



TREND REPORT 2022

23rd 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



- **Loewe has unveiled its latest fragrance; Earth EDP**, that joins its Botanical Rainbow fragrance range which includes scents such as Agua, Aire, Aura, Esencia And Solo. Earth is described to be from "the elements that connect nature and life above and below the earth." Truffle is the main note of the perfume, with a luxurious scent of the mushroom as the Earth's highlighting note. Notes: violet, mimosa, grey amber, musk, truffle, elemi and pear.
- **The Body Shop have used upcycled ingredients in the new, seasonal Wild Pine EDT.** Made with 95% natural-origin ingredients and including pine essential oil which scent is renowned for its uplifting and clarifying properties. The fragrance is infused with cypress extract, upcycled from discarded cypress leaves leftover from the fragrance industry, which would otherwise have gone to waste. Lift your spirits and find your inner clarity with the scent of seasonal Wild Pine.
- **Rihanna's Fenty Skin has launched bestseller Butta in a Holiday edition with a cinnamon inspired scent.** "Get ya holiday glow on with this limited-edition soft gold shimmer-infused Butta Drop that features a festive, cinnamon-inspired scent. The thick, rich, luxed-up body moisturizer buttas you up with a nourishing whipped oil cream loaded with nearly 25% rich butters and restorative tropical oils and extracts".
- **Kate Moss has launched her own beauty and wellness brand Cosmoss.** Kate has teamed up with homoeopath Victoria Young to develop the six-product range which spans teas, creams, CBD drops and aura sprays, A key ingredient in the face cream and cleanser is a "moss extract complex" of three wild Icelandic plants (lichen, moss and fern) which nourishes, hydrates, firms and boosts skin elasticity.

Looking Forward

The Age of Empowerment

Unsatisfied with a lack of representation in beauty, and fed up with feeling invisible, midlife consumers want brands to not only meet their needs, but empower them.

From the boardroom to the beauty industry there is one word consistently used to describe the sector of society that is midlife women; invisible. A demographic generally considered to span the ages of 45 and 60 – a group long felt ignored by the media. But now ‘Queenagers’ are no longer being taken for granted by brands for guaranteed loyalty – these consumers are demanding brands move on from believing they have a customer ‘for life’ and a tunnel vision preoccupation with Gen Z and millennial customers. In 2022 we have seen the menopause become a key moment in the beauty landscape – and this is just the tip of the iceberg.

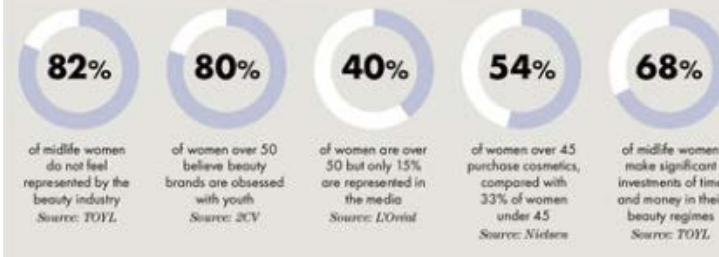
Source: Cosmetics Business Midlife Beauty Report

TOP SKIN CARE BRANDS PURCHASED BY US WOMEN 55+

Brand	% of 55+ households purchasing	% of all households purchasing	Index
Udderly Smooth	1.5	1.0	145
RoC	1.9	1.3	140
Boots No7	2.0	1.5	134
Curél	1.8	1.4	129
Dermasil	2.8	2.2	129

US data. 12 months ending April 2022.
Source: Numerator Insights

MIDLIFE BEAUTY CONSUMERS: 5 KEY INSIGHTS



Featured products:

- Boots No7 new menopause collection launched this year
- Womaness recently brought seven of its products to Ulta including The Works Soothing All Over Body Cream, Let's Neck and Décolleté Serum, Coco Bliss Vaginal & All Over Moisturiser and Foundation of Glow Vitamin C Facial Serum.
- Maxine Lacey has launched Absolute Collagen Hair Care range.



