



Fragrance Oils

TREND INSIGHT

WELCOME TO FRAGRANCE OILS TREND INSIGHT, KEEPING YOU UP TO DATE WITH THE LATEST THEMES, FRAGRANCE TRENDS AND INGREDIENTS INFLUENCING NEW PRODUCT DEVELOPMENT AROUND THE GLOBE.

DESIGNED PURELY FOR YOUR INFORMATION AND INSPIRATION.

CONSUMER INTEREST IN ALL THINGS HEALTH AND SKINCARE RELATED HAS PEAKED!



PERHAPS IT IS BECAUSE WE'RE ALL SPENDING MUCH MORE TIME AT HOME NOW THAT THERE IS A GREATER OPPORTUNITY TO LET OUR THOUGHTS WANDER INTO THE INTERNET SEARCH ENGINES? WHATEVER THE REASON, WE ARE FAST BECOMING A WORLD MORE OBSESSED THAN EVER WITH HARDWORKING INGREDIENTS BOASTING CLAIMS SUCH AS FIRMING, NOURISHING AND SMOOTHING. SO, WHAT ARE THE INGREDIENTS WE SHOULD HAVE ON OUR RADAR FOR 2021? SURPRISINGLY, WHILE SUPERFOOD INSPIRED FORMULATIONS ARE STILL POPULAR, MANY OF THE TRENDING INGREDIENTS WE NOTED WERE OF A MUCH MORE TRADITIONAL NATURE.

AND SO, WE INTRODUCE YOU TO...

...THE FANTASTIC FOUR

OAT

AKA THE SKIN SOOTHING SAVIOUR...

PRODUCT SPOTLIGHT!

A BREAKFAST HERO FOR CENTURIES, THE HUMBLE OAT HAS BEEN THRUST INTO SUPERHERO STATUS IN RECENT MONTHS FOR BOTH ITS USAGE IN THE RAPIDLY GROWING PLANT-BASED COMMUNITY, AND ITS SKIN CARING BENEFITS. OAT HAS LONG SINCE BEEN RENOWN FOR ITS SOOTHING PROPERTIES AND IS IDEALLY SUITED TO SENSITIVE SKIN TYPES. WITH SENSITISED SKIN DUE TO OVERZEALOUS HAND WASHING AND MASK WEARING A RISING CONCERN AMONGST CONSUMERS, OAT IS BEING ADDED TO MORE AND MORE SKIN CARING FORMULATIONS FROM BODY WASHES TO CREAMS. ADD TO THIS THE PRESERVATION OF THE SKIN'S MICROBIOME AS ONE OF THE INDUSTRY'S MOST RELEVANT TRENDS, AND OAT'S ROLE IN PROTECTING THE SKIN'S NATURAL FLORA, THIS SIMPLE INGREDIENT HAS EARNED ITS CAPE AND IS TAKING OFF INTO THE LATEST SKIN CARING FORMATS...

BYBI MILK MELT VEGAN OAT MILK CLEANSER IS DESCRIBED AS A DREAMY, CREAMY CLEANSER THAT CLARIFIES AND SOOTHES EVEN THE MOST SENSITIVE AND IRRITATED SKIN. A CALMING OAT MILK BASE IS SAID TO GENTLY CLEAN WITHOUT STRIPPING THE SKIN, WHILST OAT KERNEL EXTRACT EFFECTIVELY LIFTS TRACES OF DIRT, OIL AND SUNSCREEN.

BYBI MILK MELT VEGAN OAT MILK CLEANSER



150ml e 5.11oz

SEA MOSS

AKA THE POWERHOUSE PROTECTOR...

PRODUCT SPOTLIGHT!

ESPA INVITES US TO UNLOCK OUR INNER YOUTH, FOR ALL SIGNS OF DEVELOPED AGEING WITH ITS TRI-ACTIVE LIFT AND FIRM INTENSIVE SERUM. BOASTING A POWERFUL AGE DEFYING FORMULA TO HELP RESTORE THE LOOK OF THE SKIN'S YOUTHFUL FIRMNESS AND ELASTICITY, THE FORMULA CONTAINS AN INTENSIVE HYDRATING COMPLEX OF SEA FENNEL, MARINE SEAWEEEDS AND IRISH MOSS (SEA MOSS), TO HELP VISIBLY SMOOTH AND LIFT THE SKIN'S APPEARANCE.

WITH PINTEREST REPORTING SEARCHES UP 380%, IT'S SAFE TO SAY SEA MOSS IS OFFICIALLY TRENDING! THIS IRISH RED SEAWEED GROWS ABUNDANTLY ON THE ATLANTIC SHORELINES AND BOASTS A HUGE ARRAY OF HEALTH BENEFITS WHEN ADDED TO FOOD - BUT IT'S NOT JUST IN THE KITCHEN WHERE SEA MOSS IS SET TO SHINE, AS BEAUTY BRANDS ARE INCORPORATING IT INTO THEIR FORMULATIONS. SEA MOSS HAS A PLETHORA OF BENEFITS THANKS TO ITS HIGH VITAMIN AND MINERAL CONTENT SUCH AS PROVIDING DEEP NOURISHMENT AND HELPING THE SKIN AND HAIR TO RETAIN MOISTURE. IT ALSO BOASTS ANTIBACTERIAL AND ANTIMICROBIAL PROPERTIES, MAKING IT GREAT FOR COMBATING SKIN AND SCALP CONDITIONS SUCH AS DRY SCALP, ECZEMA AND ACNE. IT REALLY IS A TRUE BEAUTY POWERHOUSE!



BANANA

AKA THE HYDRATION HERO...

PRODUCT SPOTLIGHT!

