

**Press release**

**NaturelA: AI at the service of fragrance and flavor creation**

**Paris, June 11, 2024** - Artefact, a European specialist in artificial intelligence, has teamed up with Robertet, a world leader in fragrances, flavors and natural raw materials, to launch the NaturlA project: generative AI that revolutionizes creativity and enhances the art of perfumery and flavoring.

Artefact and Robertet announce the launch of the NaturlA project, whose first creation is a new yogurt flavor designed using AI for a major food industry group. This achievement underlines the immense potential of NaturlA's pioneering technology, which opens up new perspectives for authentic, tailor-made creations.

By combining the testing phases of perfumers and flavorists with advanced generative AI algorithms, this innovation accelerates the creative process. It translates image briefs into detailed, evocative descriptions and then into search criteria to find existing formulas or suggest new fragrance and flavor combinations.

This technological feat stimulates the ingenuity and productivity of creators by providing them with an intelligent and secure search engine, as well as an inspiring dashboard to help them develop new concepts, fragrances or flavors.

For its clients, Robertet will thus be able to offer innovative creations faster and better adapted to the project by increasing the creativity of its perfumers and flavorists tenfold.

Thanks to their collaboration and their respective expertise, Robertet and Artefact are shaping the future of sensory creation, combining tradition, human creativity and technological innovation to develop new consumer experiences. At NaturlA, art and data meet to serve the creator.

**Jérôme Bruhat, CEO of Robertet**, comments: "We are delighted to present the Robertet NaturlA project, developed with Artefact, which marks a turning point in our industry. This project illustrates how artificial intelligence can stimulate our creativity through technological innovation, while respecting the freedom and know-how of our designers. At Robertet, we continue to invent the natural of tomorrow."

**Vincent Luciani, CEO of Artefact,** says: "We are very proud of this collaboration with Robertet, which allows us to push the boundaries of creativity. This co-creation of a new yogurt flavor once again demonstrates the immense potential and tangibility of artificial intelligence at the heart of our daily lives."

### About Artefact:

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

Our 1500+ employees operate in 21 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

Find out more at [www.artefact.com](http://www.artefact.com)

### About Robertet:

Robertet S.A. was founded in Grasse in 1850 and is the world leader in natural products. Based in France and mainly family-owned since its creation, the Robertet Group is controlled by the Maubert family. Robertet is the only fragrance, flavor and natural ingredients company to be fully integrated throughout the entire creative process, from source to final fragrance or flavor.

Today, the Robertet Group is represented in over 50 countries, has more than 2,400 employees worldwide and offers its customers a range of over 1,700 natural materials and made-to-measure products created in one of its 14 global creation centers. In 2023, the Robertet Group achieved net sales in excess of 720 million euros.

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AI IS ABOUT PEOPLE



Find out more at <https://www.robertet.com/>

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