

- **HUMAN HAS ~ 9,000 TASTE BUDS.**
- **FLAVOR ARISES FROM BOTH TASTE AND ODOR.**
- **THEREFORE, PRACTICALLY LIMITLESS NUMBER OF FLAVORS.**

NATURAL FLAVORS RESULT FROM COMPLEX MIXTURES OF MANY SUBSTANCES.

E.G., NATURAL ORANGE:

- 30 ESTERS, 10 CARBOXYLIC ACIDS, 34 ALCOHOLS, 34 ALDEHYDES AND KETONES, 36 HYDROCARBONS

GOOD ARTIFICIAL PINEAPPLE FLAVOR:

- **7 ESTERS (56%)**
- **3 CARBOXYLIC ACIDS (25%)**
- **7 ESSENTIAL OILS (19%)**