



**KOSÉ Succeeds in Analyzing and Reproducing Fragrance of the Japanese Wisteria**

- Analysis and identification of fragrance elements that create the sense of “Japanese taste” -

KOSÉ Corporation (Headquarters: Chuo Ward, Tokyo; President: Kazutoshi Kobayashi) has been conducting the research involving the fragrance of Japanese wisteria for use as a natural substances for creating a highly appealing aroma. Analysis of the wisteria fragrance that was performed by using joint research activities with T. Hasegawa Co., Ltd. resulted in the first reproduction of this fragrance.\* KOSÉ is considering the use of this breakthrough in the products that will feature an appealing fragrance that is imbued with the Japanese spirit of peace and harmony.

The wisteria has been an important part of Japanese culture for centuries. There are records of this beautiful flower in many classical works of Japan, such as “Kojiki” or the “Manyoshu”. The wisteria remains to this day one of the best known and most popular flowers in Japan. Unfortunately, people can enjoy the wisteria’s fragrance for only a few days in April or May because the flower blooms for a short time. There have been only a small number of research reports concerning the composition of the flower’s fragrance. The number of reports that include comparisons of different wisteria species is even smaller.

For this research project, KOSÉ focused on two species that are unique to Japan: *Wisteria brachybotrys* and *Wisteria floribunda*. Extensive analyses of the fragrances of these flowers resulted in the identification of 171 fragrance components for Murasakikapitan, 125 components for Shirokapitan, both are a type of *Wisteria brachybotrys*, 140 components for Nodafuji and 171 components for Yaekokuryu, a type of *Wisteria floribunda*. Among these elements, the most distinctive are benzyl acetate and methyl benzoate for *Wisteria brachybotrys* and linalool, benzaldehyde and acetophenone for *Wisteria floribunda*. This research revealed that these compounds are responsible for the elegance of the white floral scent of *Wisteria brachybotrys* and the refreshing green floral scent of *Wisteria floribunda*. Furthermore, KOSÉ has succeeded in using these fragrance components to reproduce the scent of the Wisteria flower.



KOSÉ has been seeking and developing appealing scents based on the belief that fragrances are a key element that customers seek when selecting cosmetics. Over the years, KOSÉ has thoroughly analyzed natural scents from flowers like the lily of the valley, sweet pea and ginger lily and reproduced these fragrances for use in various types of cosmetics. KOSÉ has also announced the results of its research activities concerning the mental benefits of fragrances and the positive influence of fragrances on the skin. Subsequent research has confirmed that fragrance components from the Japanese wisteria are an effective antioxidant (free radical scavenger). KOSÉ plans to conduct more research about these benefits.

KOSÉ will use the results of this research to utilize the Japanese wisteria flower as a source of highly original fragrance compounds that convey the Japanese taste. KOSÉ plans to use these compounds to develop highly appealing new scents that can be incorporated in fragrance, skin care, hair care and many other types of products.

\*The results of this research were presented in the 55th Symposium on the Chemistry of Terpenes, Essential Oils and Aromatics.