



TREND REPORT 2021

20th 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.

**NEWS
& TRENDS**

**HOLLAND
AROMATICS**



LolaVie: Jennifer Aniston throws her hat into the beauty founder ring with the launch of one product, a **Glossing Detangler (\$25)**. The vegan formula replaces water with bamboo essence and claims to detangle, increase shine, and protect hair from damage, and can also be used on 100% human hair extensions

KINLO: Tennis star Naomi Osaka launches a range of functional skincare products to protect and rejuvenate melanated skin tones and educate on the need for proper sun protection. The brand name is a nod to her heritage, combining the Japanese and Haitian words for "gold." The initial launch includes an SPF 50 sunscreen, hydrating spray, and nourishing eye cream, all priced below \$20.

Jo Malone London is welcoming in the turn of the seasons with its new **Autumn scent collection**. English Pear & Freesia has been dubbed the brand's 'biggest' launch of the year, and the fragrance is inspired by orchards and the freshness of just-ripe pears.

Spanish fragrance company Puig has made an investment in the **Chinese fragrance brand Scents Library**. Scents Library was founded by Roseline Lou and John Han, launching in Beijing in 2009. In 2015 the company introduced scent products based on contemporary Chinese culture. The brand is known for its creative and highly localized scents.

cent.idn is the **British brand** building a reputation for using candles as a medium for creating collectible pieces of art. Each candle is custom made, hand poured, and crafted in London. To date, the team has painstakingly reimaged an official size 3 game basketball, a football helmet, and a replica of the iconic JVC RC M90 boombox.

Looking Forward

From shaping the way brands develop products to how they market them, Gen Z is becoming beauty's most disruptive generation. Accounting for a third of the global population, Gen Z, 9-24 year olds (born between 1997-2012), has surpassed millennials as the largest generation, and they are grabbing a larger share of the attention of beauty brands too. Over the past year, Gen Z has become almost an obsession for the beauty industry, and with good reason. In 2020, it was the only generation to drive growth in beauty sales in the UK, according to Kantar. And data from Klarna shows that Gen Z consumers also spend more on skin care than any other age group. 70% of Gen Z beauty shoppers are 'beauty enthusiasts' who are 'always searching for the next best beauty products and brands' according to PowerReviews' Changing Face of the Beauty Shopper study. Moreover, with their strong sense of identity and cause-driven values, they are intentionally driving change within the beauty industry.



Source: Cosmetics Business: ¹ Kyra Media; ² Klarna; ³ The Pull Agency
Brands Pictured: Selfless by Hynam, Youth Foria and Kinship



Reckitt: Dettol Tru Clean



Trend Notes: Dettol has launched its first-ever range of antibacterial products with a plant-based active ingredient including biodegradable wipes. The Tru Clean range, which comprises four biodegradable multi-purpose wipes and two trigger sprays, are all formulated with a plant-based active ingredient to kill 99.9% of bacteria and viruses, including the COVID-19 virus.

Dettol's Tru Clean range comes in three new fragrances, Crisp Pear, Lime & Lemongrass and Waterlily.

According to new research commissioned by Dettol, 6 in 10 consumers say they would be likely to buy cleaning products that claim to be eco-friendly, over regular (non-eco-friendly) products. The Tru Clean range is taking steps to meet this demand by offering a formulation with a plant-based active ingredient, and biodegradable wipes, without compromising on the cleaning and disinfecting efficacy that shoppers expect from Dettol. Dettol's Tru Clean products will help to support sustainably minded shoppers wishing to implement more eco-friendly habits at home by using products that are developed to have a better impact on the environment. Not only are Dettol's Tru Clean multi-purpose wipes biodegradable and compostable, the range has been manufactured with zero waste sent to landfill, and each of the trigger spray and wipe formulations are free from bleach, dyes, and phosphates.

Febreze Unstopables **Touch Fabric Spray**



Trend Notes: Proctor & Gamble announced the latest Febreze product, the Unstopables Touch Fabric Spray, intended to replicate a scratch ‘n sniff product in the way it stores scent in fabrics. The formula for the fabric spray was designed with touch-activated technology that is intended to allow the scent to be released from fabrics for up to 100 touches after use.

