

# IFF SCIENCE OF WELLNESS

# INNOVATIVE WELLNESS SCENT SOLUTIONS SUPPORTED BY SCIENCE.

## IFF SCIENCE OF WELLNESS

### AUGMENTED PERFUMERY FOR HOLISTIC WELLNESS

+ Science of Wellness is a unique integrated solution for scent design that covers the emotional, cognitive, physical and social dimensions of wellness. It combines 40 years of human conscious and unconscious measures, advanced neurosciences and proprietary AI for the perfumers to unlock the power of extraordinary senses and address consumers' expectations for holistic wellness. It is applicable to all fragrances.

### INTEGRATED PROPRIETARY SCENT DESIGN FOR WELLNESS



IFF Unique  
Ingredient Characters



IFF Scentemotions &  
Brainemotions data



IFF Scentcube  
Proprietary AI



IFF Knowhow &  
Craftmanship

## Statistics

**87%** of consumers want to improve their wellness

*IFF CSI Studies (SOW Survey, Covid Tracker Program & 100% Tomorrow study)*

**+10% Wellness market  
growth by 2025**

\$120.8bn value of the global mental wellness market

*IFF Online survey, April 2020. The impact of COVID-19, 14 countries.*

## Why IFF?

**40 YEARS OF LEADERSHIP &  
CONSUMER VALIDATED CONTENT**

40 years of human conscious and unconscious measures & data

**UNIQUE IFF INGREDIENTS**

Exclusive Natural LMR specialties and IFF differentiating proprietary synthetics

**VALIDATION OF SCENT SOLUTIONS  
FOR KEY BENEFITS**

IFF proprietary capabilities to deliver validated scented (product) solutions

# METASLEEP™

SCENTED PRODUCT SOLUTIONS SCIENTIFICALLY DEMONSTRATED TO PROMOTE BETTER SLEEP.

## IFF METASLEEP™ SCENT TECHNOLOGIES

### NEW ERA OF SLEEP EXPERIENCE

+ Scent solutions with scientifically demonstrated sleep benefits, biometrically tested in context to promote better sleep.

- Objectively measured benefits – biometric sleep tracking technology
- High hedonic non-invasive solution
- Science backed & beyond pre-sleep

### IN CONTEXT SLEEP BIOMETRIC MEASUREMENTS



All sleep cycle measures



Best-in-class no contact technology



Proven methodologies backed by BIG data & Algorithm.



## Statistics

**4 Billion people** woke up tired today, a global health issue and **80%** of people would like to improve their overall sleep quality.

*Euromonitor/bcc report / IFF Online survey, April 2020. The impact of COVID-19, 14 countries.*

**SLEEP** Number 1 search category on Google Trends – 5X more than mental health and 2X more than diet.

*Google Trends*

## Why IFF?

### EXCLUSIVE PARTNERSHIP WITH SLEEPSCORE LABS

We pioneer biosensing in scented product solutions for better sleep quality allowing industry-first fragrances with scientifically shown sleep benefits.

### FURTHER BRIDGING SCIENCE & WELLNESS

Leveraging 40 years of conscious and unconscious human measurements, we engineer scents with a measured impact on multisensorial, psychological and physical wellness.