

What is the difference between fragranced and fragrance-free products?

Across all studies, comparing emissions from fragranced and fragrance-free versions of the same types of products, the main chemical difference is the presence of terpenes (such as limonene, beta-pinene, and alpha-pinene) in all fragranced products, and the absence of terpenes in all fragrance-free products. This leads to a focus on terpenes.

Is scent technology making headway in the fragrance market?

Scent technology is slowly but surely making headway in the fragrance market, with Wunderman Thompson stating that "early metaverse plays by fragrance players are demonstrating how the future of digital engagement is shaping up to be truly immersive--reimagining sensory experiences for virtual environments."

How will scent teleportation impact the fragrance industry?

It is still difficult to fathom how scent teleportation would impact the fragrance industry, but at the point of mass market adoption, a surge in demand for primary scents will encompass a significant opportunity for fragrance houses. Visit *Perfumer & Flavorist*'s June 2023 issue to see the article in the digital magazine.

Can chiral fragrance molecules reduce emissions?

An interesting area for scientific exploration is the potential difference in effects of different enantiomeric forms and sources of chiral fragrance molecules. The paper now turns to promising approaches to reduce emissions, exposures, and effects.

How is digitalisation affecting fragrance industry?

Fragrance players are incorporating features from megatrends, such as wellness, digitalisation, sustainability, personalisation and inclusivity, to create more value for consumers in fragrances. Of these, digitalisation is having the greatest current influence.

What percentage of fragrance sensitive people have a disability?

Across the four countries, 9.5% of the general population (17.2%, 5.6%, 7.1%, 8.0%), representing 29.1% of fragrance sensitive individuals (49.5%, 17.1%, 25.5%, 24.2%), report health effects that could be considered disabling, according to the disability legislation in each country (ADAAA 2008; DDA 1992; EA 2010; DA 2008).

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