Fairy (UK) In-wash scent booster

Trend Notes: In wash boosters have been on the market for a while now, but Fairy's recent launch went viral! On social media accounts from TikTok to Instagram self confessed cleaning addicts were singing the products praises.

The new product contains an Almond Milk & Manuka Honey scent.

Brand Info: Add Fairy in-wash scent booster to your laundry for mild freshness that lasts and lasts. This scent booster is dermatologically tested & endorsed by the Skin Health Alliance. Designed to work in perfect harmony with Fairy PODS® and Fairy fabric softener – Fairy dream team for sensitive skin. Fairy in-wash scent booster comes in a moisture resistant, recyclable, cardboard pack.



EXPLORE THE COLLECTION FULL SPECTRUM WEEKEND FEELS



Friday Collective Weekend Feels



Trend Notes: Newell Brands, home to Yankee Candle and other home fragrance lines has launched a new brand called Friday Collective. The new range of scented candles are said to channel optimism and joy with vibrant colours and unexpected fragrance combinations that are “experience driven”. The bold, iridescent new candles split into four collections grouped by scent profile: Let's Party; Lowkey Hype; Kickstart The Hustle and Joy Of Missing Out.

Late Nights

A playful blend of lychee, rose, violet petals, and warm amber.

Sunset Disco

Radiant notes of juicy tangerine, grapefruit, and energizing ginger.

Shower Playlist

Swirling notes of soap bubbles, steamy cedar, and sparkling floral splashes.

Daybreak Rave

Savour an energizing blend of neon blueberry, electric lemon, and clouds of vanilla.

Day Party

A happy blend of lemon and juicy peach are stirred with strawberry and sweet sugar crystals.

Wake-up Call

A perfect blend of fresh coffee beans, foamed milk, a dash of brown sugar, and whipped vanilla.

Dance Mix

Celebratory notes of sparkling bubbly, lime, freesia, and cranfizz.

Star Lust

An entrancing blend of mint eucalyptus, serene sage, and cypress needles rustling in the midnight breeze.



IKEA

Autumn Home Collection

Trend Notes: The fresh outdoors meets the sophistication of autumnal interiors with these 3 new scents from Ikea.

ASPSKOG Spiced Pumpkin

This scented candle adds a warm and spicy feel with hints of pumpkin and pies. Welcome home to a snug atmosphere inspired by autumn dinners with family and friends.

LÖVTRÄD Black Rose & Sandalwood

This scented candle adds a romantic feel of roses and sandalwood with hints of vanilla. Welcome home to a cosy atmosphere inspired by those special moments in life.

PÄRONTRÄD Mountain Air

This scented candle adds a fresh feel of citrus and cedar. Welcome home to a relaxing atmosphere inspired by mountains, nature and the crisp air of outdoor life.



Yankee Candle Autumn Collection

Trend Notes: The new Autumn scents from Yankee Candle are inspired by nature and autumn memories. Apple is a big theme across the globe in this year's home fragrance launches. We are also seeing cashmere, wool and amber teamed up for the ultimate 'snuggly yet sophisticated' scent.

AUTUMN NATURE WALK

Wander along your favourite trail, taking in the beautiful autumn foliage and scents of bay leaf, lavender and sandalwood.

T. Bay Leaf, Bergamot, Marine Accord M. Cedarleaf, Lavender, Blue Moss B. Sandalwood, Vetiver, Tonka Bean

GOLDEN AUTUMN

Fill your home with the beautiful blossoms of autumn, sunflowers, mums and dahlias warmed with notes of ginger and vetiver.

T. Sunflower Seed, Warm Ginger, Sparkling Citrus M. Red Mums, Red Aster, Dahlia B. Patchouli, Vetiver, Warm Musk

SOFT WOOL & AMBER

Wrap yourself up in a cosy hand-knit throw and relax surrounded by the scents of white amber, jasmine and cashmere.

