

everyday inspiration – making the ordinary extraordinary

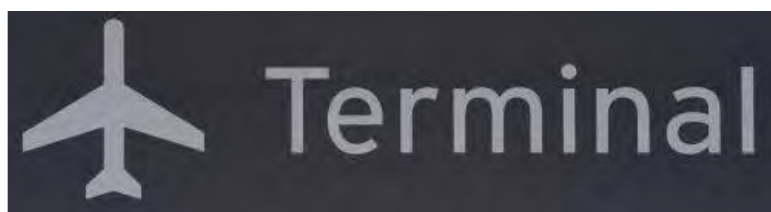
DIRECTION by Indigo
August 5, 2009



intro to trendincite

- over 15 years of **fragrance / flavor experience**
- **trend forecaster** identify and analyze lifestyle trends
- look for inspiration across industries and markets for **new product development**
- **enjoy** creative process and engage all of your senses





everyday
inspiration



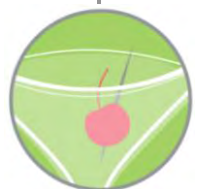
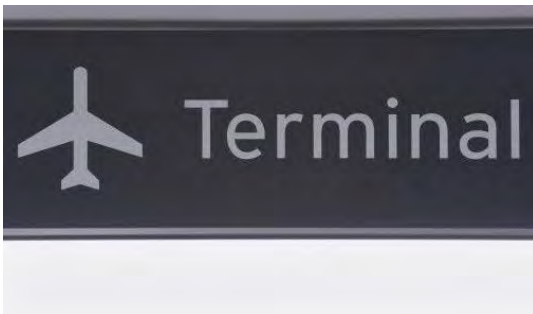
connections

- common themes across industries
 - **color**
 - **tactile/texture**
 - **technology**
 - **travel**
 - **climate**
 - **fun**
 - **individual / personal**

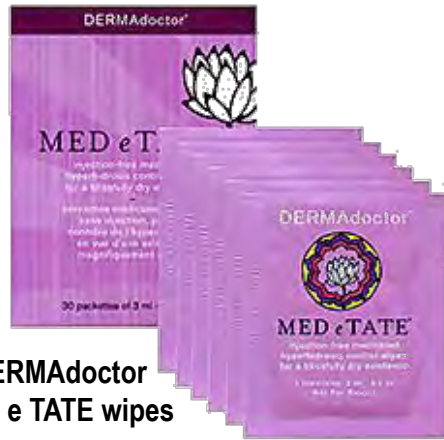


on the go

- Travel business & pleasure
 - restrictions
 - extra charges
- Kids/Family life
 - always carrying something
- Convenience
 - multi-purpose
 - functional



on the go



DERMAdoctor
MED e TATE wipes



Oscar Blandi
Pronto Dry Shampoo



Shampowder by
Buttercream Cosmetics



Colgate Wisp Portable
Mini-Brush



Enbrightenment BriteSmile®
Whitener & Tarte Lip gloss



CARGO DailyGloss™



just add water



Wysi™ Wipe
Biodegradable Towels



TowTab



Travelon Sheets



Swimeeze Disposable
Bathing Suits

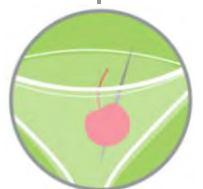


Fredala Disposable
Bathing Suits



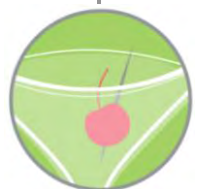
ideas – clothes on the go

- disposable travel clothes
 - women, men, & children casual / sportswear
 - active wear
 - career / business casual

