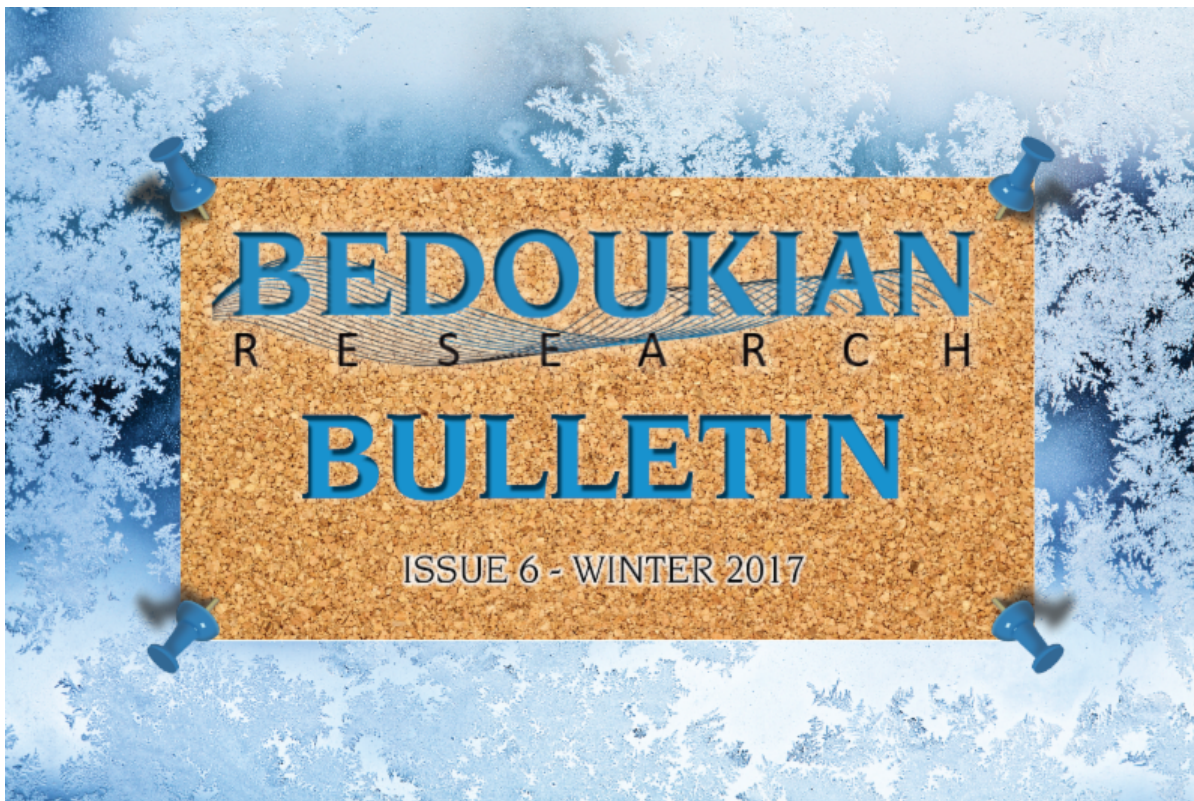


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## Hygge Spirit Collection

Hygge (pronounced hoo-guh), the Danish word that loosely translates to "the feeling of being home," is taking the world by storm as we are in the midst of winter (even though it has been quite mild). Hygge is said to derive from a sixteenth-century Norwegian term, hugga, meaning "to comfort" or "to console," which is related to the English word "hug." It can be used as a noun, adjective, verb or compound noun.

From the *New York Times* and the *Wall Street Journal* to Elle magazine and Wellandgood.com, everyone has reported on the hygge trend. This Danish social phenomenon has intrigued consumers and retailers globally to participate and create a warm and cozy atmosphere that makes one feel happy and comfortable. Associated with relaxation, indulgence and gratitude, hot drinks, comfort foods, candles, fuzzy blankets, warm socks, books and Sundays relaxing by the fireplace are popular translations of hygge. Mintel analyst, Charlotte Libby even suggests that hygge will have an influence in beauty and "comfort beauty" can be "considered an investment in emotional health."

Bedoukian introduces the **Hygge Spirit collection** with versatile ingredients that can be used in a variety of flavor and fragrance formulations.

**Bedoukian Lavender Aldehyde FCC (BRI 857)**



### INGREDIENT CHARACTER

VERY POWERFUL, NATURAL,  
AND HERBACEOUS WITH  
A HINT OF COCOA. ALSO  
IMPARTS DRY, WOODY NOTES.

**Lavender** is said to help alleviate **anxiety**, **insomnia**, **depression** and **restlessness**. Additionally, lavender is also known to have **anti-inflammatory**, **anti-fungal**, **antiseptic**, **antibacterial** and **antimicrobial** properties.

A well-liked fragrance ingredient, lavender appears in a variety of fragrance applications such as fine fragrance, personal care, home fragrance and laundry products.

In flavors, lavender and other florals are emerging in alcoholic and non-alcoholic beverages and dairy products such as yogurt and ice cream.

Wrap your customers in enveloping air care, candle and laundry scents created with **Bedoukian's Lavender Aldehyde FCC**.

**DID YOU KNOW?** Bedoukian's [Lavender Aldehyde FCC](#) has a unique cocoa powder top note that enhances chocolate formulations, and it demonstrates versatility with its soft blueberry nuances. Add some zen to your fragrance and flavor formulas.

[CLICK HERE](#) FOR A SAMPLE

**Bedoukian 3-Acetyl-2,5-Dimethyl Furan FCC (858)**





### INGREDIENT CHARACTER

SWEET, NUTTY ODOR, SIMILAR TO ROASTED HAZELNUT, WITH EARTHY UNDERTONES.

