

# INSECTAGUARD

INSECT REPELLENT TECHNOLOGY



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# INSECT REPELLENT TECHNOLOGY FROM CPL AROMAS

## WHAT IS INSECTAGUARD?

CPL Aromas' InsectaGuard is a collection of great fragrances that offer highly effective insect repellence for on-skin use, thanks to their Citriodiol® content.

## HOW INSECTAGUARD WORKS

CPL Aromas' InsectaGuard has been developed with a partner company called Citrefine, using their insect-repelling active material Citriodiol®.

The main insect-repelling component of Citriodiol®, is PMD (p-menthane-3,8-diol), a naturally-sourced active ingredient, effective against a range of biting insects, nuisance insects and ticks.

PMD is derived from the oil of the Eucalyptus Citriodora tree (also known as Corymbia Citriodora), which is a natural and renewable resource, grown in several parts of the world.

## FRESH FROM THE LAB

Citriodiol® has two characteristics which make it a highly effective insect-repellent ingredient:

- A much higher concentration of PMD. Usually the PMD content found in eucalyptus citriodora essential oil is approximately 2%. In Citriodiol®, due to special processing methods, it has been maximised to a minimum of 64%
- Synergy with other chemicals. Due to a synergistic effect between the PMD and other lower level components within the Citriodiol®, this active ingredient has a better repellent effect than PMD alone

## SOME INFO ON CITRIODIOL®

Citriodiol® is made from 100% sustainably and ethically-sourced Eucalyptus oil, it meets the COSMOS standards for organic and natural ingredients and is GMO free.

Citriodiol® has been extensively tested by Citrefine for use as a repellent. It is the only naturally-sourced active for insect repellence that is EPA approved – and is in the final stages of registration under the EU's BPR.

Citriodiol® has a maximum permitted IFRA level of 40% in fragrances for topically applied fragrances. Citrefine has tested and shown that Citriodiol® is effective at 20% for emulsion and emulsion spray applications and at 30% for alcohol-based spray, roll-on and stick. **All of these applications are available.**

## HOW DOES INSECTAGUARD WORK FOR YOU?

We have incorporated Citriodiol® into the CPL Aromas perfumers' palette. This means we can offer you a ready-made fragranced InsectaGuard repellent product in one easy step! You simply buy one fragranced product from us instead of having to buy fragrance and repellent separately.

InsectaGuard has these additional advantages:

- All of the regulatory compliance details you expect from CPL
- The peace of mind that the Citriodiol® quality is the same from batch to batch, to ensure a consistent product



THIS COMBINATION OF  
ECOBOOST TECHNOLOGIES  
AND CITRIODIOL® ACTIVE  
INGREDIENT IS UNIQUELY  
INSECTAGUARD.



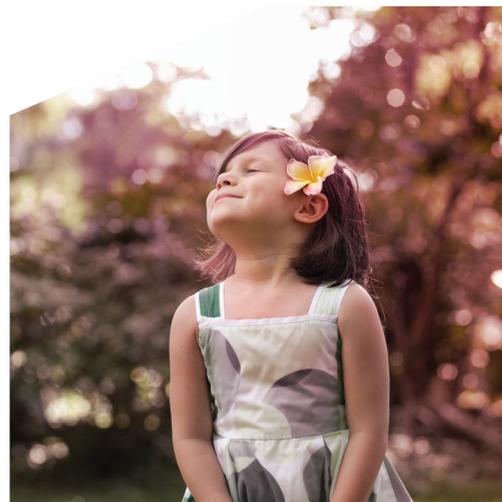
## ADDING VALUE THROUGH UNIQUE TECHNOLOGIES

InsectaGuard is just one of a number of trailblazing technologies that CPL has developed. As well as being proof of our unstinting commitment to creativity and innovation, our roll-call of innovation shows our determination to bring highly complex products to market to benefit clients and consumers.

## ECOBOOST

EcoBoost technology creates high-impact fragrances that are so effective they can be applied using only 10% of the normal dosage. Much smaller quantities of chemicals means lower environmental impact, less packaging, significantly reduced transport costs and greater value for money.

CARING MORE  
BY USING LESS



## AROMAGUARD

AromaGuard provides a tailored response to counteracting malodours. By changing the brain's perception of what the nose is smelling, it makes bad odours seem pleasant, neutralising the active malodour molecules and replacing them with the desired fragrance.

BESPOKE MALODOUR  
COUNTERACTANT  
SOLUTIONS



## AROMAFUSION

AromaFusion is an exclusive range of 'captive' ingredients that extends the fragrance palette available to our perfumers, providing them with unique creative possibilities while ensuring that a fragrance can't be precisely replicated by a competitor.

UNIQUE  
FRAGRANCE  
CREATION



## ALWAYS EXPLORING, ALWAYS INNOVATING

The fragrance industry is fast moving, and CPL Aromas is at the forefront of change. We have a dedicated research and development team that strives to break new ground, look differently at challenges and reinvent and enhance formulations. We're investing heavily in the team and their facilities so that they can continue to drive fragrance innovation into the twenty-first century.

We also foster creativity and innovation across CPL Aromas as a whole. A spirit of innovation runs through our company. Every employee, whatever their role, is encouraged to be creative, to invent, to challenge convention and solve the real-world issues faced by our clients. A transformational idea can come from any one of us.

We structure our business and the tools we use to make it easy for our people to share ideas across our global sites. We're quick to implement the best ideas into our business practice so the entire company – and all our clients – can benefit.

In this way we have evolved to be a company that delivers impressive results in short turnaround times; a company that creates breakthrough products that revolutionise existing markets and unlock entirely new ones.

## A CENTURY DEDICATED TO QUALITY

The story of CPL Aromas began a century ago when John Pickthall first experimented with enhancing the toiletries of his time. His son Jack, an innovative chemist and world-renowned perfumer, carried on where John left off and went on to shape the emerging perfume industry. It was Jack's sons, Michael and Terry, who founded Contemporary Perfumers Limited (CPL) in 1971 and their children continue the family success story into the present day.

While CPL remains a family-run business, we're now a major international fragrance house. Our 500-strong team works in 17 international locations and serves clients in over 100 countries. We're ranked in the top 10 of the sector's major players and we're the largest fragrance-only fragrance house in the world.

Our success is centred upon our independence. We're able to select our own raw materials and take risks to create peerless products and radical new technologies that enable clients to grow their brands and explore exciting new markets.

We also play a proactive part in influencing and managing the direction of our industry and have a seat on all the industry associations. We communicate and advise our clients on changes, working alongside their technical teams to ensure their products are meeting and exceeding standards at all times, in all locations.

IGNITE THE IMAGINATION

[CPLAROMAS.COM](http://CPLAROMAS.COM)

