

Ffern

Title: Ffern Ingredient Policy - A Framework for Natural Perfumery in the 21st Century

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Ffern is a natural fragrance maker - all of our fragrances are composed of between 95 and 100% natural ingredients. As one of very few companies committed to the art of natural fragrance making, we have developed our own set of standards for what we believe constitutes responsible, authentic natural fragrance making in the 21st century.

All Ffern fragrances are made in accordance with this standard - although we continue to evolve some of the finer points as we deepen our experience and understanding of the natural fragrance making practice.

Four core principles guide our work, and all of these are in service of a single end: To create safe, rich, and always evolving fragrances that capture the olfactive complexity of the natural world, whilst at the same time respecting and honouring that natural world by treading lightly.

The core principles are as follows:

- **95%-100% Natural Content** - Natural ingredients are the cornerstone of natural perfumery and it is essential that the content of the fragrance is as close to 100% natural in origin as is possible*.
- **75%+ Certified Organic** - We will always favour certified organic ingredients over their non-certified counterparts and are always striving to increase the certified organic content of our fragrance. We do, however, often work with small producers, growers, and wild foragers from around the world for whom organic certification is not an option, and since these communities make up such an exciting part of the fragrance industry we will allow a certain amount of non-certified ingredients into our fragrance.
- **Extraction at source** - Developing a network of responsible and committed growers and producers is fundamental to the success of natural fragrance making. We hold these producers to very high standards across a range of criteria - among these is a commitment to extraction at source. Fragrance oils are light and used in small volumes. Separation of the oils from their plant origins should always occur as close as is possible to the growing site - this minimises the environmental impact of the final fragrance, as well as ensuring an authentic capture of the natural scent (see our ingredient pages for more information on the extraction process behind each ingredient).

- **Phthalate free** - Our formulations are simple, and serve to express the natural ingredients within. As such, it is unnecessary to utilise phthalates, and all of our fragrances are naturally phthalate free.
- **Safety First** - All of our natural ingredients are used in line with IFRA fragrance guidelines. In some cases, we will use a low percentage of lab-derived harmonising molecules (5% as a hard limit, typically much lower) to help combine, strengthen and heighten the natural notes within the fragrance. We have strict requirements for these harmonising molecules, and will only ever draw from a pre-approved list of independently vetted, well-established safe molecules**. Further, it is imperative that these molecules do not bring any independent non-natural character to the fragrance - they are there purely to support, harmonise and brighten the natural notes.

We periodically review these principles to ensure that they reflect best practices for modern fragrance making. Our ambition is to evolve these principles into a general standard that might one day be adopted by other enthusiasts, makers, and natural perfumery practitioners.

*On some limited occasions we will permit a nature-identical lab derived molecule to be included in this list - this is purely on the basis that an identical molecule of natural origin would be either impossible or more environmentally costly to extract, and is hard limited to a maximum of 10% (typically much lower, or 0%).

**Our up to date safe molecule list, alongside links to IFRA guidelines and safety research outcomes, where applicable, can be found here: [Helional ([IFRA](#)), Methyl Pamplemousse (IFRA restriction free), Calone (IFRA restriction free), Iso E Super ([IFRA](#))]