

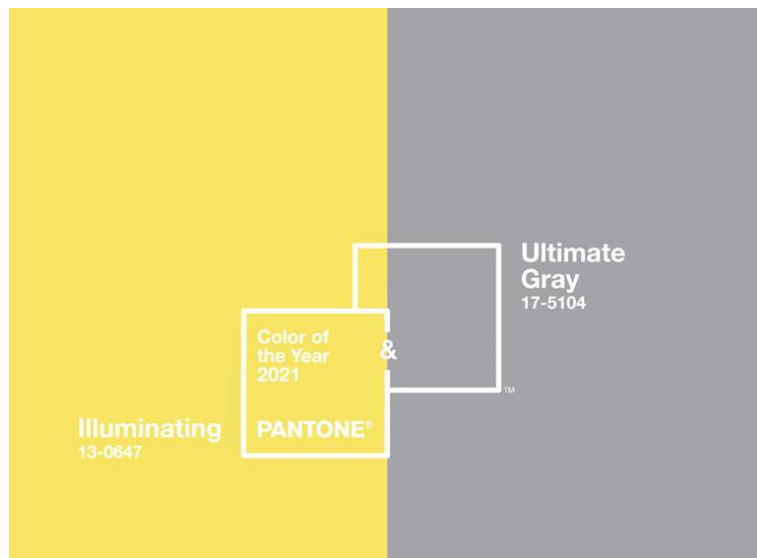


TREND REPORT 2021

17th edition

Welcome to the latest edition of our trend report.

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 news & trends section, plus a concise roundup of updates on key launches that will help you stay on top of what's new on shelf.



Ginger will be an on trend ingredient this year and skincare is already taking the lead with this new launch from Korean brand Sweet Chef; Ginger + Vitamin C Bright Spot Tonic.

Dove introduces refillable deodorant. Refills are inserted into a stainless steel case that can be used for life. While the deodorant refills still contain some plastic, there is 54% less than regular Dove Zero stick packaging, and the plastic that is used contains 98% recycled material. Fragrances include Coconut & Pink Jasmine and Cucumber & Green Tea.

Jo Loves (Jo Malone) and Zara created two collections for kids this winter; one is the lively and bright ZARA EMOTIONS: The Glace Collection with Cherry Watermelon Ice, Hip Hop Red Apple and Rose Marshmallow Candy.

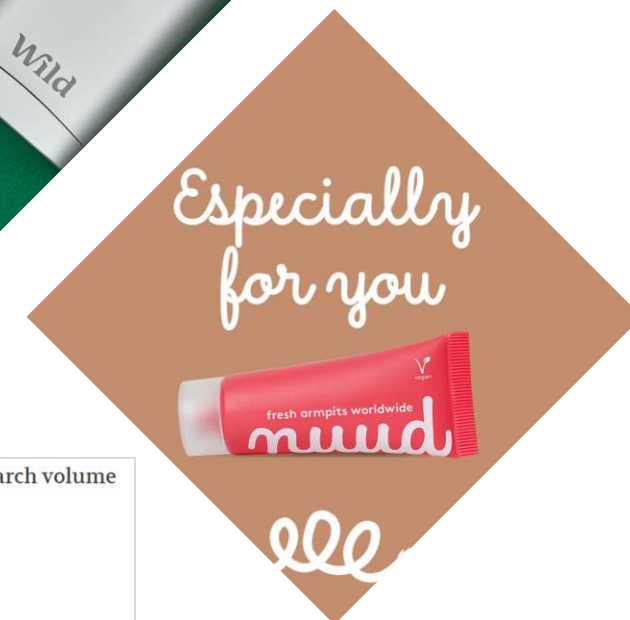
Pantone Colours of the Year 2021. Practical and rock solid but at the same time warming and optimistic, the union of PANTONE 17-5104 Ultimate Gray + PANTONE 13-0647 Illuminating is one of strength and positivity. It is a story of colour that encapsulates deeper feelings of thoughtfulness with the promise of something sunny and friendly.

