

Forward Thinking: Crafting Beauty with Nature's Resources



Demand continues to increase for natural products in fine fragrance and skincare.

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Trendincite's "Forward Thinking: Au Natural" article, which appeared in the October 2011 issue of *Perfumer & Flavorist* magazine, researched activity in "natural" fragrances and flavors. Two years later, the demand for naturals continues to increase as natural products evolve. This article focuses on natural products within the beauty segment, including fine fragrance and skincare.

Not to be dismissed, the natural trend is influencing food and beverage introductions, as well as pet products. In March 2013, Trendincite's "Forward Thinking: Health Matters" appeared in *Perfumer & Flavorist* magazine and focused on healthful food and beverage products, which included activity in natural flavors. According to MarketsandMarkets, the global market for natural flavors was estimated to be worth \$3.5 billion in 2011, and is predicted to reach \$5 billion by 2017. The natural ingredients trend has even trickled down to pet products. Packaged Facts estimates that U.S. retail sales of natural pet products totaled \$4.1 billion in 2012. For example, Rachel Ray's Nutrish Naturally Delish natural wet dog food is a new product that's inspired by the chef's recipes for humans.

Packaged Facts also forecasts that the U.S. consumer market for natural and organic skincare, haircare, and makeup could reach \$11 billion by 2016. In the past, to differentiate and attract consumers, products called out specific ingredients and their benefits. Now the newest trend is to call out what ingredients the products do not contain with "free of" claims such as "chemicals," "toxins" and "parabens." Gluten-free and non-GMO (genetically modified organism) claims are other current buzz terms in food and beverages, and are slowly making their way into beauty care. Additionally, niche independent brands are launching unique products with interesting botanicals, while herbalists are becoming the new product formulators. Innovation in naturals is flourishing in fine fragrance and skincare.

Fragrance Naturally

There has been an influx of independent fine fragrance brands launching and competing with the established players. More and more niche brands are launching natural fragrances to meet consumer demands and expectations.

Kristi Head and Anne Sanford are behind the Lurk brand, and in 2012 launched a line of natural perfumes, which are, like

many independent niche offerings, hand-blended and made with essential oils in a base of organic jojoba. According to the company, they do not use chemical preservatives, stabilizers or additives. Currently, there are five scents in the line, including RSW005, which features Rose Maroc (*Rosa centifolia*) and sandalwood (*Santalum album*), and BS 003, with sandalwood (*Santalum album*), bergamot (*Citrus bergamia*), lemon (*Citrus limonum*) and black pepper (*Piper nigrum*). House of Matriarch, a Seattle-based perfume company, offers a Luxury Naturals line, which features 13 natural fragrances. According to the company, 75% of the raw materials in the perfumes are from materials

grown in the Washington State region. *Destiny* is the company's top seller and was originally made "to combat seasonal affective

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disorder during the dark Seattle winters," and uses two varieties of jasmine, in addition to gardenia, neroli and lemongrass. Nomad Two Worlds released *Raw Spirit—Fire Tree*, a limited-edition blend of Australian sandalwood and fire tree (*Myrica faya*) oils that were sustainably harvested. The fragrance is said to be non-toxic, free of harsh petrochemicals and parabens.

Perfumer Laurie Erickson of Sonoma Scent Studio crafts her fragrances with both natural ingredients and "carefully selected synthetics to achieve effects not possible with naturals alone." In 2013, Erickson added Sonoma Naturals, "a new collection in progress, made with 100% natural ingredients in a base of natural organic alcohol or organic oil." *Cocoa Sandalwood*, the first in the collection, launched in January 2013. It is created with cocoa absolute, coffee absolute, ginger CO₂ extract, cinnamon bark essential oil, clove bud absolute, natural peach lactone, rose absolute, Virginia cedar, New Caledonia sandalwood absolute, ambrette seed CO₂ extract and vanilla. *Spiced Citrus Vetiver*, launched in May 2013, contains blood orange, bergamot, ginger CO₂ extract, cinnamon bark CO₂ extract, clove bud absolute, jasmine sambac absolute, osmanthus absolute, Sri Lanka vetiver essential oil, Indonesian vetiver CO₂ extract, Virginia cedar, Indian Mysore sandalwood essential oil and vanilla. *Amber Incense* is the third fragrance and is expected in the fall. Sarabecca Natural Perfume launched in May 2013 and is "crafted entirely from natural oils and essences." It is available in two fragrances: *Day* and *Night*. *Day* is a fresh white floral that highlights jasmine, tuberose and muguet, while *Night* features vetiver, patchouli and amber, with lemon, bergamot, sage and ginger.

