

SuperBoost

Scents with
added strength
A fragrance
technology
where more is
best.

CPL
AROMAS



Fragrances that make an impact, from CPL Aromas

Taking innovation one step further

Performance without compromise. Through innovative and scientific thinking, we have developed EcoBoost, a unique fragrance concentration technology.

To evolve the technology and take it one step further, and to compliment a growing trend of powerful, strong scents, CPL have launched SuperBoost. Using highly concentrated fragrances at standard dosages for impactful aromas.

How it works

SuperBoost takes the principles of EcoBoost and amplifies them, offering a new fragrance experience that answers the consumer trend of 'Maximalism' and self-expression.

Delivering a scent that is a higher concentration than the standard fragrance dosage, offering a more intense and lasting fragrance experience.

By optimising the fragrance formulation, SuperBoost fragrances are created in the same way EcoBoost scents are, but instead of 10x less fragrance oil than a standard dosage, they are used at the original dosage with 10x more impact.



Why choose SuperBoost?

- Provides a more intense and lasting scent experience.
- Using a standard fragrance at a higher dosage can cause solubility and stability issues, whereas SuperBoost helps avoid this as no additional oil is needed.
- No additional on-pack labelling compared to a standard fragrance.
- Perfumers can use higher levels of expensive ingredients when formulating.

Scan to explore SuperBoost in more detail on our website.