Jo Malone London has invented a new scent line that is designed to evoke the wild Steppes of Asia; Scarlet Poppy. Home to wild horses and flowers, the vast and extravagant grasslands span areas in Hungary and Ukraine across central Asia to Manchuria in the east. The new scent from the British brand features notes of poppy, amplified by fragrances of iris, barley and tonka bean, as well as notes of fig for a sweet hit.

Looking Forward

As consumers seek cleaner ingredients, launches in natural and aluminium-free formulas continue and brands are spotlighting eco-friendly packaging. According to Grand View Research, Inc., the global organic deodorant market is expected to reach \$158.5 million by 2025, at a CAGR of 14.1%. They have product designs that would look at home within a skin care range and sustainability criteria that rivals trailblazing eco brands. But most significant of all is their claim to work effectively. This is the latest wave of natural deodorants, and they are setting out to turn customer demand into loyalty.

Netherlands-based start-up **Nuud** launched to fill what it saw was a gap for a hard-working natural deodorant. “It occurred to us that more and more people were changing from regular deodorants to natural ones, but at the same time none of those natural ones performed up to par. So, we started looking into all different formulas and came up with ours and patented it right away,” Martijn van Seters, founder of Nuud. **Hello**, the oral care brand, launched Naturally Friendly Deos with tea tree oil, activated charcoal and shea butter in 3 formulas that are created in 100% previously recycled packaging. **North Coast Organics** rolled out a Grateful Dead USDA organic deo line in 5 scents that are 100% natural and vegan. **Tom’s of Maine** introduced Prebiotic Natural Deodorant to promote the growth of good bacteria. UK brand **Wild** offers 5 vegan-friendly deo’s packaged in biodegradable, compostable & refillable aluminium tins, plus a range of limited editions and **Megababe’s Happy Pits Detoxifying Underarm Mask** is designed to “speed through the standard detox period” before switching to an aluminium-free deo.



Top 5 global natural/ organic deodorant, by search volume

- 1 Native
- 2 Myro
- 3 Salt of the Earth
- 4 Weleda
- 5 Malin+Goetz Eucalyptus

April 2019-April 2020. Source: SEMrush



Home Care *The Laundress*

The Laundress, an eco-friendly laundry brand that aims to luxuriate household chores, is putting an aromatherapeutic spin on its bestsellers in partnership with the U.K.-based brand Aromatherapy Associates.

The brand's collaboration with Aromatherapy Associates, formally donned The Laundress x Aromatherapy Associates, reincarnates the former's hero products — Signature Detergent, Dish Soap and Surface Cleaner — in three of the latter's most popular scent blends. The Signature Detergent is available in scents "Deep Relax" and "Forest Therapy"; the Dish Soap and Surface Cleaner are available in the scent "Support Breathe." Industry sources estimate the collection will do roughly \$5 million in retail sales for its first 12 months on the market.

The brand says; "Our 'Deep Relax' blend was created for people with insomnia. We have paired that with the signature detergent, so you can use that product for your bed linens and loungewear to get a relaxing scent." The brand's "Support Breathe" blend is popular for respiratory immunity, Teal added, and the "Forest Therapy" blend is supposed to evoke time spent in nature.

**EXQUISITE
COCONUT FRAGRANCE**



Home Care Comfort Coco Fantasy

It's no surprise that coconut, with its comfort factor and tropical holiday vibes has become a key trend note, especially when the pandemic is making everyone reach for fragrances that make them feel upbeat and positive.

Renowned perfume experts have crafted the Comfort Perfume Deluxe Ultra Concentrated Fabric Conditioner in a Coco Fantasy fragrance. Its luxurious coconut fragrance is so gorgeous that you'll forget it's your fabric conditioner. Wrap your clothes in truly deluxe fragrances you will always feel inspired to wear.

Yankee Candle Last Paradise Collection

The Last Paradise

You've found paradise at last, rare and exotic notes of rain forest fruits and flowers lure you into a fragrance experience like no other.

