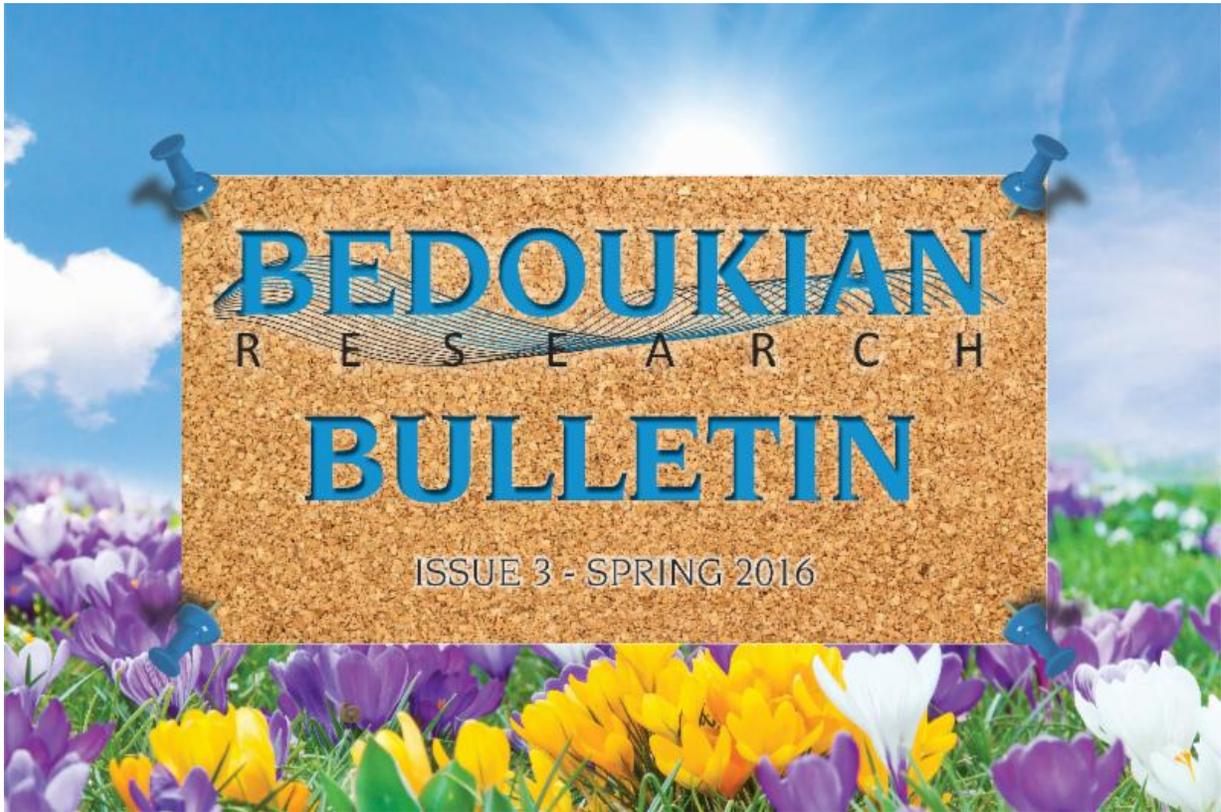


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Sun-kissed Fruits

Spring has sprung. Loaded with a healthy dose of vitamin C and antioxidants, sun-kissed fruits like **juicy orange** and **ripe berries** have arrived. Driven by the health and wellness movement, consumers are seeking better food and beverage choices including fresh fruits and natural fruit flavored products. Juicy fruits are a mainstay in fragrance and bode well for spring and summer fragrance inspiration. Bedoukian introduces the **Sun-kissed Fruits Collection** with versatile ingredients that can be used in a variety of flavor and fragrance formulations.

[Bedoukian 9-Decenal \(BRI 390\)](#)



ODOR DESCRIPTION

PROVIDES A DISTINCTIVE ORANGE PULP CHARACTER, WITH ITS ALDEHYDIC, SWEET NUANCES THAT ENHANCES THE NATURAL EFFECT AND GIVES A FRESH PEEL LIKE QUALITY.

Orange was reported as a top-selling flavor in 2015 and according to Beverage Industry's 2016 Product Development Survey, 57% of respondents used orange as part of their formulations. From beverages to snacks, orange is a staple flavor among U.S. consumers. There are a variety of orange flavor profiles and emerging flavors include **blood orange**, **mandarin** and **tangerine**.

There has been a flood of activity in orange flavored waters such as **Aquafina Sparkling Orange Grapefruit**, **Sparkling Avitae Mandarin Passion Fruit**, **Sparkling Ice Essence of Tangerine Water**, **Suja Pressed Probiotic Orange Ginger Pineapple Water** and **VOSS Tangerine Lemongrass**. **Red Bull's** newest variant is **Orange Edition**, which offers "the taste of tangerine" and **Raspberry Blood Orange** joins the **Bolthouse Farms'** lineup. Inspired by soda flavors, **Pop-Tarts Frosted Crush Orange** features a "citrus-flavored filling [that] will tingle your taste buds with its sweet white frosting and orange string icing." Following the health-conscious trend, **Clif Bar & Company** introduced the **CLIF Kid Zbar Fruit + Veggie Awesome Orange** (carrot, mango and orange) while **Noosa Yoghurt** launched a limited **Blood Orange** flavor.

