seluz.

a sensory experience...








seluz.







Despite being a very young establishment, we achieved to have become one of the fastest-growing fragrance companies globally. We owe this honor to our perfectionist and customer-focused philosophy, qualified human resources and high-tech investments. In addition to our global growth and high penetration especially across the Middle East, we are glad to be Turkey's export leader of the fragrance sector since 2018 with our sales network around the world, from Europe to America, from the Middle East to Asia.

As we focused our attention on R&D activities in the flavor category in recent years, we carry on our activities with a high-tech Research and Development Center with fully automated large production facilities. Thanks to our qualified human resources focused approach, the design of all our fragrances and flavors advances with the teams led by world-renowned senior perfumers and flavorists.

We are willing to move the mountains in the region for fragrance and flavor sectors with differentiation in competition and exclusive benefits that we offer our customers. The facilities that we introduced to Seluz in the last 10 years have become distinct among the competition across the world due to their advanced technology. We would like to invite you to the magical world of Seluz to add value to your product development and all business processes.

Murat Öztürk
Founder, CEO

6 **flavor**

8 **Categories**
Shisha
Beverages
Confectionery
Dairy Products
Tobacco
Oral Care
Bakery Products

10 **Research & Development Center**

12 **Application Laboratory**

14 **Flavor Design & Creation Team**
Anthony Grijpstra
Deborah Derr
Helmut Gehle
Sophie Besancon

24 **Production Facilities**

26 **Quality Control**

28 **fragrance**

30 **Categories**
Fine Fragrance
Personal Care
Home Care

32 **Research & Development Center**

34 **Application & Innovation Laboratory**

36 **Perfume Academy & Creation Team**
Eve Miralles
Frank M.A. Rittler
Jean Pascal Osmont

44 **Production Facilities**

46 **Quality Control**

48 marketing, customer insight, trends

52 contemporary art gallery

flavor



flavor

CATEGORIES

BEVERAGES

In pursuit of the innovations with our expert flavorists and application team, we develop exclusive and trendy flavors for the beverage group in our laboratories equipped with advanced technology.

MINERAL WATER / CARBONATED BEVERAGES / FRUIT JUICE / TEA / COFFEE / ICE TEA / FLAVORED WATER / MALT BEVERAGES / ENERGY DRINKS / POWDER DRINKS / SMOOTHIE



ORAL CARE

We develop high quality flavors that deliver desired results for oral care products.

TOOTHPASTE / MOUTHWASH



DAIRY PRODUCTS

We continue to develop new flavors adapted to the specific technological requirements of milk and dairy products that reflect the innovation and distinctness in the sense of high quality and taste.

MILK / YOGHURT / ICE CREAM / CHEESE / MILK DESSERTS / PUDDING / KEFIR





CONFECTIONERY

We create special recipes for confectionery, chewing gums and chocolates and blend them with our rich aroma portfolio to deliver unique tastes.

CANDIES / CHEWING GUM / CHOCOLATE / MARSHMALLOW



BAKERY PRODUCTS

We share our experience in all the steps from composing recipes, product concepts, consideration of sensory evaluations to stability tests under favour of our rich flavor portfolio in bakery product range.

BISCUIT / COOKIE / WAFER / BREAD / CEREAL / MUFFIN / CROISSANT / CRACKER

SHISHA

With our expert flavorists in the field of shisha, we always seek to create new shisha flavors to enrich and diversify our collections with the aim of continuous creative development. Our exquisite library for shisha flavors includes more than 1000 flavors.



TOBACCO

We keep analyzing the trends and combine with our expertise in taste to develop tobacco flavors that appeal to the pleasure of the senses.

CIGARETTES / TOBACCO ENHANCERS



flavor

RESEARCH & DEVELOPMENT CENTER





In our R&D center, we contribute to the development of our industry with innovative projects that we carry out with universities, project & business partners and various educational institutions, and we enhance while developing with our mutual knowledge and technology sharing.

We offer different solutions to our business partners with our industrial-based product recipes and model applications developed for chewing gum, confectionery, chocolate, beverage, dairy products and bakery industries, as well as sharing our know-how.

We organize workshops and educational events with many high schools and universities every year in line with our belief that learning and teaching are a big responsibility. By answering all the questions of the students visiting our R&D center in the most correct way, we support them to walk to the future safely and with the right steps on their career journeys.

With our trained panellist team, we analyse smell and taste, which we call the heart of our business, in accordance with the international criteria required by sensory analysis and make these two abstract concepts identifiable. We teach our senses to give repeatable, accurate, reliable quantitative and qualitative data, just like an instrumental device, with the principle of continuous education and development that we have disciplined in our own panellist team.

flavor

APPLICATION LABORATORY





We light the way for our business partners in their projects by creating new ideas using our innovative approaches and provide technical support for the most appropriate flavor to obtain the desired product application under favour of our expert team. We put support behind the development of successful products by contributing to business processes. We standardize all our applications in accordance with the measurements and protocols we developed.

