



What Exactly is Friluftsliv (free-loofts-liv) and How Does it Translate to Ingredients?

Friluftsliv, believe it or not, is a term from 1859 utilized by Norwegian playwright, Henrik Ibsen; translating to “free or fresh air life.” Signifying the understanding of the healing effects of nature, appreciation with a connection to the outdoors, and experiencing the fulfillment of body and soul, while being completely enveloped. This trend is not weather permitting, in fact many are enjoying getting out into the crisp and cold air, as the Scandinavians do, something they may not have considered in pre-COVID days.

We discussed **Niksen** in our last lifestyle feature, we at Bedoukian see this as its evolutionary trend. If you recall, Niksen was derived from the Dutch, literally meaning to do nothing in the shelter of your own home and without purpose. Being so programmed to multitask and always available in a 24/7 tech world, this concept gave us permission to exist in the moment, with no plans or interruptions. We realized that things would get done, cleansed our minds, even for a moment, put our phones down, and daydreamed without the guilt. Forgetting the attempt to give the word busy any significance or relevance, and just existed. Remember the Danish trend **Hygge**? which is a cozy cabin chic and how it launched a global consumption of candles and warm fuzzy chunky blankets. Proving that lifestyle trends combined with our mental approach, can transform the way we experience the world and our purchasing habits.

Now let's expand this to Friluftsliv, since we have all been indoors for an extended period. As the weather changed people adapted and to keep their spirits up, they headed outside. Social media filled with the countryside, snow filled walks, fire pits, picnics, camping under the open sky, and rainy/snowy day fun.

This new sense of freedom and proactive concept is an antidote for boredom, loneliness, and worry. It also lowers the heart rate, feelings of stress, and isolation. A cool side note; Nordic countries offer the legal right to roam entitled *Allemansrätt*, giving citizens permission to explore, camp, and access private land.

Onto our corresponding Bedoukian ingredients! We have curated a collection of micro trends (within the main Friluftsliv macro trend) that are herbal, green, woody and earthy, with floral accords in both flavors & fragrances. Generating the feeling of the great outdoors. **We welcome you to our Crafted Friluftsliv Collection!**

Green Rx

A relatively new term, **Green Rx** is a prescription from your doctor recommending contact with

nature, to cultivate a positive impact for both mental and physical health. Activities include jogging, walks in quiet places, park yoga, and gardening. In the UK, the government has announced a two-year investment into a pilot COVID recovery plan for these Rx's. They also plan to continue this into the future for a more holistic approach to health. Fragrances such as Homesick's Idaho capture the essence of fresh in a candle. Described as "spruce needles, melting snow, and sandalwood. Cinnamon mixed with amber evoking the crisp, clean smell of Idaho's snowy caps and cedar lodges." Envisioning the perfect al fresco escape, Edinburgh's Thistle and Heather teas offer a unique environmental and floral blossom approach to hot beverages.



Compatible in fragrances and flavors, [Cis-4-Heptenal FCC \[BRI 379\]](#) 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. In flavors; it is indispensable for adding true creaminess and depth to dairy compositions, especially cream and milk. Composed of sharp, green, milky, heavy cream notes with a tea like impression, it also is useful in tea flavors; such as green, matcha, red, and chrysanthemum. Tea is perceived as calming and relaxing. Why not sip these blossoms while resting in a green field after a hike? Let this be the start of a new tea concoction that offers a healing aroma for duality, or a fresh herbaceous outdoorsy feel to any fragrance creation.

Climatarianism

Climate Change has become abundantly clear as travel decreased, so did pollution. Consumers are buying local and doing their part to support **Climatarianism**. Described as eating locally sourced food, limiting food waste, and avoiding the most energy-consuming of meat products, it offers a CO2-conscious dietary habit. With this, plant-based diets are becoming the norm, as consumers are engaging in thoughtful shopping and realize that food production is a contributor to greenhouse gas emissions. A study from Yale University shows that 94% of Americans are willing to eat more plant-based food, hence, reducing their carbon footprint. Otherland Chandelier Champagne Vegan Candle is a prime example that combines so many aspects of this trend. Warm & spicy, it is a "clean-burning, vegan scented candle with elegant notes of sparkling champagne, saffron, and leather." Tamworth Distilling's Art in the Age Beet Root Vodka is visual perfection, showcasing the beet's rich color. "A blend of sweet beets, tart New Hampshire cranberries, and cidery apple pomace, backed by the smooth, earthy taste these roots are known for. Tarragon, honey, and salt ties the fruit and vegetable components together, for a harmonious blend of savory and sweet."

Our ingredient has incredible strength and proposes an earthy, ambergris odor with patchouli and oakmoss top notes. Due to this, [Terrasol™ FCC \[BRI 818\]](#) has often



been compared to Geosmin, making it a great choice for heavy oud and oriental scents, at a fraction of the cost. Add it for richness and to lift floral and green notes, particularly in fine fragrance. Also suitable for applications involving aggressive bases, such as bleach, where stability is needed. On the flavor side, it is composed of earthy, characteristic vegetable notes of beets and potatoes. Excellent for root vegetables at higher levels and adds naturalness to lemon and lime curations at lower levels. Great for root beer, cola, and mushroom flavors, or to add earthy notes to characteristic pepper flavors. Fitting in effortlessly with the earth & veggies trend to enhance your formulations.