T. Heliotrope, Orange, Tangerine M. Lily of the Valley, Jasmine B. Musk Flower, White Amber, Cashmere, Sandalwood, Vanilla

APPLE & SWEET FIG

Savour the scents of popular seasonal fruits, apple, pomegranate and fig are the ideal combination.

T. Apple, Peach, Cassis Bud M. Pomegranate, Strawberry, Cranberry B. Sugar, Vanilla Bean, Fig



Yankee Candle Snowglobe Wonderland Collection

Trend Notes: The 'Hall of Snow Globes' features in one of the Santa Clause movies so maybe that's where Yankee got their new inspiration! Lots of icy tones – white, blue and pastel pink in this years winter selection alongside a more traditional candy cane red – although not all the notes are seasonal – whipped pineapple, peach nectar, sea-salt and raspberry are all featured in this new collection- showing that traditional summer notes can also be enjoyed in winter.

Snow Globe Wonderland

Enter an idyllic world of never-ending flurries scented with icy mint, eucalyptus and cedarwood notes.

TOP: Icy Mint, Star Anise, Sage, Holly Berry MID: Nutmeg, Eucalyptus, Lavender BASE: Cedarwood, Praline, Snow Moss

Peppermint Pinwheels

The scent of homemade peppermint pinwheel cookies made sweeter when shared with friends and family.

TOP: Sparkling Peppermint, Melted Butter, Sea Salt MID: Kettle Corn, Crushed Candy Cane, Winter Mint BASE: Whipped Vanilla, Dark Chocolate, Frosted Spearmint

Spun Sugar Flurries

Enjoy the perfect festive centrepiece, the scent of cake layered with festive fruits and dusted with drifts of powdered and spun sugar.

TOP: Whipped Pineapple, Lemon, Apricot, Apple MID: Cinnamon, Jasmine, Muguet, Evergreen Snow, Brandy BASE: Spun Sugar, Amber, Sandalwood, Cedarwood, Musk, Moss

Winter Night Stars

Gaze up at the starry night sky, as notes of rose, amber and musk swirl on a cool breeze.

TOP: Citrus, Fresh Fallen Snow, Eucalyptus MID: Rose, Solar Winter Bloom BASE: Snow Amber, Woody, Ivory Musk

Snowflake Kiss

Catch the frosty kiss of a snowflake with powdery notes of violet, rose and white musk.

TOP: Peach Nectar, Strawberry, Raspberry MID: Violet, Orris, Rose BASE: Powdery Accord, Sandalwood, White Musk





Trend notes: no planet b's beauty products are made from unused by-products, including those from food production. The dm-exclusive brand is launched alongside brand founders Sebastian and Jessie Wölke. The products are between 94-99% of natural origin (85-98% biodegradable). At the forefront of the new concept is upcycling, or the use of upcycled (unnecessary) raw materials from other industries. Raw materials that, for example, do not meet the requirements of the food industry just because of their appearance, can be further utilized. In no planet b products, for example, peaches that have not grown to the desired size, grapefruit peel, oil from blueberry seeds and apricot kernels, apple juice, small almond kernels, cherry blossoms and others are used.

Products include; hand wash, shower gel, solid soap, shampoo bars, shampoo & conditioner.

Upcycled ingredients include:

- + Blueberry Seed Oil: Waste product from food production
- + Almond kernels: Waste product from almond oil production
- + Apple fruit water from juice production
- + Baby Peaches: Young fruits from the peach harvest
- + Grapefruit peel: Waste product from fruit juice production
- + Rice Starch: Waste product from food production
- + Coffee oil from coffee grounds
- + Olive Leaves: By-product of the olive harvest
- + Citrus Fiber & Rice Starch: Waste from food production
- + Apricot Kernel Oil: By-product of food production
- + Walnut Extract: Waste product from food production
- + Cherry Blossoms: Petals harvested after the main flowering period
- + Lime seed oil: Pressed from lime seeds after lime juice extraction



Bath & Body Works Midnight Amber Glow

Trend Notes: Amber (whilst a re-created note in perfumery) has been huge this year. Many companies have now re-branded the whole oriental category as amber, and the consumer has begun understand the category and ‘note’ and its different variations as the market adapts. Floral- ambers have also been a category driver in fine fragrance this year.

