

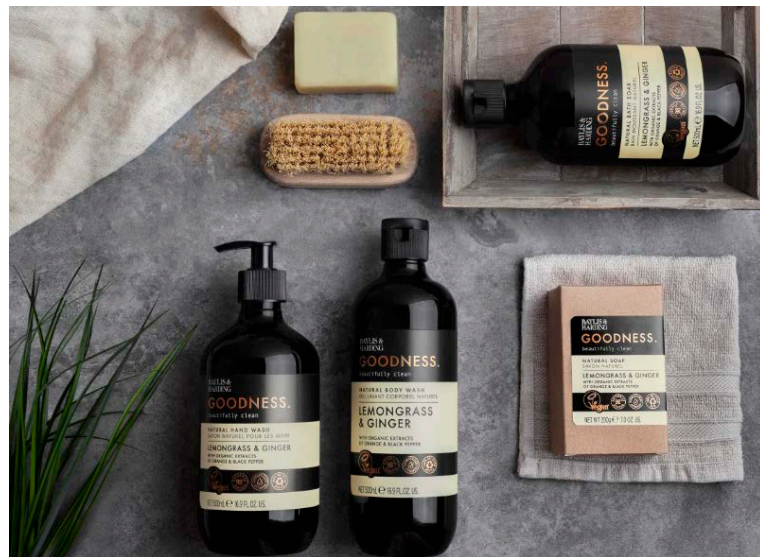


TREND REPORT 2020

13th 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.



As the coronavirus pandemic continues to impact countries across the world, the Unilever-owned brand Dove is paying tribute to the individuals that are working to save lives. The social media video campaign, entitled Courage is Beautiful, features candid stills of named healthcare workers with marks and bruises on their faces from wearing protective masks.

L'Oréal closes Clarins Fragrance Group acquisition, suspends 2020 guidance due to Covid-19. The takeover includes the Mugler brands Alien, Angel and Aura, and Azzaro Parfums

'World's first' compostable, biodegradable and refillable deodorant brand Wild launches. Consumers can shop the brand's scents; including Orange Zest, Coconut Dreams, Rose Blush and Mint Fresh on a subscription or pay-as-you-go basis.

Baylis & Harding introduces their new botanical, eco-inspired Goodness range. The four new product lines are housed in post-consumer recycled packaging and feature other recyclable materials. The Goodness range comprises hand washes, body washes, bath soaks, hand creams and vegetable-based soaps, said to contain 98% naturally-derived ingredients. The four fragrances include Lemongrass & Ginger, Sea Kelp & Peppermint, Rose & Geranium and Oud, Cedar & Amber.

Looking Forward

As consumers are generally staying at home more due to the COVID-19 crisis, many sectors of the beauty and fragrance industry are expected to be impacted. One sector that was already maintaining a positive growth, and looks set to keep doing so however, is skincare. Euromonitor has found that consumers are prioritising looking healthy as their most important beauty ideal, with only 30% saying their perception of beauty was keeping a youthful appearance. Masks are a particular product category seeing a lot of attention and a slew of new product formats, textures, effects and ingredients to address specific life style needs. Body care ranges are also becoming a much bigger trend – as skincare has moved beyond being all about facial products. Scrubs and balms are the hottest products of the moment and as multi-function continues to be a trend driving consumer purchase we can expect to see more collections launch with ‘do-it-all products’.

Source: *Cosmetics Business* Pictured: L’Occitane’s new Almond Crunchy Muesli Scrub, Herbivore’s Prism Exfoliating Glow Facial Jelly and Lancôme’s Rose Sorbet Cryo-Mask

Global top 3 skin care categories, 2019, US\$

- **Moisturisers & treatments** \$69.78bn
- **Facial cleansers** \$18.18bn
- **Toners** \$9.00bn

Source: Euromonitor International

Global skin care market, 2019, US\$

+4%
\$111.11bn

Source: Euromonitor International





LAGOON COLLECTION

SEA SALT + BERGAMOT

Set sail to an oceanic oasis
with this coastal blend.



