



# TRENDREPORT 2020

*12<sup>th</sup> edition*

Welcome to the latest edition of our trendreport.

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



Boots are following in the footsteps of The Ordinary and The Inkey List with their new ingredient range. Boots Ingredients comprises eight products, with none costing more than £7.50. The collection of minimalist products includes a Hyaluronic Acid Serum, £5, a Caffeine Eye Cream, £5.50 and a Vitamin C Serum, £7.

Drunk Elephant Is Launching Its First Hair Line With Jennifer Aniston's Stylist Tiffany Masterson (brand creator) has confirmed that the long awaited hair-care line is coming soon and has been developed under the guidance of celebrity hair stylist, and personal friend, Chris McMillan.

Makeup entrepreneur Huda Kattan has added another string to her bow with a new skincare collection. Her first product in the 'Wishful' range is a non-abrasive exfoliating enzyme scrub called Yo Glow with Pineapple and Papaya.

Vegan beauty arrives on Aldi's shelves; The nine product, coconut inspired, cruelty-free collection from own brand Lacura, which includes sheet masks, day cream and eye cream is made from 100 per cent natural ingredients and priced between £1.99 and £5.99.

Clean Reserve have just launched their latest creation; Radiant Nectar with one of this years hottest green ingredients; pear.

# Looking Forward

Haircare is a huge sector, which has been extremely trend-forward in the last few years as the sector takes it lead from skincare ingredients and innovations. The official trend term is the 'skinification' of haircare! Masks, serums and scrubs are now commonplace as scalp care has become an important part of the haircare routine. This sector has also taken consumers differences and personal needs to the next level as the future promises products targeted for more colours than just blonde, brunette, red and grey. Big brands are also building a portfolio of products catering to the needs of different ethnic groups.

Source: Cosmetics Business Pictured: Garnier Hair Food Mask, IGK Low Key Cleansing Walnut Scalp Scrub and Sisley Hair Rituel Revitalising Fortifying Serum

## TOP 10 GLOBAL HAIR CARE BRANDS, 2018

- 1 L'Oréal Paris 6.9%
- 2 Pantene 6.2%
- 3 Head & Shoulders 5.1%
- 4 Garnier 4.7%
- 5 Schwarzkopf 3.6 %
- 6 Sunsilk 3.2%
- 7 Dove 2.5%
- 8 Clear 2.0%
- 9 TRESemmé 1.9%
- 10 Wella 1.4%

% value share. Source: Euromonitor International



**DAWN** POWERWASH DISH SPRAY  
**5X FASTER**  
**GREASE CLEANING\***

Spray, wipe and rinse your way to clean dishes.



# *Dawn* *Dish Spray*

One of America's top selling brands has just released an alternative to the traditional dish washing soap products. Sold as 'a faster, easier way to clean dishes as you cook' you spray the powerful spray-activated suds directly on dirty dishes (no water needed), then just wipe and rinse. Marketed as a 'specialized more concentrated formula' compared to regular dish soap with suds that change colour to show that's its working. The bottles are also refillable and easy to swap adding to the 'green' credentials.





# Homecare Capri Blu

‘Where fashion meets fragrance’ is the slogan for US brand Capri Blu who have just released a home care line to complement their personal care and home fragrance range.

*The Signature Home Care Collection was created with clean and cruelty-free formulas, packed with grapefruit, tangerine and sandalwood essential oils. This collection includes a Multi-Surface Cleaner, Dish Soap and Laundry Detergent in the cult favourite fragrance – Volcano; with tropical fruits and sugared citrus.*





# Airwick Botanica



Air Wick has debuted a new generation of home fragrances, BOTANICA. Bringing the essence of Mother Nature into the home, the range is made with exotic, natural ingredients and offers high-quality air care products that are carefully sourced and packaged in a way that respects the planet.

The five fragrance launched in the range are; Fresh Pineapple & Tunisian Rosemary, Caribbean Sweetgrass & Sandalwood, Himalayan Magnolia & Vanilla, French Lavender & Honey Blossom and Island Rose & African Geranium.



# Goose Creek Aromatherapy



Aromatherapy is a big trend this year already in home fragrance. The new launches blend 'traditional' relaxation ingredients with scents with emotional connections for most people, such as vanilla and coconut.

## Stress Relief

Top: Fresh Eucalyptus, Mint Leaves Mid:Bright Bergamot, Sheer Freesia

Base: Light Woods

## Peaceful

Top: Coconut Water, Lemon Blossom, Lime Zest Mid:Eucalyptus, Vanilla Blooms, White Amber Base: Coconut Husk, Sandalwood, Ebony wood

## Quietness

Top: Coconut Water, Bergamot, Soft Cashmere

Mid:Vanilla Blossoms, Blue Amber Base: Patchouli, Sandalwood, Exotic Musk

## Restful

Top: Lavender, Bergamot Mid: Lavender Fields, Vanilla Base: Cedarwood, Tonka Bean



# *Jo Loves Hand Wash & Lotion*

## **Seville Orange & Neroli**

Inspired by a holiday in Seville, this clean and fresh scent evokes memories of a sunny courtyard with the smell of oranges floating in the breeze. This blend of bitter orange, mandarin and lemon with neroli and spearmint creates a warm scent with a fresh and herbaceous twist.

## **Eucalyptus & Cedar Woods**

Blending memories of Jo Malone CBE's past with her recent travels, Eucalyptus & Cedar Woods is the perfect marriage of classic and contemporary to create a unique scent. This crisp and clean fragrance combines medicinal notes of Eucalyptus along with the creamy scent of cedarwood and vetiver.