The fabric spray is designed to be used on soft surfaces and hard-to-wash fabrics like pillows, carpets, rugs, bedding, curtains and gym bags. It comes in three scents, Breeze, Fresh and Paradise.

Regarding the misspelling of the product name, a P&G spokesperson said, "Often when looking at brand names you want to choose something unique and spelling variations are one thing that can help make it stand out. That is the case with Unstopables." Angelica Matthews, senior brand director at Febreze, says, "We know that soft surfaces provide the perfect long-term home for odours, which is why so many people use fabric refresher products to tackle bad smells. We decided to see if we could use the odour-trapping nature of soft surfaces to our benefit, by designing a product that gets into soft surfaces to eliminate odors, then leaves a long-lasting freshness behind that can be experienced over and over again."

Consumers smell a burst of freshness wherever they sit or on whatever they touch due to the spray's touch activation. The spray stores its scent in fabrics and soft surfaces and releases when activated, thereby localizing the Febreze spray to the desired areas of the home.



Airwick UK Frosted Zest with a hint of mint

Trend Notes: Responsibly sourced natural ingredients is the ethos of the Botanica line for Airwick. This new limited edition joins the current line up in time for the festive season – although the scent is inspired by more tropical climates with Moroccan mint!

Nature never ceases to inspire us

We scoured the planet for naturally fragrant ingredients. Our global search was the inspiration for our exotic scent combinations.

Responsibly sourced ingredients

The ingredients in our fragrances are responsibly sourced in a way that respects our planet. We reduced plastic from our packaging.

We believe in communities

We support the local communities and farmers who grow and harvest the natural ingredients that make our fragrances so unique.

Indulge in this aromatic blend , reminiscent of the hidden gardens of Moroccan palaces



Glade Aromatherapy Collection

Trend Notes: A collaboration with the app; Calm, ingredient provenance, natural rattan reeds, recyclable packaging, sustainable wax and aromatherapy/mood boosting fragrances - the new Glade collection ticks all the boxes to appeal to today's consumer!

Pure Happiness: Orange & Neroli

Brighten the mood, energize the atmosphere with a dual blend of essential oil-infused fragrance and enjoy Pure Happiness.

Get the mood just right with the blend of an Orange and North African Neroli blossom.

Moment of Zen: Lavender & Sandalwood

Peace out with Moment of Zen in the air; Feel the fragrance infused with dual blend of essential oils: French Lavender and Australian Sandalwood.

Calm Mind: Bergamot & Lemongrass

De-stress with a dual blend of essential oil-infused fragrance and enjoy the Calm Mind. Get the mood just right with the blend of Italian Bergamot and Guatemalan Lemongrass.





P.F. Candle Co. *Vanilla & Ghost Pepper*

Trend Notes: Spicy notes are a must in home fragrance for the colder months and this is a step on from black pepper or pink pepper and fits in with the brands roots.

P.F. Candle Co. Vanilla & Ghost Pepper Candle: a limited edition scent inspired by evenings in the Southwest. This soft, inviting scent is like a favourite winter blanket, weaving piquant black pepper and desert primrose notes with tonka bean, cedar, and cinnamon. Reminiscent of winters spent in a cozy lodge— adobe walls, exposed wooden beams, sunsets in the high desert— Vanilla & Ghost Pepper is rustic and warm, with a touch of Southwest spice.

Yankee Candle Spooky Spider Cider

Trend Notes: Black, orange and purple tones rules supreme in Yankee Candles 'spooktacular' Halloween scents. Witches Brew is the most popular scent if global social media fans are anything to go by.

Returning scents this year are: Witches' Brew; exotic patchouli, Jack 'O' Lantern; pumpkin, carrot & sandalwood, Haunted Hayride; charcoal, black pepper & nutmeg and Mystic Moon; amber & sweet florals, , whilst last years ginger, pumpkin & orange scented Trick or Treat is replaced with **Spooky Spider Cider; a blend of apple cider, cinnamon & cloves.**



Voluspa *Forbidden Fig*

Trend Notes: Fig is one of the most loved and best recognised notes across UK, Europe and the US markets – especially in Autumn. This new launch from Voluspa captures the trend for comfort and familiarity alongside the sophistication demanded by consumers of luxury home scents.