We meet the customer expectations for flavor and conceptual ideas in line with their taste and improvement needs.





We continue to grow rapidly with our Flavor R&D and Application investments to design innovative tastes in the flavor journey beyond the senses.

In our Flavor Application Laboratories equipped with high technology, we provide the best solutions by applying the flavors, created in accordance with trends and needs, in customer base and our standard base and report the evaluation results.

We evaluate the performance of our flavors in the applications with ageing test facilities and use industrial type laminators and baking units to prepare our bakery products in pursuant of the industrial standards. In order to have a better understanding of the recipes for target products, we measure the acidity and sugar parameters and apply our flavors in the application bases designed by the measured values. Our cutting-edge autoclave enable us to carry out pasteurization and sterilization processes and prepare the applications that give similar results with the production line even in beverages manufactured by thermal processes in high pressure. We use the most suitable molds and methods to achieve different kinds of confectionery and chocolate applications. As a result of taste evaluations, we make the most appropriate flavor selections for the application and production methods.



flavor

FLAVOR DESIGN &
CREATION TEAM

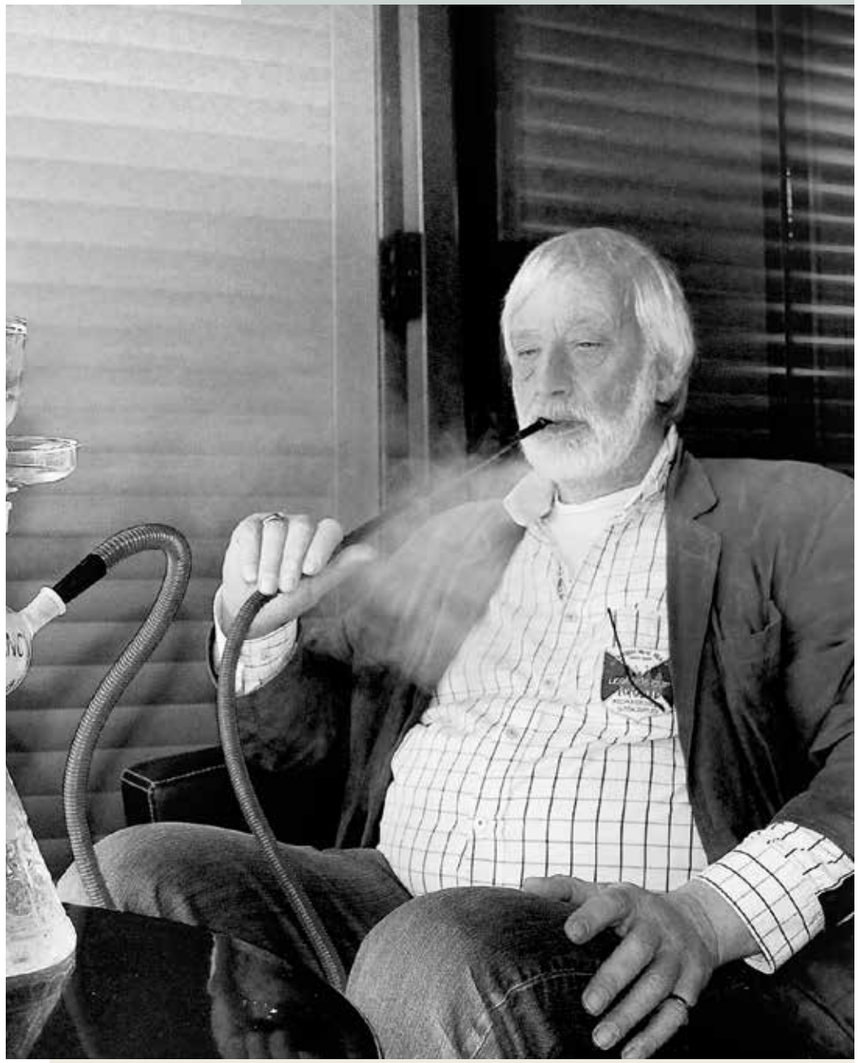
Creativity is the key pillar for us... One of the essential values that makes us who we are as Seluz is the importance we place on human factor and creativity...

Our international creative flavor design team is led by world-renowned senior flavorists who have in-depth global experience. We desire to reach beyond the senses with our flavors, blended with the most special ingredients by taking inspiration from nature and diversity.

Our talented creative flavorists, the large palette of high quality ingredients combined with cutting-edge Seluz technologies ensure our flavor know-how and guarantee all Seluz flavors... With our creative team led by senior flavorists, which is a significant part of our human capital, we develop creative solutions for our customers and aim to create meaningful difference and competitive advantage for all our business partners.