What it smells like: winding down with a warm nightcap on a chilly fall night—rich, cozy and sweet.

Fragrance notes: smooth amber, caramel latte and vanilla bourbon.





Victoria's Secret Cosmic Botanicals

Trend Notes: The new space age and the metaverse inspired this new cosmic collection! Launched in body care and home fragrance the range showcases 2 gourmand types, one fresh fruity type and a woody musk - which includes amber and cedar notes - both big trends of 2022.

Sky Blooming Fruit

Type: Fresh Fruity Notes: apple flower, sparkling moss, fresh sage

Moon Spiced Apple

Type: Fruity Gourmand Notes: ruby apple, maple sugar, crystal ginger

Star Smoked Amber

Type: Woody Musk Notes: amber dahlia, marshmallow musk, crackling cedar

Night Glowing Vanilla

Type: Floral Gourmand Notes: vanilla bean, iris petal, pink pepper



Native Cabin Collection

Trend Notes: Scents inspired by the great outdoors and Autumn pursuits that wrap spices, cozy gourmands and woods together to welcome in all the fragrances consumers love the season for.

Warm Cider & Cinnamon: Cider, spice, and everything nice—this refreshingly warm scent is like a mug of autumn goodness

Cashmere & Rain: Inspired by rainy mornings lounging in your softest sweater, you'll want to wrap yourself up in this cozy scent.

Toasted Marshmallow & Vanilla: Toasty sweet with a vanilla kick, this mouth-watering scent will have you craving s'more.

Wild Wood & Cardamom: This fresh medley of cypress, sandalwood, and cardamom will transport you to an enchanted forest escape.





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

Marc Jacobs Daisy Ever So Fresh Mango, Pineapple, Mandarin Orange, Orange Flowers, Rose Water and Cashmere Woods.

Burberry Her Elixir de Parfum Raspberry, Blackberry, Jasmine, Vanilla, Sandalwood and Amber.

Prada Paradoxe Calabrian bergamot, Tangerine, Pear, Neroli essence and Neroli bud essence, Tunisian orange blossom absolute, Jasmine Sambac absolute, Amber accord (Ambrofix), Laos benzoin, Madagascar Bourbon vanilla infusion and white musk (Serenolide).

Gucci Flora Gorgeous Jasmine Mandarin Italy Essence, Bergamot Italy Essence, Black Pepper Essence, Jasmine Grandiflorum Absolute, Magnolia Accord, Jasmine Sambac Absolute, Rose Damascena Essence, Sandalwood Australia Essence, Benzoin Extract and Patchouli Indonesia Essence



MEN'S FRAGRANCE

Dunhill Nordic Fougere Basil, Cardamom, and Black Pepper, Geranium, Bamboo leaf, Kumquat, Patchouli, Sandalwood and Vanilla.

Calvin Klein Defy Eau De Parfum Mandarin Oil, Black Pepper, Saffiano Leather, Suede and Vetiver Oil from Haiti

Mercedes Benz Sign Your Attitude Bergamot, Mandarin Orange, Ginger, Lavender, Cypress, Cinnamon, Nutmeg, Amber and Cetalox.

Coach Open Road Lemon, Apple, Clary Sage, Lavender, Sichuan Pepper, Patchouli, Vetiver and Cedarwood.



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

Boy Smells Woodphoria

In the spring of 2021, Boy Smells finally evolved from candles and introduced the world to its "genderful" fine fragrance collection. Instead of taking gender out of the equation with "ungendered" or "genderless," scents, the Boy Smells philosophy is rooted in inviting consumers to define themselves however they please.

