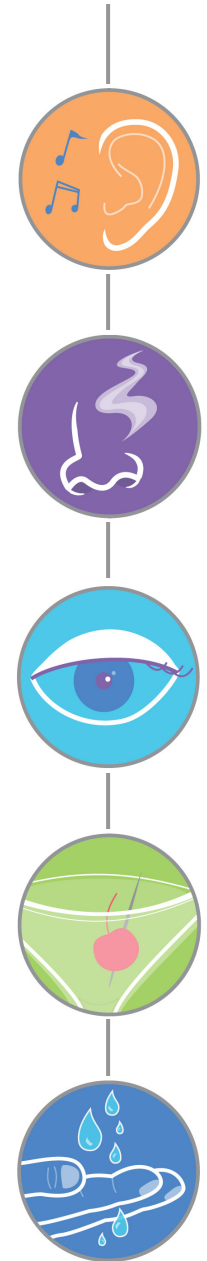


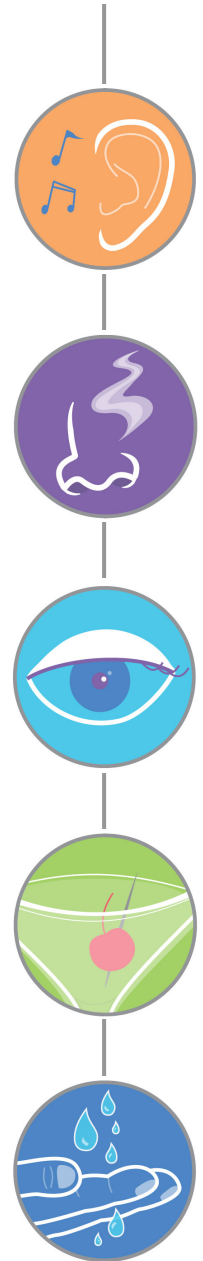
# the fragrance & flavor connection

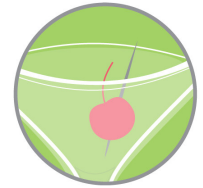
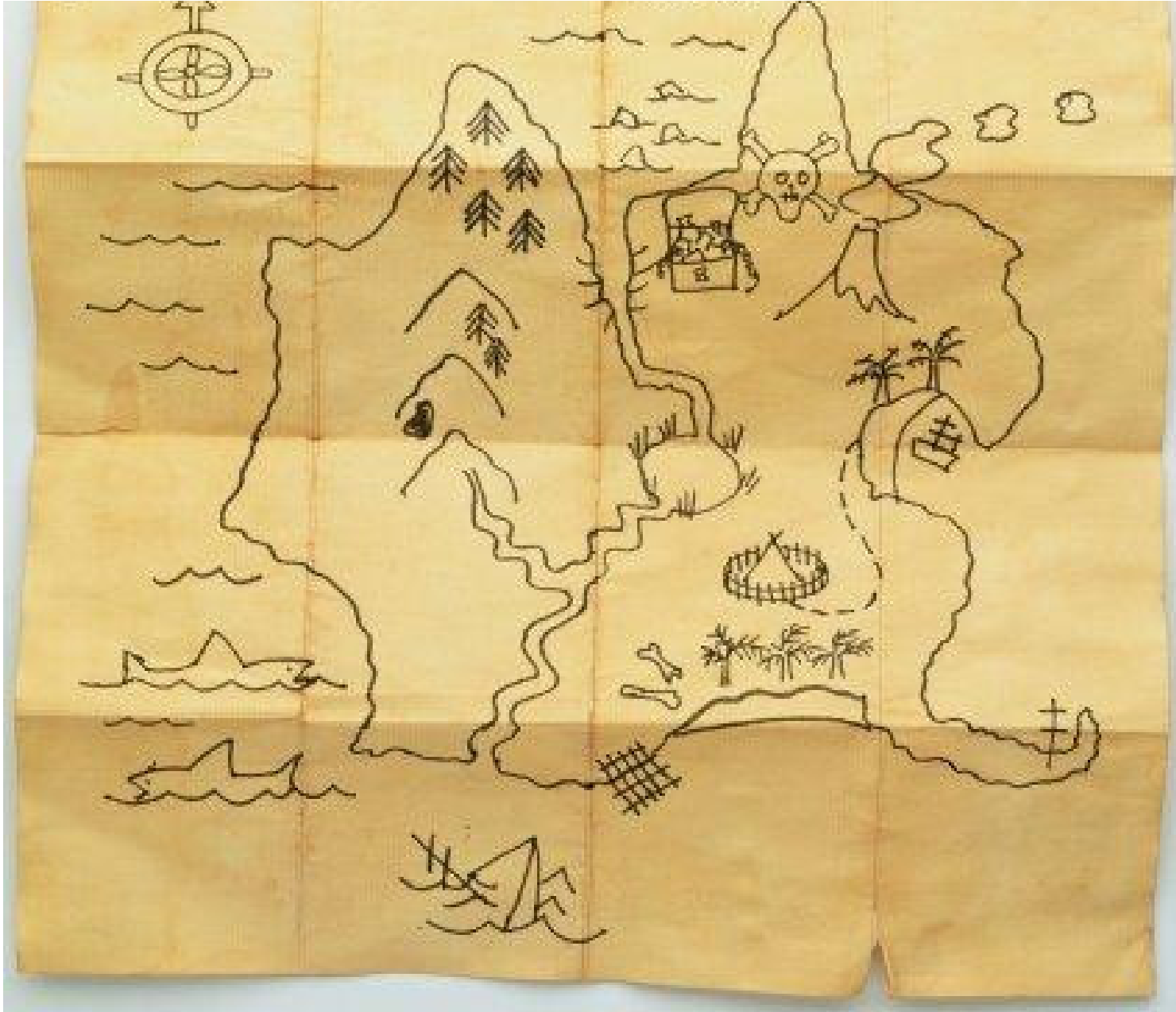
Prepared For: Society of Flavor Chemists &  
American Society of Perfumers  
February 7, 2008