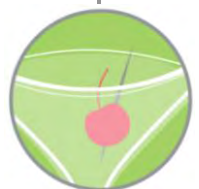


germ protection

- Public spaces
- Epidemic
 - Swine Flu
 - SARS



anti-bac on the go



Purell Purifying Essentials
Instant Hand Sanitizer



Butler Travel Toothbrushes
with Antibacterial Bristles



Rocket Shower



Charmin Travel Toilet
Seat Covers



Tiny Diner™
Portable Placemat



Skip Hop Via Messenger bag w/
pocket protected by Agion®
antimicrobial lining to help reduce
odor-causing bacteria

anti-bac @ home



Microban® Soap Dish



Clorox® Anywhere®
Hard Surface™ Daily
Sanitizing Spray



Germ Guardian UV-C Mini
Sanitizer Wand



VIOlight Zapi UV
Toothbrush Sanitizer



anti-bac fashion



Antibacterial Socks
w/ Prolen® Siltex



Stella McCartney for Adidas with AgION™



ExOfficio Give-N-Go Underwear w/
Aegis Microbe Shield

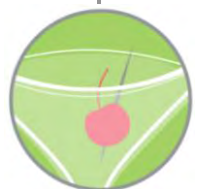
TSUKIHOSHI



Kids shoes w/ Green Tea infused
anti-bacterial, removable insole

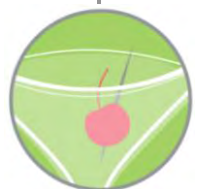


CW-X line w/ Silver dioxide
fiber technology



ideas - antibacterial everyday

- preventive or protective clothes
 - men's & women's career / business casual
 - casual wear and sleepwear
 - children's clothing
 - outerwear
 - luggage & laptop accessories
 - UV treated fabrics



extremes

- hot / cold
 - climates
 - physiology i.e. menopause, illness
- activity / sports



sizzle



Traditional Heating Pads & Blankets



BenGay Pain Relieving Cream



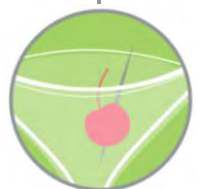
Heat Treat



Grabber Warmers Air Activated Multi-Warmer



liamo Go Self Heating Feeding Bottle



brrr



Icy Hot Maximum Strength,
Medicated Sleeve, Ankles,
Elbows & Knees



Cryo-Max Reusable Cold Pack



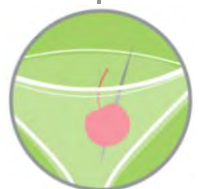
Stay-Dry The No-Sweat
Refillable Ice Pack



Mini-Chillow Comfort Device



Coors Light Cold
Activated Can



self heating accessories



Maplin Self-Heating Electric Gloves



Reusch Solaris Gloves



Battery Powered Heat Sock

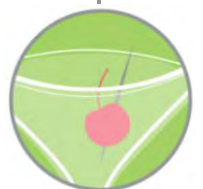


Babyglow



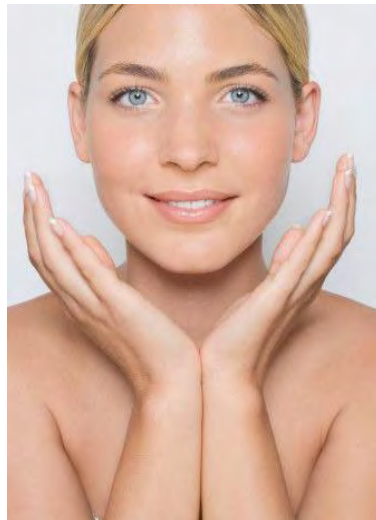
ideas - self heating / cooling

- active wear men and women
- maternity wear
- sleepwear / loungewear



fountain of youth

- skincare
 - spf
 - anti-aging
 - nutraceuticals / nutricosmetics /
cosmeceuticals