THE BODY SHOP INVITES US TO GIVE OUR BATH TIME A BOOST WITH ITS FRAGRANTLY FRUITY, VELVETY BATH BLENDS. MORE THAN THE AVERAGE BUBBLE BATH, THE BRAND HAS BLENDED FRUITS AND VEGETABLES KNOWN FOR BEING RICH IN VITAMINS AND ANTIOXIDANTS. THE BANANA BATH BLEND IS ENRICHED WITH AVOCADO AND COCONUT OILS AND IMPORTANTLY, BANANA PUREE, SAID TO LEAVE DRY SKIN FEELING HYDRATED, NOURISHED AND COMFORTED. BEST OF ALL, IT LEAVES THE SKIN LOOKING HEALTHIER AND SCENTED LIKE SWEET BANANAS!

A CONSUMER PASSION FOR THE COMFORT OF FAMILIAR SCENTS AND INGREDIENTS IN AN INCREASINGLY COMPLEX WORLD HAS SEEN THE MODEST, YET IRRESISTIBLY SWEET AND NUTRITIOUS BANANA SPIKING IN POPULARITY. IN ADDITION TO BEING INCREDIBLY HYDRATING, BANANAS ARE RICH IN MAGNESIUM AND POTASSIUM PROVIDING A DEEPLY NOURISHING BOOST FOR BOTH THE SKIN AND HAIR. IT'S NO WONDER THEN THAT BRANDS ACROSS SO MANY SECTORS ARE GOING BANANAS, INCLUDING FINE FRAGRANCE, WHERE L'ARTISAN PARFUMEUR OFFERS BANA BANANA, PERSONAL CARE GIANTS SUCH AS GARNIER WITH ITS BANANA ENRICHED HAIR CARE PRODUCTS, AND EVEN HOME FRAGRANCE WITH BATH & BODY WORKS BANANA CABANA AND BANANA BUNDT CAKE CANDLE OFFERINGS.



ROSE

AKA THE ENDURING IDOL...

PRODUCT SPOTLIGHT!

DOLCE & GABBANA DOLCE ROSE IS DEDICATED TO THE PRECIOUS ROSE: RED, FRUITY AND CRISP. DESCRIBED AS OPTIMISTIC, AND FEMINE, THE FRAGRANCE COMBINES DELICATE ROSE ABSOLUTE, CRISP ROSE CENTIFOLIA, SOFT MUSKS AND TANGY RED CURRANTS FOR A JOYFUL AND ENERGETIC COMPOSITION OF ROSE WITH EXQUISITE ALLURE.

AHH THE LITTLE BLACK DRESS OF FRAGRANCE! EVERY TIME IT SEEMS ROSE HAS HAD ITS MOMENT, THE TIMELESS AND ELEGANT FLOWER APPEARS AS THE INSPIRATION IN ANOTHER INFLUX OF PERSONAL CARE AND FRAGRANCED PRODUCTS. IN SKIN CARE IT IS HYDRATING, PACKED WITH ANTIOXIDANTS AND INCREDIBLY SOOTHING. IN AROMATHERAPY IT IS WARM AND COMFORTING, SOMETHING WE'RE ALL SEARCHING FOR, RIGHT NOW. AND IN FRAGRANCE IT IS SOPHISTICATED YET FAMILIAR, WHICH IS THE KEY TO A RESURGENCE IN ROSE-BASED PRODUCTS AS CONSUMERS LOOK FOR COMFORT IN WHAT THEY RECOGNISE.



PRODUCT POTENTIAL

AS WELL AS KEEPING YOU UP TO DATE WITH THE LATEST INDUSTRY TRENDS, WE HAVE LOOKED AT WAYS YOU CAN INCORPORATE THEM INTO YOUR PRODUCT PORTFOLIO.

HERE ARE JUST A FEW IDEAS TO IGNITE YOUR CREATIVE SPARK...

THESE HERO INGREDIENTS WOULD WORK IN SO MANY FORMATS!

WITH THE PRESERVATION OF THE SKIN'S MICROBIOME HIGH ON THE AGENDA FOLLOWING THE INCREASED USAGE OF ANTIBACTERIAL PRODUCTS AND HAND WASHING, NOURISHING HAND SOAP, BODY WASH AND MOISTURISERS THAT DRAW ON THE GENTLE, YET SOOTHING BENEFITS OF OATS AND BANANA WILL APPEAL TO CONSUMERS. MEANWHILE, WHILE SEA MOSS SENDS ITSELF WELL TO ANTIDANDRUFF HAIR CARE FORMULATIONS AND INTENSIVE SKIN CARE TREATMENTS, IT COULD ALSO WORK WELL IN HAND SANITIZER AS IT IS BOTH ANTIBACTERIAL AND HYDRATING.

JOYFUL BANANA SCENTS WILL BRING A SMILE TO MANY A CONSUMER, SO AS WELL AS NOURISHING HAIR AND BATH PRODUCTS, IT WOULD TRANSLATE WELL INTO AIR CARE PRODUCTS AND COULD BE PAIRED WITH UNIQUE INGREDIENTS TO GIVE A SOPHISTICATED TWIST. FINALLY, THE PRECIOUS ROSE. WITH THE WELLNESS MOVEMENT GROWING EXPONENTIALLY, WE FEEL PLAYING ON BOTH THE ROSE'S FAMILIARITY, LUXURIOUS APPEAL AND SOOTHING NATURE IT WOULD BE PERFECTLY BEFITTING OF AN AROMATHERAPEUTIC COLLECTION, OR EVEN PERHAPS WITHIN THE GROWING MARKET FOR OPULENT SCENTS IN HOME CLEANING PRODUCTS!