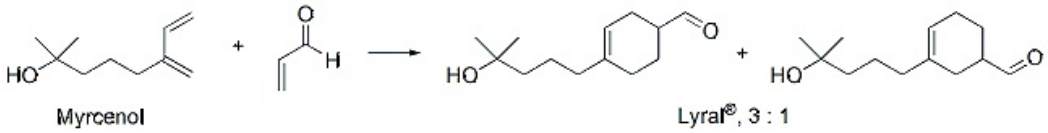
The Lyral Challenge

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Lyral® was patented by IFF in 1958 and has become over the years an increasingly important lily of the valley ingredient with a world annual consumption peaking over 1000 tons a few years ago. It has recently suffered a decrease in usage owing to its proven allergenic properties for a significant percentage of the population. Since 2021, it is notably banned in all products marketed in the European Union, and its replacement by a new, innocuous substance has become one of the leading challenges of perfumery chemistry. Our efforts in this direction have triggered the discovery of several new molecules with olfactory properties faithful to that of the original ingredient. In particular, we have devised aromatic Lyral® analogues able to replicate its smell. We are now equipped with a new set of potential Lyral® replacers.



Myrcenol Lyral®, 3 : 1