Poo-pourri *Toilet Spray*



This US brand is still going strong, with a huge consumer following, it's now stocked in most of America's major retailers. This new collection brings a more sophisticated feel to the functional, yet fun brand.

The founders says of the new collection which includes; Sea Salt & Bergamot, Tangerine & Grapefruit and Plum & Jasmine. "After creating Poo-Pourri, I was craving a line of products that were so beautifully packaged, they serve as individual pieces of art. This new, limited collection was made with the same odour eliminating formulas as our classic Poo-Pourri scents, but packaged in a fresh, inspired way. We've created the No. 2 Collection in gratitude of you—our customers—who have supported us on our path. It is as beautiful as you, as clear as our vision and as playful as our nature. "



Homecare **DM DENKMIT**

Brand new scents to make wash days brighter and fresher than ever! Flowers teamed with citrus notes fit perfectly with current scent trends in home care. We are moving on from lavender, or musky sweet notes. The new luxury 'clean' notes are all about nature.

Limited Editions: Spring Breeze and Dreamy Paradise which include; Stain removal formula, odour neutraliser, Anti-gray effect and a fantastic fragrance experience.





Partylite Summer '20'



Tropical notes continue to be popular, but are a little more exotic - with a dash of spice and woody notes for added sophistication.

Ginger Saffron: The blend lets you enjoy Thai lemongrass, freshly grated lemon zest and slices of green ginger adding effervescent sparkle to sweet peach and aromatic golden saffron.

Red Hinoki Wood

Enjoy notes of red tea, golden amber, patchouli and black pepper surrounding an exotic heart of rare red Hinoki wood and Italian bergamot in this mysterious, modern scent.

Dragon Fruit Zest

Zesty dragon fruit and sweet mandarin peel mingle with pink lady apples, mango blossoms and sparkling papaya juice creating a bright and bold fragrance experience.





DW Home *Typewriter Collection*

This is the trend inspired by the old fashioned oak panelled study's of yesteryear, updated with a modern twist! The notes are still dark, smoky and rich, but the packaging and colours are much more urban chic inspired. Hemp is a star ingredient this year across many sectors.

Aged Bourbon & Vanilla

Oak aged bourbon combined with gently smoked vanilla bean, hickory, dark amber and touches of birch wood enhanced with crushed black peppercorns, spicy nutmeg and golden clove bud.

Santal Musk & Sandalwood

Warm musk, sandalwood, amber, and blackcurrant enhanced by floral orange blossom, white cedar and milky vanilla bean.

Sea Salt & Driftwood

Fresh sea salt, crisp ocean air, and marine waters highlighted by warm, sun-kissed driftwood.

Blood Orange & Patchouli

Sweet blood orange, mandarin, and sugared clementine accented by notes of earthy patchouli and fresh-cut white cedar.

Spiced Leather & Oud

Spiced leather and dark oud wood accented by fragrant fir needle, cracked peppercorn and woodland musk.

Hemp Seed & Sage

Crushed hemp seed, white sage, sun-warmed lavender and woodland moss balanced by notes of tonka bean and sandalwood.



Yves Rocher *Monoï Vague d'été:* *Monoï Collection*

Yves Rocher presents the newest line based on the intoxicating Monoï oil very popular in previous launches and versions: Monoï de Tahiti from 2010, and Monoï Eau de Vahines from 2012. Tropical aromas of white flowers soaked in scented coconut oil once again are in focus for the Yves Rocher brand, dedicated to the upcoming summer months.

