

## **PAT, an accelerator for industrialization in Fragrance and Beauty Industry**

Jonathan Brand

Head of Fragrance Ingredients Industrialization  
Givaudan SA, Vernier, Geneva, Switzerland  
*jonathan.brand@givaudan.com*

Fragrance and Beauty industry is characterized by a very dynamic environment with the request of customers for frequent innovations and new products. As a result, time to market is critical and fast industrialization process to bring new manufacturing process from laboratory to the plant is required. At Givaudan, Process Analytical Technologies (PAT) have been implemented to generate more data-rich experiments at laboratory, pilot and plant scale over the course of industrialization in order to deliver rapidly competitive processes and best quality products. An equipment platform adaptable to multipurpose plant was designed. Two selected examples will be detailed to demonstrate transfer of processes from laboratory to plant using PAT a cornerstone.