



THE INTERNATIONAL
FRAGRANCE ASSOCIATION

For immediate release

Fragrance industry renews focus on safety, sustainability and partnerships at Singapore launch event

The International Fragrance Association officially opens office for Asia-Pacific region

Singapore, 23 October 2018 – The International Fragrance Association (IFRA) launched its Asia-Pacific branch office on Monday with a promise to renew its focus on safety, sustainability and partnerships in the region.

IFRA, the global trade body that represents the fragrance industry, celebrated the launch of the new Singapore-based operation with an evening of discussions and seminars that highlighted the positive role fragrance plays in people's lives, the contribution of the fragrance industry to economic wellbeing, and the role of IFRA in setting high standards for safe use and environmental sustainability in the industry.

Commenting on the decision to open an office in Singapore, the Chairman of the IFRA Board, **Michael Carlos**, said:

"The Asia-Pacific region is a major contributor to the global expansion of our industry: it is the world's fastest-growing consumer market for fragranced products, a major sourcing hub for raw materials, and home to a growing manufacturing and research and development center.

"It is therefore vital that IFRA is present on the ground to represent the fragrance industry, develop closer partnerships with stakeholders and authorities, and to highlight the important leadership role we play on safety and our work on sustainability."

One of IFRA APAC's priorities will be to increase awareness of the IFRA Standards, a global self-regulatory system to which all IFRA members adhere. The Standards, which ban or restrict use of certain fragrance ingredients, are based on rigorous scientific safety assessments by the Research Institute for Fragrance Materials (RIFM), with the work overseen by an independent Expert Panel.

Martina Bianchini, the President of IFRA, added:

"IFRA is serious about its responsibility to ensure the safe use of fragrance ingredients. The Standards are a system that is scientifically robust, can react to new science and that have earned the trust of regulators.

"In the APAC region, we have already seen the ASEAN Cosmetics Directive refer to the IFRA Standards. We will use the opportunities presented by being based in the region to increase understanding of the Standards, build partnerships and ensure that the Standards become a reference point for the safe use of fragrance ingredients."

More than 100 stakeholders attended the event at Gardens by the Bay, including representatives of the Singaporean authorities. The IFRA APAC Branch Office will coordinate outreach with authorities throughout the region, working in coordination with the six IFRA National Member Associations in Asia-Pacific.



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About The International Fragrance Association (IFRA)

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. Comprising eight multinational companies, 21 national associations in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, and seven supporting members, IFRA's membership covers approximately 90% of the world's \$14bn-a-year fragrance industry.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care products, household care and more. We not only make a difference to downstream producers, but also to upstream suppliers, adding an estimated annual \$500bn of value to these sectors globally.

IFRA has a dual role as an advocate and a regulator. The IFRA Standards, the industry's flagship self-regulatory program, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The IFRA Standards demonstrate the responsible approach we take to consumer safety and allow billions of people around the world to safely enjoy the joy of fragrance every day.

For further information, please visit ifraorg.org

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