

**FROM PINE TO PERFUME: SUSTAINABILITY-DRIVEN PERFUMERY INGREDIENT
INNOVATION**

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The present presentation follows the sustainability-driven journey of perfumery ingredient discovery and development starting from pine-tree derived feedstock. Impact on people and planet will be evaluated using a holistic sustainability metrics tool EcoING Compass^{®1} and quantitative full life cycle assessment (LCA).

1. Reiter et al., *Curr. Opinion in Green and Sustainable Chemistry*, **2022**, *33*, 100583 & to dsm-firmenich: WO2023152091