



Social Distancing and the current status of COVID-19 has led to innovation, creativity, and is invoking new emotions within the home. Lifestyle themes such as Cocooning, Nesting, Staycation, Hygge, Lagom, and Kos are all reactions to our social, physical, and mental need to feel safe and secure.

Next up is **Niksen**, derived from the Dutch, it literally means to do nothing in the shelter of your own home and without a purpose. Even more interesting, TIME Magazine wrote an article in July 2019 regarding this trend prior to the pandemic. We are so programmed to multitask and always be available in a 24/7 tech world and this concept gives us permission to exist in the moment, with no plans or interruptions. Realize that things will get done, but cleanse your mind, even for a moment, put your phone down, and daydream without the guilt. Forget the attempt to give the word busy any significance or relevance, and just exist.

Retro, simplicity, minimalism, warmth, and comfort are all keys to soothe and relax our minds and bodies. According to Forbes and The World Happiness Report, for the third year in a row, Finland has placed at the top of the list as the happiest country in the world, Denmark is second, followed by Switzerland. We need to look to these Scandinavian and European countries who are known for their happy lifestyles and monitor the trends that continue to evolve from the region.

Stay at home themes are influencing home décor, fashion, cooking, food, beverages, fragrances, and consumer goods. In times of worry, nostalgia makes a comfort comeback and reminds us of the good memories. The home becomes a safe-haven and way to escape. Fear of missing out (FOMO) leads to no more missing out (NOMO.)

First and foremost, what is comforting in foods? Look for frothy, foamy, creamy, milky, bubbly, warming, and fizzy textures. What is comforting in fragrances? Look for aromas that are understated yet sweet, fruity, creamy, and inviting, as well as relaxing and herbaceous.

Bedoukian has translated the human need for coziness and at home solace, along with interpreting the current mood for simplicity, honesty, and relaxation. **We welcome you to our Crafted Niksen Collection!**

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## Retro Vibes

Milky, warm, and fruity floral fragrances completely play into the **Retro Vibes** that so many of us are experiencing at home currently. Fragrances offer an aromatic escape and mood uplift. Take the example of Demeter's Fragrance Library, it consists of everything from food to beverages, to lifestyle and everyday feel good smells; such as Kitten Fur, Churros, Saltwater Taffy, and

Suntan Lotion. Until we can experience the world in its entirety again, why not partake in the safety of your home through sensory memory cues?



### Bedoukian's Crème fleur

Powerful and warm with jasmine essences and milky undertones, [Crème fleur \[BRI 408\]](#) makes for an excellent ingredient that works well in a variety of fragrance applications. With its mélange of fruity floral, soft milky notes it is particularly useful in skin care and fine fragrance compositions. The perfect ingredient to blend into a nostalgic fragrance creation that allows your customer to reminisce and just feel good!

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## Dalgona

**Dalgona** is a whipped beverage made from instant coffee, sugar, water, and milk. Originating in South Korea, it has taken social media by storm on a visual level. In a short period of time this trend has also trickled to whipped milk with Nesquik Strawberry and whipped milk with Reese's Creamy Peanut Butter. The key here is the texture, mouth feel, and visual aesthetic. Whipped and frothy are feel good qualities, and as consumers spend more time at home, they will be experimenting with staple and simple ingredients.



### Bedoukian's 9-Decenoic Acid

When used in flavors, especially dairy-type applications, [9-Decenoic Acid \[BRI 891\]](#) imparts a milky and creamy character. Particularly useful for adding fatty and velvety notes to milk and creamers, as well as chocolate and vanilla flavors, with its smooth and consistent quality. Let your customers explore the opportunities that our ingredient has to offer in products that are warming or cooling, and frothy, as they will love its textural and smoothing appeal.

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## Matcha

Tea is a calming beverage and each consumer has their favorites. With this, **Matcha** has had a tremendous mainstay since its resurgence on the marketplace years back. It crosses both flavors & fragrances and into personal care, and themed cafes such as Cha Cha Matcha have been created to support its popularity. You also know when Starbucks has variations of the tea on their menus like Iced Matcha Lattes, it's in the mainstream. Niche brands like Matcha Skin have created entire lines just for the ingredient, while others like Boscia have incorporated it into their Matcha Magic Super-Antioxidant Mask. Matcha is a perfect example of a trend that

transformed, has staying power, and is always being reinvented and reimagined.



### Bedoukian's Cis-4-Heptenal

Compatible in fragrances and flavors, [Cis-4-Heptenal \[BRI 379\]](#) offers duality for your customers. On the fragrance side; creamy, milky, and matcha accords provide a green, herbaceous effect for use in all applications, leading up to and including fine fragrance. On the flavor side; it is indispensable for adding true creaminess and depth to dairy compositions and other flavors. Composed of sharp, green, milky, heavy cream notes with a tea like impression, it also is useful in tea flavors; such as red, green, matcha, and chrysanthemum. Let it be the evolution of matcha to creamy and keep the transitioning trend going, why not try a matcha dalgona concoction?

## Oat Milk

Alternative milks on the plant-based market such as Soy, Rice, Coconut, Hemp, Almond, and Cashew have been thriving, but now there's a new choice. According to Forbes, **Oat Milk** will be a hot food trend in 2020 and we have been following it since 2019. Popular chain Trader Joe's has their own branded non-dairy Oat variety; Oatly Milk comes in different flavors, as well as a frozen oat-based dessert cup; and Chobani offers an entire line of Oat based products including milk, creamers, and yogurt. Oat Milk is vegan and allergen-free, for those allergic to nuts, soy, or lactose. It is also being promoted as an ingredient to foster skin care due to its fiber content, plant-based protein, B vitamins, and minerals.



### Bedoukian's Lactone of Cis Jasmine

Compatible in fragrances and flavors, [Lactone of Cis Jasmine \[BRI 411\]](#) offers duality for your customers. On the fragrance side; sophisticated jasmine absolute notes convey a beautiful, long-lasting effect. Used primarily to impart natural, soft petal-like properties for floral types, especially white florals, it is clean and fruity with creamy coconut nuances to enhance your creations. On the flavor side; it is useful in cream flavors and for adding rich jasmine notes to tea flavors. Also great for enhancing fruity flavors like peach, mango and coconut. With Oat milks popularity rising you can utilize our ingredient as an additive at the forefront of this trend.

We hope you find our trend analysis and corresponding Bedoukian ingredients inspiring, nostalgic, and comforting, while staying future focused. For sample requests or to receive additional product information, please contact [customer service](#) where our staff will be readily available to process your request. We look forward to hearing from you!

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**Perfecting the Art of Chemistry™**