



NEWSLETTER

JUNE 2025

SIMPPAR PARIS 2025!

Our Paris exhibition, themed around the wine-inspired categories of *Nouveau*, *Village*, and *Vintage* essential oils, was once again a success! Standout mentions included Rosewood, Copaiba Balsam, and our selection of CO₂ extracts—especially the Cardamom, the intense spiciness drew particular interest. It was a pleasure reconnecting with familiar faces and discussing natural fragrance ingredients with new prospects.

Thank you to everyone who stopped by our stand, it was great fun and we're already looking forward to SIMPPAR Grasse 2026!

Check out our Instagram pages for more insight!

@khushingredients / @khushingredientsbv



“Attending SIMPPAR for the first time as an intern at Khush Ingredients was both an exciting and enriching experience. The event gave me a unique opportunity to meet professionals from the industry and to better understand the role of natural ingredients in perfumery. Representing Khush Ingredients at such a prestigious event allowed me to gain a clearer view of the commercial aspects of the sector and to see how sustainability, innovation, and quality shape supplier-customer relationships. I’m really glad I had the chance to take part in this experience, it was a highlight of my internship.”

Louis

“My first SIMPPAR exceeded expectation. Not only did the event give me a chance to meet more of our fabulous suppliers and customers, but I was also able to develop my knowledge of the fragrance industry. This was also my first visit to Paris, what a beautiful city! Despite the long days on the stand, we still managed to squeeze in some sightseeing - I can’t wait to visit again.”

Ruby



EFEO AGM JUNE 2025

Maille attended the EFEO Annual General Meeting for the first time this June: *“I really appreciated the opportunity to deepen my understanding of the industry through the extensive research presented and valued the chance to network and connect with those across the wider European industry. The particular pieces of research that resonated were the uses of Lemon EO against neurodegenerative diseases and the effect of long COVID on olfactory memory”*

‘Can Lemon essential oil terpenoids protect our brain?’ Antonio González-Sarrías' research explores the neuroprotective potential of terpenoids, particularly D-limonene and β -pinene from lemon essential oil, in diseases like Alzheimer's and Parkinson's. These components, known for their anti-inflammatory and antioxidant properties, showed strong permeability across the blood-brain barrier in oral and olfactory studies. The findings support the potential use of essential oils rich in these monoterpenes for early intervention in neurodegenerative diseases.



‘The Therapeutic Role of Smell and Essential Oils in Mental and Cognitive Health.’ Laurent Castillo highlights the vital role of smell in memory, emotion, and cognitive health, noting that loss of smell post COVID is linked to depression, anxiety, and early signs of Alzheimer's. Olfactory training and essential oil therapies (e.g. lavender and chamomile) have shown promise in improving mood, reducing stress, and boosting cognition in older adults. These findings support scent-based, non-pharmacological interventions for mental and neurological well-being.



EFEO

European Federation of Essential Oils

UNESCO Preservation of French Lavender

EFEO AGM JUNE 2025

Would you say that essential oils form part of the intangible cultural heritage of a growing region, and so must be safeguarded?

This is exactly what a movement in France are trying to achieve with their application to protect *'the olfactory and poetic cultural landscapes of lavender in Provence'*. Seemingly, this includes perfume making in Grasse, the rolling purple hills of lavender fields, and the exceptional savoir-faire behind the finest essential oil production — all rooted in a region that has inspired painters like Renoir and Van Gogh, poets such as Mistral, and writers like Rostand (Cyrano de Bergerac). Intangible cultural heritage includes practices, knowledge and expressions that communities recognise as part of their cultural identity, and the 2003 UNESCO Convention emphasises the need to safeguard these for future generations.



Why would they do this? With the essential oil industry threatened by increasingly strict EU safety regulations, recognition under the UNESCO Cultural Heritage convention would require legislators to consider its cultural significance before introducing potentially harmful directives. Such recognition would help ensure a more secure and sustainable future for the industry.

But are they right? Do essential oils present a serious risk to the public and environment and therefore should be restricted or banned? There have been very few deaths caused by essential oils and they are generally regarded as safe. In fact, aromatherapy has allegedly prolonged and improved quality of life for users globally. Medical emergencies caused by essential oils are almost all related to misuse and are just 1% of cases compared to paracetamol, according to a recent study in the Australian Medical Journal.

So let's wish our friends in Provence well, and we at Khush, will keep you posted on their progress.



WE'RE NOW ON YOUTUBE!



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We visit the source so you don't have to! Members of the Khush Ingredients team explore the global growing regions of the essential oils we import, to understand the savoir faire behind the process and pass these stories on to our valued customers. We are creating videos of varying duration, depending on the level of Technical detail, to encompass the sustainability, quality, and analytical production practices behind each product.



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Pramod & Maille are visiting several of our valued producer partners in Bulgaria to gather information on the Rose and upcoming Lavender harvest as well as explore the growing regions of many other exciting products. Hopefully, they manage to squeeze in some sightseeing to learn about the beauty of Bulgaria!
Keep an eye on our YouTube channel to see what they get up to!