TOP NOTES: Jungle Leaf, Green Apple, Hibiscus. *MID NOTES:* Osmanthus Blossom, Wild Grass, Orchid, Mimosa, Plumeria. *BASE NOTES:* Violet Leaf, White Musk, Moss.

Bora Bora Shores

Walk along the unspoiled shores, enjoying the soft scents of sweet fruits and tropical floral notes, while the sun reflects off the shore with a rosy glow.

TOP NOTES: Lemon Sugar, Kumquat Leaf, Hibiscus Water. *MID NOTES:* Monoi Blossom, Bora Bora Blossom, Freesia, Papaya. *BASE NOTES:* Blonde Woods, Sugarcane, Fruity Musk.

Coconut Rice Cream

A sweet creamy treat, with notes of aromatic rice and fragrant coconut, freshly scooped at an island oceanside market.

TOP NOTES: Bamboo Rice, Steamy Rice Vapor. *MID NOTES:* Rice Coconut, Watery Floral. *BASE NOTES:* Sandalwood, Vanilla, Oriental, Sea Musk.

Beach Escape

Discover a shady spot under the palms to take in the tranquil ocean view, Notes of sea air complement floral and woody aromas, the perfect way to reflect on your day in paradise.

TOP NOTES: Ozone, Watery Green Palm, *MID NOTES:* Sea Isle, Muguet, Jasmine, Dandelion. *BASE NOTES:* Barley, Grass, Musky, Woody.



DW Home Valentine's Collection

XOXO

Sweet raspberry jam accented by pink sugar macaron shells.

Hugs & Kisses

Sweet strawberries accented by juicy peach, hints of pineapple and candied raspberries.

Be Mine

Sugar dusted strawberries layered with white pound cake and vanilla infused whipped cream.

True Love

White floral jasmine, heady tuberose, and pure gardenia supported by ambered greens, warm woods, and ylang ylang infused musk.

I Love You

Bright bergamot, green apple, and floral rose combine with sweet red berries, fragrant lily, and white musk.

You're Sweet

Sweet blended apples with luscious watermelon accents amid sweet cantaloupe, sugared honeydew, and glimmers of ripe casaba.

White Chocolate

Cocoa butter and shea warmed with sweet milk and vanilla bean.

Strawberries & Champagne

Fresh strawberries highlighted by notes of brandy, sugar syrup, Moscato wine and orange slices.





Byredo **Hand Cream**

Byredo has extended its line of beauty products with a trio of limited edition hand creams, which given that the usage of hand creams is epic at this moment in time is a good move for the brand.

The colourfully stamped packaging houses a range of formulas that are designed to hydrate and soften hands, each blended with one of Byredo's signature scents.

The **Blanche** hand cream is blended with top notes of aldehyde, pink pepper and white rose; with a heart of neroli peony and violet; and base of blonde woods, musk and sandalwood. **La Tulipe Hand Cream**, housed in green packaging, features top notes of cyclamen, freesia, rhubarb and heart tones of tulip on a base of blonde woods and vetiver. Completing the line is the **Rose of No Man's Land** with Turkish rose absolute at its heart, with notes of white amber and pink pepper.



JLo Beauty Skincare range

JLo Beauty stars six skin care products, a beauty supplement (very important in new beauty lines as a ‘whole’ body treatment) and make-up skin care hybrid, with names to match the music mogul’s glamorous career.

The JLo Beauty line stars eight skus, six skin care products, a beauty supplement and make-up skin care hybrid, with names to match Lopez’s glamorous music career.

That Hit Single Gel-Creme Cleanser, That Fresh Take Eye Cream and That Blockbuster Wonder Cream are just a few of the names that highlight the ‘Hustler’ stars celebrated career.

Also available in the line is That JLo Glow Multitasking Serum, That Limitless Glow Multitasking Mask, That Big Screen Broad Spectrum SPF 30 Moisturiser and That Star Filter Complexion Booster, the make-up skin care hybrid. The otherwise straightforward skin care line is expected to be joined by body products, creams and oils, as well as bath items. Prices range from US\$18 for an individual face mask to \$70 for a serum.



