



Fragrance
compositions
for
Hair-Care
products

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FRAGRANCE COMPOSITIONS

Olfactory trend is a spinoff "nourishing hair oils"



The European cosmetics market has made a comeback to a more dynamic growth in 2015, as exposed by *CosmeticsEurope* (see article in *PremiumBeautyNews.com* - June 2016). According to their figures published recently, the global market – comprised of cosmetics and toiletries - rose by 3.1% in 2015, against 2.1% in 2014. As far as product types are concerned, even if the Hair-Care segment remains the lowest category, it nevertheless resumed growth in 2015 (+ 0.8% against -0.2% the previous year). According to *Canadean*, European sales for the same Hair-Care segment alone, rose, end of 2015, to over 15 billion Euros. Finally, according to the *NPD Group*, the Luxury Hair-Care category jumped up 30% in France alone!

This growth can be explained by the constant race to novelty - in the Hair-Care segment, the battle takes place around the notions of hydration and softness, but not only. The challenge is not to make hair "cleaner" but to make it more "beautiful"

and for that, the infallible argument is one that emphasizes the "pleasure" factor. So, soft, yummy, natural and sensual hair products are constantly formulated with new signature scents.

Arrival on the shelves of new SKUs often corresponds to a new and differentiated "promise" in terms of product efficiency, usually based on technical innovation. But beyond the scientific discoveries, product collection development also involves the renewal of olfactory trends. This logic is observed by brands which use scent to better communicate their promises, such as femininity and glamor, or Naturality and efficiency. New trends in Hair-Care lines also surf on the success stories in other sectors, like more functional categories such as detergents or fabric softeners, and luxurious as fine fragrances. The "ideas" of fragrances for hair also evolve in direct line with product innovation.

One of the strong growth trends of the Hair Category, in France, is nutrition, driven by the arrival of "hair-care oils" these past few years. This "product" trend has led to the development of fragrances that carry a cosmetic olfactory message of opulence and nutrition.



Shampoo remains a hygiene product whose perfume must convey a feeling of freshness, cleanliness and care. Composing fragrances for hair oils, dyes or styling products (color developers, foams, gel, etc.), can be far more creative since the product outcome expectation is different. Today, among the trendy fashion scents and the timeless blockbusters like chamomile or linden, there are gourmet fragrances (honey, cereals), fresh (green tea), rare fruit (dates, prickly pears), marine notes (including seaweed extracts, sea salt), but also classics like apple, less "green", more with a twist like sweet vanilla. Conversely, aggressive notes reminiscent of household products will be banned, especially those with too much citrus for example.

Beyond consumer expectations, the creativity of the "nose" has its requirements

and limitations. For example, the scent of shampoo must remain recognizable and give a feeling of freshness, cleanliness and care, from the bottle cap opening all the way to the dry hair, through wash and rinse. When composing fragrances for technical products, these constraints are reinforced. The challenge there is mainly to cover the molecules having a strong odor. The bases are often more difficult to cover in dandruff shampoos, for example, and especially in perming, straightening or coloring products.

Thanks to their long experience, FLORESSENCE perfumers have developed a range of nine fragrances inspired from the Hair-Care novelty concept of "nourishing oils." They propose these new olfactory compositions, sometimes yummy, ever so luscious and rich, enveloping, soft and fluffy fragrances. Each scent is associated with a feature or hair product claim.



FLORESSENCE FRAGRANCE PROPOSITIONS



Our code: **HUI00001**

HUILE DE NEROLI ET MONOI

(orange blossom oil & frangipani)

This exotic floral scent suggests the repair/care of a sun product.



Our code: **HUI00002**

HUILE DE SESAME ET GINGEMBRE

(sesame seed oil and ginger)

This aromatic and spicy fragrance combination suggests the strength of fortifying and restorative ingredients.



Our code: **HUI00003**

HUILE D'AMANDE NOISETTE ET KARITE

(almond oil, hazelnut and shea butter)

This very rich and yummy fragrance suggests ideal nutrition for damaged and dry hair.



Our code: **HUI00004**

HUILE DE MACADAMIA ET BLE

(macadamia nut oil and wheat)

This opulent and gourmand scent suggests repair for frizzy and curly locks.





Our code: **HUI00005**

HUILE DE ROUCOU ET CRANBERRY

(achiote oil and cranberry)

This fragrance embodies red fruits and spices suggesting special care for colored hair.



Our code: **HUI00011**

HUILE D'EGLANTIER & MUSC

(rose hip oil & musk)

This fragile floral scent is perfect for suggesting intensive soft hair-care creams and conditioners.



Our code: **HUI00012**

HUILE DE CAMELIA & MUSC

(camellia oil & musk)

This floral, powdery soft fragrance brings an idea of texture to thin hair.





Our code: **HUI00013**

HUILE DE NOYAU D'ABRICOT ET CAROTTE

(apricot-pit oil and carrot)

This fresh and velvety scent suggests deep hydration and care for damaged hair.



Our code: **HUI00010**

HUILE PIMENTEE

(spicy oil)

This spicy and aromatic fragrance is ideal for male oriented hair treatment products.



FLORESSENCE FRAGRANCE PROPOSITIONS

CODE	NAME	ASSOCIATION
HUI00001	HUILE DE NEROLI ET MONOI	PROTECTION / SUN
HUI00002	HUILE DE SESAME ET GINGEMBRE	THICKENING / STRENGTH
HUI00003	HUILE D'AMANDE NOISETTE ET KARITE	NUTRITION / DRY HAIR
HUI00004	HUILE DE MACADAMIA ET BLE	REPAIR / CURLY HAIR
HUI00005	HUILE DE ROUCOU ET CRANBERRY	COLOR
HUI00011	HUILE D'EGLANTIER & MUSC	SOFTNESS
HUI00012	HUILE DE CAMELIA & MUSC	REGENERATING / THIN HAIR
HUI00013	HUILE DE NOYAU D'ABRICOT ET CAROTTE	HYDRATION / CARE
HUI00010	HUILE PIMENTEE	TREATMENT / MALE



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