

FRAGRANCE AND PERSONAL CARE

Coty, Gucci mark industry first with 100pc carbon-captured alcohol perfume release

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The drop marks a first for both the company and the global fragrance market. Image credit: Coty

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Coty has become the first company to come out with a globally-distributed fragrance made from 100 percent recycled carbon emissions.

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Owned by the conglomerate, Gucci Beauty's latest eau de parfum, Where My Heart Beats, uses alcohol produced using carbon-capture technology CarbonSmart, provided by Illinois-based carbon recycler and Coty partner **LanzaTech**. The fragrance is the newest drop in the brand's Alchemist's Garden collection.

"Coty is the first company to introduce carbon-captured alcohol into fine fragrances for global distribution," said Dr. Shimei Fan, chief scientific and sustainability officer at **Coty**, in a statement.

"This is an inspiring example [of] sustainability being the ultimate driver of innovation," Dr. Fan said. "Beyond the science, there is something magical in upcycling industrial emissions into alcohol pure enough for use in fine fragrances.

"That is why Gucci's The Alchemist's Garden Where My Heart Beats eau de parfum was the natural choice for our first fragrance manufactured using 100 percent carbon-captured alcohol."

Science and alchemy

A scientific advancement of this nature is a fitting inclusion for an olfactory line inspired by the art of alchemy.

To achieve the innovative feat, LanzaTech captures industrial carbon emissions, diffusing the atmospheric offshoots into alcohol to be used as an ingredient in scent formulations. This recycling method renders the fragrance truly circular in nature, reducing both agricultural land and water use.

Coty has been partnered with the carbon recycler since March 2021, beginning to work on the perfume in January 2022.



[View this post on Instagram](#)

A post shared by Gucci Beauty Official (@guccibeauty)

The company has created fragrances that used carbon-capture technology in the past, however, this is the first instance where the fragrance is exclusively made of carbon-captured alcohol.

The beauty conglomerate has been configuring the planet into its business strategies for a while now.

Coty's 2022 Sustainability Report revealed its heightened commitment to the environment, detailing perfume refill programs and goals to slash Scope 1 and Scope 2 emissions ([see story](#)). This new development, smelling of peonies, violets and white musk, cements a focus on creating less waste and greenhouse gas.

Those interested in owning a \$380 bottle of Where My Heart Beats can purchase one online at www.gucci.com and at select retailers worldwide.

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