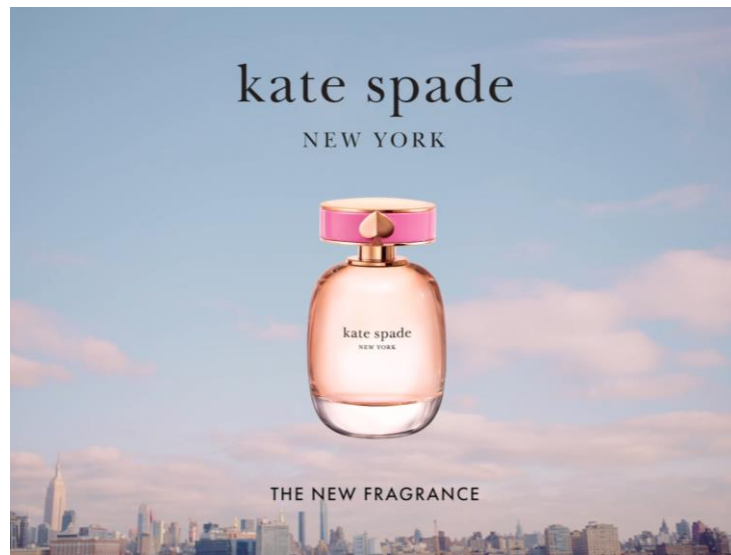


The Body Shop Lemon Purifying range

The new zesty new purifying and protecting Lemon range from The Body Shop is made with natural lemon essential oil and the products claim either antibacterial, intense cleansing or protecting care properties.

Enriched with natural lemon essential oil which is known for its purifying properties the new ingredient collection helps to remove bacteria and impurities and contains a fresh and subtle fragrance. The range includes; Lemon Purifying Face Wash, Hand Wash, Hair & Body Wash and Hair Mist, plus Protecting Hand and Body Lotion and Cleansing Anti-bacterial Hand Sanitiser.





WOMEN'S FRAGRANCE

Escada Summer Festival Cherry Blossom in Ice Cubes, Green Mandarin, Jasmine Sambac and Sandalwood.

Dolce & Gabbana Dolce Rose Red Currants, Mandarin Essence, Green Apple, Centifolia Rose, Rose Absolute, Superessence, Magnolia, White Peach, White Musk, White Woods and Sandalwood.

Michael Kors Gorgeous Floral Bouquet, Smoky Tobacco Accord and Woods.

Kate Spade New York Wild Strawberries, Bergamot, Citruses, Freesia, Rose Essence, Cashmeran and Ambrox.



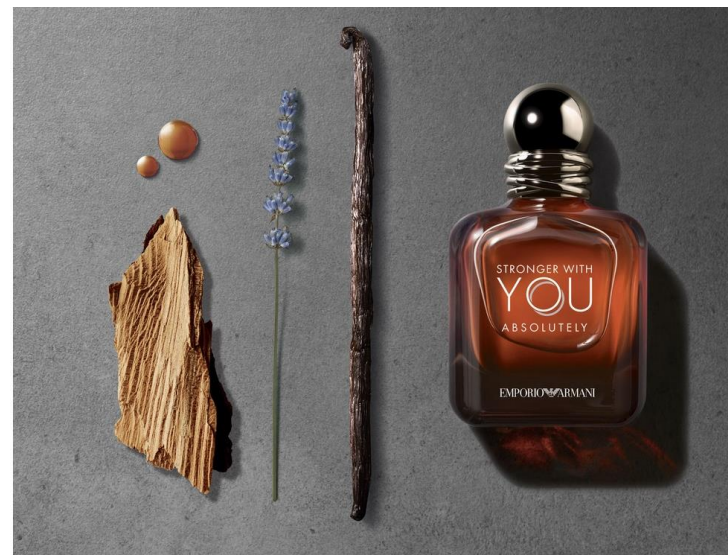
MEN'S FRAGRANCE

Lucky Me For Him Intense Avon Timut Pepper, Apple, Mandarin, Cinnamon Leaf, Nutmeg, Rosemary, Vetiver, Ambergris and Patchouli.

