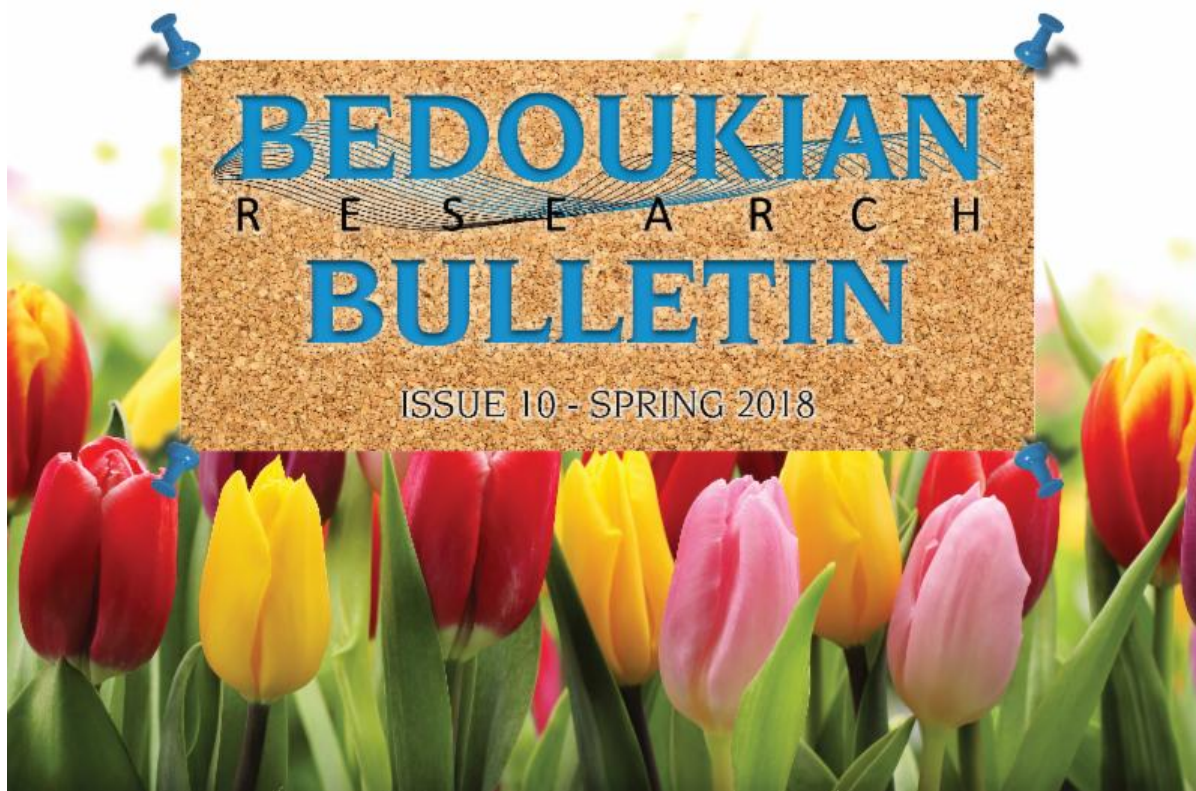


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Green Scene Collection

Spring is almost here and it's about fresh beginnings. In 2017, Pantone chose Greenery Pantone 15-0343 as the color of the year and it is still going strong. According to Pantone, "Greenery is a fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew. Its nature's neutral." As consumers seek to ensure healthier lives, health and wellness is ever-growing with a focus on better-for-you food and beverages. This growing trend is bringing vegetarianism, veganism, and flexitarianism to the forefront and green vegetables and plant-based foods are going mainstream. This interest in all things green is also spilling into fragrance. According to UK's OnBuy.com's 2018 "hot list," vegetable notes and vegan perfume are on trend this year. Inspired by the green movement that is grabbing global attention, Bedoukian introduces the **Green Scene Collection**. This collection focuses on **fresh, green** and **fruity** flavor and fragrance directions, which feature a variety of versatile ingredients that can be used in a range of formulations.

[Bedoukian Cis-6-Nonenol FCC \(BRI 337\)](#)



According to Mintel, cucumber as a flavor has seen a 392% increase in its use globally between 2011 and 2016. Fresh, crisp green notes of **melon** and **cucumber** are popular in beverages, particularly water. Cucumber is also gaining popularity in dairy applications such as ice cream.

Flow Water added **Cucumber + Mint** to its line while **Cucumber Mint** is one of **Eviva Collagen Elixir's** new flavors. **Green Tea Cucumber with Citrus** joins **Arizona's** line up.

Kiwi Melon is a new flavor in **Hydrive Energy Water's** line and **Kiwi Watermelon** joins **Treo's** birch water collection. **Mingle Sparkling Mocktails** is a new line of four non-alcoholic cocktails and **Melon Mojito** is one flavor. Last year, **Coca-Cola Russia** released **Sprite Cucumber** while **PepsiCo** added **Mtn Dew Green Label**, an apple-kiwi flavor, to its premium **Mtn Dew Label Series**.

