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materials,
flavors &
fragrance
compounds

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Baby's side - fragrance compounds
Hair & body washes for infants



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Focus on formulation



*Excerpt from: www.cosmeticsbusiness.com
Children's market – doing it for the kids
19-May-2011*

“ Baby care is driven by trust rather than innovation and parents are increasingly inclined to put their trust in products that are natural or organic; according to Mintel, in 2010, natural and organic products accounted for over a third of new baby care launches in the UK.

Once a niche area, natural and organic is moving increasingly into the mainstream, and natural and organic baby care is following suit.

Traditionally, free-from claims often sit alongside natural and organic ones, but the trend – rightly or wrongly – towards eliminating certain ingredients including parabens, silicones and sodium lauryl/laureth sulphates from products has permeated the baby care sector in its entirety.

At the end of 2010, the Danish government announced that it was banning propyl and butyl paraben in toiletries for children under the age of three, while non-natural brands and ranges across many regions are formulating controversial ingredients out of their products.

“Avoiding the use of some ingredients in children's products is important; for example using solvent-free nail polish formulations for younger age groups, or paraben preservatives for specific customers,” comments Angela Hall, MD of H&A manufacturer of children's toiletries and bath accessories under licence for several TV-based properties..

Even natural brands are finding that consumers seem more concerned about free-from claims than what's in the bottle. “

*Our **FLORESSENCE** expert perfumers study and develop fragrance compounds for the baby care products segment taking all of these elements into consideration.*



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FLORESSENCE fragrance propositions

A truly special moment, baby's bath time is a privileged occasion for complicity and tenderness between mother and child. Face, hands and body ... nothing should be left unattended. With soft and repetitive gestures, baby care is essential to maintain good hygiene throughout the day.

The following three fragrance propositions have been especially formulated for babies, free from potentially allergenic ingredients and any CMR substances.



**120147H
FLEUR
D'ORANGER**

soothing
feather-
lightweight of
the orange
blossom note



**120310C
BABIES**

soft & velvety, colored
in rose and jasmine for
a powdery sweet,
so huggable
fragrance



**120451
LAVANDINE**

slightly stimulating
aromatic note of
lavender induces a
soft & clean
sensation



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FLORESSENCE

fragrance propositions

These two fragrance propositions have been especially formulated for babies, free from potentially allergenic ingredients and any CMR substances.

*Furthermore, fragrance Amandine, here-below, is **100% natural**; it needs no ingredient labeling if used at 0.4% concentration.*



120454
POUPON

citrus top note
unveils a tender
jasmine heart resting
on a subtle woody
base note



55011E
AMANDINE

the ultimate
softness of
sweet
almond



ISO 9001

BUREAU VERITAS
Certification



FLORESSENCE SAS

Za La Festre Sud

Route de Grasse - BP 26

F - 06530 St Cézaire s/Siagne

www.elixens.com

Tel : 00 33(0)4.93.40.59.60

Fax : 00 33(0)4.93.40.59.69

contact.floressence@elixens.com

division compositions parfumées du groupe **elixens**
fragrance composition division of elixens