The brand followed its successful fine fragrance debut with more scents inspired by its existing library and new originals, signalling that there's much more to come in the future. Boy Smells now introduces their latest original scent, Woodphoria. Wood notes are used frequently across the brand's catalogue, but this is the first fragrance that falls squarely into the woods family. Like the rest of their collection, the scent balances the dualities inside us: pliable and firm, plush and firm, soft and coarse.

Woodphoria opens with a spicy blend of black pepper and cardamom, buoyed by coconut water's fresh, mellow sweetness. Boy Smells is working with what they've coined "overlap notes," or notes that work as the conduit between the typical structure of the top middle and base notes, taking you from one to the other.

Here, fig leaves work as the overlap between the top and heart, giving way to jasmine petals, lily of the valley, and soft suede. An overlap note of the honeyed, earthy ambroxan brings you down to the base, which is grounded by the sandalwood's softness and the cedarwood's sturdiness, all accented by soft musks.



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

Molton Brown Rose Dunes

In 2019 British fragrance house Molton Brown formed new collection of Eau de Parfums, to which the limited edition Rose Dunes Eau de Parfum (the first ambery-rose fragrance in the Molton Brown portfolio) was added recently.

This striking edition is described as an opulent ode to the mysterious beauty of the Arabian desert, which inspired its creation. "The image of the desert at sunset informed the design of the bottle's top, which features an elegant, hazy pink, creating a stylish and appealing visual with Molton Brown's signature brown bottles, which call to mind the brand's artisan history. The same hazy, pink colour scheme is used on the outer packaging to create visual and stand-out appeal on the shelf." The scents signature note of dark patchouli Sulawesi which brings sophisticated depth, was sustainably sourced from Sulawesi, Indonesia, for its intensity and high quality.

A blooming mirage glistening among dusty-pink sand dunes at sunset. Shimmering hazes of golden saffron, tinged with rich cassis. The floral swirl of velvety rose and geranium, swept up in earthy patchouli Sulawesi – silent and sumptuous. Fall under its spell; get lost in the mystic beauty of the desert.

Iridescent. Mystifying. Hypnotic.



PREMIUM FRAGRANCE

Guerlain Cherry Oud

Guerlain now introduces Cherry Oud, a new addition to its L'Art et la Matière line, which crafts "raw materials into art."

"Unveiling its most ravishing, crimson facets, black oud wood is lacquered with a red cherry note. Between red and black, a potent new olfactory hue is exalted through a duo of roses at the fragrance's heart, composed of honey-toned Turkish rose absolute and Bulgarian rose essence."

"Embraced by a dusky leather accord, the rose darkens and falls under the scandalous charms of oud. A vibrant chromatic encounter between mysterious black and powerful red."

The oud used in Cherry Oud is sustainably grown and harvested by hand from forests in Bangladesh near Assam. This particular oud features leathery and subtle animalic tones.

"In this creation between mischief and magnificence, I wanted to play upon contrasts of rarity and mystery, bringing the dusky quality of oud up against the brazenness of cherry," explains Guerlain's perfumer, Delphine Jelk.



PREMIUM FRAGRANCE

Miller Harris *Myrica Muse*

A fruity floral musk fragrance created by perfumer Emilie Bouge set to a confident blend of red fruits and charming upcycled rose mixed with spices and a nuanced boozy character to give Myrica Muse a seductive, sophisticated finish with retro charm.

Strawberry and the bayberry (Myrica) combine with energetic natural tangerine and pink pepper in a fruity but alluring opening. For the first time at Miller Harris, upcycled Rose and Patchouli then combine in the heart to envelop the wearer in a timeless floral musk heart. The glamour is brought to the fragrance with a confident but subtle natural rum from Reunion, perfectly fused with a creamy natural vanilla infusion and resinous Benzoin.

Top Notes: *Strawberry, Bayberry, Pink Pepper, Tangerine*

Heart Notes: *Jasmine, Lily of the Valley, Patchouli*, Rose*, Rum*

Lasting Impressions: *Benzoin, Musk, Amber, Sandalwood, Vanilla*

***Upcycled ingredients**





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