Notes of Ripened Fig, Velvety Musk, Midnight Rose & Fig Leaf.

Unearth the pure magnificence of the wild fig tree. Rooted down in the dry sun-drenched soil, smooth white bark unfolds with fragrant facets of lush green leaves. This matriarch of the orchard is crowned with succulent dark fruits, filled with coveted sweet nectar and armed with sophisticated woody stalks. The rustling wind sweeps up the essence of plump wild berries and fallen crushed leaves, leaving you with an aromatic fragrance so sweet and alluring that it earns its name - Forbidden Fig.



P.F Candle & Co. Personal Care range

Trend Notes: Hand & Body Wash is the newest venture from the prestige home fragrance brand P.F. Candle & Co. Made with Castile soap and fine fragrance oils, the brand launched in their four best-selling scents.

The 4 fragrances are; Teakwood & Tobacco, Amber & Moss, Swell and Golden Hour.

Formulated first for the hands but suitable for the whole body, this gentle-yet-effective cleanser leaves the skin lightly fragranced and the mind a bit clearer.

The Hand & Body Wash range is vegan and cruelty-free, contains no sulfates, parabens, or phthalates, and is packaged in recyclable glass bottles to fit right in with any home décor.



euforia

Saturated florals and kaleidoscopic scents
take you to a state of bliss.

Victoria's Secret Euforia Collection



Trend Notes: Popular fine fragrance ingredients are teamed together to highlight key and on-trend flowers. Saturated petals and kaleidoscopic scents send you to a state of floral euphoria. Jasmine awakens Cassis, Patchouli unearths Rose and Orchid amplifies Santal. An olfactive trip for the senses.

Violet Lily

Violet enwraps Lily. Layered Amber. Opulent reveal.

FRAGRANCE STYLE: Warm Flora

Orchid Santal

Orchid amplifies Santal. Prismatic Iris. Kaleidoscopic daze.

FRAGRANCE STYLE: Warm Floral

Jasmine Cassis

Jasmine awakens Cassis. Saturated Passionfruit. Illuminated depth.

FRAGRANCE STYLE: Floral Fruity

Patchouli Rose

Patchouli unearths Rose. Flowering Peach. Spirited allure.

FRAGRANCE STYLE: Floral Fruity

Victoria's Secret Untamed Collection



Trend Notes: Favourite scents have been given a darker twist to get the collection ready for the winter months. Wildly enchanting. Your favourite scents reveal forest fruits and unfurling florals. Ripened Berries, Apricot Nectar and Moonlit Woods. Discover the wild.

Pure Seduction Untamed

Ripened Berry. Violet Leaves. Pure Seduction in the wild.

FRAGRANCE STYLE: Warm Gourmand

Velvet Petals Untamed

Luscious Almond. Moonlit Woods. Velvet Petals in the wild.

FRAGRANCE STYLE: Floral Gourmand

Love Spell Untamed

Forest Pear. Apricot Nectar. Love spell in the wild.

FRAGRANCE STYLE: Fruity Floral

Bare Vanilla Untamed

Vanilla Elixir. Apple Blossom. Bare Vanilla in the wild.

