

## I Firmenich Context

Labdanum and Olibanum are two major fragrance ingredients.

Our Natural Innovation Ingredients Center located in Grasse, France, developed a specific high-tech process

mixing LABDANUM + OLIBANUM ingredients to create a unique perfumery specialty called Ambranum..

## I Characteristics

Ambranum, a light amber colored liquid, is relatively easy to work with. Its form ensures perfect solubility, and it can be used in automated processes.

In accordance with current regulations, Ambranum does not contain any animalic compounds.

Cost-effective, it also enhances various characteristics of other compositions, notably citrus.

## I Origin & History

Used in perfumery for 3,000 years, the shrub *Cistus ladaniferus* originated in the Middle East and the coastal mountains of Eastern Mediterranean. Today, the bushes are found in all countries bordering the Mediterranean Sea.

To protect itself from the sun and heat, the plant produces a gum that envelops the twigs and leaves.

Labdanum is the strong ambery, balsamic-like gum that has been cultivated by hand for more than 100 years in Spain.

To produce **Labdanum** gum, the leafy *Cistus ladaniferus* branches are collected and then immersed in hot alkaline water.

In perfumery, both *Cistus* branches and Labdanum gum are used.

**Olibanum** is one of the world's most treasured and mystical aromatic resin.

In the days of Ancient Arabia, with its balsamic and spicy notes, Olibanum was one of the most valuable commodities and literally was worth more than its weight in gold.

For thousands of years, Olibanum has been widely used in religious ceremonies around the globe.

Ambery



## Portfolio

**AMBRANUM**  
908685

Commercial Grade.

Base for fragrance creations.

Labdanum and Olibanum are uniquely associated.

The profile is sensual, resinous, warm and highly remanent.

Slightly vanillic and balsamic, it offers gourmand facets.

It fits oriental accords, imparting a feeling of well-being and "zen-attitude".

In composition, Ambranum enhances citrus hints.