# intro to trendincite

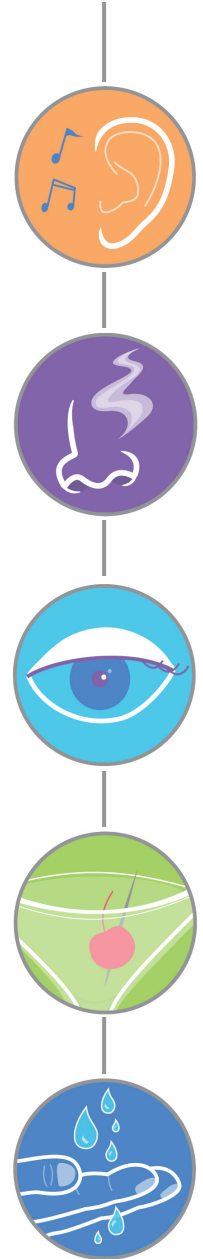
- Focuses on **specific markets** and **themes** based on clients' needs
- Creates custom-designed **trend excursions** to inspiring and unique stores, boutiques and restaurants to encourage creativity
- Designs a **brainstorming session** to interpret and integrate information into new products





# trendincite in a nutshell

Trend Identification & Analysis  
+  
Custom-Designed Trend Excursion  
+  
Brainstorming session  
= Actionable Creative Inspiration