Skin Deep

According to Kline & Co., the natural personal care category is expected to reach \$6.6 billion in 2015, up from \$3.9 billion in 2010. It is often reported that as much as 60% of what is applied to an individual's skin is absorbed into the bloodstream. In fact, human skin has evolved to keep out foreign substances such as water and other "xenobiotics." However, as a result of the ubiquity of the absorption claim, manufacturers are launching new personal care lines with a concentration on skincare using a variety of natural ingredients with inherent benefits.

Roots Rose Radish by Los Angeles herbalist Christian Toscano is a natural skincare line originally crafted from plants grown in her garden. The newest launch is the Apothecary Oils Collection in three products: *Rose Face Oil*, *Citrus Face Oil Cleanser*, and *Rosemary & Scotch Pine Hair Oil*. The *Rose Face Oil* is formulated with 12 flowers and botanical oils, while the *Citrus Face Oil* features jojoba oil, castor oil, tangerine oil, grapefruit oil and lemon. *Rosemary & Scotch Pine* uses six emollient-packed essential oils derived from seeds, flowers and fruits. Like Roots Rose Radish, San Francisco's Earth Tu Face was launched by two herbalists, Sarah Buscho and Marina Storm. It is a purely plant-based skincare line. *Face + Lips + Body Stick* is an all-purpose skin salve created with geranium and vetiver packaged in a compostable tube, while the *Face Serum* is designed with blue chamomile and carrot seed. U.K.'s Boots partnered with Kew Royal Botanic Gardens to create the Boots Botanics Organics line of nine stock-keeping units (SKU) sold at Target. The *Boots Botanics 100% Organic Facial Oil with Nourishing Rosehip*, which is high in Omega oils, is the newest addition. A notable new product is Dr. Fedorenko True Organic Tick & Mosquito Repellent, which is DEET- (N,N-diethyl-meta-toluamide) and alcohol-free, organic-certified and formulated with essential oils. Larissa Fedorenko, a clinical herbalist, naturopath and dermatologist, and her team created the formula "to be safe for the entire family without side effects." According to the company, it's the first of its kind and has been clinically tested and proven to repel tick and mosquito bites for up to five hours.

Kate Pratt and Michel Mazuret, owners of East Hampton Gourmet Foods, known for supplying organic, locally grown and sustainably harvested produce, recently launched Hampton Botanicals. The products are formulated with organically derived plant extracts, therapeutic grade essential oils, natural preservative systems, organic emulsifiers and "potent"

botanical actives, according to the company. The products do not contain parabens, sulfates, phthalates, petrochemicals, silicone, or artificial fragrances or colors. The Grapeseed Co., based in Santa Barbara, California, is the creator of more than 80 "vino-therapy" skin, hair and body care products that use fresh and local ingredients. *Cali Vine Decadently Rich Face Cream* and *Resroli Serum For Acne, Scars & Sun Damaged Skin* are two new products. The face cream is created with California grape-seeds, avocado, carrot, blue-green algae, nettle, rose, vitamin C and E, and resveratrol, while the serum highlights resveratrol, carrot and neroli, which are said to be natural acne-fighting and anti-aging ingredients.

GOA by Rodrigo Diaz is a recent "Natural Luxury" range based on exotic ingredients from India's Maharajas' ancient

recipes. The company uses organically grown cold-pressed oils, herbal essences and extracts from fruits, vegetables and nuts. *The Acapulco Gold Collection Lip Balm Shea & Eucalyptus* blends shea, jojoba and micronized zinc oxide and is expected to launch soon. Balanced Guru is a new range of body, skin, and hair care products that are reportedly certified organic, 100% biodegradable formulations free of toxins and based on ancient eastern wisdom and modern scientific research. For packaging, the company uses post-consumer resin for its bottles, and 100% recycled paper for its boxes, shipping and marketing materials. The

Ageless range features three variants: *Cream*, *Potion* and *Serum*, which are all crafted with rose and other natural ingredients. *Potion* is made with rose, açai, goji, acerola, pumpkin extract and mushroom extract.