ANTHONY GRIJPSTRA



Anthony Grijpstra began his journey in the magical world of flavors in 1976 at FIL (Food Industries Ltd, now Givaudan) where he focused on dairy and sweet flavors in the Netherlands and the UK. After working at San Giorgio Flavors (now Kerry) in Italy as sweet flavors flavourist, he continued his adventure at PFW in the 80s, where he focused on tobacco flavors and met with Indonesian kretek (clove) cigarettes. In Germany, he had the opportunity to set up and manage the flavor development group at R. J. Reynolds Tobacco (now Japan Tobacco International) as senior tobacco flavorist. In 1990, he joined A. N. Hertz Flavors as R&D Director in Germany. He continued his career at V.Mane Fils in in the south of France focusing on the tobacco markets in China and Indonesia. Having worked as an independent flavor consultant for many years in the tobacco industry on cigarette and shisha flavors, the senior flavorist joined Seluz in 2018.





"Designing flavors for tobacco and food products is an indescribable passion for me that touches every precious moment of life...

For instance, when you try different clove-flavored tobacco products with a customer in Indonesia, it creates a powerful synergy that develops an intimacy in the pleasure you get despite the geographical distance and language difference.

To travel to different continents allowed me to understand that no matter how different cultures or consumers are, there is always a common denominator for tobacco enthusiasts. This is called 'enjoyment' in general...

Such experiences allow me to continue my personal self-development on my own journey all the time and to design exquisite tobacco flavors that unveil the mystery of perfect pleasure."



DEBORAH DERR



Beginning her professional story as a Flavor Technician at Sanofi, Deborah Derr started training as a Flavor Chemist within a couple years thanks to her talent, interest and dedication. After working a few years in food flavors as a Flavor Chemist and Application Laboratory Manager at Citrus and Allied, she continued her career as a flavorist at Tobacco Technology, a USA based tobacco company. There she was also introduced to shisha flavors which she has created many unique ones. Then the senior flavorist joined Seluz in January 2020.

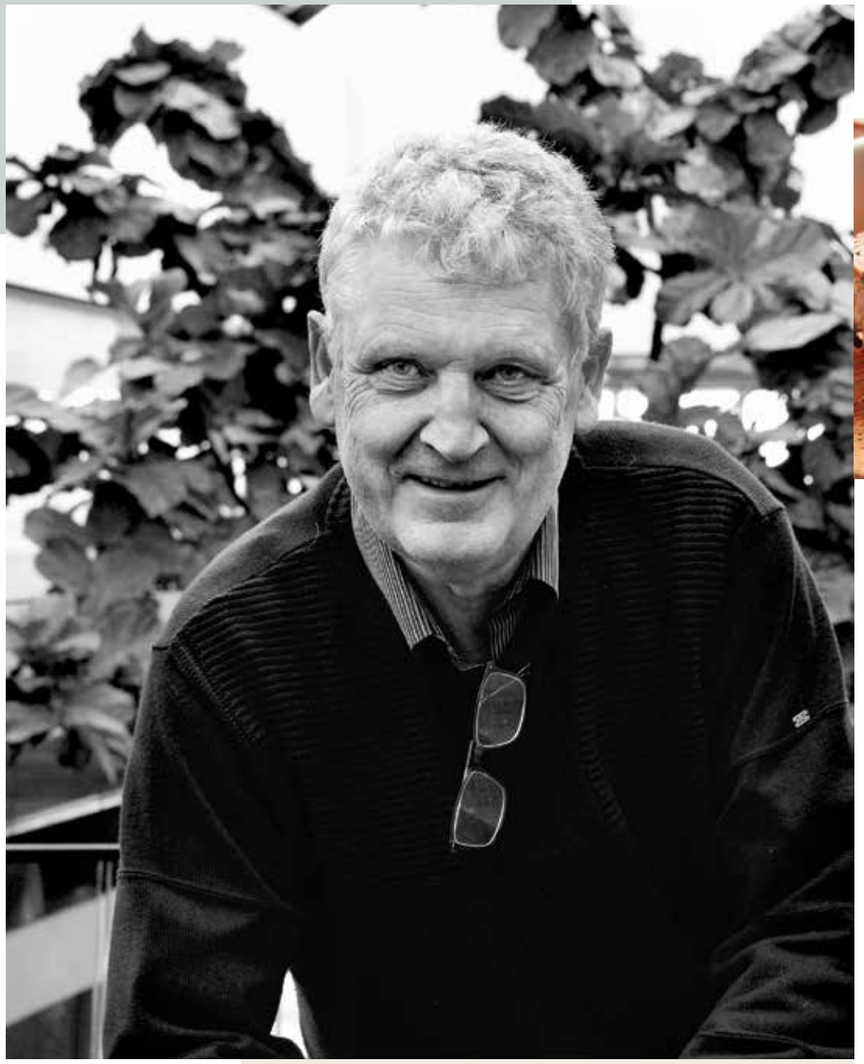
"My motivation and inspiration are the elements of the world around me, as I apply the beauty and uniqueness of that world into the creation of a flavor.