"Yves Rocher research uses the real Monoï de Tahiti, i.e. the beauty oil that comes exclusively from the island of Tahiti and therefore bears this name. The real Monoï de Tahiti is obtained by placing tiaré flowers grown in French Polynesia in coconut oil. This resulting elixir is considered a fabulous beauty and care secret from the South Pacific. Men and women care for their skin and hair there with this heavenly fragrant beauty elixir made from 100% natural and herbal ingredients. Monoï de Tahiti is known for its moisturizing, nourishing and calming properties. The newest line of Monoï by Yves Rocher consists of 3 nourishing oils, a sensual and exotic summer scent, and 3 must-have summer care products.



J.R. Watkins **Hand Elixir**

The hand care market has expanded hugely since the COVID-19 crisis, as the one consistent piece of advice in fighting the virus has been to wash your hands. This has led to an increase in consumers needing after care for their hands and means in the near future we will see more and more launches of hand care items, such as these new hand elixirs from J.R. Watkins.

A naturally derived, no-rinse hand cleanser that moisturizes and revitalizes skin for softer, smoother hands. Crafted with effective cleansing ingredients and hydrating natural extracts to help keep your hands feeling clean and soft on the go. Available in Rosewater, Hemp Flower and Oud.

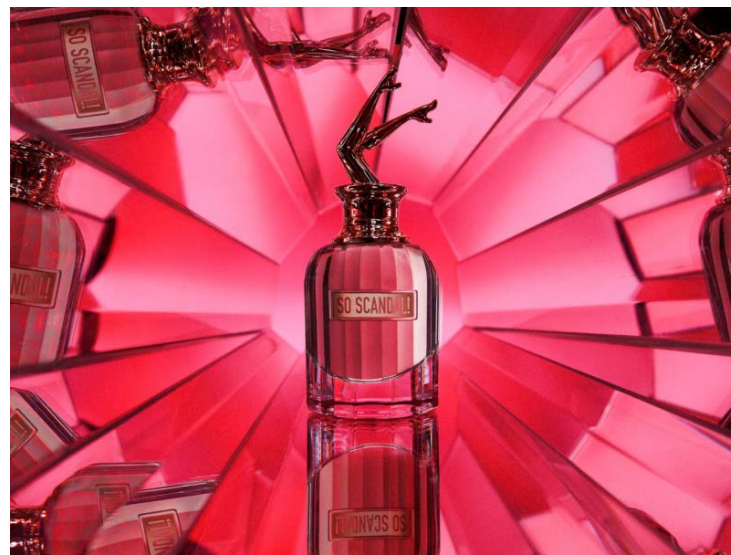


The Body Shop **Bath Blends**

Bubble baths or bath foams are making their way back into the consumer market to challenge shower gel, as self care is on the rise. The brand product story highlights the texture and ‘good for you’ ingredients *“Give your bath time a boost with our fragrantly fruity, velvety Bath Blends. More than your average bubble bath, we’ve blended super fruits and vegetables known for being rich in vitamins and antioxidants”*.

Banana: Enriched with coconut oil, avocado oil and banana puree made from second-choice wonky bananas | **Pear:** Enriched with Community Fair Trade organic aloe vera from Mexico and second-choice bumpy pears | **Berry:** Enriched with bilberry and beetroot extract, and strawberry seed oil from leftover jam making | **Mango:** Enriched with passionfruit, carrot extract and mango seed oil repurposed from the food industry.





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

Burberry Her London Dream is an addictive and vibrant combination of lemon and ginger uplifting the romantic floral bouquet of peony and roses, which are embraced by a dreamy gourmand trail of amber and musk in the base.

Narciso Rodriguez Ambree EDP is an oriental floral with white flowers, frangipani, ylang-ylang, musk, amber, cedarwood, vanilla and cashmeran.

Lanvin Modern Princess Blooming is a glamorous and fiercely sensual scent with notes of mandarin, grapefruit, watermelon sorbet, osmanthus, jasmine, rose, cedar and white musk.

Jean Paul Gaultier So Scandal with an outburst of orange blossom, jasmine, tuberose & addictive milky notes.



