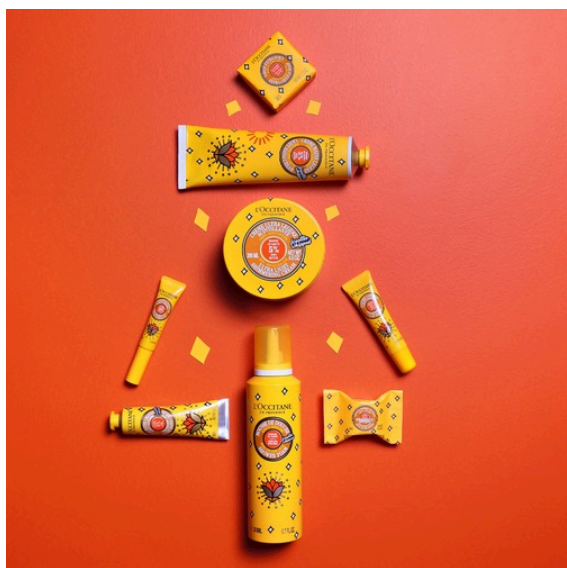




TREND REPORT 2023

24th edition



Welcome to the latest issue of our bi-monthly News Flash.

Here we report on the most important new launches in global home care, home fragrance, personal care and fine fragrance. Enjoy key insights from our product trends and market drivers section, plus a concise roundup of updates on key launches that will help you stay on top of what's new on shelf.

PRODUCT & TRENDS MARKET DRIVERS

HOLLAND
AROMATICS



- As the trend for candles continues, Courtney Cox's home care brand Homecourt has released the limited edition **Balsam Fireplace** with the scent of fresh evergreen woods, warm juniper spice and salted amber. Key notes include; Nova Scotian Fir Balsam Resin, Siberian Juniper Berry, Eucalyptus Leaf Oil, Salted Amber, Guatemalan Cardamom and Indian Papyrus
- Gourmand is still continuing its sophisticated makeover in fine fragrance launches alongside amber florals and By Rosie Jane Dulce Eau De Parfum is inspired by the good times, innocence and the sweeter things in life with notes of vanilla, hinoki wood and nude musk.
- **HEAD launches its first fragrance collection: Motion, Attitude, Fire** Three masculine fragrances with an iconic design reflect the sporting values and refinement of the brand, each enhancing the innovation and passion that has always distinguished HEAD. With the exuberant freshness of grapefruit and mint in Attitude, the warm woody and pepper infused notes of Motion, and the luminous sweet woods and bergamot notes of Fire.
- **Victoria's Secret Pink launched the Honey Ginger Collection** with a body lotion, body oil, body scrub and body wash all built around ginger extract; which is known to rejuvenate skin and inspire wellness alongside its spicy and warm profile.
- 'Tis the season to spread a little bit of sweetness and joy! **Showers are extra festive with Softsoap Limited Edition body wash in Sugar Cookie and Peppermint Candy.**

Looking Forward

The deodorant category has had a fusty few years. Having slowed since 2017, and been further impacted by usage changes through the pandemic, the category has also suffered from the loss of young consumers. A YouGov poll conducted back in 2019 found that Gen Z are ditching deodorant, but brands are finding new ways to shake up the market and boost usage the among Gen Z market.

- *A recent viral TikTok hack to use glycolic acid as a deodorant may not be the gentlest way to keep underarm skin fresh, but it does signal one thing: young consumers' experimentation with skin care ingredients, particularly AHAs, knows no bounds.*
- *Changing the market are challenger brands such as Fussy, Wild and AKT are attracting younger consumers by meeting expectations for hard working, sustainable and natural deodorants with unique branding.*
- *As brands in personal care and beyond explore the use of artificial intelligence to attract Gen Z, Lynx has used the technology to design a fragrance for its limited edition AI Body Spray whilst noting that fragrance is currently the second biggest need state in the category, after performance.*
- *Accessible application has been a growing design element in beauty and personal care launches, and last year Degree (also marketed as Rexona and Sure) launched the world's first inclusive deodorant for people with visual impairment and upper limb disabilities.*
- *The shopping experience has also been addressed by Unilever, which rolled out new guidance to introduce a simplified approach to encourage easier selection by need state: protection, fragrance or care.*

Source: Cosmetics Business Deodorant brands are Freshening Up for Gen Z



Megababe's The Cream Deo launch highlights key ingredients including 5% AHAs (mandelic and lactic acid) to even out skin tone as well as help prevent odour, niacinamide to smoothe and minimise skin bumps, and squalane to protect the skin's outer barrier.





