



## Scent and Taste Insights

# SCENTS FOR EVERY MOOD

## SWEET EMOTION

Consumers use fragrances to enhance their experiences.

Health and wellness are top of mind, and consumers are understanding that scents influence how they feel. Whether it is a fine fragrance, personal care, or home care product, scent can alter our emotions and moods.



Science has demonstrated that smells trigger vivid memories and emotions. According to a June 30, 2023, Monell Chemical Senses Center article titled *Putting Smell on the Map*, our sense of smell is central to how we interact with our world and how we form memories of special moments and bonds.

Neuroscientist Dr. Rachel Herz states, “Scents have the ability to alter our emotions and moods more than any other sensory experience.” Innova Market Insights identified “Mood: The Next Occasion” as a top trend and 44% of consumers say they have taken specific steps to improve their mental and emotional well-being.



## SCIENCE & SCENT

The sense of smell is very primitive and has played a vital role in our evolution. According to the Journal of Medicine and Life, the olfactory sense is one of the oldest senses, which allows mankind to identify food, potential mating partners, dangers, and enemies.

Our sense of smell is one of the most complex senses. Research suggests that humans have about 400 olfactory receptors. According to the Dana Foundation, the olfactory nerve consists of neurons with one end in direct contact with the external world and the other in direct contact with the brain.

An odor may trigger nearly instantaneous feelings of fear or desire before individuals even become fully aware of what they are smelling. “Odors take a direct route to the limbic system, including the amygdala and the hippocampus, the regions related to emotion and memory,” states Venkatesh Murthy of Harvard. It is said that 75% of all emotions generated every day are due to smell, and because of this, we are 100 times more likely to remember something we smell over something we see, hear or touch.

## **NOSTALGIA TAKES YOU BACK**

Nostalgia is triggered and enhanced by consumers’ moods. The triggers cross categories including fragranced and flavored consumer packaged goods. Nostalgic scents and tastes vary depending on consumers’ age and location and resonate with the generation that first experienced a product or service.



Nostalgic products enable consumers to re-experience positive memories. A recent survey conducted by OnePoll on behalf of AIEn USA found that more than half of Americans (51%) experience “scent-stalgia,” missing the comforting scents of their homes after being away for a couple of days. Furthermore, the data revealed that homes have the power to influence moods and emotions mainly on Gen Z (78%), followed by millennials (67%) and Gen X (56%). The top feelings associated with home among all generations were relaxation (38%), happiness (36%), and centeredness (32%).

Brands and consumers have recognized the potential of scents and are using them to support individuals’ well-being.



## **MIND-BOOSTING SCENTS IN THE MARKETPLACE**

According to Mintel’s research, 57% of U.S. fragrance wearers use fragrance to boost their moods, while 46% use fragrance to feel confident, and 45% to feel happy. Similarly, according to NPD’s data, three out of four consumers feel that fragrance helps lift and enhance their

moods or bring back memories of happy times, places, and experiences.

There are a variety of fragrances marketed to improve moods and elicit positive emotions in the marketplace. For example, the Nue Co is an industry



pioneer known for its functional fragrances. Water Therapy is the brand's latest launch "inspired by the concept of blue medicine, the belief that water positively impacts our mental health with its relaxing, stress-relieving benefits."

"To amplify your mood," luxury fragrance brand Moodeaux, added PunkStar Eau de Parfum to its lineup. The scent features notes of apple, black currant, raspberry, incense, saffron, rose, honeysuckle, cedar needles, oakmoss, vanilla, tonka bean, leather, birch, and patchouli.

In Bath & Body care, the Proud brand extended its collection with Body Proud in eight products under four collections: Brighten, Hydrate, Proud to Care, and Recharge, sold at Walmart. According to the brand, the formulations include a patented mood-boosting fragrance technology that features green tea, bamboo water, lotus, seaweed, pear, tonka, and citrus.

Ambient scents for the home, particularly candles, are popular means for consumers to create different mood-boosting, spa-like environments. Jackie Aina and her partner Denis are the founders of Forvr Mood inspired by Jackie's obsession with using candles to set different moods. Matcha Bes-Teas is the newest candle that highlights a "true citrus-tea scent with energizing lemongrass, herbaceous parsley seed, and calming matcha."