MEN'S FRAGRANCE

Joop Homme Ice is a provocative, seductive and expressive scent aimed at lovers of the Joop! Homme line, with bergamot, grapefruit, plum, clary sage, orange blossom, cardamom, tobacco and sandalwood

Mr Burberry Element with a powerful base of mineral oakmoss contrasts ambergris, spicy yet fresh juniper, sensual green almond and grey amber.

Guerlain L'Homme Idéal Extrême includes almond, bergamot, pink pepper, cinnamon, plum, heliotrope, patchouli, cedar, tobacco and leather.

Coach Blue for Men is intended to evoke the freedom and optimism of a road trip. The aquatic aromatic fougère include lime, absinthe, ozonic accord, black pepper, amber and cedar.

Scent of Finland

Scent of Finland was conceived in 2018 and launched in 2020; inspired by Finland's most iconic places of wild nature tempered with the Nordic spirit, culture and aesthetics.

Kajo: Sensual, powdery and warm. Representing the floral fields of Finland in summer. Its composition is dominated by bright notes of lily-of-the-valley and soft and powdery rose.

Kaltio: A light, aquatic, and citrusy composition which represents the waters of Finland. A modern scent worked around a citrus theme of bergamot and lime, as well as green, ozonic notes that illustrate the Lapland lichens and permafrost tundra covered in snow.

Korpi: is described as a woody, incense and spicy composition, which illustrates the forests of Finland. Full of aromatic warmth found in Finnish saunas that bring the spirit of renewal to your body and soul. This detoxifying fragrance is inspired by warm, woody birch notes, united with cardamom, sage, and incense.

Vire: The fragrance is described as clean, fresh, and cocooning. Clean musky and powdery notes represent the northern lights. The mineral facets of this fragrance bring the Lapland landscape to life.





PREMIUM FRAGRANCE



Dior Oud Rosewood

Maison Christian Dior Collection, the exclusive perfume line of the Dior house, presents its new edition under the name of Oud Rosewood. After the releases of Oud Ispahan; a woody and floral scent and Purple Oud; featuring woody and spicy notes, the Oriental-Woody theme continues with Oud Rosewood. The Oud Rosewood composition was conceived as a melody and as an olfactive interpretation of the bold, deep sound of a double bass. This musical inspiration brings comfortable notes of precious woods and contrasts them with strong animalistic accords and delicate rosewood.

"The powerful and contrasting woods of Oud Rosewood give it a strong, immediately evocative signature. It comes from the family of fragrances that arouse thrilling sensations, it is imbued with a deep sensuality that is both soft and powerful. Its trail is as intense as it is mysterious." - Francois Demachy, perfumer.

Its opening notes include quince jam and raspberry; milky sandalwood wrapped in animalistic notes is at the heart, followed in the base by woody accords of oud and rosewood.

"The most evocative shades of brown. Oud Rosewood conveys the olfactory image of both a warm brown streaked with light brown, like the round, soft and lustrous rosewood, and the more rugged, nomadic brown of oud wood."



P R E M I U M F R A G R A N C E

Guerlain Granada Salvia & Orange Soleia

Granada Salvia; fruity citrus. "A warm Andalusian garden. Running fleet-footedly through the gardens of Andalusia and sharing a crisp pomegranate. A sage accord ("salvia" in Italian) elegantly highlights the spirit of this glistening red fruit. A delicious pomegranate accord made up of aqueous, green and tart berry accents carried by fresh blackcurrant, cypress, lemon and bergamot notes elegantly imbued with a twist of sage and rose over a white musk, moss and patchouli background."

Orange Soleia; lemony citrus. "The endless citrus groves of the Calabrian summer. Laughing beneath the Sicilian sun, picking a beautiful juicy orange and enjoy it in the shade of a tree, cooled by a refreshing breeze. The playful, solar and tangy effervescence of a blood orange enhanced by the fresh and energising coolness of mint. The delightful charms of a pulpy blood orange, refreshed by mint, pink peppercorn and bergamot over a background of woody notes and tonka bean".



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

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