Lenor, UK

Frosted Eucalyptus collection

Trend Notes: 'Scent-scaping' has now made home care collections more sophisticated and more seasonal than ever before. From cleaning sprays to laundry gels your home can match the scents of the Autumn, Winter and Christmas season!

Lenor Home Care Collection

Keep your laundry clean and fresh with Lenor Frosted Eucalyptus Fabric Conditioner. With herbal and aromatic notes, this scent has been inspired by the magical feeling of a walk on a crisp winter's day.

Comfort Home Care Collection

Ensure your clothes smell and feel fresh with Comfort Limited Edition Winter Warmth Fabric Conditioner. With wintry notes of mandarin and cedarwood - it gives your clothes long-lasting freshness, softness and fragrance.



Happy Wax, USA

Wax Melts

Trend Notes: Snowy landscapes and icy notes teamed with gourmand nuances are making the trend for 'outdoor' influenced scents much warmer and richer this Winter season.

Frosted Forest

Bring the enchantment of a snowy forest to your home. Cool geranium, infused with a whiff of mint and absinthe, is joined with the richness of clove, benzoin and frankincense.

White Birch

The ultimate in olfactory comfort with leading notes of spiced almond and spiced cardamom alongside a creamy sandalwood and vanilla praline. Warmed with Mountain birch, winter cashmere, and sophisticated amber.



WoodWick, Global Winter editions

Trend Notes: More snow – this time laced with one of this years most popular flowers; magnolia.

WoodWick: Magnolia Birch

A smooth yet bracing fragrance blend of magnolia leaf, white birch, and winter moss.

WoodWick: Icy Woodland Trilogy

Our fragrance curators have layered the scents of Magnolia Birch, Juniper & Spruce, and Lavender & Cedar to evoke a striking, frozen forest. Fragrance layers, top to bottom: Magnolia Birch: A smooth yet bracing fragrance blend of magnolia leaf, white birch, and winter moss; Juniper & Spruce: Juniper berry, blue spruce, and frosted sage perfectly balanced with soft notes of tuberose and cedar; Lavender & Cedar: Pink pepper and aromatic lavender are layered with sage flower, patchouli, and blonde woods.





Rituals

Comfort Collection

Trend Notes: Wellbeing house Rituals has unveiled Private Collection Comfort, its newest home range. It is the latest addition to the Private Collection line. The line comprises three fragrances that create a calm and relaxing home ambiance. These are Suede Vanilla, Smooth Violet and Cotton Blossom. It represents the fourth fragrance pillar for Rituals. The Private Comfort Collection offers fragrance sticks and refills, scented candles, parfum d'intérieurs, cartridges, car perfumes, hand washes and a hand balm.

Suede Vanilla is a warm and light fragrance that opens with vanilla, followed by base notes of cardamom, rosemary, patchouli and vetiver.

Smooth Violet is a calming scent that blends fruity accents with violet accords and sandalwood, patchouli, musk and amber base notes.

Cotton Blossom is a fresh fragrance. It offers sweet mandarin, jasmine, tuberose and violet notes, balanced with sandalwood and balsamic base notes.

Bath & Body Works, USA

Joy: Juniper & Sage

Trend Notes: A new limited edition launch in the brands popular aromatherapy influenced bath & body line. Not the most traditional ingredients related to the feeling of 'Joy', but as the fine fragrance trends have shown this year, woody and natural scents are now very much positioned as mood elevating with a positive influence.

Shower steamers are a recent innovation for the line – an alternative to a candle by the bath!

What it smells like: an outdoor get-together with your closest friends and family—earthy, fresh and joyful.

Fragrance notes: juniper and sage essential oils.