**Nuts** are increasing in popularity due to their **nutritional value** including **omega-3 fatty acids, protein, vitamins, and minerals**. According to California's Agricultural Statistics Review, 2014-2015, "the value of U.S. tree nut production in 2014 was over \$10 billion, with almonds, walnuts and pistachios accounting for 93% of the sales."

Driven by the health and wellness trend as well as dairy alternatives, nut milks are also experiencing growth. According to Nielsen, in the past five years, U.S. sales of almond milk have grown 250% to more than \$894.6 million in 2015. In addition, Technavio's analysts forecast the global almond milk market to grow at a CAGR of 15.45% during the period 2016-2020.

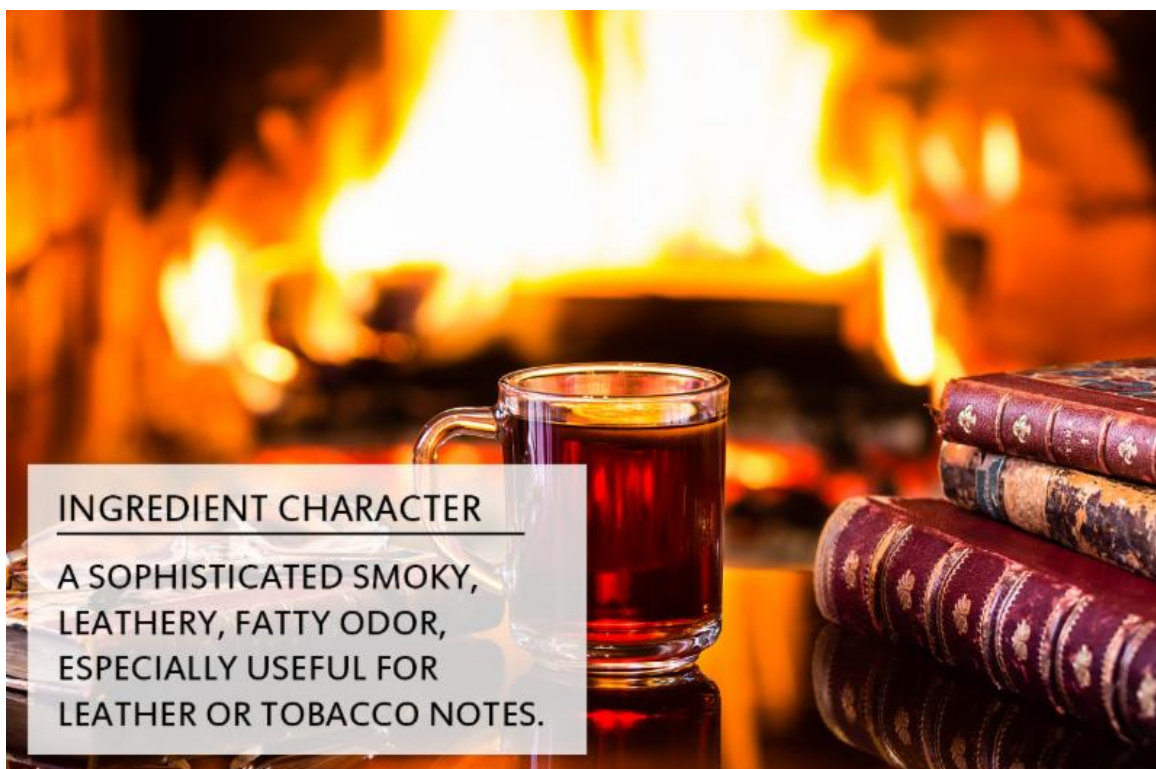
On the fragrance side, nut oils have natural emollients and have historically been used in beauty rituals. A variety of nut oils such as argan, macadamia, mongongo and shea can be seen in personal care, skin care and hair care products.

Let your customers cozy up to an indulgent cup of nutty, coffee latte formulated with **Bedoukian's 3-Acetyl-2,5-Dimethyl Furan**.

**DID YOU KNOW?** Bedoukian's [3-Acetyl-2,5-Dimethyl Furan FCC's](#) nutty and hazelnut character makes it a great addition to coffee and chocolate (particularly chocolate fudge) formulations.

[CLICK HERE](#) FOR A SAMPLE

[Bedoukian Ethyl 3-Hydroxy Hexanoate \(BRI 434\)](#)



### INGREDIENT CHARACTER

A SOPHISTICATED SMOKY, LEATHERY, FATTY ODOR, ESPECIALLY USEFUL FOR LEATHER OR TOBACCO NOTES.

Traditionally perceived as masculine and often used in men's fine fragrance, **leather** and **tobacco** are **sophisticated**, **warm** and **luxurious** accords.

No longer reserved for men, leather and tobacco are appearing in women's and unisex scents as well as candles and air care. These notes work well with woody directions, which are trending and gaining momentum.

On the flavor side, hot and cold smoked foods and beverages are having a moment and add new texture and dimension. Smoking is not just for meat and fish. It is surfacing in dairy, fruits, vegetables, desserts and even cocktails.

Sitting by a fireplace engages all five senses and is relaxing - the physical warmth, the smell of burning wood and the sound of a crackling fire. Similarly, curling up on a worn leather chair with a fuzzy blanket and a good book is comforting.

For those customers without a fireplace or worn leather chair, craft a sophisticated and welcoming fine fragrance or candle with **Bedoukian's Ethyl 3-Hydroxy Hexanoate**.

**DID YOU KNOW?** On taste, [Ethyl 3-Hydroxy Hexanoate](#) has aspects of cheese and over-ripe fruit not seen on the blotter. In flavors, it can be used for cheesy applications, another cozy comfort food for winter.

[CLICK HERE](#) FOR A SAMPLE

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