Valentino Uomo Born In Roma Yellow Dream Italian Mandarin, Pineapple, Spices, Ginger, Gingerbread, Vanilla Absolute, Cedar Essence.

Yves Saint Laurent Y Le Parfum Grapefruit, Apple Accord, Ginger, Aldehydes, Sage, Lavender Essence, Geranium Absolute, Cedar, Olibanum, Tonka and Patchouli Essence.

Armani Stronger With You Absolutely Bergamot, Rum, Elemi, Lavender, Davana, Glazed Chestnut, Cedar, Vanilla and Patchouli.





PREMIUM FRAGRANCE



Jo Malone

Lily & Magnolia Blossom

Delicate and refreshing, Lily & Magnolia Blossom Eau de Parfum is an ode to Cornish woodlands. Accentuated by an additional signature note of juicy pear, the fragrance lends a sweet, long-lasting trail. Spritz at pulse points – and through hair – for a delicate mist of creamy magnolia, dewy lily of the valley and warm sandalwood. The fragrance: Top notes of magnolia, white tea and green mandarin. A heart of lily of the valley, peony and freesia. A base of sandalwood, white musk and ylang-ylang.

London via Cornwall. A dewy woodland glade bathed in pale dawn light; wild blooms nod quietly in tempo with the gentle breeze. Airs of sweet, creamy magnolia delicately tip-toe over crisp white tea and fresh, green mandarin. Soft, leafy lily of the valley lightly slips into sandalwood, demure and sparkling all at once. Celebrate the beauty of new beginnings; uplift your senses with a Cornish floral scape. Delicate. Joyful. Blooming.



PREMIUM FRAGRANCE



Tom Ford Tubéreuse Nue

In early 2021, Tom Ford will launch Tubéreuse Nue, a new floral fragrance from the luxurious Tom Ford Private Blend collection. The composition deals with the concept of the intoxicating scent of the nocturnal tuberose flower, with its gorgeous petals and sensual energy in mind.

Tubéreuse Nue evokes the night-blooming of tuberose: its petals merging with a subtle suede accord, a soft veil of musk, and Timut pepper. The inspiration for the perfume is the deep sensuality under the veil of night.

Top: Szechuan Pepper, Jasmine, Lily

Heart: Tuberose Absolute, Cocoa, Styrax and Benzoin

Base: Suede, Musk, Oud and Tonka



PREMIUM FRAGRANCE



Chanel's Les Exclusifs Le Lion

A new opus has just joined the Chanel Les Exclusifs range. Originally scheduled for September 2020, the launch of Le Lion was delayed due to everything that was going on in the world.

Le Lion is first and foremost a nod to Gabrielle's astrological sign, but also to her fiery temper. Fascinated by the stars, Coco Chanel very quickly saw in this feline a protective lucky charm. A belief that took root during a stay in Venice, where, devastated after the death of her great love Boy Capel, she joins her friend Misia Sert and her husband. In the heart of this city placed under the sign of the Lion, she experiences a resurrection, notably leading to a new artistic breath. She draws from it a style with Byzantine influences, between East and West, which will permanently permeate her work. Little by little, Gabrielle made this strong and independent feline her talisman, expressing her daring, solar and instinctive nature. The lion can be found in her apartment, but also in her creations: buttons on tweed garments, handbag clasps, before becoming an icon of her 'Haute' Jewelry.

Proud and passionate, Gabrielle Chanel fully embodied her astrological sign. Instinctive and daring, she took inspiration from it. The lion became her totem animal. Powerful and carnal, the ambery, leather-like notes of labdanum are softened and brightened by vanilla and bergamot. LE LION DE CHANEL is a warm, majestic and refined fragrance.



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

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