Bath & Body Works, USA

Dream Bright Collection

Trend Notes: One of BBW's core fragrance collections launched across personal care and home fragrance. A floral amber scent for the winter season – tapping into decadence and a bold colourway to reflect the rich scent.

What it smells like: a floral-fruity fragrance dream come true—brilliant, unforgettable and bold. Fragrance notes: sapphire berries, night-blooming orchid and crystalized vanilla



Victoria's Secret, USA Berry Haute Collection

Trend Notes: Berries will be making a big comeback over the next few seasons. This collection is about 'Enticing the senses with bold berry blends'.

Merlot Pear

Fruity Floral: lush blackberry, crisp pear, satin woods

Berry Santal

Fruity: juicy blackcurrant, soft sandalwood, fresh bergamot

Pom L'orange

Fruity: sweet pomegranate, blood orange, luscious cranberry

Ruby Rosé

Fruity Floral: sparkling raspberry, velvet rose, red plum





L'Occitane Holiday Collection

Trend Notes: L'Occitane has two limited edition holiday scent collections this year; Green Chestnut and Shea Golden Latte. Products include; Hand Cream, Shower Foam, Scrub, Shower Cream, Soap, Shimmering Body Oil, Nail & Cuticle Oil, Lip Balm and a Mini Bath Bomb. The holiday collection this year features illustrations from Amsterdam-based artist duo Adrian and Gidi. L'Occitane partners with different artists every year to bring something fun and whimsical to their holiday packaging, and definitely a new way to do festive gold, red and green!

Green Chestnut:

Celebrate with festive notes of fresh magnolia and chestnut delight, wrapped in warm vanilla, cedarwood and fir balsam.

Shea Golden Latte:

Savour notes of nutmeg essence, citrusy bergamot, milky sandalwood and curcuma extract (turmeric).



The Body Shop *Textured Hair Collection*

Trend Notes: The brand says their new collection is: Created in collaboration with our co-creators, a group of people with varied curls and coils, from all over the globe including Brazil, Indonesia, South Africa, the UK and US. Because you can't understand curls and coils unless you have them!

Give your waves, curls and coils the TLC they deserve, with the new **Jamaican Black Castor Oil Cleansing Conditioner**. This foam-free (but delightfully creamy) formula gently cleanses your scalp and helps to get rid of build-up while also replenishing your hair with moisture from root to tip.

Reveal your natural, defined curls and coils with our **Jamaican Black Castor Oil Curl Activator**. Say hello to defined, strong and bouncy curls and coils everyday with our weightless, easy-to-use Curl Activator. It helps to reduce frizz while shaping your hair with a light and natural hold.

Spoil your curls and coils with the VIP treatment, courtesy of our **Jamaican Black Castor Oil Intense Moisture Mask**. This rich and creamy wonder is the perfect pick-me-up for hair that's in desperate need of hydration.

Feel confident in your curls and coils with our **Jamaican Black Castor Oil Leave-In Conditioner**. This gentle but intensely moisturising cream is just what you need for hair that feels nourished with moisture all day long. It helps to reduce frizz while also taking your curls and coils to shiny new levels. Get ready for a 'do that's softer, more manageable and easier to detangle.





W O M E N ' S F R A G R A N C E

Lancôme La Vie est Belle L'Éveil Concrete of Iris Pallida, Accord Gourmand, Absolute Orange Blossom, Jasmine Sambac, Vanilla and Heart Essence of Patchouli

Marc Jacobs Daisy Paradise A floral, green, and woody fragrance which features; Poppy, Oak, Ambrox and Floral notes

Kayali Vanilla Royale Sugared Patchouli 64 Eau De Parfum Intense Vanilla Orchid, Creamy Jasmine, Golden Rum, Vanilla Infusion, Vanilla Surabsolute, Tonka Bean Accord, Spicy Rose Bouquet, Smoky Leather, Crème Brûlée, Sugared Patchouli, Musk, Brown Sugar, Amber and Royal Oud.