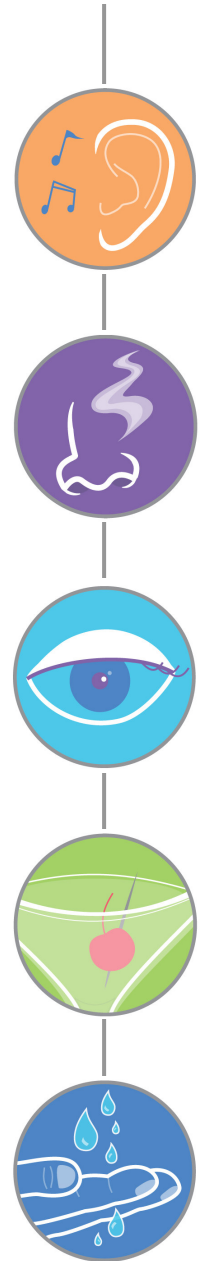


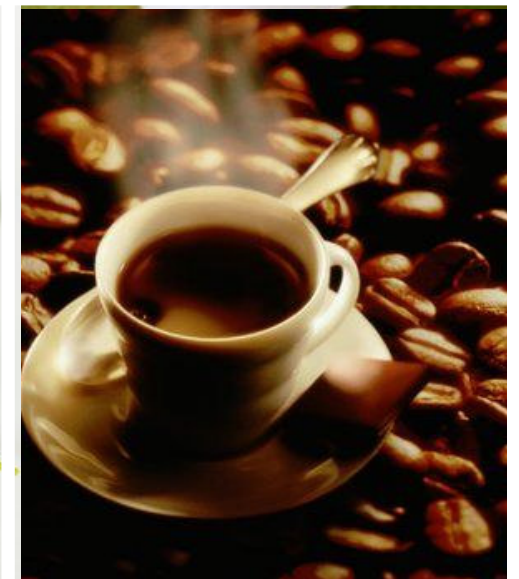
fragrance &  
flavor connection



# connections

- what do fragrance & flavor have in common?
  - **aroma**
  - **ingredients/origin**
  - **concept**
  - **color**
  - **texture**
  - **seasonal**
  - **individual**
  - **technology**

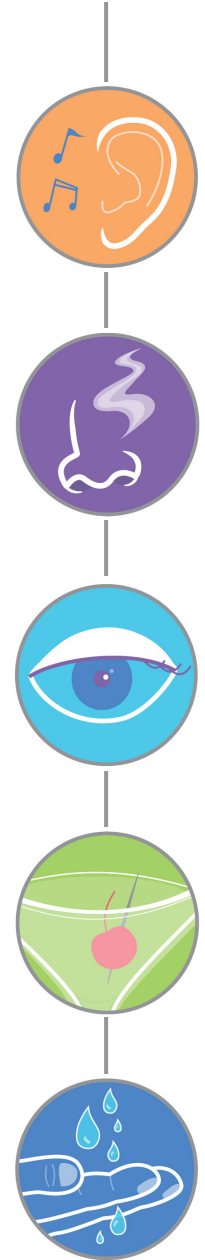




ingredients

# evo

- olive oil
  - culinary uses, skincare, soap



Norma Kamali  
Wellness Cafe



DHC Olive Essentials



L'Occitane Olive  
Body Milk



Desserts with Olive



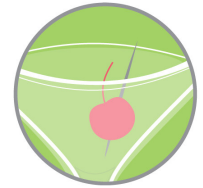
Body Shop Olive  
Body Butter



Korres Olive & Rye  
Day Cream

# cheers

- mojito
  - cuban cocktail translates into flavor & fragrance



Stirrings Simple  
Mojito



Oral Fixation  
Mojito



Orbit Mojito



Demeter Mojito



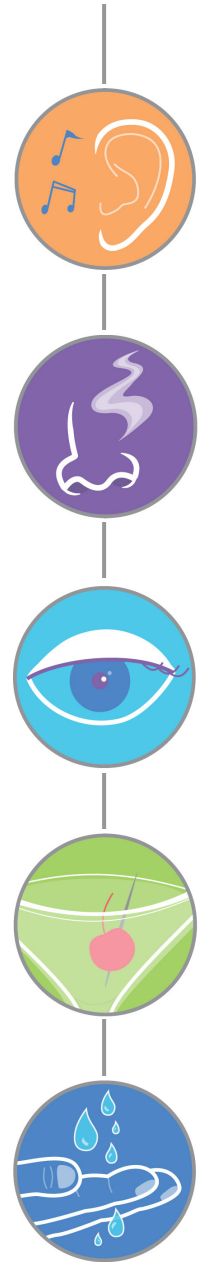
Malin+Goetz  
Mojito

# cocktails

- premium alcohol – luxury scent

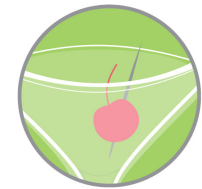
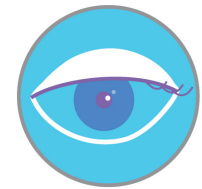


