

CHEW ON THIS

Manufacturers, retailers, and consumers alike are looking for new and exciting ingredients to create unique products and enticing marketing concepts. Several ingredients are emerging in food and beauty products.

Looking for an ingredient that will clean your teeth, freshen your breath, and soften your skin? **Mastic**, also known as **Mastiha**, a resin made from the Mastic tree from Chios, Greece, is making its way into products such as chewing gum, toothpaste, and skin care.

Searching for a new use for an herb? **Shiso**, also known as **Perilla**, a Japanese herb that is "a relative of basil and mint, but with a stronger flavor reminiscent of Anise" is being used in pastries and fine fragrances. For example, **Adrian Vasquez** of **Providence LA** offers a Litchi-Shiso sorbet and **Aftelier Perfumes** features Shiso perfume "an old Geisha formula, with notes of Shiso Leaf, Agarwood and turn-of-the-century spices" in her natural collection.

Need a bold taste? **Kimchi** is a Korean fermented cabbage and vegetable dish made with varied seasonings. It is appearing on menus such as **Momofuku Ssam Bar** and **Crif Dogs** as well as in specialty packaged food like **Hawthorne Valley Farm Kim Chee**. It is even making its way into space. Mr. Ko San, South Korea's first astronaut, took a space approved version of Kimchi on his outer space journey in April.

Seeking emerging ingredients? Let Trendincite custom-design a unique trend excursion to discover exciting ingredients and inspire your new product ideas.

Contact us at inquiries@trendincite.com or at 888-561-1229.

Feel free to forward this e-mail to friends and colleagues who need to be in the know.

Regards,

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Your Trend Maven
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