For consumers looking for nostalgic scents, snack cake brand Little Debbie has teamed up with Goose Creek on a candle collection inspired by the brand's iconic flavors. The brand states, "Each candle is designed to conjure up the childhood memories of indulging in your household favorite treats and to relive your favorite childhood memories through the power of fragrance."

### **BRI 857-SUS LAVENDER ALDEHYDE™ FCC**

Bedoukian's **BRI 857-SUS LAVENDER ALDEHYDE FCC** is composed of 100% renewable carbon components and is a multifaceted ingredient for fragrance and flavor formulas. Powerful and diffusive, **LAVENDER ALDEHYDE FCC** has a natural and herbaceous character with hints of cocoa, bergamot, and lavender overtones. In fragrance applications, it blends well with bergamot, clary sage, and citrus types. It is great in fougere types and excels in floral and gourmand compositions, specifically lavender and chocolate. Because of its rich, dry, woody, and cocoa powder notes, **LAVENDER ALDEHYDE FCC** is excellent in chocolate. Furthermore, it imparts dry, woody notes for blueberry and cranberry flavors and can add lavender nuances to beverages.

### **MOOD FOODS**

Scents and flavors are closely linked and certain flavors also have the ability to trigger emotions and memories. Functional foods and beverages that boost individuals' moods have been on trend.



Illicit Elixirs, for example, recently launched a range of four non-alcoholic, fizzy, RTD beverages designed to support dopamine production, dubbed "happy hormone" through its curated

functional ingredient mix “DopaJoy,” which includes vitamins, amino acids, and antioxidants such as niacin (B3), saffron, vitamin B6, vitamin C, ginseng, decaffeinated green tea extract, taurine and l-theanine. The four flavors include Late Night Fruity Call, Let’s Party Peaches, Watermelon Lime Thirst Trap, and Vegas Debauch-A-Berry.

### **BRI 353-SUS trans-2-NONEN-1-AL FCC**

Bedoukian’s [BRI 353-SUS trans-2-NONEN-1-AL FCC](#) is composed of 77% renewable carbon elements and is versatile for fragrance and flavor formulations. Green, aldehydic, and bright [trans-2-NONEN-1-AL FCC](#) features carrot leaf and melon notes. The diffusive ingredient blends well with florals and the addition of traces to ionones and methyl ionones. As a flavor ingredient, [trans-2-NONEN-1-AL FCC](#) is sweet, fatty, and good for citrus, especially orange and melon flavors like cantaloupe.



### **THE PAST AND FUTURE CAN COME TOGETHER**

Consumers seek products that help boost their moods. Fragrances and flavors have the ability to transport consumers to the past as well as create pleasant memories and experiences for the future. Bedoukian’s high-impact

aroma and flavor molecules are versatile and excellent in enhancing your mood-boosting scented and flavored formulas.

## **THE FIRST FOOD TRUCK**

Only one person came forward with the correct answer to the question in our last newsletter. We asked, “Who is Charles Goodnight and why is he associated with the National Mobile Food Vendor Day in the U.S.?”



Charles Goodnight was a rancher in Texas and was known for creating the Chuck Wagon (a cowboy’s portable kitchen wagon used on cattle trails). The invention of the Chuck Wagon changed the westward expansion of the U.S. It is credited as America’s first food truck and is partially responsible for the mobile food industry we have today.

For this newsletter, since we are focused on scents, we’d like to know what is the “perfumed court”?



Email us your answer to [marketing@bedoukian.com](mailto:marketing@bedoukian.com). A prize will be sent to a randomly selected entry from one of the correct submissions.

## FUN FACT



Priests of ancient Egypt are believed to be the first to utilize perfumes by burning incense and applying balms and ointments in their religious rituals. Egyptian women followed suit and began to apply perfumed creams and oils.

The use of perfume soon spread throughout the ancient world.

International trade in the twelfth

century led to Europe's access to perfumery, which peaked in the seventeenth century. Due to its easy access to jasmine, rose, and oranges, Grasse, France, became the center for perfume production and remains so today.

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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