Courvoisier Cognac  
L'edition Imperiale



# super fruits

- acai berry
  - antioxidants, #1 super fruit



Sambazon Acai Juice



Hydrive Acai Berry



Jamba Juice Acai Super Antioxidant



Herbal Essences Acai Berries & Satin



Tarte Double Dose



Brazilian Acai Berry Sorbet



Acai Raw



PartyLite Acai Berry Mist

# super fruits

- mangosteen
  - antioxidants, xanthones



Hilary Duff With Love w/  
Mangosteen fruit & blossom



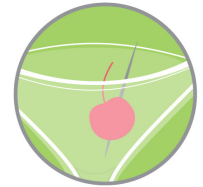
Fresh Mangosteen



Xango



Snapple Peach  
Mangosteen



# super fruits

- mangosteen
  - fragrance vs. flavor



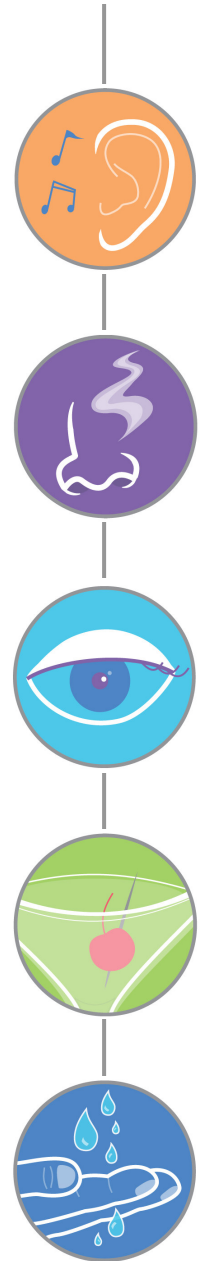
Fresh Mangosteen

- T: bergamot, italian lemon and freesia.
- M: juicy mangosteen fruit, sheer peony and rose
- B: velvety peach flower, musk, and brazilian rosewood



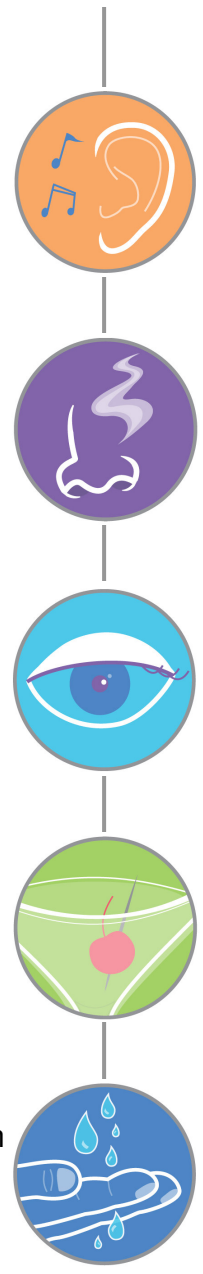
Snapple Peach Mangosteen

- filtered water, sugar, juice concentrates (pear, carrot, mangosteen), natural flavors, citric acid, vitamin C, vitamin A palmitat, vitamin E acetate, acacia gum



# supercharged

- caffeine
  - energy boost, skin firmer



Red Bull



Caffeinated Donuts



Pick Me Up Cocoa



L'Oreal Sublime Slim



BBW 100% Pure Organic Coffee Bean Caffeine Eye Cream



NRG Potato Chips



Sumseeds



Snickers Charged



Bliss Fat Girl Slim

you are  
what you eat



# feed your skin

- you are what you eat
  - ingredients, usda organic, edible



Skin Appetit



Boscera Vegetable Therapy Pills



Beauty Scoop



LaVanila Pure Vanilla



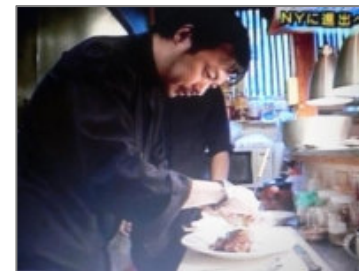
Origins Organics



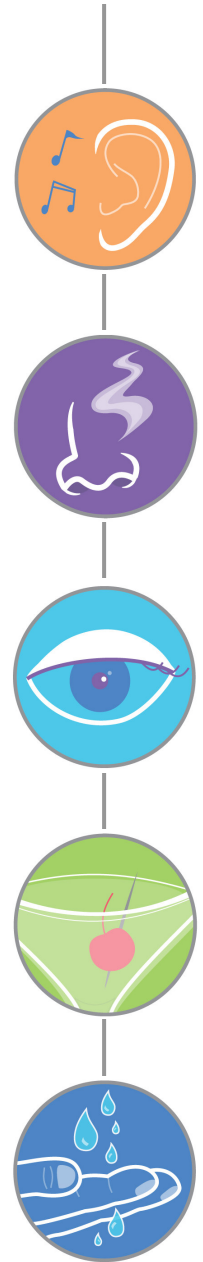
Juice Beauty



Borba Atomizer  
Linen, Face & Body  
Reviving Mist



Hakata Tonton



# drink to your health

- nutraceuticals
  - functional ingredients - vitamins, protein, amino acid



Borba Nutraceuticals



look younger.

