

materializing the perceptions and
emotions of scent through

AI technology

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fragrance is more than a product

it's an experience

"A fragrance is a mood, it's color, it's form"

Carlos Benaim

Master Perfumer

but the path from creativity to creation

is complex & evolving



we share a vision to create fragrances that are good for

people, planet & profit



*"We've gone from needing to declare 26 allergens **to 82.***

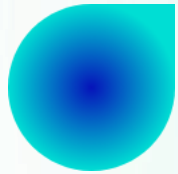
It's huge. It's painful."

Marion Costero

Parfumeur Créateur, Moodify Advisor, formerly Givaudan

and reformulation

is a bottleneck



up to

30%

of a perfumer's time



costs up to

€10K

per reformulation



on some targets, it

fails

if reformulation is about understanding scent...

how do perfumers smell?

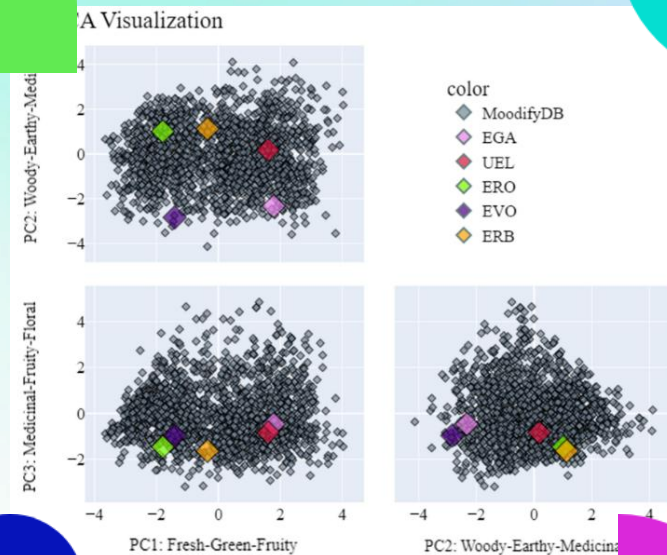
*“Try to ‘fix’ smells in your mind, by putting words to them.
You can’t remember abstract smells, so you have to
label them.”*

Carlos Benaim

Master Perfumer

what if we can **fix** smells in a **mind**-map, and **label** them...

with AI technology?



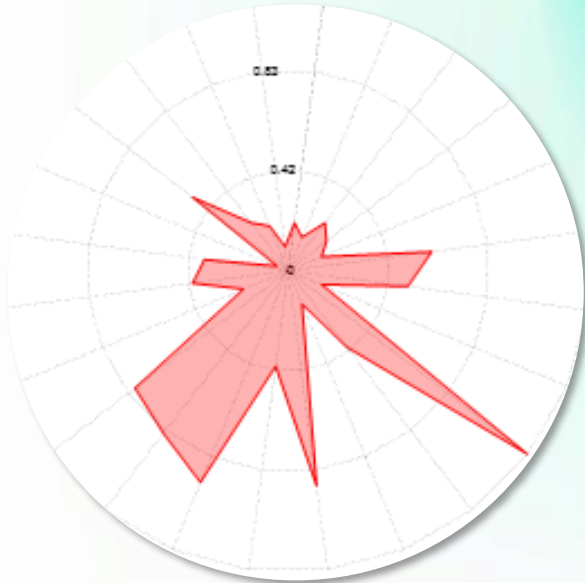
A close-up photograph of several lavender flower spikes, showing the intricate details of the small purple blossoms. The image is slightly blurred, creating a soft, dreamy atmosphere. The text is overlaid on the upper portion of the image.

imagine a perfumer, fixing a scent & emotion in their mind,

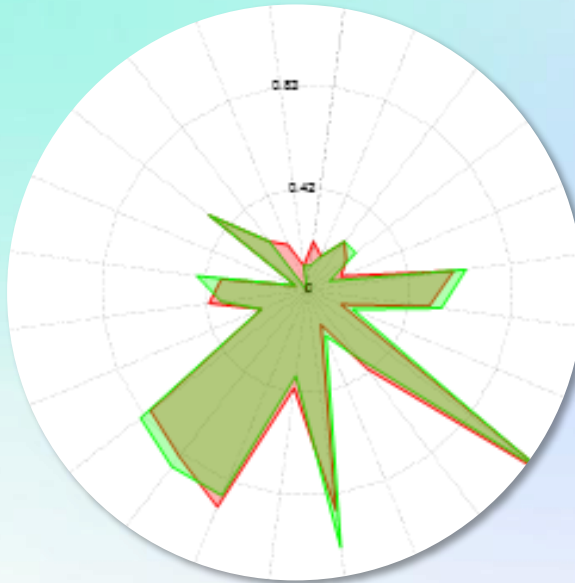
its mood, its color, its form

and **AI** transforming that mind-map...

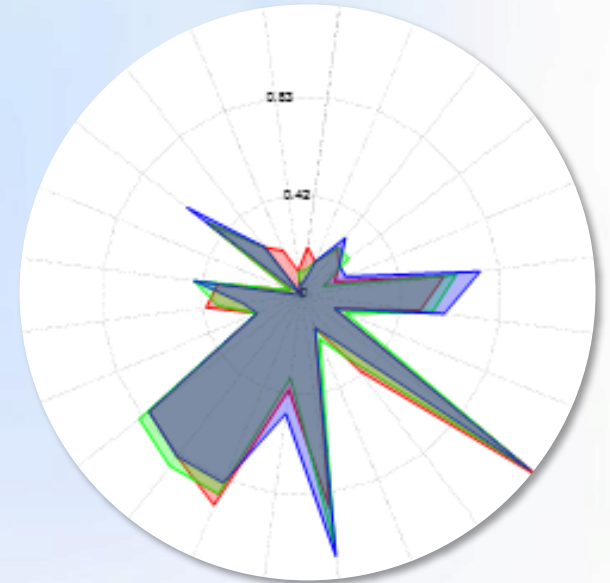
into rapid formulation



Original:
\$108 per kilo



1st option:
\$29 per kilo



1st option:
\$18 per kilo

by mapping materials to a database of scent perceptions,

AI honors the creator's intent



while meeting critical

business constraints



introducing

moxdify

making fragrances
better for **people,**
planet & profit



The background of the image is a light blue gradient with a faint, repeating pattern of various chemical structures. These structures include aromatic rings, heterocycles, and functional groups like hydroxyl, carbonyl, and boronic acid groups, rendered in a light gray color.

maxdify

Q&A



Contact:

