

who creates a
scentsual experience?

—
captivates™ a encapsulates



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Captivates™ A encapsulates are made using a novel fragrance encapsulation process that delivers unsurpassed efficacy in fragrance intensity and longevity. The microscopic encapsulates deposit on the fabric fibers while holding their integrity throughout the rigors of the washing and drying process or from spray application. During daily use of fabric, the capsules rupture, releasing bursts of fragrance and freshness to delight consumers.

In consumer tests, Captivates A encapsulates consistently showed superior fragrance intensity than both free fragrance and competitor encapsulation technologies. Superior performance is observed in all stages of washing, drying, and wearing from both softener and laundry detergent applications.

3.5x

higher initial fragrance bloom
with activation from liquid
laundry detergent¹

1.8x

higher fragrance bloom after
3 months with activation from
liquid laundry detergent^{2,3}

¹Based on panelist scores (n=20) vs neat oil alone.

²Based on panelist scores (n=20) vs neat oil alone. Samples were aged for 12 weeks at 35°C. Encapsulates were activated with rubbing.

³Comparable performance was observed in evaluation of fabric softener formulation containing Captivates A technology.

suitable for

- fabric softeners
- laundry detergents
- fragrance boosters
- fabric refreshers
- hard surface cleaners



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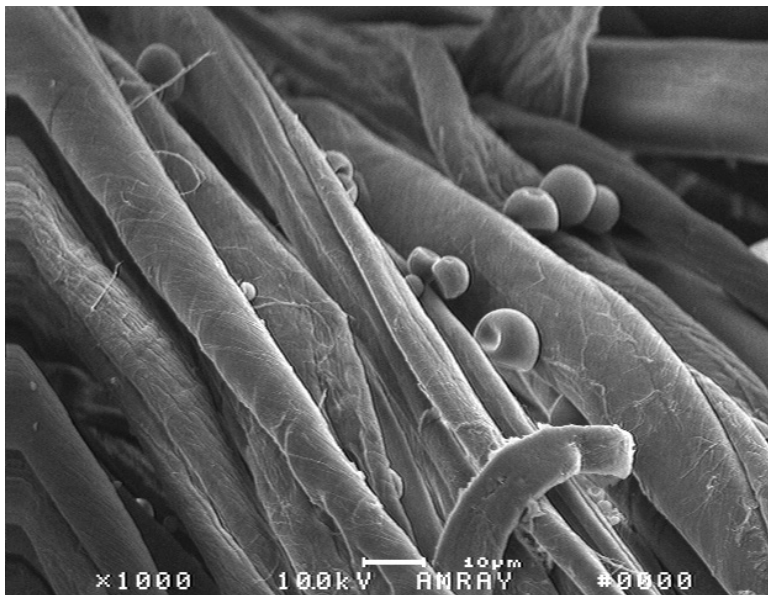
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key features and benefits

- holds fragrance through the rigors of the washing and drying process, even enduring the harsh heat and tumble of drying cycles
- unique technology delivers superior fragrance performance
- does not use formaldehyde or isocyanates in process
- can be customized with signature fragrances and properties





scanning electron microscope (SEM) image of Captivates™ A encapsulates deposited on cotton fabric during a rinse cycle

regional centers

North America

Bridgewater, NJ USA
Tel: +1 800 505 8984

Europe

Switzerland
Tel: +41.52.560.5538
Fax +41.52.560.5599

Middle East, Africa

Turkey
Tel: +90 216 538 08 00

China

Shanghai
Tel: +008621-60906606

India

Mumbai
Tel: +91 22 61484646

Asia Pacific

Singapore
Tel: +65 6775 5366

Latin America

Sao Paulo, Brazil
Tel: + 5511 3649 0455

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