Mental Fitness

In a recent survey from the Journal of American Medical Association, which included 1,441 respondents during COVID and 5,065 respondents from before the pandemic, it found the prevalence of depression symptoms was three times higher during the pandemic than before. Leading us to consider our **Mental Fitness** as we do our physical fitness. Think about all the meditation and therapeutic based apps such as Headspace, Calm, and Buddhify, and the fact that many yoga studios are holding sound healing events. According to Dr. Saundra Dalton-Smith there are 7 types or rest that we each need: physical, mental, sensory, creative, emotional, social, and spiritual. Fragrances and flavors play a key role in soothing the senses and work in conjunction with mindful times. Take for example these simple singular note products: L'Occitane Lavender Eau de Cologne described as “a stroll on the fragrant hills of Haute-Provence during the summer months with beautiful bright and breezy notes of lavender, grapefruit, basil and musk” and Fee Brothers Botanical Flower Water Collection with the “subtle flavor and health benefits of Orange, Rose, Hibiscus, Jasmine, Elderflower, and Lavender.”

A powerful and diffusive herbaceous aroma with slight woody-cedar undertones and a hint of blueberry. In fragrances, [Lavender Aldehyde™ FCC \[BRI 857\]](#) blends nicely with clary sage, bergamot, and citrus types. It can be used to boost ozonic notes and excels in floral and herbal compositions, specifically that of lavender. On the flavor side, it is rich, dry, and woody, with powdery cocoa nuances that are excellent for enhancing chocolate flavors. It also imparts floral, woody notes to blueberry and cranberry flavors, making them more authentic and reminiscent of natural berries. Extend your creations to evolve to the next

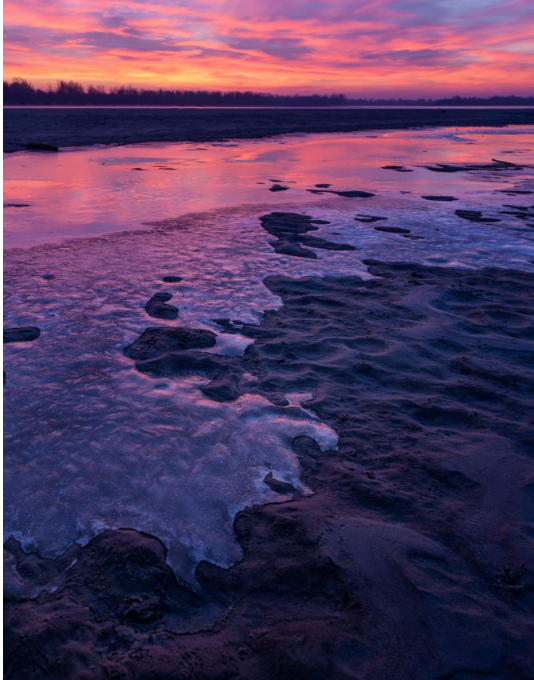


generation of herbal concoctions that offer a feeling of mindfulness. This trend is here to stay! #Namaste

Touchless Relaxation & Pink Noise

Things have changed immensely in the span of one year and we have been tasked to adapt in numerous ways. From touchless payment to touchless menus, creativity and safety have been at the forefront. Let's take that one step further into **Touchless Relaxation & Pink Noise**. What is a touchless spa experience? Think of cryotherapy/cold rooms or spaces, saunas, Halotherapy/salt rooms, and basically anything that is a treatment without direct human touch. Add in the new concept of pink noise, which is different than that of the traditional white noise. The definition of pink noise is "random noise having equal energy per octave and having more low-frequency components than white noise" for deeper and slower waves. Machines such as Honeywell DreamWeaver Sleep Fan with Pink Noise are on the market to assist with restful sleep in a touchless environment. A fashionable fragrance adaptation of this trend is from retailer Zara and their Violet Blossom scent. Composed of notes of cherry blossom, magnolia and tonka beans and referred to as "a feminine, hypnotic and nocturnal fragrance." Combine this with your pink noise machine for those chill moments we all crave.

Offering an extremely powerful green floral character with distinct notes of orris and violet leaf, supported by shades of fresh cucumber and a hint of walnut. Our product, [Vionil™ \(Neat\) \[BRI 640N\]](#) blends well with all green, floral and fruity notes with effects seen at levels as low as 0.01%. Available for fragrance use only, utilize it in challenging applications where aldehydes are not applicable and a long-lasting, substantive violet-green floralcy is desired. What fragrances remind us and accompany touchless relaxation? Fresh, floral, fruity and even salty aromas incite calm and feelings of leisure. Add ours to your collection and



follow the trend!

We hope you find our trend analysis and corresponding Bedoukian ingredients inspiring and uplifting with an out-of-doors vibe, while staying future focused. For sample requests or to receive additional product information, please contact [customer service](#). We look forward to hearing from you!



Perfecting the Art of Chemistry™