The freshness of spring, the crispness of fall, the scents of summer, pine trees in winter... All provide a natural beauty which inspires me when developing a new flavor.



Similar to a painter who might begin with primary colors and mix them to change influences of the palette; creating a flavor is also beginning with a basic palette and then adding unpredictable nuances to enhance the finished product."

HELMUT GEHLE











Helmut Gehle began his career in organic chemistry at Dragoco, Germany and continued his career as an flavorist in the same company focusing on sweet, savoury and beverages. After working at PPF/Quest for a while, he came back to Dragoco as a senior flavorist. He worked as Technical Director and Vice President Innovation at Dragoco/Syrmrise. During his journey in China, he was appointed as Chief Technology Officer for Huabao. Having been working as a consultant for many companies since 2010, the senior flavorist joined Seluz recently.

"The idea of creating new designs that people will love and relish motivates me. I take my inspiration from natural and freshly prepared products like fresh and ripe fruits or exceptionally prepared dishes.

When I was a little kid, I used to love cooking. After receiving education in chemistry, I finally combine my enthusiasm for cooking in harmony with my interest in chemistry as I had the opportunity to start a training as a flavorist.

I have never stopped learning during my career and always been open to new fields. I have been training junior flavorists for over 20 years. To pass knowledge and experience to the next generations has become one of my passions."

SOPHIE BESANCON



After studying Acoustics in the United States, Sophie Besancon entered for a summer job as a technician at Union de Brasseries, which had a Sensory Laboratory where she participated to tasting sessions and discovered the fabulous world of flavors. She continued her career at Metarom, where her enthusiasm, curiosity and tasting abilities were noticed by the chief flavorist who decided to train her as flavorist. She worked at companies such as Aromsa in Turkey, San Giorgio Flavors (now Kerry) in Italy, Cargill Aromatech and Phodé in France, Akras in Austria. Then she decided to join Seluz, to meet the challenge to create a laboratory dedicated to flavor creation.





"From the morning dew on plants and earth to the play of sunlight, from the colors to the odors, from the smells to the tastes, all related to the nature is my source of motivation...

Especially the beautiful encounters which gave me the desire to know other countries, new cultures, vital stake to fill my insatiable curiosity and to manage by capturing the smells and tastes of my childhood memories have shaped my journey of being a flavorist.

Until I was able to memorize them to recreate their presence, I needed to design flavors."











flavor

PRODUCTION FACILITIES









We carry on our business with fully automated liquid and powder food flavor production lines, while continuing our ongoing investments in flavor sector without cease.

Highly automated robots, CIP integrated spray dryer with high safety equipment and dosing robot with 0.05 g precision substantiate our state of the art production facility.

The flexible and large scale production robots and tanks allow us to ensure rapid production and delivery of client demands from 25 kg to 5 tons in the fastest way.

In our production facilities where unique ingredients of nature and science are blended through fully automatic and integrated processes, we continue to produce value-added products for a wide variety of food products with an annual production capacity of 30.000 tons in order to add value to our partners' all business processes.

flavor

QUALITY CONTROL





In our quality control laboratories equipped with advanced technology, we put our raw materials and finished products to microbiological, physical and chemical analyses. We evaluate all of our analysis results in accordance with international quality standards, and take care to ensure hygiene, which is the basis of the food, from every angle.

Beyond the standard physical, sensory and quality tests, all our raw materials and production outputs are approved after a detailed GC-MS analysis and we assure full traceability of all Seluz flavors.

We offer our business partners ‘Product Specification and Certificate of Analysis’ documents in detail for all our flavors.

fragrance

fragrance

CATEGORIES

FINE FRAGRANCE

Fine fragrance is the locomotive of our business...

Our world-renowned senior perfumers challenge the limits to create the most distinctive and inspiring fragrance combinations, touching “beyond the senses”...

Talented creative perfumers and the large palette of high quality ingredients combined with cutting-edge Seluz technologies ensure our perfumery know-how and guarantee all Seluz fragrances.



HOME CARE

Home care & functional product categories, the essentials of our living spaces...

We constantly expand our library that comprises a wide range of fragrances and offer dedicated solutions for home care categories and all sub-segments by continuously designing new fragrance creations in accordance with the functional needs and consumer expectations.

SURFACE CLEANER / ALL-PURPOSE CLEANER / AIR CARE / POWDER DETERGENT / LIQUID DETERGENT / FABRIC SOFTENER / DISHWASHING LIQUID / KITCHEN & BATHROOM CLEANERS



PERSONAL CARE

Personal care categories, touching every single moment of our lives...

With an extensive fragrance collection and creative perfumer team, we offer unique fragrance solutions for personal care categories and sub-segments.

We foresee the changes in customer expectations based on global market trends and continue to add value to our customers’ product development processes with distinctive solutions offered by our acknowledged experts who constantly design creative fragrances.