Function Youth Trip



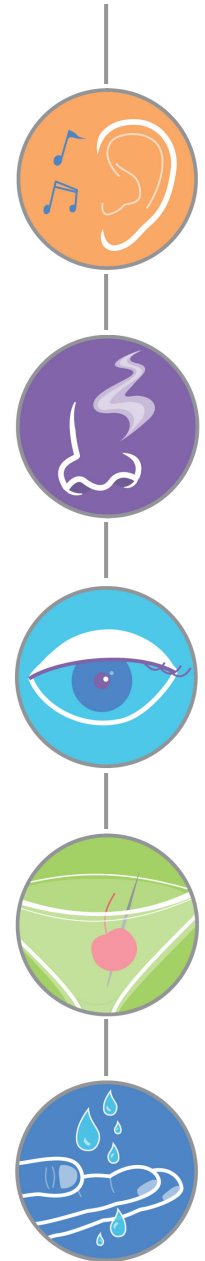
Diet Coke Plus



Functionals



Sephora Health & Beauty Bar



# lip smacking

- flavored lip care
  - drink inspired, vitamin infused



Borba & Tarte  
Inside & Out



Too Faced Fuze  
Slenderize Lip Gloss



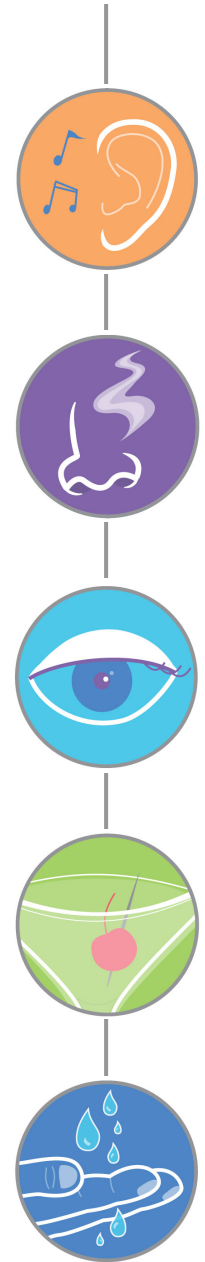
LORAC's Mini Mocktail Bar

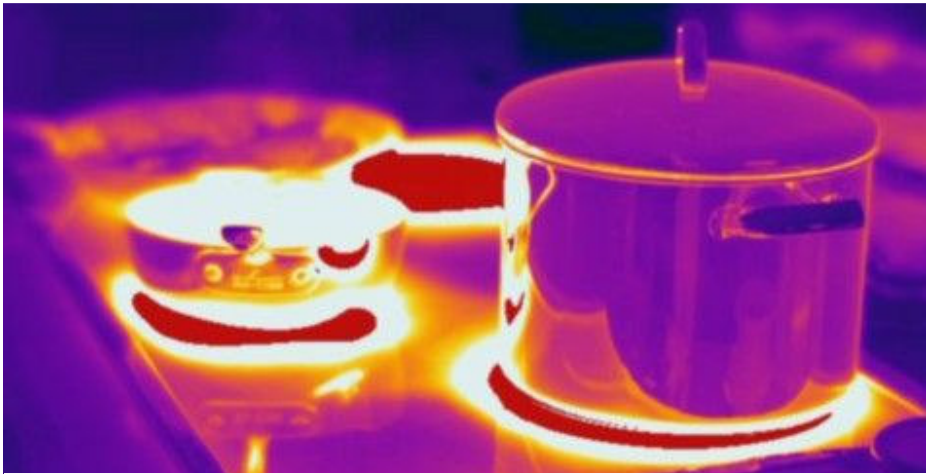


On10 Schwepes Lip Balm



Bonne Bell  
Lip Smackers





# fragrance and flavor collide

- scentertainment
  - food, beverage & fragrance pairings, experiential, sampling



