**Eurofragance and Alphanosos Join Forces**

**to Address Malodors**

* **The fragrance house enters into a joint program with French AI biomedical company**
* **The project looks to design breakthrough technologies for Eurofragance’s malodor counteracting platform, EuroPure™**
* **The collaboration aims to unlock the potential of fragrance raw materials to develop perfumed products that enhance personal well-being and confidence**

**Barcelona, November XX, 2023** – Spanish fragrance house Eurofragance and the French Green-Bio-Deep-Tech company Alphanosos have entered into a shared risks and rewards collaboration to uncover new exclusive technologies to address unpleasant odors.

The collaboration will bring together the perfumery expertise of Eurofragance and the cutting-edge, AI-powered bio sciences of Alphanosos. The stated objective of the collaboration is to uncover complex fragrance solutions for bio-originated disagreeable body and musty smells. They aim to offer real life solutions that can be applied in everyday consumer products and to propose new proven claims to manufacturers marketing products against malodors in the home and personal care segments.

**Eurofragance’s toolbox to counteract malodors**

Eurofragance, the global perfumery house headquartered in Spain, creates fragrances and fragrance-related technologies for fine perfumery, air, home and personal care products. In particular, the multinational develops innovations to counteract unpleasant smells.

Eurofragance has recently introduced EuroPure™, its malodor counteraction platform, leveraging a portfolio of mechanisms to offer a broad range of solutions for brands promising consumer well-being and reassurance. Certain malodors are generated by bio processes, that can occur on skin, fabrics and other surfaces. Rather than dealing with malodors once they are present, Eurofragance is seeking new solutions to address the problem at its source.

In this collaboration, Eurofragance counts on the R&D Scientists in its own Innovation Center, an extensive knowledge of fragrance raw materials, evaluation protocols and consumer insights. Moreover, it offers its deep experience in integrating complex technical solutions into perfumes to delight consumers.

**Alphanosos, managing complexity in biosciences**

Alphanosos, the French Green-Bio-Deep Tech company, uses its proprietary AI algorithms to assemble natural or chemical non-pharma ingredients resulting in patentable blends with strong biological activities for cosmetic and food applications, a prelude to Alphanosos’ subsequent objectives in human health and pharmaceutical applications. Its first patented natural mixes are already used in commercial products and are to be further evaluated in several microorganisms-related diseases.

Alphanosos was co-founded by Pascal Mayer, recipient of the 2022 Breakthrough Prize in Life Sciences. The company’s philosophy is to modulate biological activities with complex mixes of safe compounds acting on the metabolism of microorganisms and cells.

In this collaboration, Alphanosos will bring its proprietary AI and experimental microbiology platform to accelerates the design of innovative and efficient accords. This offers totally new and patentable discoveries directly usable in the cosmetics and beauty fields. Alphanosos will be rewarded with royalty payments on Eurofragance sales of the malodor products resulting from the collaboration.

The joint program between Eurofragance and Alphanosos is stated to last two years. This collaboration explores the malodor fighting potential of complex mixes of ingredients, going beyond predictable performance, thanks to sophisticated AI algorithms.

**About Eurofragance**

Eurofragance manufactures and markets the highest quality fragrances for worldwide brands in fine perfumery, home, personal and air care. The company is a privately held B2B enterprise founded on family values in Barcelona in 1990 and currently counts nearly 400 employees.

Driven by a passion for perfume and the entrepreneurial spirit of its founders, Eurofragance first grew in Europe and the Middle East, before taking on the Far East and the Americas. The midsize company is now represented on five continents; runs its own plants in Spain, Singapore and Mexico; and works with manufacturing partners in the United States, China and India.

Eurofragance’s international network of Creative Centers and outstanding manufacturing capabilities enable it to create and deliver fragrances around the world. Over the years, Eurofragance has cultivated lasting relationships and has grown hand in hand with its partners.

Eurofragance is wholeheartedly invested in addressing sustainability issues and its decision-making process is built around strategic initiatives supporting this cause. The company spearheads activities around four major axes: safety, biodiversity, community and resources.

**About Alphanosos**

Alphanosos is a green one-health deep tech company that discovers, thanks to its genuine Artificial Intelligence-based experiential discovery methodology, develops and commercializes active ingredients and products based on patented mixes of non-pharmaceutical, natural and/or chemical ingredients to be used in the fields of human and animal wellness and health, and ultimately, for disease treatments.

Alphanosos' Artificial Intelligence allows going beyond traditional phytopharmacological knowledge to generate intellectual property on natural technical ingredients and therapeutic products that are at least as effective as competing traditional chemical approaches.

 Its R&D operation started in mid-2015 and it is now a commercial stage company allowing for totally new solutions in health, beauty, animal health and food industries. Alphanosos business model is to leverage its proprietary AI and botanical expertise to generate intellectual property leading to medium- and long-term royalty payment commitments through commercial partnerships with business leaders in various domains

**More information**

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