SKIN CARE / SKIN CLEANSING / HAIR CARE / BABY CARE / MEN’S GROOMING / WET WIPES / DEODORANT



fragrance

RESEARCH & DEVELOPMENT CENTER

40% of Seluz employees are employed in R&D Center. Seluz R&D team keep up with the latest technological advances to develop new formulas and applications according to global and regional market trends and clients' specific needs.

Our R&D Laboratories are fully equipped with the latest technologies including a high speed sample compounding robot with 400 raw materials capacity dedicated to fragrance creation and development process, cutting edge HPLC and GC-MS systems supported by state of the art headspace and 'Green' CO_2 extraction technologies enable us to provide solutions ahead of time and go beyond client expectations.

We continue to sustain and develop the inspiration that we took from nature by designing more than 4.000 new formulas each year.







fragrance

APPLICATION & INNOVATION LABORATORY



Equipped with cutting-edge technology, our Application and Innovation Laboratories allow us to provide high quality products and to chase perfection in strong cooperation with our expert staff.

We regularly conduct physical and chemical stability tests regarding color change, pH, rheology profiles, performances, odor stability, daylight, high temperature of fragrances designed for fine fragrance, personal care and home care categories in finished product applications; ensuring the quality of our fragrances in many areas such as fluidity, color, solubility, odor diffusion etc.

We develop innovative bases after analyzing global trends and pave the way for creative ideas by applying the fragrances designed according to the prominent olfactive directions.

In our laboratories where we push the limits of innovation and excellence, we provide special technical support for customer projects by using the exclusive GC-MS system with automatic sampling, Gerstel Thermal Desorption and Gerstel Dynamic Headspace unit in order to get the most out of the fragrance-product interaction with technical data.

We conduct special raw material tests for an excellent formulation process, analyze and report the reactions of the fragrances that can be used in multiple applications as well as their behaviors in the finished product.



Jan-Willem Ruizendaal

APPLICATION & INNOVATION MANAGER

After studying organic chemistry in Holland, Jan-Willem Ruizendaal started working at IFF in the creative center in Hilversum in 1996. He obtained two patents, one for home care and one for fabric care segments in cooperation with Henkel. He became also responsible for the development and realization of the evaluation booths in Hilversum. In 2006, Jan-Willem Ruizendaal joined within IFF the applied technical analytical team and developed methods and studies to measure performance and test new innovations. In 2012, he started to work at Drom Fragrances headquarters in Munich, Germany as Application Manager, where he founded a completely new laboratory and department that focuses on innovation, perfumery support and analytical development for performance analysis. With his “out of the box” thinking skills and pragmatic, solution-oriented philosophy, Jan-Willem joined Seluz in February 2018 as Application and Innovation Manager.

fragrance

PERFUME ACADEMY &
CREATION TEAM

The creative cornerstones of the fragrance world ‘Perfumers’...

Creative artists with in-depth training on olfactive technique and aesthetics who can transform abstract concepts into the sense with their unique creations...

The creative perfumery team of Seluz consists of 28 perfumers. This team is led by multinational senior perfumers with in-depth global experience across many product areas.

We think it’s our responsibility as Seluz to train fragrance experts. Through the first and only internal ‘Perfume Academy’ in our region, we provide training in line with the high global standards for passionate junior perfumers. We are aware that we took an important step forward for the development of our industry; and we are proud to be a pioneer in Turkey with this project.



EVE MIRALLES



Eve Miralles studied chemistry and did her master's degree in applied chemical and sensory analyses for fragrances and cosmetics. After working in sensory analysis at Firmenich in London, she began her training as a perfumer in Barcelona at Carinsa. After 10 years, she continued her career at Drom Fragrances first in Brazil and then in Germany. In 2020, her passion for discovering new cultures led her to join Seluz.

"As a perfumer, I think it is a privilege to transmit emotions to the people with our fragrances. I believe that it is important to always have curiosity for smelling around us what it is new and unknown to increase creativity.











I found my main inspiration in travelling and discovering new cultures. Gastronomy is also very inspiring for me as we dedicate a lot of time in cooking at home and tasting new recipes everywhere with sometimes innovative and surprising ingredients.

My perfumer profession is a source of sharing in my family, we always communicate about new smells abroad and this allows me to understand everytime better unknown materials. The serenity that being a mother brought me continues to influence my creations."

FRANK M.A. RITTLER



After joining Dragoco (Symrise) Perfumery School, Frank Rittler had international experience with Dragoco (Symrise), H&R (Symrise), Henkel Schwarzkopf and Keva Fragrances for European, Asian and South American markets in countries such as Germany, The Netherlands, Singapore and Brazil. Then he established his own company called MagnifiScent GmbH which focuses on personalized fragrances, scent communication and fragrance consulting. With over 35 years of experience in the fragrance industry, he joined Seluz in 2021.



"I first came in contact with perfumery when I was 5, while I was on vacation in Turkey with my parents. Here I smelt rose oil and was absolutely fascinated. Since then smells were omnipresent in my life...