Movie: Perfume The Story of a Murderer



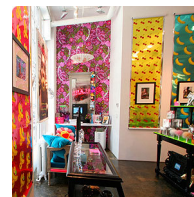
Macy's Feast Your Senses Event



Chandler Burr & Rosewood Scent Dinners



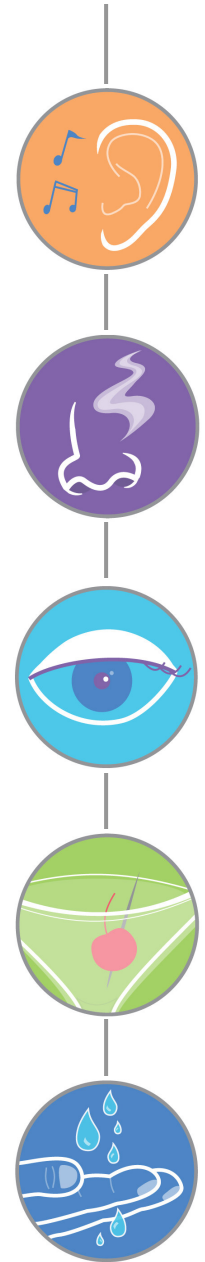
Vosges Chocolate Sensory Collection



Flavor Paper Fruit Cocktail scratch & sniff wallpaper



First Flavor Peel 'n Taste strips



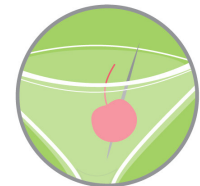
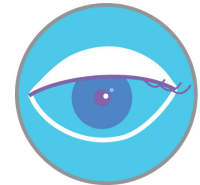


fragrance &  
flavor connection



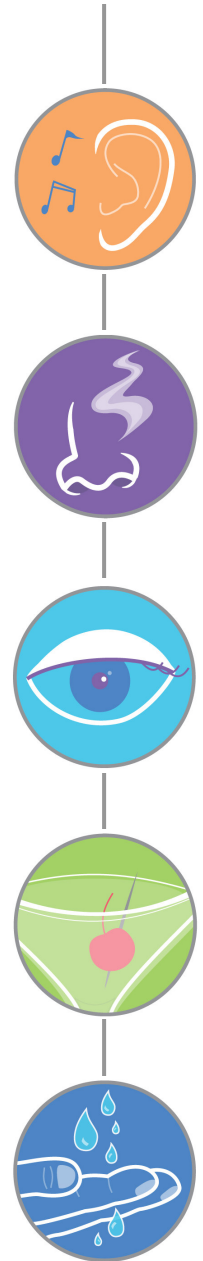
# food for thought

- what's next
  - acerola
  - cara cara orange
  - kimchi
  - kombucha
  - miracle fruit
  - shiso
  - yum berry



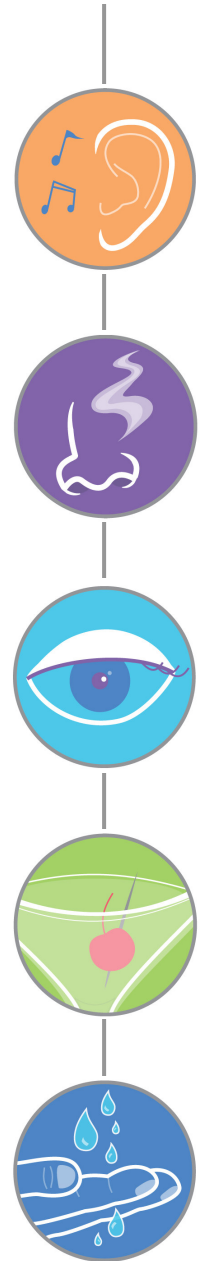
# ingredients for thought

- what's next
  - coenzyme Q10
  - niacin (vitamin B3)
  - omega 3
  - probiotics

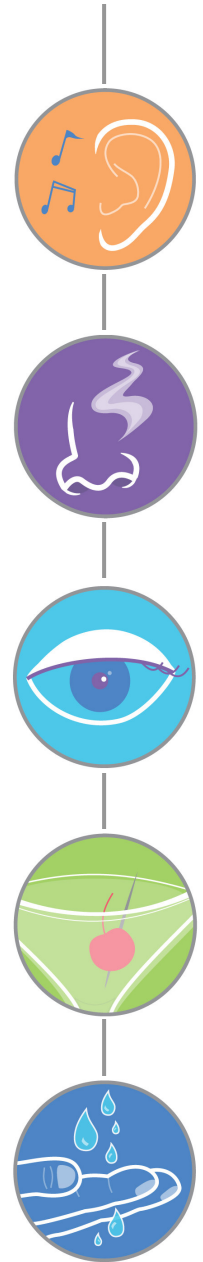


# why trendincite?

- gives you a competitive advantage
  - trend excursions are custom-designed
  - niche, addresses specific needs
  - unique perspective
  - enjoy the creative process
  - fresh approach to creative inspiration
  - fuel to build proactive library
  - complementary or supplementary resource
  - saves time and resources



# questions & answers





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