

Household New Launches

EUROPE
NOVEMBER-DECEMBER
2025

CPL
AROMAS

Content

○ Bathroom

○ Dishwashing

○ Multi-surface



EUROPE

NOVEMBER-DECEMBER

2025

CPL
AROMAS



Market: Italy

Dual power Wc Bleach Gel

For a spotless bathroom, choose Dual Power WC Bleach Gel. Its powerful gel formula clings to the toilet bowl, cleaning thoroughly even below the waterline. It whitens effectively for a sparkling finish, leaving your toilet fresh, hygienic and impeccably clean.

Harpic Power Aroma Brise Marine & Fleur Blanche

Harpic Power Aroma Sea Breeze & White Flower: its 10-action formula features a dual-active cleaning system. It removes tough stains, including limescale, prevents its buildup, and eliminates bacteria. With 50% more fragrance² and odor-fighting technology, it guarantees up to 8 hours of fresh scent



Market: France



Market: Italy

Dual Power Orizon Green Tea Scent Washing Up Concentrated Liquid

Dual Power Orizon Concentrated Washing-Up Liquid effectively removes grease, neutralises odours and leaves a fresh green tea scent, with a gentle, dermatologically tested formula made from naturally derived ingredients.

Svelto Citrus Dishwashing Liquid Pump

Svelto Citrus Washing-Up Liquid with dispenser delivers powerful grease-cutting action in a fun, practical format, leaving dishes spotless and your kitchen filled with a fresh citrus scent. Its enhanced formula tackles even stubborn dirt, while the easy-to-use dispenser ensures the right dose every time, making daily dishwashing efficient, fragrant and effortless.



Market: Italy



Market: France

Naturalia All in One Dishwasher Tablets with Citrus Fragrance

Get sparkling clean dishes with our all-in-one dishwasher tablets, effective from 45°C. Their powerful degreasing formula removes tough residues, protects shine, and leaves a fresh citrus scent after every wash.



Market: UK

Bloomz White Linen & Lily Concentrated Multi Purpose Disinfectant

Refresh your home with Bloomz Concentrated Multipurpose Disinfectant in White Linen & Lily, blending crisp citrus and delicate florals with a warm, timeless base. It kills 99.9% of bacteria while leaving an intense, fresh fragrance that eliminates odours.

Future Stories Next Level Universal Reiniger Zitrus & Eukalyptus

Cif Antibacterial Gel is a powerful multi-surface cleaner that eliminates 99.9% of bacteria for a hygienically clean home. Its effective gel formula removes dirt and grease with ease, leaving surfaces spotless and fresh with every use. Perfect for everyday cleaning and added protection.



Market: Germany



Market: UK

Zoflora Cosy Moments

Zoflora Cosy Moments is a seasonal-scented multipurpose disinfectant that cuts through grease and grime while delivering powerful hygiene. Approved by the Good Housekeeping Institute 2024 and suitable for homes with pets, it offers a 3-in-1 action that kills 99.9% of viruses and bacteria, including coronaviruses, flu and RSV, leaving your home clean and comfortingly fresh.

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



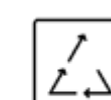
Allergen free



Anti-microbial fragrances



Biotechnology



Upcycled ingredients



Halal



Responsibly sourced



Natural Platform fragrances



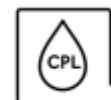
Solid formats



Biodegradable



Clean fragrance



CPL Captives



Concentrated



Vegan

Thank You

Let's Create Together

EUROPE
NOVEMBER-DECEMBER
2025

CPL
AROMAS