Parsi Hilton Love Rush Italian Bergamot, Mandarin Zest, White Apricot Nectar, Dahlia Blanche, Lush Gardenia, Tunisian Orange Flower, Sandalwood, Musks and Vanilla Orchid



MEN'S FRAGRANCE

John Richmond Black Metal Man Bergamot, Cardamom, Orange, Violet, Iris, Rose, Soft Leather, Patchouli and Amber.

Benetton We Are Tribe Kumquat, Grapefruit, Pink Pepper, Lavender, Basil Verbena, Tonka Bean, Cypriol, Vetiver and Modern Amber

Tommy Bahama Maritime Voyage Lime, Lemongrass, Star Fruit, Juniper, Coastal Sage, Elemi, Driftwood, Upcycled Cedar and Musk.

Kenneth Cole Mankind Rise Eucalyptus, Ginger And Sandalwood, Cypress, Spicy Ginger, Apple, Woods and Tonka Bean

PREMIUM, NICHE & INDIE FRAGRANCE

Clean Nordic Light

Clean has launched a new fragrance within the Clean Classic line called Nordic Light. It is a fragrance with flowers and musk and described as fresh, warm and cozy.

"Inspired by the warmth of the Nordic sunlight whose rays gently caress the skin.

The composition opens with a subtle citrus mixture that includes notes of mandarin, orange, and bergamot. The opening accords are balanced with a soft bouquet of vanilla orchid, lily, and magnolia.

The base is described as a cozy blanket of praline, sandalwood, and musk, wrapping the skin in addictive delight

Top: bergamot, mandarin, orange

Heart: vanilla orchid, lily, magnolia

Base: musk, sandalwood, praline



PREMIUM, NICHE & INDIE FRAGRANCE

Estée Lauder Oasis Dawn

Escape to a majestic palace of wonder and awe. Where lush gardens brim with exotic fruits lit by the violet and purple shadows of dawn. A magical mosaic of the senses. Passionately alive. Perfectly relaxed. Lost in the beauty of a new Oasis dawn.

Fragrance Notes: Moroccan Fig Accord, Orange Flower Absolute and Vetiver

THE SCENT STORY

Rich, dark fruity scents of wild Fig trees with hints of Orange Flower Absolute, Vetiver and other elusive scents from faraway places. Breath-taking and intense. You've never felt so close to the wild heart of nature.

AN EVOLUTION IN SCENT SCIENCE: INTUITIVE, ELEGANT, INFUSED WITH EMOTION

A FRAGRANCE THAT AROUSES THE EMOTIONS:

Innovative testing shows that experiencing Oasis Dawn evokes comforted, relaxed feelings in those who are drawn to the scent. These scientifically demonstrated effects are part of a neurosensorial study commissioned by Estée Lauder that captured consumers' conscious and subconscious emotional responses to fragrances.

THE SYMBOLISM

Unlocking another layer of wonder, the design features a fig, symbolizing sincerity.



PREMIUM, NICHE & INDIE FRAGRANCE

Maison Martin Margiela Replica On a Date

Maison Martin Margiela launches the new Replica edition called On A Date from the Eaux de Toilette collection of scents that evoke personal memories and moments.

REPLICA On a Date captures the atmosphere of a perfect date on a late summer evening in a unisex fruity-floral fragrance. It is a part of the Replica fragrance line inspired by pleasant memories. This "memory in a fragrance" captures a day in Provence in 2014. According to the brand, it captures the sparkling and addictive fruitiness of ripe grapes soaked in warm sunshine and the character of wild roses.

The composition opens with the scent of rich, sweet, textured and intense black currant liquor. This note is here to recreate the scent of ripe grapes heated by the sun, rounded off by bergamot oil and pink pepper. After that, sparkling notes of rose come together with davana and geranium. Patchouli then unfolds, together with vetiver and musk, giving sensuality and transporting us to the vineyards of Provence.

Top notes: black currant liquor, bergamot oil, pink pepper oil

Heart: Isparta rose petal essence, geranium oil, davana oil

Base: patchouli essence, vetiver oil, moss and musks





To brainstorm what these launches could mean to you contact us:

Call: +31 (0)36 - 536 33 35 or email:

customercare@hollandaromatics.nl