In the dairy segment, **Little Baby's Ice Cream** in Philadelphia is known for its odd and unique flavor pairings. **Cucumber Dill** is a recent flavor addition. Similarly, San Francisco-based **Humphry Slocombe**, had featured **Cucumber Ice Milk** as one of its many flavor options.

Last year, **Alouette Cheese** launched a **Cucumber Ranch Cheese Dip**. Although not new, an interesting product is **Lay's Cucumber Flavor Potato Chips** offered in China.

On the fragrance side, **cucumber** and **melon** remain well-accepted accords. **Gallivant London EDP** was inspired by the UK's capital city **London** and features "crisp notes of cucumber teamed with rose, leather and patchouli." **Escada Sorbetto Rosso** is **Escada's** limited edition summer fragrance for 2018 and it "evokes the true spirit of Amalfi through a unique blend of juicy watermelon fruit and refreshing sea salt" with additional pear, aquatic, amber and praline accords.

In personal care, **Bath & Body Works** added **Cool as a Cucumber Face Sheet Mask** to its line while subscription perfume service **Scentbird** branched out with the launch of six hand creams and **Cucumber & Lotus** is one variant. The **Yes To** brand added a **Cucumbers Cooling Mud Mask** to its collection.

DID YOU KNOW? Softer than the corresponding aldehyde, [Bedoukian's Cis-6-Nonenol](#) adds a natural, fresh authentic cucumber character with watery and waxy nuances to a number of flavors and fragrances. In addition to cucumber, Cis-6-Nonenol adds body and enhances fruity compositions, specifically melon and strawberry.

Looking to add freshness to your formulas?

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[Bedoukian Ethyl 2,4-Decadienoate \(BRI 433/EU\)](#)
and [Bedoukian Pear Acetate \(BRI 179\)](#).



Pear is often used as a modern interpretation of **apple** and both flavors complement each other. Therefore pear and apple are frequently paired together.

In beverages, apple and pear can be seen in non-alcoholic and alcoholic products. **Trimino Protein Infused Water** added three new flavors to its line. **Orchard**, an apple and pear combination, is one of the three flavors. **Unsweetened Strawberry Apple Green Craft Iced Tea** joins **Teavana's** portfolio while **Coca-Cola** recently launched **Fanta Green Apple**.

Angry Orchard, a brand of **The Boston Beer Co.**, released **Angry Orchard Pear**, a hard fruit cider made with a blend of domestic culinary pears and apples. **Prestige Beverage Group** launched **Kinky Green Liqueur**, which highlights "a fusion of crisp green apple and pear flavors combined with super-premium vodka that has been distilled five times."

In food, **DelMonte** launched the **Fruit & Chia** line and **Fruit & Chia™ Pears in Blackberry Flavored Chia** is one of four flavors. **HP Hood L.L.C** added **4% Cottage Cheese with Honey and Pear** to its range.

In fine fragrance, green, fruity **apple** and **pear** accords are used to add freshness. They are particularly popular in top notes and commonly used in perfumery.

Luxury designer **Clive Christian** launched the **Private Collection** with 10 new fragrances: five for men and five for women. **Private Collection C Green Floral** is one of the scents and is formulated with fruity green notes of apple, pear, bergamot, chamomile, crushed green grass, touches of fresh dew and rose. **Clean** introduced the **Clean Eau Fraiche collection** with six new fragrances. **Rain & Pear** is one of the six scents and has cassis, freesia, guava, pear, chocolate, melon, coconut, creamy musk, violet leaves and vetiver notes. **L'Eau d'Issey Pure Nectar de Parfum** is said to represent a bottled drop of blossoming flower nectar and "the composition begins with a sweet pear accord." **Marc Jacobs' Decadence Eau So Decadent**, a new flanker to **Decadence**, includes notes of Nashi pear, green ivy, blackcurrant, muguet, jasmine, magnolia, white amber, cashmere woods and raspberry gloss.

A.N Other is a new limited-edition gender-neutral fragrance line for women and men with four fragrances. **Woody 2018** includes sandalwood and pear accords. Luxury fashion brand **Versace** released **Dylan Blue pour femme**, which contains notes of blackcurrant sorbet, Granny Smith apple, florals, styrax, musk and patchouli. Under the **KKW Fragrances** brand in time for Valentine's Day, **Kim Kardashian West** dropped three **Kimoji Heart Fragrances** all housed in heart bottles. **BFF** has notes of wild berries, star apple, pink rose petals, pear blossom, vanilla and marshmallow.

In personal care, **Bath & Body Works** launched new **Bath Fizzes**. The **Sweat Pea** scent highlights a "watery pear" accord and the **Beautiful Day** fragrance has a "sun-kissed apple" note. **Victoria's Secret** released the **Untamed Fragrance collection** in four scents in lotions and fragrance mists. **Twisted Ivy** contains sparkling cucumber and pear accords while **Tangled Blooms** has apple leaf and cedar notes. In addition, **Victoria's Secret** introduced the **Fresh Escape collection** and the **Sun Blessed** variant has notes of pear and salty vanilla.