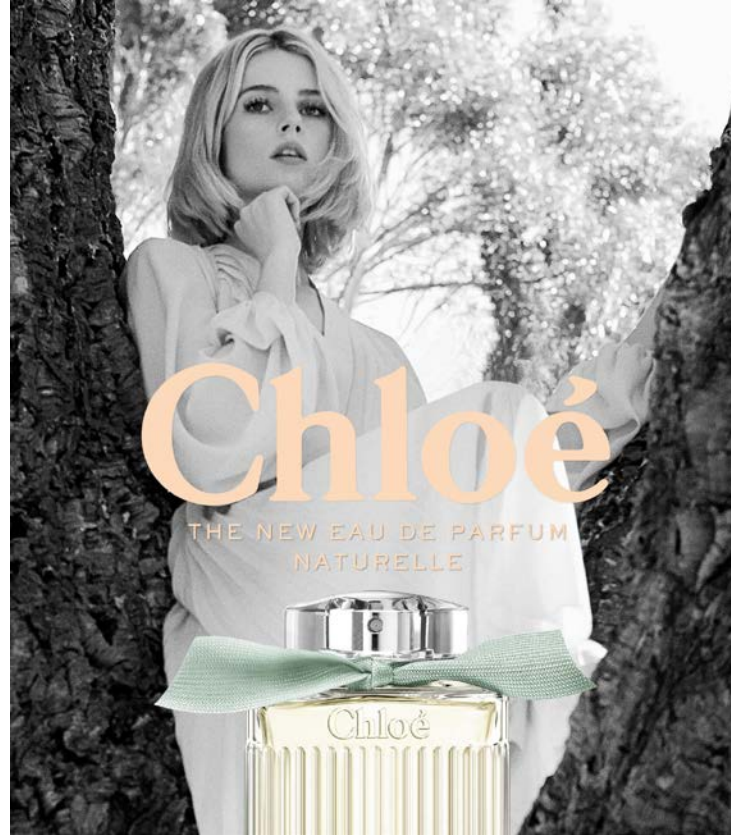
FRAGRANCE STYLE: Woody Gourmand

Bath & Body Works Fairytale Collection

Trend Notes: The latest new collection from BBW brings some much needed 'magic' to Fall/Autumn! With a whimsical, fantasy twist that is still inspired by nature.

Warm & fresh with a hint of magic! Write your own magical story with this fragrance that blends pomegranate nectar with fresh orange blossom and a dreamy combination of vanilla and warm amber.





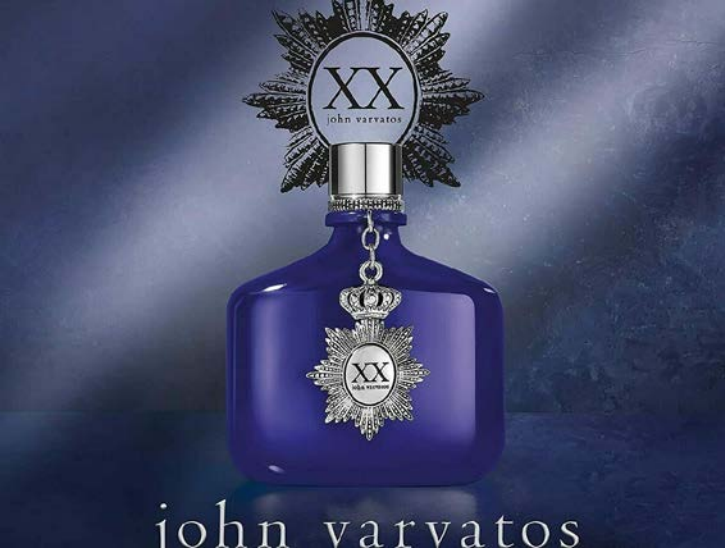
WOMEN'S FRAGRANCE

Ariana Grande God Is A Woman Ambrette, Pear, Orris, Turkish Rose Petals, Madagascar Vanilla and Creamy Sandalwood

Chloé Eau de Parfum Naturelle Citron Essence, Blackcurrant, Organic Rose Essence, Neroli Essence
Base: Cedar Wood and Mimosa Absolute

Fenty EDP (Rihanna) Tangerine, Blueberry, Bulgarian Rose Absolute, Magnolia, Geranium, Patchouli and Musk

Victoria's Secret Tease Crème Cloud Vanilla Meringue, Sandalwood Flower, Amber and Musk



MEN'S FRAGRANCE

John Varvatos Xx Indigo Peppermint, Lemon, Pink Pepper, Cardamom, Geranium, Himalayan Poppy, Patchouli, Vetiver and Musk.

Burberry Hero Bergamot Essence, Cedarwood Trio, Black Pepper and Juniper.