Being a perfumer is not only a profession for me, it's also a great passion and obsession. I am thankful for working together with enthusiastic and creative people. I also love training new perfumers and passing my experience to them.

I am inspired by all the beautiful things that surround me, from the countries I travel to and their cultures to cooking to fine arts, performing arts, photography arts, and to the sports I do."

JEAN PASCAL OSMONT



Jean Pascal Osmont has a strong expertise in technical perfumery. After an international experience with BBA, Givaudan, Quest and Firmenich; Jean Pascal joined Seluz. He draws his ideas from his travels to Turkey, India, Japan, China and Middle East as well as from the art of music which he has always loved. Jean Pascal is well-known as fragrance creator for his technical expertise and for the choice and quality of the raw materials he selects while designing unique perfumes.

"My daily work is characterized by a highly demanding selection of raw materials. I select them for their ability to embellish a base and their technical capabilities. This requires empirical knowledge which is why professional experience is necessary for success.

I often prefer an excess of raw materials, rather than compromise. What excites me is the technical, crafty, difficult aspect of my job. Art and inspiration are the true source of all my creations. I create fragrances with the finest, rare natural raw materials and the most trendy, innovative and genuine molecules. As mentioned in Seluz motto, I believe that nature and technology are together strong sources for inspiration."









fragrance

PRODUCTION FACILITIES

Having established the first fully integrated robotic fragrance production facility of Turkey and the Middle East with the ‘Excellent Service’ approach, we continue to provide services with our ongoing investments without cease.

Highly automated robots substantiate our state of the art production facility. Our production system blends the most special ingredients of nature and science with a fully automated and integrated process.

- The flexible and large scale production robots and tanks allow Seluz to ensure rapid production and delivery of client demands from 25 kg to 5 tons in the fastest way.

We continue to design value-added products with an annual production capacity of 35.000 tons and deliver significant benefits to our business partners in order to add value to product development and all business processes, ensuring diversity within the competition.





fragrance

QUALITY CONTROL

Our rigorous supply chain specifications maintain the high quality level of all Seluz raw materials and other production inputs with both comprehensive sensory and analytical tests.

In our quality control laboratories equipped with advanced technologies, we conduct all necessary tests by using GC-MS systems, density meters, refractometers, flash point testers and we can offer ‘ Certificate of Specification, Certificate of Analysis and Safety Data Sheet’ for all our fragrances.

- Beyond the standard physical quality tests, all our raw materials and production outputs, without exception, are approved only after a detailed GC – MS analysis. We assure full traceability of all Seluz fragrances delivered to clients.

Every stage of our production process is registered in compliance with international quality and GMP standards.



marketing, customer insight, trends

By invariably inspired by people and lives, we believe that creativity is walking around the endless universe of ideas to reveal the best combinations fitting our clients' strategies and embracing their target group.

While we always start with a comprehensive understanding of consumer expectations and market facts, we target to go beyond the expectations of our clients by combining creative skills with strategic and innovative thinking...

We provide creative solutions and marketing support for our clients in many areas by using every aspect of life as our source with the aim of always adding value.

• Market reviews and trend presentations for fast moving consumer goods using fragrance & flavor and follow-up of innovation and new product launches from all over the world for these categories.

• Market intelligence and market insights based on qualitative and quantitative consumer research.

• Essential design ideas and exclusively designed creative concept ideas for clients' specific brands by analyzing the market trends and conducting portfolio gap analysis.

