

**GUERLAIN AND INTACT PAVE THE WAY FOR
A MORE RESPONSIBLE PERFUMERY WITH PULSE®,
INTACT'S NEW SECOND-GENERATION ALCOHOL
FROM ORGANIC AGRICULTURE**

To mark the launch of Pulse®, a second-generation alcohol developed by Intact, Guerlain unveils a new opus of L'Homme Idéal Cologne Forte, one of the Maison's iconic fragrances. This collaboration marks a major breakthrough and is fully aligned with Guerlain's vision of creation that actively contributes to the preservation of ecosystems.

Paris, February 4, 2026 - For nearly two centuries, **Guerlain has drawn inspiration from Nature** in all that is rarest, most complex and most precious. While Nature represents an infinite source of inspiration for the Maison, the resources it offers are finite. As such, Guerlain has placed **sustainable development at the heart of its activities**, convinced that creation cannot be conceived without responsibility towards the ecosystems from which it originates. This ambition is embodied today through its **Acting for Living Beauty program**, which places eco-design, circularity, traceability and **biodiversity preservation at the core of each creation**. From more responsible sourcing to reducing carbon emissions across all operations, sustainability is a structuring pillar of the Maison's strategy.

A French company, Intact is the developer of Pulse®, **a second-generation alcohol** designed in line with principles of environmental sustainability. Produced using an innovative process, Pulse® is part of **a circular approach based on pulses**, crops known for their ability to regenerate nitrogen in soils.

A MAJOR ADVANCE IN PERFUMERY THROUGH A PULSE-BASED ALCOHOL

Born from a collaboration initiated two years ago, Guerlain and Intact are now reaching a significant milestone in the world of perfumery. With *L'Homme Idéal Cologne Forte*, Guerlain becomes **the first perfume Maison to integrate the innovation represented by Pulse®** into one of its most emblematic creations. Already a pioneer in the use of alcohol derived from French organic sugar beet sourced from committed supply chains, Guerlain is taking its commitment further by launching this fragrance with a second-generation alcohol, demonstrating its leadership in sustainable innovation.

"Alcohol is a central ingredient in our perfumer's craft. Intact's innovation is a strategic and structuring project, as it enables us to contribute more actively to soil regeneration while preserving pollinators through practices derived from organic agriculture. It fully aligns with our partnership-driven approach with our suppliers." Claire Coletti, Guerlain Global Sustainability Director

The pulse-based alcohol developed by Intact is the result of extensive research and development, offering a response to the environmental challenges facing perfumery.

Developed from organic pea crop residues, this alcohol is part of a circular approach and an eco-design strategy, transforming agricultural co-products into a high-quality ingredient for perfumery. By selecting plants capable of fixing atmospheric nitrogen and thereby enhancing soil fertility, Intact provides a long-term alternative to the use of nitrogen-based fertilizers, **enabling a return to a natural fertilization cycle that is more respectful of the environment and biodiversity.**

Intact has developed **an innovative process** intended for the cosmetics, liqueurs and spirits, and pharmaceutical industries, positioning the company among the pioneers in the production of neutral

alcohol from pulses. **Following a water-free extraction stage**, the process upgrades **the resulting residues into alcohol** through purification, fermentation, distillation and rectification processes. Designed according to circular principles, the process **valorizes non-food plant residues**: starch-rich residues are used through fermentation, while cellulose-rich fibers serve as the primary heat source for distillation. Conceived as a virtuous system, the production of Intact alcohol **relies exclusively on renewable energy and low-carbon electricity**. The life-cycle assessment (LCA) conducted for this alcohol shows **a greenhouse gas emissions reduction of more than 80%*** compared with conventional neutral alcohols (sugar beet/wheat).

Beyond its environmental performance, this alcohol meets the high-quality standards required in perfumery. Its extra-neutral profile ensures excellent homogeneity and long-term stability.

The collaboration between Guerlain and Intact is thus part of a broader approach aimed at preserving biodiversity while supporting the development and valorization of pulse supply chains, plants that are often central to responsible agricultural practices. It reflects a shared ambition: **to sustainably transform perfumery by reconciling excellence, innovation and respect for living systems**.

"We warmly thank the Maison of Guerlain for its early and steadfast commitment alongside Intact. This first collaboration with Guerlain for L'Homme Idéal represents a world first in perfumery and a founding moment for Pulse®, our pulse-based alcohol."

Alexis Duval, CEO of Intact

**Estimated data provided by the manufacturer.*

About INTACT

Intact is an industrial and technological company founded in 2022, specialising in the production of sustainable plant-based ingredients using innovative, natural processes and pulses grown through French regenerative agriculture.

Combining innovation with environmental responsibility, Intact aims to rethink the value chain of the food, cosmetics, and pharmaceutical industries through solutions that are healthier and more respectful of the planet.

Press contacts

Guerlain

Julie Wassner
jwassner@guerlain.fr
+ 33 630490469

Intact

Alexandra van Weddingen
Alva Conseil
avanweddingen@alvaconseil.com
+ 33 611011791

Eléonore Barreyre

Alva Conseil
ebarreyre@alvaconseil.com
+33 648175222