



Water-based  
innovation  
that elevates  
fragrance  
performance  
and safety.

 **AromaHydro**  
Just add water

**CPL**  
AROMAS



# A fragrance technology using water-based formulations.

## Discover a new technology to aid performance, and create safer and more adaptable fragrances.

AromaHydro is CPL's latest advancement in fragrance formulation, designed to replace traditional solvents with water wherever possible. This shift supports the development of water-based fragrances that are cleaner, more skin-friendly, and better aligned with modern formulation trends.

By removing alcohol from the formulation, AromaHydro enables the use of other CPL technologies, which are typically unstable in alcohol-based products. This opens the door to enhanced delivery systems and longer-lasting performance.

## Why choose AromaHydro?

When paired with our low-dosage EcoBoost fragrances, AromaHydro avoids the need for high levels of solubilisers, eliminating issues like stickiness and poor skin feel, and offering a cleaner, more comfortable experience. Thanks to AromaHydro's innovative formula the products help to hydrate your skin.

Water-based. Alcohol-free. Performance enhanced.

## The Benefits

- Enhanced performance
- Water is a non-hazardous liquid
- By using water based products, they become safer on skin.
- Fragrances can be claimed as solvent free on pack.
- Due to low flammability, the product becomes easier to transport.

Scan to explore our innovations in more detail on our website.