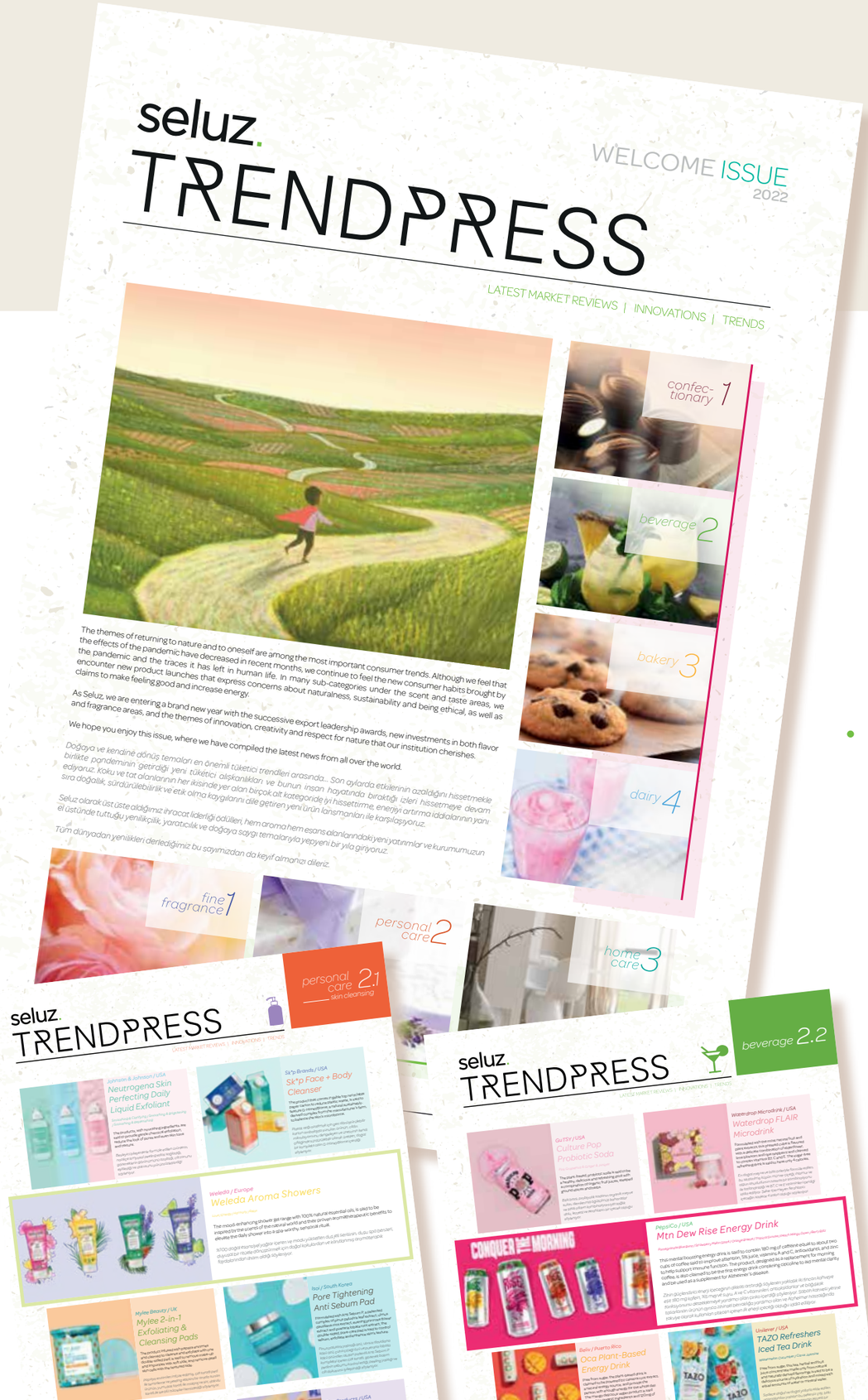
• Creative flash concept kits which pop-ups trendy concept ideas, fragrances and flavors.

• Olfactive genealogies and category analysis focusing on overall market or specific client product ranges.

• Creating environments of sensory experience and knowledge sharing through special training and workshops designed for our customers.

• Based on Global Macro Trend Perspective; macro trend presentations prepared by considering fine fragrance, personal care, food, fashion, architecture, art, design, color, decoration and many other trend areas.





