

**F-MATIC**

**ODOURAZE<sup>®</sup>**

**MALODOUR  
TECHNOLOGY**

Presented by  
**F-Matic**

1.800.824.9994 • [FMATIC.COM](http://FMATIC.COM)

A blue brushstroke graphic with a rough, textured edge. Inside the brushstroke, the text "WE ARE THE" is written in a white, uppercase, sans-serif font. Below it, the word "Scentmakers" is written in a white, lowercase, cursive script font.

WE ARE THE  
*Scentmakers*

# **ODOURAZE**® TECHNOLOGIES

Our **new** and **exclusive** group of malodour  
elimination technologies developed with the  
leading experts at **Givaudan**.



# ODOURAZE<sup>®</sup> TECHNOLOGIES

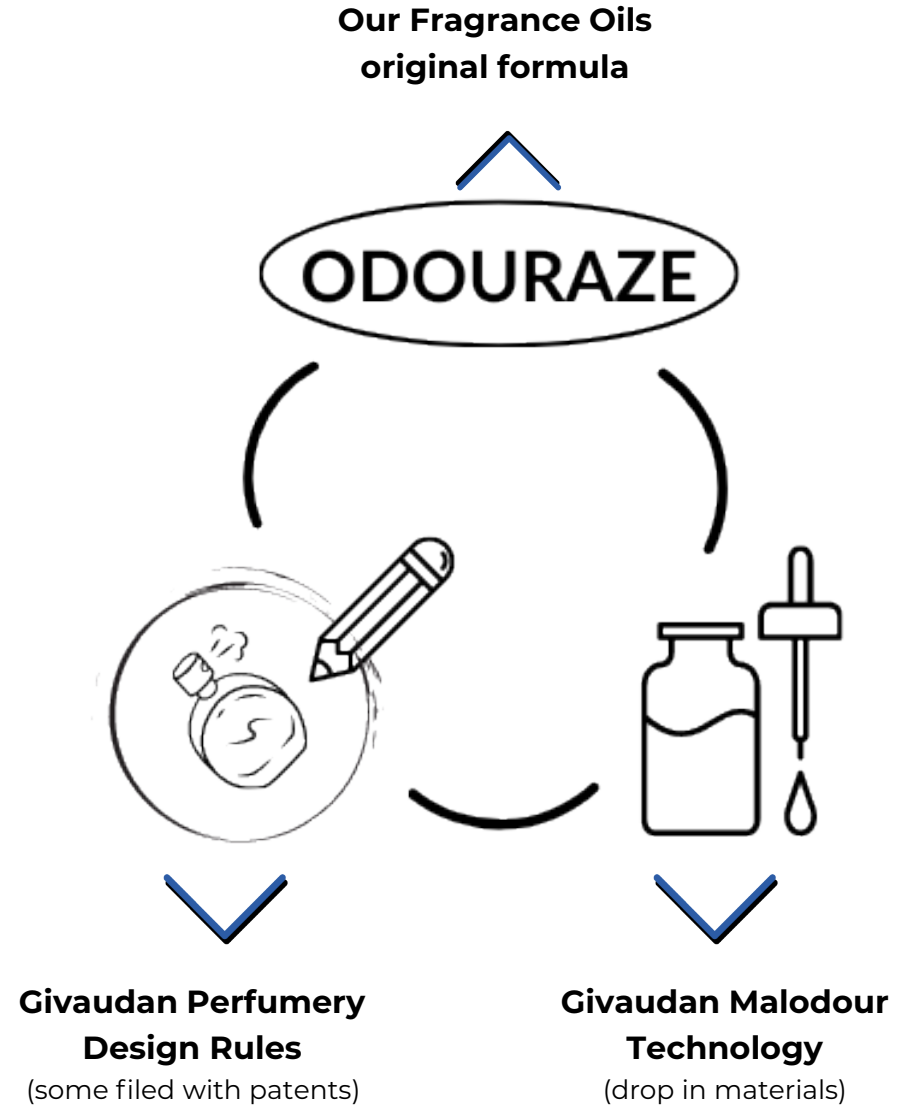
Our collection of Odouraze technologies are backed by **35 years of leading industry research**, where sensory science and technical expertise come together to deliver effective malodour solutions.

Our Odouraze fragrances have been **designed according to deodorancy principles** embodied in creative databases, and are backed by **certificates of technology compliance**.





Our **new** and **improved** Odouraze technology has been **boosted** by a combination of bespoke **perfumery design rules** and/or patented Givaudan **malodour elimination technology**.



Lifestyles are changing, bringing with them **new malodour challenges** across multiple categories, and these are becoming **much more noticeable** than ever before.



## Lifestyle

**Busier lifestyles** come hand in hand with **increased stress levels** which contributes to more sweat.



## Textiles

A change in **textiles** to more **complex synthetic fabrics**: which are proven to hold onto malodours for longer.



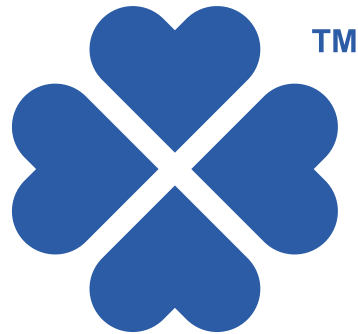
## Urbanisation

**Living spaces** have become **smaller**, and it is common place for more people to live together.

Desire to drive new solutions has **led to malodour counteraction** moving well beyond scent itself, opening **new** and **interesting** markets, for example by offering **enhanced wellbeing** and a feeling of cleanliness that **improves quality of life.**



IT'S ALL IN THE  
*detail...*



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