Korres, the Greek skincare company that was recently acquired by Johnson & Johnson, has added *Greek Yoghurt Moisturizing Face Cream* with vitamin E, olive oil concentrate and macadamia nuts to its line up. Neutrogena Naturals launched in late 2011; the product packaging is made from post-consumer recycled materials, while the shipping cartons are made from 100% Forest Stewardship Council certified recycled paper. There are seven facial products available, and the company added three new acne-specific products in spring 2013. The acne line features *Cream Cleanser*, *Foaming Scrub* and *Spot Treatment*, which are “93% naturally derived and fortified with an acne fighting bionutrient from the wintergreen leaf.” The products feature a call out, which states, “No harsh chemical sulfates, parabens, petrolatum, dyes, [or] phthalates.” Origins recently introduced *GinZing Energy-boosting Moisturizer* formulated with Panax ginseng and coffee bean. Like Neutrogena Naturals, Origins highlights the following call out on its package: “As always, formulated without parabens.”

Gluten-free Beauty

The U.S. National Institutes of Health estimates that more than 2 million people in the United States have celiac disease, an autoimmune digestive disease that is triggered when individuals consume gluten from wheat, barley and rye^a. This statistic translates to roughly one in 133 people. Like other lifestyle food trends such as organic, raw and vegan, gluten-free beauty care is the next wave in the natural segment, with a variety of new products launching, as mentioned in Trendincite’s “Forward Thinking: Health Matters” article.

Lovely Lady Products is a USDA Certified Organic body care range that is “undiluted, gluten-free, and formulated with argan and *Helichrysum* oils.” The company states it uses “no dyes, no synthetic perfumes or fragrances, no colors, no phthalates, no parabens, no sulfates, no petroleum, no artificial preservatives, no propylene glycol, no SLS, and no wheat or gluten” in its formulations. EO Products is a plant and essential oil-based personal care company that recently introduced Everyone by EO for the value-conscious consumer. According to the

company, its products are gluten-free, paraben-free, disodium EDTA-free and sodium lauryl sulfate-free. The majority are non-GMO. Everyone by EO offers adult products like soap and lotion in *Lavender + Aloe*, *Citrus + Mint* and *Coconut + Lemon* variants, and children’s products like soap in *Orange Squeeze*, *Tropical Coconut* and *Lavender Lullaby* scents. Brooklyn-based Metropolis Soap Co. features a line of 17 artisan soaps,

16 of which are vegan- and gluten-free in interesting natural scents such as *Agave Nectar and Green Tea*, *Earth and Patchouli*, and *Rosemary and Spearmint*. 100% Pure is a skincare range that uses “no

synthetic chemicals, chemical preservatives, artificial fragrances, artificial colors, harsh detergents or any other unhealthy toxins.” The products are vegan and most are gluten-free. Vitamin E often contains gluten, but the company derives its Vitamin E from cold pressing rice bran. S.O.A.P (scented, organic, artisan, pure) is a new line of products made in small batches by soap artisans and aromatherapists that blend the “finest essential oils and captivating fragrances.” The company’s *Mint White Tea Facial Cleansing Foam* and *Jasmine Green Tea Facial Cleanser* are natural, vegan and gluten-free.

Natural Now

There are no official regulatory definitions for “natural” for fragrance, and those for flavor, where they exist, may vary from country-to-country or region-to-region. Meanwhile, not all naturals are necessarily healthy or may not be as effective as synthetics. Despite this, consumers’ interest in natural products—however they may be defined—continues to thrive, as do the range of claims (gluten-free, GMO-free, etc.) they seek out. A good example of the power of the natural trend and its reach is Palmolive’s Fresh Infusions concentrated dish liquids. Fresh Infusions are not natural, but the brand’s tagline is “Infuse your kitchen with freshness. Naturally inspired. Sparkling clean dishes.” The dish liquids are available in *Ginger White Tea*, *Lemon Thyme* and *Lime Basil* scents.

Many artisan fine fragrance and skincare brands are responding to the demand for naturals by crafting innovative beauty products that use an array of botanicals and natural ingredients. Doctor-developed products driven by technology and ingredients are waning as herbalists become the new product formulators. Clean labels on product packaging with call outs of what the products are “free of” are the latest trend in natural beauty care. Additionally, the lifestyle food trends, including organic, raw and vegan, have influenced beauty product labels, with gluten-free and non-GMO claims emerging.

As stated in Trendincite’s “Forward Thinking: Au Natural” 2011 article, naturals are here to stay. The exploration of botanicals and natural ingredients will continue as fragrance and flavor suppliers, as well as consumer packaged goods manufacturers, look for natural materials to create innovative and effective products to meet consumer demand.

^a<http://digestive.niddk.nih.gov/ddiseases/pubs/celiac/>

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