**Cotton Clouds:** With mind-soothing, senses-wooing White Cashmere, you'll soon be floating away on a creamy, dreamy bed of heavenly Cotton Clouds.

**Shake Your Bambootay:** Luscious Bamboo with a fruity twist

**Wild Thing:** A tropical fruity fusion of passion fruit and mango, designed to release your Wild Side.

**Coco Colada:** Pina Colada & Coconut Cream will instantly transport you to a beach paradise.

**Mallow 'mazing:** Foamalicious Marshmallow

**Tropical Rainforest:** Packed with more Exotic Papaya scent than a sun kissed cocktail, this is your very own stress-melting, worry-washing escape to a happier Tropical Rainforest.

**Fijian Waterfall:** Take it nice and squeezey with a fragrant burst of zesty bergamot that will transport you straight to the foot of a Fijian waterfall.

**Polynesian Waterfall:** With luxurious drops of Sweet Peony, say goodbye to the ordinary as you're transported to a peachy Polynesian Paradise.

# *Imperial Leather Shower range*





# Bath & Body Works Saltwater Breeze

This is US brand Bath & Body Works first key collection for 2020. This means it gets launched across category with a fine fragrance, personal care, home care collection and gift collection. The fragrance is described as; A clean blend of fresh linen, water blossom & white musk.





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

**Lancôme La Vie Est Belle Intensément** combines Iris Concrete, Vanilla Bean, Sambac Jasmine Absolute, Red-Iris-Vanilla Accord, bergamot, pink pepper, raspberry, orange blossom, heliotrope, patchouli and benzoin.

**Hugo Boss; Boss Alive** combines a sparkling apple and plum, jasmine sambac and vanilla absolute.

**Elizabeth Arden Green Tea Pear Blossom** with delicate white blossoms of the green Anjou Pear Tree.

**Dolce Shine** with mango, grapefruit, quince, jasmine, orange blossom, aquatic accord, light woods, sandalwood and white musk.





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## MEN'S FRAGRANCE

**Giorgio Armani Stronger With You Freeze** a woody citrus fougère with notes of lime, ginger, mandarin, apple, lavender, sage, bourbon geranium, cardamom, marron glacé, amber woods, gaiac and vanilla

**Azzaro Chrome Extreme** with spicy green mandarin, juniper berries, amber and cashmeran.

**Ralph Lauren Polo Deep Blue Parfum** refreshing citrus and green mango, cypress and clary sage, grapefruit oil, bergamot, geranium, deep ocean accord, musk, patchouli, fir balsam and ambroxan.

**Tommy Hilfiger Impact** combines citrus and smoke flavours with Akigalawood, a spicy, woody extract from patchouli.

TOMMY HILFIGER  
IMPACT

THE NEW FRAGRANCE FOR





PREMIUM FRAGRANCE



# Lavenderland

*Jo Malone presents Lavenderland. An enchanted world of violet visions, where English lavender meanders in purple pathways across the countryside. Fall out of the ordinary with our new limited-edition collection. Discover three distinctive Colognes: Lavender & Coriander, Silver Birch & Lavender and Wisteria & Lavender and two Home products, infused with the soft and sensual scent of Lavender & Musk.*

**Wisteria & Lavender** *A powdery floral; English Lavender is intertwined with sweet wisteria and powdery heliotrope cocooned in a clean and delicate white musk."*

**Silver Birch & Lavender** *a fresh scent of English Lavender, refreshed with a squeeze of grapefruit, grounded by a woody, charismatic base of silver birch and a compelling note of roasted oak.*

**Lavender & Coriander** *a spicy and aromatic English Lavender with coriander, sage and tonka bean.*



PREMIUM FRAGRANCE

  
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## *Gucci Hortus Sanitatis*

*A new eau de parfum in Gucci's Haute Perfumery line The Alchemist's Garden, Hortus Sanitatis (Latin for "The Garden of Health") blends notes of Papyrus and Cedarwood, and is named after one of the first natural history encyclopedias. Blended by master perfumer Alberto Morillas under Alessandro Michele's creative direction, the customizable collection made up of eaux de parfum, perfumed oils and acque profumate (meaning "scented waters") is inspired by the art of alchemy and fragrance-making, formulated to be layered and blended together to create a unique, personalized fragrance combination. Built around a hero ingredient linked to the distinctive codes of the House, each scent can be magnified, muted or fused with other fragrances from the luxury collection to create a one-of-a-kind sillage.*

*A raw and noble scent with timeless elegance, the fragrance combines Papyrus and Cedarwood for an ambery and smoky quality. Imbued with power and magnetism, hints of Ginger reinforce the multi-faceted perfume.*



PREMIUM FRAGRANCE



# *Tuberose in Silk*

*Premium fragrance brand Floris London has taken inspiration from the ancient Mexican flower tuberose for its latest scent. The new Tuberose In Silk fragrance features top notes of orange blossom, iris and camphor with a heart of tuberose, sourced from south India, jasmine and pink pepper. The scent is then reinforced with a combination of benzoin and musk amber.*

*Speaking about the fragrance, Floris' Perfumer Director Edward Bodenham said: "Much revered in the perfumery world, tuberose is another ingredient that we have a strong historical link to within our perfumery books, and is a perfume oil that we have continued to work with as part of our bespoke perfumery service for a number of years now.*

*"In order to balance the composition and bring out the sensuality of the flower, we have delicately introduced the intriguing camphor note that is evident in the fragrance's darker qualities, working alongside the intensity of the tuberose."*

*He added: "The arrived version of the scent imagines a powerful sultry spirit, content and delicately wrapped in gentle silk."*



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

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