In air care, **Glade's** new **Enchanted Floral Garden** candle and air care limited edition line showcases hyacinth flowers and luscious pears. In addition, last year **Glade** introduced **No.2 Bright™** with sweet pea and sun-warmed pear as part of the **Atmosphere collection**. In Autumn 2018, **Yankee Candle** in the UK will release **Poached Pear Flambe**.

DID YOU KNOW? In addition to capturing the ethereal notes and fleshy nature of a pear, when used at higher levels [Bedoukian's Ethyl 2,4-Decadienoate](#) and [Bedoukian's Pear Acetate](#) are capable of imparting an impressive and unique, exotic tropical effect in your formulations. In fragrances, [Ethyl 2,4-Decadienoate](#) can also be used to add sweetness and boost freshness in fruity and floral accords, particularly **Pomegranate and Osmanthus**.

Want to add a new twist to a timeless classic?

[CLICK HERE](#) FOR A SAMPLE

Bedoukian **3-Hexenal Mixture (50% in Triacetin)** (BRI 376)



In fine fragrance a variety of **fresh green notes** are frequently used to connote **nature** and the **outdoors**. Green is also inspiring fragrance names in recent launches.

Banana Republic introduced the **Icon collection** with five unisex scents. **78 Vintage Green** is described as a fresh, green woody fragrance meant "to capture the fantasy of adventure travel." **Kate Spade** launched a quartet of **TRULY fragrances** based on colors. The **TRULYgracious** scent is self-described as "the color green, **Kate Spade New York's** heritage hue, is known for its inviting qualities that are truly gracious. A fresh, earthy scent, that is evocative of being immersed in a fresh bamboo forest with emerald leaves intensified by the warm sun and a cool breeze." French niche line **Jardins D'Écrivains** launched a trio of splash colognes. **L'Eau de Kakuzô (Jade Dew)** is described as "an olfactory ceremony composed of green tea, cedarwood, coriander, hedione and gyokuro."

In air care, **Swan Creek's** new Spring candles include **Farmer's Market** and **Desert Sage & Cedarwood** scents. **Farmer's Market** is self-described as "a cornucopia for the senses - earthy wood notes, green leaves, summer citrus and bamboo all combine together to replicate a fresh, local market with hints of wild grass as an undertone" while the **Desert Sage & Cedarwood** is "fresh and herbaceous with a hint of exotic woods." For Spring,

Partylite offers a **Dune Grass** candle while **Village Candle's Tomato Vine** is "blended with notes of just picked herbs, fresh air, fresh greens and a hint of cedarwood."

In flavors, **leafy green vegetables** continue to be popular in juices and mocktails while green cocktails are appearing on bar menus. **Starbucks' Evolution Fresh Daily Probiotic Smoothie** and **Evolution Fresh Complete Smoothies** are new lines. Each has a green variant. **Organic Date-licious Greens** highlights green vegetables with whole-leaf spinach and kale and sweet citrus notes while **Organic Greens** features sweet and savory green vegetables with a blend of orange, apple and pineapple. To address better-for-you snacks and beverages, **7-Eleven, Inc.** launched a new line of organic, cold-pressed juices in four varieties. **Clean & Green** contains kale, cucumber, apple, spinach, mint, celery, lime and parsley.

Mocktails and low-ABV offerings continue to gain popularity and vegetable forward cocktails are trending according to **Uncorkd**. Green cocktails are appearing on menus such as **Las Vegas' Honey Salt Green Tox** cocktail while green margaritas and avocado margaritas are filling social media feeds. Last year, US distillery **Bloomery Plantation Distillery** introduced an all-natural green liqueur called **Cré** (Irish Gaelic for "earth").

As consumers gravitate to cleaner eating and better-for-you lifestyles, veggie chips are gaining popularity. According to **Technavio**, the global vegetable chips market is expected to increase at a CAGR of 10% by 2021.

Forager Project added three new flavors to the brand's **Organic Vegetable Chips** line: **Chipotle BBQ Greens**, **Cheezy Greens**, and **Wasabi Greens**. **Gaea** unveiled a new line of **Veggie Snacks** and **Gherkin** is one of three flavors while **Kettle Brand Potato Chips** released a **Chile Verde** variant. Under the **Naked brand**, **PepsiCo** rolled out a new line of snack bars. **Naked Fruit, Nut & Veggie Bars** are sold in the refrigerated section and are offered in three flavors: **Blue Machine**, **Red Machine**, and **Green Machine**. A novel snack is **Lay's Fried Green Tomato Chips**, which was one of **Lay's 2017 "Do Us A Flavor"** finalists.

DID YOU KNOW? Due to its incredible strength and green character, [Bedoukian's 3-Hexenal Mixture \(50% in Triacetin\)](#) is a great modifier that provides lift and imparts freshness to all compositions. In fragrances, it also excels at enhancing woody, seasonal notes found particularly in air care and candle applications. When used in flavors, it is an excellent top note for boosting fresh green notes in a wide variety of fruit and vegetable applications.

Looking to make your competitors green with envy?

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