marketing, customer insight, trends

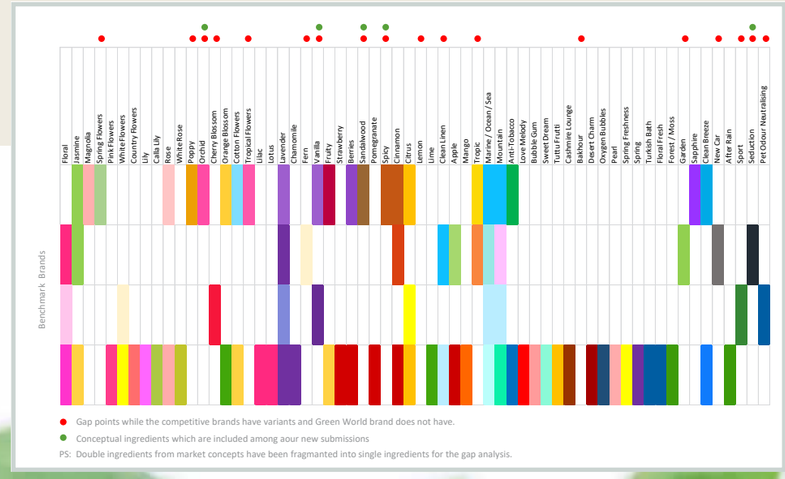


Seluz Fragrance Creation Workshop
ICE TANK, LONDON

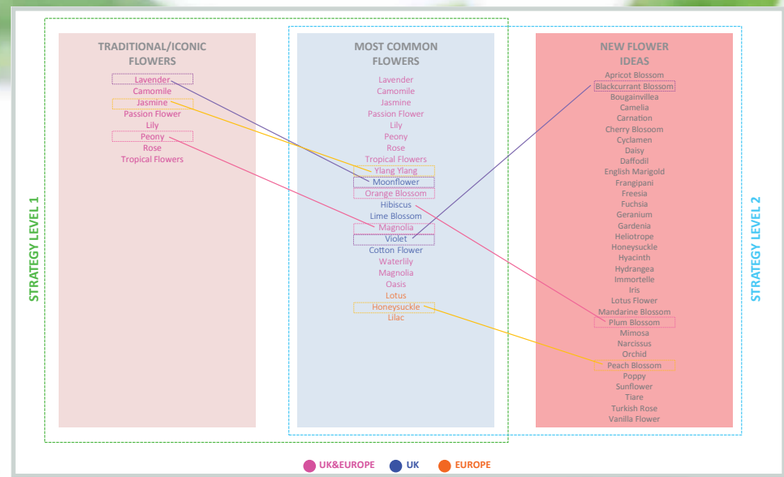
From London to Kiev, Dubai to Beijing, we organize creation workshops and sensory experience events designed for our customers across the world.



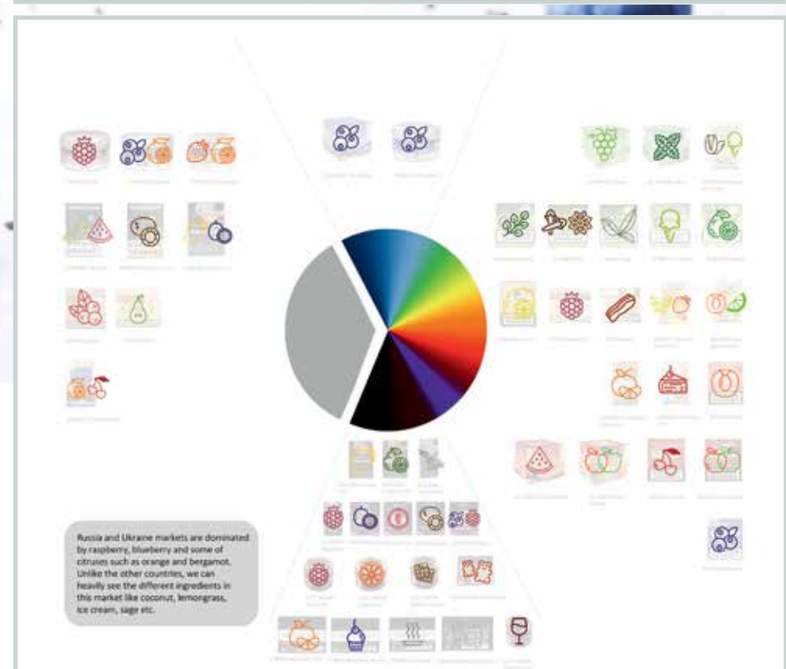
Some examples for market analysis and our strategical approaches;



Competitive GAP Analysis



New Ingredient Ideas for UK and European Markets



Sensory Taste and Color Evaluation for Russia and Ukraine Markets

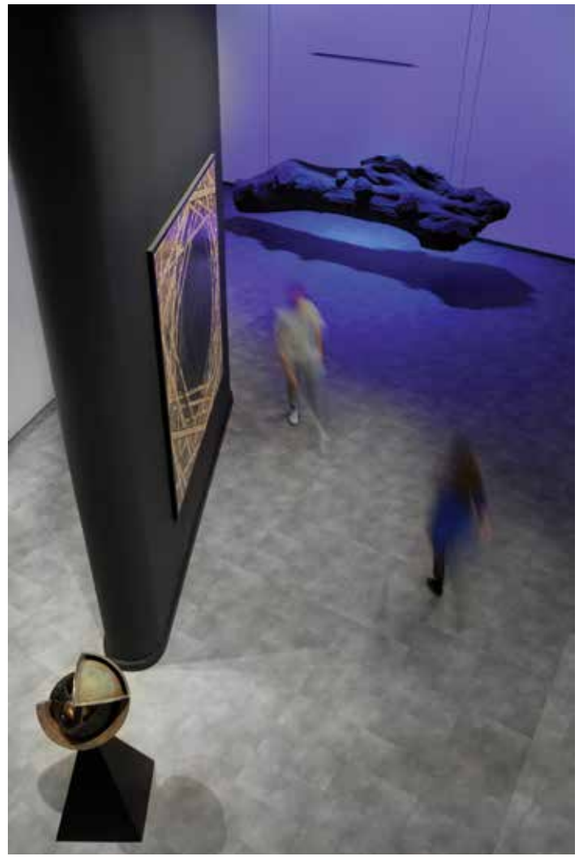
contemporary art gallery

Seluz Contemporary Art Gallery is the realization of an ideal... Both is a tool of communication with our business partners, as well as a source of inspiration for us who breathe in the creative world of Seluz and provides a modest contribution with its projects to the advancement of the arts.

This contemporary art collection, brought to our employees and all business partners, can be regarded as a representative of our creative vision which aims to expand with Seluz.







seluz.

CONTEM-
PORARY ART
GALLERY

ÇAĞDAŞ SANAT GALERİSİ







fragrances & flavors

BEYOND THE SENSES