoted via *Perfumer & Flavorist's* Daily Newsletter and social media channels.

Marketing Inquiries


1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. **Best practice** – for following up on marketing inquiries:
Offer qualified prospects more information about your new product with a whitepaper or a sample request.

Product Roundup [Raw Materials, Equipment & Services]


Ingredients and Equipment




Methly pomello
Beipé Inc.
www.beipé.com/products/aromatic-chemicals/methly-pomello-methly-pamplumcossetype/
Also known as "grapefruit acetal," methly pomello (CAS# 67674-46-8) is an aromatic compound that blends occasionally well with most citrus ingredients. It has a very fresh and fruity odor, highly reminiscent of freshly peeled grapefruit. Upon dry down, it becomes green and somewhat woody, similar to violet leaf.



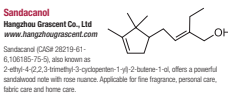
Terpenes from mandarin petitgrain oil
Elan
www.elanvanilla.com
Terpenes give plants their unique flavor and aroma characteristics. Terpenes are the building blocks of essential oils. The terpenes from Mandarin are strong aromatic properties, making them incredibly useful for perfumers and flavors, mimicking dimethyl and methyl anthranilate goods. The combination of scent and flavor makes terpenes an addition to a diverse group of products, ranging from food additives.




L-Menthyl USP
ShengYuan Flavors and Fragrances Co.
www.shengyuanscent.com
L-Menthyl USP (FEMA 2965, CAS# 2216-61-9) with 95.0% (minimum) ShengYuan Flavors and Fragrances Ltd. is delighted to announce the completion of our complete backward integrated menthyl plant. Now, we can offer L-menthyl USP with commercial quantity. As a global business, we can also worldwide for all your needs.



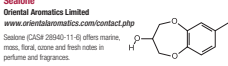
Methylpropyl oxathiane
Symrise
www.symrise.com/scient-and-care/aroma-molecules/fragrances/ingredients/Methylpropyl-Oxathiane-2-4-1-3
Methylpropyl oxathiane (FEMA 3578, CAS# 67715-60-4) works well in most and most flavors, giving tremendous body and improving the cooked and bouillon notes. With its sulfurous and slightly green character, it goes really into tropical fruit flavors, especially guava and grapefruit. The recommended use level in food ranges from 10 ppb to 5 ppm.



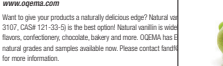
Santidanol
Hangzhou Eracent Co., Ltd
www.hangzhoueracent.com
Santidanol (CAS# 28219-61-6, 6,10E18E-75-9), also known as 2-(ethyl-4-(2,2-dimethyl-2-propoxybut-1-yl)-2-butene-1-yl) ethanol, offers a powerful sandalwood note with rose nuance. Applicable for fine fragrance, personal care, fabric care and home care.




Natural vanillin
OCEMA
www.ocema.com
Want to give your products a naturally delicious edge? Natural vanillin (CAS# 121-33-9) is the best option! Natural vanillin is used in confectionery, chocolate, bakery and more. OCEMA has 4 natural grades and samples available now. Please contact back for more information.



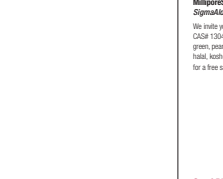
Sealene
Oriental Aromatics Limited
www.orientalaromatics.com/contact.php
Sealene (CAS# 28940-11-0) offers marine, moss, floral, stone and fresh notes in perfume and fragrances.




cis-3-Nonenyl acetate, >95%, stabilized, FG
MilliporeSigma
SigmaAldrich.com/W455320
We invite you to experience our listing of cis-3-nonenyl acetate (FEMA 4553, CAS# 13049-88-2). This ingredient is perfect for fresh summer formulations with green, pine, herbaceous and tropical notes. Our product is certified food grade, halal, kosher and follows IFA guidelines. Contact us at NI@milliporesigma.com for a free sample.




Omni Plus
Isomare
www.isomare.fr/en/products-services-packaging/products/applications/
Isomare has launched a fully recyclable aluminum solution. Called Omni Plus, it includes bottles with an ergonomic cap and a removable tamper-evident ring. The offer includes two lines, Omni-S2 (from 50 cc to 1.1 l) and Omni+S0 (from 625 cc to 6.25 l). Isomare already recycles 100% of its aluminum waste.



Chloromethyl fglate, >95%, stabilized, FG
MilliporeSigma
SigmaAldrich.com/W429540
We invite you to experience our listing of chloromethyl fglate (FEMA 4295, CAS# 24771-85-9). It has refreshing notes of geranium, lily, floral, fruity and rose. Our product is certified food grade, halal, kosher and follows IFA. Contact us at NI@milliporesigma.com for a free sample.



2-Ethyl-3-methylpyrazine, EU Natural
GAMC Ingredients USA
www.gamcusa.com
2-Ethyl-3-methylpyrazine (FEMA 3155, 15707-23-0) naturally occurs in bakery products, roasted barley, coffee, peas, herbs, potato products, soy products, roasted and fried chickens. Color characteristics include an intensive granule note with yellow-brown-like aspects. Taste characteristics at 10 ppm include nutty, peanut, musty corn-like with raw and oily nuances.



Econusk R
Symrise
www.symrise.com/scient-and-care/aroma-molecules/ingredient-finder/
Conscious contribution to a more environmentally friendly lifestyle! Econusk R (CAS# 236291-76-7) fits very well in today's environment with its properties like renewability and biodegradability. The rich, powdery and covering mask with dark fruity aspects broadly supports fruity themes like apple and red fruit. Econusk R is harvest and caring!

MAGAZINE PRODUCT ROUNDUP CONT'D

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Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Perfumer & Flavorist+* Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50-word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.

Monthly Roundup

Perfumer Notes: Neroli



Discover the material's versatility, uses and more.
[Read More](#)


[Berji's Lemon EF](#)


[Elemental Container Inc.'s UN Cartons for aluminum bottles](#)


[Hangzhou Grascant Co., Ltd's α-Damascone](#)


[Millicore/Siemal's cis-3-Nonenyl acetate, 95% stabilized, FG](#)


[Natural Advantage's o-Menthen-8-thiol](#)


[OAMIC's Tropic acid](#)


[Oriental Aromatics Ltd.'s Shiwand](#)


[Pona Scientific's Pona ProPass 500](#)


[Symrise's Econusuk B](#)