

Fabric Care

New Launches

EUROPE
NOVEMBER-DECEMBER
2025

CPL
AROMAS

Content

○ New collections

○ Detergents

○ Softeners

○ Textile care





Market: Italy

Fabuloso Scented Laundry Detergent

Fabuloso offers two beautifully scented laundry detergents for everyday freshness. Floral Freshness is ideal for mixed fabrics, delivering powerful stain removal while caring for textiles and leaving clothes soft, bright and wrapped in a long-lasting floral scent. Fresh Awakening provides the same effective cleaning performance with an uplifting, revitalising fragrance that keeps laundry smelling fresh for longer. Both formulas are suitable for hand and machine washing, ensuring impeccably clean, fragrant results every time.

Ecozone Bioactive Laundry Liquid for Delicates

Ecozone BIOActive Laundry Cleaner for Delicates is specially formulated to gently yet effectively clean delicate fabrics. Suitable for both machine and handwashing, it provides ultimate care by lifting dirt while helping to protect fibres, keeping your most delicate garments fresh, clean and beautifully cared for.



Market: UK



Market: Germany

Dr. Beckmann Quick Power Wash

The Dr. Beckmann Quick Power Wash range sets a new standard of performance by delivering flawlessly clean laundry in no time. While conventional detergents require long washes to dissolve dirt and stains, our advanced Quick Wash technology achieves a deep clean in just 15 minutes - without compromising on performance.



Market: Germany

Softlan Vanilla & Orchid

Softlan Vanilla & Orchid fabric softener wraps your laundry in lasting softness and a delicate floral-vanilla fragrance. Made with 92% naturally derived ingredients, it cares for fabric fibres while releasing a fresh scent with every movement, keeping clothes beautifully scented and feeling freshly washed for longer.

Vernel Floral Essences Diamond Orchid Blue Jasmine

Vernel Floral Essences Scent Boosters deliver long-lasting freshness thanks to advanced Dual Fragrance Technology with perfume capsules that release scent with every movement, even after weeks in the wardrobe and in short, cold washes. Cherry Blossom wraps laundry in a soft, delicate floral freshness inspired by spring blooms, Blue Jasmine offers a fresher, more luminous floral note with a clean, airy feel, while Diamond Orchid stands out with an elegant, sophisticated fragrance for a truly refined finish. All scents are developed by French perfumers to keep clothes beautifully scented for longer.



