

## CLEAN &amp; GREEN | Q3 2022



## Scent and Taste Insights

## THE CLEAN AND GREEN MOVEMENT

In recent years, there has been a movement towards clean and green beauty products in Europe, the U.S. and now much of the rest of the world. Consumers' interest in cleaner formulas, natural and nature-inspired scents, and sustainable packaging are driving this innovation.



In 2021, Natrue, a Brussels-based international non-profit association, conducted a consumer survey among 2,000 German and French consumers to evaluate consumer attitudes about 'naturalness' in the beauty market. Among those consumers surveyed, 37% in Germany and 27% in France said they had used a natural/organic cosmetic in the last six months. However, most continued to purchase conventional and nature-inspired beauty brands despite over 90% expressing interest in natural/organic products. Nature-inspired beauty purchases were particularly high in France, at 66% versus 38% in Germany.

ROSAE's research found a correlation between the natural perception of a scent and the success of that scent. "This is not about the fragrance being 100% natural in terms of its composition. It's about the perception of the scent," said Olivier Aron, founder of the Paris-based consultancy.



## Sustainable Packaging

Sustainable packaging plays an integral role in clean and green beauty products. Sustainable and

environmentally-friendly products are on the rise globally as brands' and consumers' concerns to minimize their impact on the planet escalate. To address single-use plastic packaging, brands are creating solids, concentrated formulas, waterless formats, and refillable packaging. These formats use less packaging and are lighter for transport, which helps reduce the brands' carbon impact.

According to a Capgemini report, a significant majority of consumers (79%) are changing their purchase preferences based on sustainability. An IBM Institute for Business Value report found that 57% of consumers (surveyed in 28 countries) are willing to change their purchasing behaviors to be more eco-friendly. Mintel's data revealed that younger consumers, aged 16 to 24, are at the forefront of the waterless trend. 25% of consumers in the UK and 28% in France, regularly seek-out products such as dry use soap, shower, and bath products. Bedoukian offers high-impact ingredients that are concentrated and require less packaging. Our aroma and flavor molecules can be used in combination with natural ingredients to boost the overall performance of fragrances and flavors.

Last year, Garnier Fructis introduced Whole Blends Shampoo Bars. The bars last up to 40 washes and are offered in four variants: Coco and Aloe, Ginger, Honey Treasures, and Oat. To continue its sustainability initiatives, Procter and Gamble launched high-performing Shampoo and Conditioner Bars across its European haircare portfolio. One bar equals up to two 250ml liquid shampoo bottles. In April 2021, The Body Shop announced the rollout of refill stations across 400 stores globally. Customers can refill their shower gels, shampoos, conditioners, and hand washes at these stores.

Everist, known for its Waterless Shampoo and Conditioner formulas, has added a Waterless Body Wash Concentrate to its portfolio. Blueland, known for its eco-friendly laundry detergents and home cleaners, debuted a Body Wash Starter set that is a powder-to-gel formula and includes a reusable Forever Bottle and powder refill sachet. Under the Merit brand, Kao Corporation has launched the Day Plus Dry Shampoo in two formats - a spray and a sheet, to be used on the go and without water.

## Clean Citrus & Green Scents

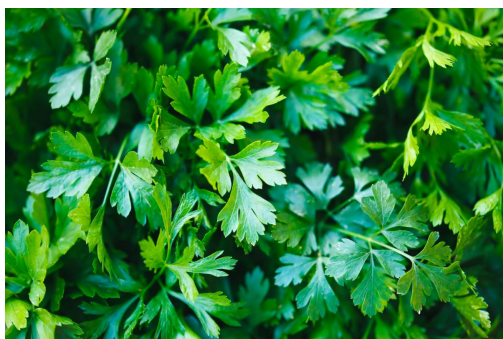
Scents used across product categories are evolving to meet the dynamic clean and green movement.

Sunny citrus notes in personal care and fine fragrances are popular as citrus awakens the senses with zesty and effervescent nuances that signify freshness. Dollar General introduced the Scent Happy collection and Citrus Sunrise features "sunny sweet scents of tangy orange and juicy peach nectar." Citrus is common in fine fragrances. For example, Aqua Lemon is one of five new fragrances in Jo



Malone's new Wild Swimming collection. Roger & Gallet has reorganized its fragrance collection with a relaunch of its 2009 fragrance Bois d'Orange. The fragrance is a cocktail of juicy, freshly picked citrus fruits enhanced by patchouli.

**BRI 387 TANGELAL™** (Formerly CIS-4-DODECENAL) is a versatile ingredient for fragrance and flavor formulas. On the fragrance side, **TANGELAL™** connotes a fresh, aldehydic, citrus aroma with a mandarin, orange peel impression. Powerful and long-lasting, it provides a significant lift to citrus types and imparts a sweet, authentic mandarin top note that brings a bright freshness to any composition. On the flavor side, it offers a strong waxy, citrus peel character. A unique, natural tasting mandarin or tangerine flavor can be achieved when used in combination with typical orange flavor ingredients and Dimethyl Anthranilate. This material occurs naturally in mandarin and coriander.



Green accords often signal nature. Fresh and diffusive, there are many olfactive interpretations of green notes such as vegetal, verdant, aromatic, and herbaceous. Like citrus, a variety of green directions are appearing in personal care and fine fragrance launches. Method has partnered with Fifty-Nine Parks on a limited-edition collection, which "is a celebration of our

national parks and natural wonders." The Woodlands fragrance has notes of pine and cedarwood. Axe recently launched the Fresh collection with a "Smell as fresh as nature" tagline. The brand offers four fragrances that are "100% natural origin scents" and available in body wash and long-lasting deodorant. Bistro Waters by DS&Durga is an Aromatic Green fragrance for women and men with notes of lime blossom, coriander, pear, mandarin orange, green pepper, basil, moss, and nutmeg.