In fragrance, orange is also an inspirational ingredient. **DKNY Be Delicious Citrus Pulse** is housed in an orange glass bottle and highlights nectarine, tangerine, passion fruit, jasmine, frangipani, magnolia, musk and wood notes. **Korres Bellflower Tangerine Pink Pepper** is new and available in multiple products. Earlier this year, **Victoria's Secret** launched a **Citrus Trend Collection** in **Citrus Pink Pummelo**, **Lime Blossom**, **Amber Mandarin** and **Lemon Iris** scents.

DID YOU KNOW? 9-Decenal is one of Bedoukian's newest products. It provides significant lift to citrus formulations, and is used to capture the citrus peel notes of orange and grapefruit.

Juice up your formulations with our latest ingredient!

[CLICK HERE](#) FOR A SAMPLE

Bedoukian **Dihydro Alpha Ionone** (BRI 468)



When it comes to flavors and fragrances, **berry** and **mixed berry** combinations are wildly popular. According to Beverage Industry's 2016 Product Development Survey, 75% of respondents reported using berry flavors in their 2015 new products. **Raspberry** was the most popular berry flavor with 74% of survey-takers using it. Other popular berry flavors included **blueberry** (42%), **blackberry** (39%) and **berry** (37%).

Berry is used across a variety of food and beverage applications. Two of **IZZE's** three new sparkling flavored waters feature berries - **Raspberry Watermelon** and **Blackberry Pear** while **Powerade** recently added **Twisted Blackberry** to its collection. **Boldly Blue & Blackberry** joined **Stur**, the natural water enhancer line. **Sonic** introduced **Frozen Blue Raspberry Lemonade** and **Raspberry Pomegranate** is one of three flavors offered in **Modern Pop's** new frozen fruit bar selection. **Häagen-Dazs** and **Liberty London** collaborated and launched **Lychee Raspberry Rose**, a limited edition floral-themed ice cream. **Noosa Yoghurt** debuted a limited Colorado-only **Blackberry Serrano** flavor, which combines blackberries and serrano chilies. **Eggo Oats & Berries waffles** are new and available in **Blueberry** and **Mixed Berry** varieties.

On the fragrance side, berries are also well received. **Raspberry & Sweet Mint** is a recent launch from **Bath & Body Works** and the company is bringing back its discontinued iconic **Sun-Ripened Raspberry** scent. **Very Berry** and **Pomegranate Acai Berry** are two of four new **Zest Fruitboost** shower gel scents. In air care, **Glade** introduced **Radiant Berries** in multiple air care applications and a 2 in 1 **Radiant Berries & Wild Raspberry** candle.

DID YOU KNOW? While it retains the expected ionone character, Dihydro Alpha Ionone has berry nuances that make it fruitier than alpha and beta ionone. It is excellent for adding a new twist to fruity, berry, and floral formulations. At 0.6 PPM, we found that it adds a natural, seedy, ripe effect to raspberry formulations.

Need to make your fruity flavors Berrylicious?

[CLICK HERE](#) FOR A SAMPLE

Classic Florals with a Modern Twist

Delicate blossoming **green and white florals** are key components to the perfumers' palette. Contemporary sun warmed petals of leafy violet and aromatic jasmine are scenting the spring and summer season. Bedoukian introduces the **Classic Florals with a Modern Twist Collection** with versatile ingredients that can be used in a variety of fragrance and flavor formulations.

Bedoukian **Vionil** (BRI 640DPG)



Violet is a classic floral known for having green, sweet, powdery and woody nuances. Its vibrant color and olfactive profile has inspired recent modern fine fragrance interpretations. **Emporio Armani Diamonds Violet**, **Eric Buterbaugh Fragile Violet**, **Lush Kerbside Violet**, **Marc Jacobs Violet** and **Victoria's Secret Rose Violet** are examples of recent launches. **Lafco New York** features a **Violet & Amber Wood** collection.

DID YOU KNOW? As a nitrile, Vionil is incredibly stable. It is useful in many harsher bases where aldehydes are not applicable. It is amazingly powerful and

long-lasting, with a tenacity on blotter that is longer than 3 days. Vionil is for fragrance use only and is not approved for use in flavors.

Looking to make your fragrance blossom?

[CLICK HERE FOR A SAMPLE](#)

Bedoukian **Lactone of cis Jasmone** (BRI 411)



Jasmine is a timeless white floral often used in the composition of fine fragrances, particularly in the heart/middle note. Clean and contemporary jasmine interpretations are blooming. **Bath & Body Works** launched a **Seaside Pink Jasmine** scent in its signature collection while Sydney-based **Grandiflora** introduced **Madagascar Jasmine EDP** last year. **Narciso Rodriguez's** new **Narciso Poudrée** highlights a floral combination of Bulgarian rose and white jasmine. In skin and hair care **Marc Anthony** offers a **Deep Repair Aloe Vera Jasmine** range, which uses aloe vera juice and fresh jasmine extract.

In flavors, jasmine is most common in tea. **Teavana** recently launched a **Jasmine Pearls Citrus Lavender Sage Tea** blend as well as a **Purify tea**, which is a mix of white tea scented with jasmine and orange petals. **Twinings** added **Earl Gray Jasmine tea** to its range. An interesting new beverage is **Fentimans Sparkling Lime & Jasmine**, which is a natural botanical drink marketed as an alternative to alcohol.

DID YOU KNOW? In addition to its jasmine absolute-like character, **Lactone of Cis Jasmone** is excellent for adding creaminess to ice cream flavors and can enhance the tropical creaminess in a variety of flavors and fragrances.

Want to add a new twist to a timeless classic?

[CLICK HERE FOR A SAMPLE](#)

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