

# CPL Aromas – shaping the future with fragrance creations

## A conversation with Alexandra Kosinski, Senior Perfumer of CPL Aromas

*A specialist in fine fragrance creation, Alexandra joins CPL from Givaudan. Her perfumery creations have attracted Fifi Awards. She has a Master's degree in chemistry and completed her perfumery training at the School of Perfumery – ISIPCA – in Versailles, France.*

*After qualifying as a perfumer, she joined the fragrance house Quest, which was acquired by Givaudan, where she has worked for 15 years.*

**EURO COSMETICS:** Since last year you are the new senior perfumer at CPL Aromas. What visions do you have?

**Alexandra Kosinski:** I strongly believe we can make fragrances with a lot more respect for nature than has been made previously. Since I arrived at CPL Aromas, I have had full support from senior management who share the same values to make our processes more sustainable and environmentally conscious.

**EURO COSMETICS:** Your first contact with perfume?

**Alexandra Kosinski:** As a child, I was lucky to grow up in the countryside which was a rich, olfactive playground for me as a future perfumer.

**EURO COSMETICS:** And how important are fragrances for your life?

**Alexandra Kosinski:** Very important as I believe it should be for everyone ... I am always smelling everywhere I go, although there are some smells in the city that I try to avoid!

**EURO COSMETICS:** What innovative approaches and directions do you take to explore the challenges of fragrance creations?

**Alexandra Kosinski:** I like to associate odors with colors. It's like painting, but with fragrances it's about creating a formula, rather than an image. You have your 'blank page' with an idea of what the pantone of your final result will be.

**EURO COSMETICS:** We're more environmentally aware than ever. That extends to what

we use on our skin to smell good. How does CPL handle it?

**Alexandra Kosinski:** With rising pressure on our planet and society (from pollution, climate change, rising population, inefficient use of resources ...), impact on our business, employees, customers and communities will continue to increase. Although we are only one company, we recognise that our actions and decisions impact a global value chain. At CPL Aromas, we embrace our responsibility to integrate 'green' practices and technologies into every aspect of our business, to meet the needs of today without compromising the ability of future generations to meet their needs. We operate all of our facilities in line with the environmental standard ISO 14001:2015. Since 2015 we have certified 3 of our 5 manufacturing facilities to this

standard, with the 2 remaining facilities to be certified over the next 3 years. Environmental performance is also measured through regular internal and external auditing.

Ingredients used are generally dictated by the quality requirements and are managed as such. However CPL is committed to evaluate our suppliers' environmental policies when sourcing new raw materials in order to limit environmental impact throughout the supply chain. We are committed to using responsibly sourced ingredients wherever possible and have a policy of transparency on how goods and services are purchased.

To provide a high level of protection of human health and the environment from the use of raw materials and our products, the Regulatory department continually reviews raw material data and the Formulation Management department evaluates usage of hazardous materials to minimise exposure. CPL is committed to replace the use of materials derived from endangered species, as defined under CITES, with alternatives.

We are also in the process of launching a brand-new sustainability vision and strategy, in line with the UN sustainable development goals, setting aspirational objectives which we believe will lead to positive, transformational change. This will include what we can and should achieve, as well as a systematic approach to sustainability management. It will be in line with our business strategy, underpinned by continuous learning and development, and will aim to challenge, inspire and drive lasting change.

The fragrance industry is fast moving, and CPL Aromas is at the forefront of change. True sustainability is the work of many and we have dedicated teams that strive to look differently at challenges, break new ground, and challenge the status quo. In doing so, we're actively shaping standards and supporting the next generation of fragrance innovators through key areas of our sustainable business vision.

**EURO COSMETICS:** How do you support CPL Aromas' global sustainability program?

**Alexandra Kosinski:** As a member of the Global Sustainability Team. The team is formed of employees from across different



areas of the business and different global locations that represent our stakeholders' interests. We share ideas to develop a robust sustainability strategy for CPL, identifying relevant sustainability issues, designing objectives for greatest impact and formulating plans to achieve them. Our sustainability ambitions, however, will only be effective if everyone works together. Each member of the team, including myself, is a 'champion for sustainability' at the site, department and interactions we are a part of, encouraging everyone to play their part. This team, in addition and complementary to our existing, outstanding Green Team, continues to implement and promote sustainability initiatives across our sites.

We are in the process of finalising CPL's new Sustainability Strategy. There are many tried and tested methods available, so it's essential we choose one that most closely aligns with CPL values and way of working. Within this, objectives are being set according to our areas of greatest impact, along with a plan to achieve these. This is phase one, and we aim to finalise and publish the CPL Sustainability Strategy, along with SMART objectives, by the end of this financial year.

It is important we approach sustainability from a global perspective, taking into account the many facets of CPL as a whole,

as well as customers, suppliers and other stakeholders, in order that we are moving in the same direction.

**EURO COSMETICS:** And what other projects are there?

**Alexandra Kosinski:** There is an exciting ongoing project that CPL is working on at the moment which will be focused on a new sustainable technology (we hope to be able to give more detail on soon ...).

**EURO COSMETICS:** Where do you draw your inspiration for your creativity?

**Alexandra Kosinski:** I am endlessly inspired by nature, which is my biggest teacher.

**EURO COSMETICS:** What do you think are the really important prerequisites to create a good fragrance?

**Alexandra Kosinski:** I think to feel inspired by the brief given or to have a good story to tell right from the beginning. I also deeply think a good fragrance is an uncomplicated one, where every single raw material has a role to play as it evaporates. But the most important ingredients of a good fragrance are passion, determination, curiosity, consistent in your work with a lot of humility.

**EURO COSMETICS:** Thank you very much for the conversation.