Mercedes-Benz Sign Guatemalan Cardamom, Pink Pepper, Violet Leaf, Orange Blossom, Lavender, Geranium, Cashmere Wood, Tonka Beans and Patchouli.

Tom Ford Ombre Leather Parfum Violet Leaf, Cedarwood, Indian Jasmine Sambac, Leather, Woody Notes, Green Tobacco and Orris heart.

BYREDO



EAU DE PARFUM

YOUNG ROSE

PHOTOGRAPHY AND STORY
BY LESLIE ZHANG

PREMIUM FRAGRANCE



Byredo Young Rose

In early September, Byredo will launch a new perfume named Young Rose. The fragrance is dedicated to the restless youth of the new generation, according to the founder of the house, Ben Gorham. He was inspired by his trip to China and the creative dynamics he witnessed there.

"The next generation always has an emotional obligation to rework the traditions of their predecessors. It's their role to take that fearless dive into the unknown; to discover and develop what's next. Young Rose salutes that spirit," Gorham said

Young Rose is an ode to youth and a fragrant diary, dedicated to those who write the future. It offers a not-so-traditional combination of rose with Sichuan pepper. There are also accords of iris, musk, ambrette seeds, and ambroxan to complete the "twisted take on new classic romance.

For the campaign, Zhang inscribes a thousand-year-old poem onto young lovers. These are emotions that endure throughout centuries, just as the rose still stands, unwavering in its symbolism.

Top Notes: Sichuan Pepper, Ambrette Seed

Heart: Damask Rose, Iris

Base: Musk, Ambroxan



PREMIUM FRAGRANCE



Molton Brown Opulent Collection

The British brand MOLTON BROWN introduces several fragrances united under The Opulent Collection. They are light citrusy Neon Amber Eau de Toilette, warm ambery-woody, tobacco Neon Amber Eau de Parfum, and dark leathery oud Labdanum Dusk. Fragrances are accompanied by body care products.

Neon Amber

Both Neon Amber creations, Eau de Toilette & Eau de Parfum, were composed by perfumer Jerome di Marino. To create them, he used the De Laire Amber 83 base and the same materials but balanced them differently for each of the fragrances. Amber 83 base was created by the legendary perfume producer De Laire in 1889.

"Mysterious yet warm and familiar, Neon Amber is a compelling choice for discerning and open-minded people interested in culture." - Marino said.

Top Notes: Mandarin Orange, Pink Pepper, Violet Leaves

Middle Notes: Tonka Beans, Cedar Needles

Base Notes: Ambroxan, Labdanum, Cedarwood

Labdanum Dusk

Perfumer Nathalie Koobus created Labdanum Dusk, it is a modern woody ambery fragrance based on labdanum resin with additional nuances of leather, tonka beans, a spicy note of saffron, and oud.

Top Notes: Cedar Needles, Saffron

Middle Notes: Cypriol, Cedarwood, Leather

Base Notes: Labdanum, Agarwood, Tonka Beans, Vanilla, Patchouli



PREMIUM FRAGRANCE



Ellis Brooklyn Super Amber

The US brand ELLIS BROOKLYN founded in 2015 by Bee Shapiro, the New York Times beauty columnist and contributor to Vogue, Vanity Fair, InStyle, Glamour, and Yahoo Beauty, is launching another fragrance in 2021. Following the sweet and rich honey fragrance BEE, the newest SUPER AMBER is playing again with all the different facets and textures of the key ingredient.

"Ever imagined perfume as a texture? Meet SUPER AMBER, a cozy, super warm, addictive scent that envelops like a cashmere blanket on warm bare skin. SUPER AMBER is the beautiful marriage of cutting-edge olfactive technology (made with minimal environmental and social impact) and clean perfumery (it's free of fragrance allergens). Unlike traditional fragrances, SUPER AMBER is not structured with top, middle and base notes. Rather it blooms once it interacts with your skin's own unique chemistry. It's unlike any perfume you've smelled," claims the Ellis Brooklyn brand.

Notes: Amber, Vanilla Orchid, Virginian Cedarwood, Musks



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

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