Market: Europe



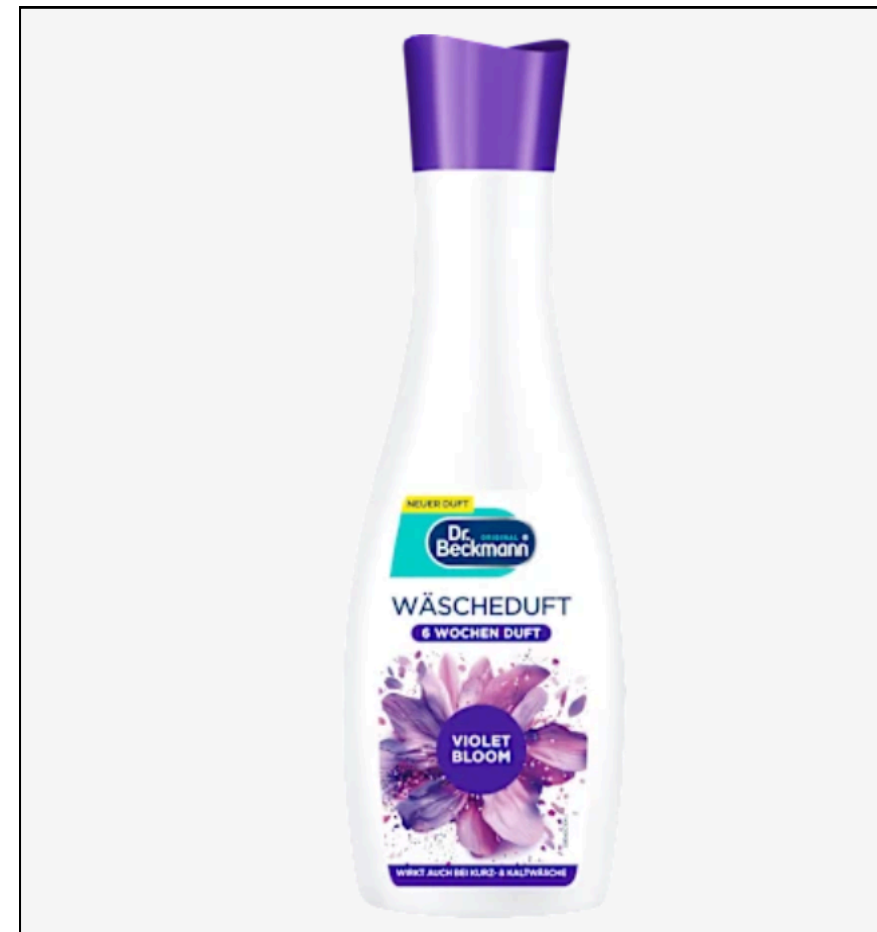
Market: Italy

Denkmit Golden Feeling Laundry Scented Pearls

Denkmit's Golden Feeling scented pearls give your clothes an intense, long-lasting fragrance, making every wash a true pleasure. Thanks to the presence of essential oils, these pearls dissolve easily in the washing machine and envelop fabrics with a captivating fragrance.

Dr. Beckmann Violet Bloom laundry scent

Dr. Beckmann's Violet Bloom laundry fragrance infuses clothes with a delicate floral scent that lasts up to six weeks. Dermatologically tested and suitable for all fabrics, it releases its fragrance even in short or cold washes, leaving laundry fresh and beautifully scented with a touch of violet elegance.



Market: Germany



Market: Germany

Rewe Breeze

Rewe Beste Wahl Breeze Laundry Fragrance adds a long-lasting, airy freshness to your laundry, leaving clothes beautifully scented for weeks. Suitable for all washable textiles – including microfibre, sportswear and functional fabrics – it enhances every wash with a light, clean breeze. Thoughtfully designed, the bottle is made from 50% recycled plastic; for easier recycling, simply remove the film before disposal.

CPL AROMAS' BENEFITS PLATFORM

Created to address consumer expectations, enhance performance, and deliver long-term value, with *sustainability as a guiding principle*

ENHANCING PERFORMANCE

HEALTH & WELLNESS

EXPERTISE & CREATIVITY

BLOOM

LONG LASTING

SKIN

PROTECTS

PROVEN BENEFITS

REFLECTS NATURE

CPL PERFUMER EXCLUSIVE

EcoBoost

Concentrated fragrance technology

✓ Care more by using less

EcoBoost Plus

Concentrated fragrance technology

✓ Low level inclusion

SuperBoost

Scents with added strength

✓ 10 x more scent

AromaCore Bio

Biodegradable fragrance release technology

✓ Biodegradable lasting effectiveness

AromaCore Bio Plus

✓ Biodegradable lasting effectiveness & perfumery

AromaHydro

Just add water

✓ Water based solutions for the future of perfumery

AromaGuard

Malodour counteractant technology

✓ Malodour Solutions

InsectaGuard

Insect repellent technology

✓ Repel Insects (on-skin)

AromaWellness

Fragrances with proven benefits

✓ State-of-the-art fragrances with benefits

AromaSpace

Headspace and great perfumery combined

✓ Headspace Technology

AromaFusion

Captive ingredient technology

✓ Unique Captives



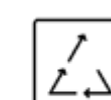
Allergen free



Anti-microbial fragrances



Biotechnology



Upcycled ingredients



Halal



Responsibly sourced



Natural Platform fragrances



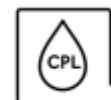
Solid formats



Biodegradable



Clean fragrance



CPL Captives



Concentrated

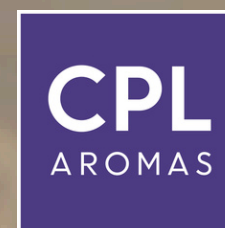


Vegan

Thank You

Let's Create Together

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NOVITA' DETERSIVO

Fabuloso

DETERSIVO
LAVATRICE PROFUMATO

FRESCHEZZA FLOREALE

3P
TECNOLOGIA

CAPI MISTI

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NOVITA' DETERSIVO

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DETERSIVO
LAVATRICE PROFUMATO

FRESCO RISVEGLIO

3P
TECNOLOGIA

CLASSICO

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