

N°1143 / KN

TOPIC(s) : Industrial chemistry / Chemical engineering

## GREEN MOTION? case study : from Green Chemistry Metrics to Eco-Designed Fragrances

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### PURPOSE OF THE ABSTRACT

At MANE, we believe in creating responsibly, to preserve the Earth's resources for generations to come. In 2011, we took a comprehensive approach and designed a tool to rate the overall level of compliance with the twelve principles of Green Chemistry of all the ingredients produced at MANE.

The tool was named GREEN MOTION? and assesses the health, safety and Environment impacts of manufactured ingredients for the Flavour and Fragrance industry on a 0 to 100 scale. In its quest to help chemists and formulators to develop solutions in an eco-friendly manner, it integrates the 12 principles of Green Chemistry and allows us to set objectives for continuous improvement.

GREEN MOTION? which was effectively the first comprehensive tool to rate both synthetic and natural ingredients, provides a simple, expedited method to assess the health, safety and environmental impact of manufactured raw materials used in flavours and fragrances destined for use in food and drink applications, fine fragrances and consumer goods products.

During this keynote, GREEN MOTION? assessment methodology will be explained and a complete demonstration about how to make a new eco-designed fragrance will be presented.

## FIGURES

FIGURE 1

FIGURE 2

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KEYWORDS

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BIBLIOGRAPHY