In candles, vegetable directions are also gaining popularity. The DW Home brand introduced the Signature Superfoods Collection. The Avocado Watercress candle features "green avocado and peppered watercress with sunny lemon amid Mediterranean olive, aromatic herbs, and touches of olive bark." The Blackberry Kale candle highlights "a wild blackberries blend with leafy kale, crisp arugula and garden greens accented with hints of verdant tomato leaf and sun-ripened raspberry."

**BRI 809 1,3,5-UNDECATRIENE FCC** is a multipurpose ingredient for use in fragrance and flavor formulas. On the fragrance side, **1,3,5-UNDECATRIENE FCC** offers powerful and diffusive green, galbanum, and peppery notes that provide naturalness and lift to a range of odor types. On the flavor side, it adds green bell pepper, green chili pepper, and similar vegetable notes to an assortment of flavors.

Environmental awareness and climate change will be at the forefront of

consumers' minds for decades. This awareness will drive nature-inspired flavors and fragrances and sustainable consumer goods.

## ICE CREAM POLL RESULTS

In our last e-newsletter, we wanted to know what were the most unusual ice cream flavors you have tried. Our poll revealed a variety of unusual flavors consumed by our readers – some flavors sounded better than others. Europe leads the charge with unusual ice cream flavors. A winner will be selected from one of these brave ice cream flavor eaters.

- Resin - Greece
- Garlic - San Francisco
- Pistachio/Saffron
- Terva (Tar) - Finland
- Durian - Singapore
- Cardamom/Fig
- Licorice - Sweden
- Lobster - Maine
- Prune/Cognac
- Chili - Scotland



For this newsletter, we have a quiz about another unusual European flavor.

**What Irish brand of potato crisps (“chips” in the U.S.) offers a flavor that uses shamrocks?**

Email us at [marketing@bedoukian.com](mailto:marketing@bedoukian.com) with your response.

The first correct response will win a prize and extra points will be given to anyone who has tried the shamrock-flavored snack and shares their experience. The winner (and their tasting experience) will be listed in our next e-newsletter.

## BEDOUKIAN PRODUCTS IN THE SPOTLIGHT

### [BRI 279 HYDROFLEUR™](#)

For fragrance use only, [BRI 279 Hydrofleur™](#) has a powerful, crisp, watery, and ozonic effect with dewy white floral notes reminiscent of muguet and tuberose, combined with fruity shades of raspberry and melon. Even when used in trace



amounts, it boosts floral notes and works extremely well in floral and fruity types to add freshness, radiance, and complexity. Hydrofleur is derived from pine trees and is a fully sustainable and renewable ingredient.

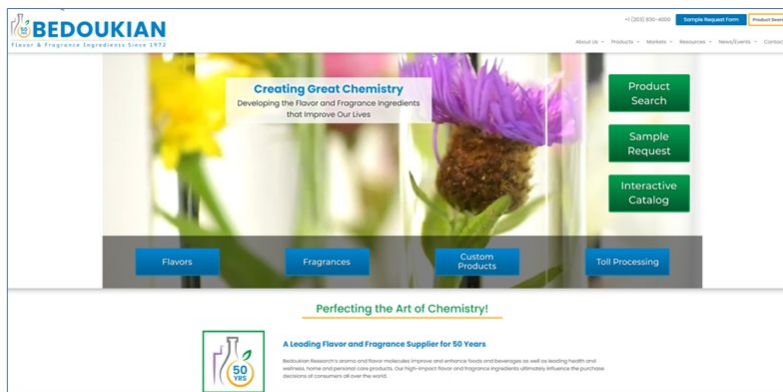


### **BRI 614 – 2-OCTEN-4-ONE**

For flavor use only, BRI 614 – 2-OCTEN-4-ONE is characteristic of fresh strawberry and features sweet, fruity, and slightly musty accords. It can be used for a variety of fruity and berry flavors, especially strawberry where it adds natural, fresh picked notes. BRI 614's musty nature also pairs well with mushrooms. This nature-identical ingredient meets consumers' expectations for fresh and natural tasting products.

## **Bedoukian News**

This summer, Bedoukian Research enthusiastically returned to exhibiting at Fragrance and Flavor industry events. It was great seeing many of you in person. If you missed the opportunity to meet with us at any of the events, please [reach out](#).



This summer we also launched the new and improved [Bedoukian.com](https://www.bedoukian.com). It has many great features such as a new [interactive catalog](#), an [archive of past newsletters](#), a [demonstration request](#) form and a [sample request](#) form and more! Check out our new website today!

## AN INTERESTING F&F FACT

Classic and iconic, Chanel No. 5 is considered to be the world's most famous perfume. Launched by Gabrielle "Coco" Chanel eleven years after she founded her own fashion house in Paris, Coco worked with perfumer Ernest Beaux to create the now-famous scent. It is said that the fragrance got its name because Coco chose the fifth version from the many perfume options presented. Chanel No. 5 is a timeless, powdery floral and a masterful blend of over 80 ingredients, including ylang-ylang, rose centifolia, and jasmine. The perfume is more than a century old and is as popular today as it has ever been.



For any questions about [Bedoukian's products](#) or to request samples, please contact us at 203-830-4000 or send us an [email](#). We look forward to hearing from you!



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