spf



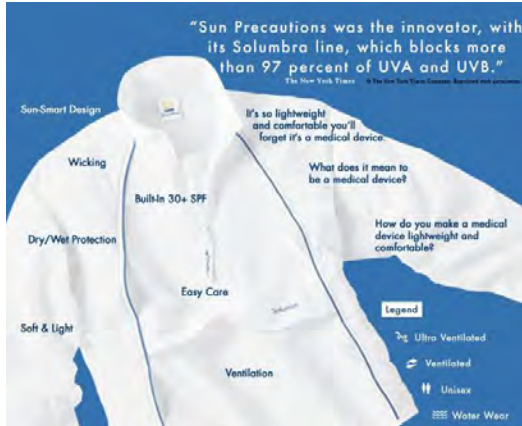
Bethesda Sunscreen Soap



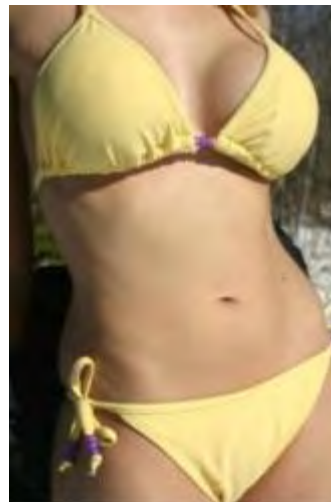
**Neutrogena Healthy
Defense Daily Moisturizer
SPF 30**



**PhytoPlage L'Originale
Protective Beach Spray**



Sun Precautions



**Solestrom SmartSwim™
UV Intensity Bikini**



**SolarSafe Uv Sun
Monitor Wristbands**



anti aging



Olay Total Effects



Tarte ReCreate™ Anti-Aging Foundation
w/ Wrinkle Rewind™ Technology SPF 15



Bliss The Youth As
We Know It



Fekkai AGELESS
Rejuvenating Shampoo



Ageless Fantasy
by Harvey Prince



anti aging – you are what you eat



Perricone MD line



FunctionaLab



Glowelle Beauty Drink



skin care meets home & fashion



Borba Atomizer for linen,
face, and body



Skin Glow™ Pillow with Cupron® Copper
Technology

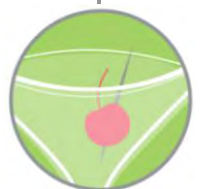


Skineez



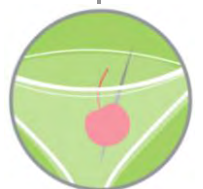
ideas – skin care

- anti aging clothes – sleep wear
- spf career / business casual
- functional adult/children clothes to treat skin conditions i.e. eczema



multi-sensorial

- scentertainment
 - scented products
 - flavored products
 - food / beverage & fragrance pairings
 - sampling



fragrant



Bounce Awakenings Dry Sheets



Wode Scent Paint by Boudicca



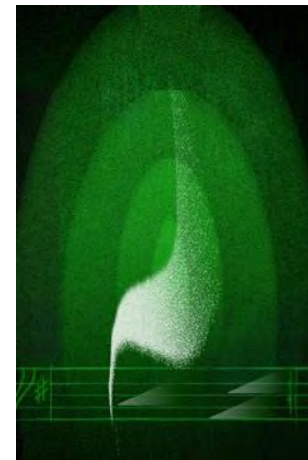
Revlon Scented Nail Polish



Sniffy Scented Pens



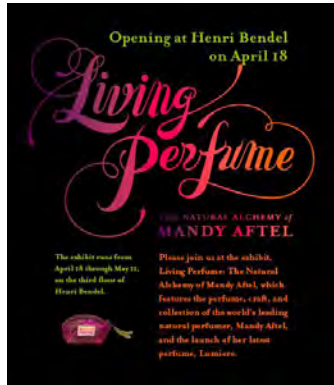
Bacon Soap



Scent Opera Guggenheim



tasty



Living Perfume Mandy Aftel Event Henri Bendel



German for Flavor Lab



Zeta Bar, Australia



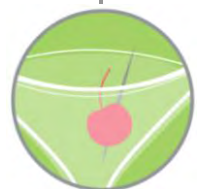
Sugar Factory Couture Lollis



Flavor Paper Fruit Cocktail scratch & sniff wallpaper

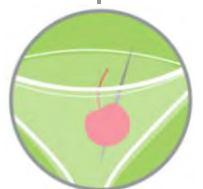


First Flavor Peel 'n Taste strips



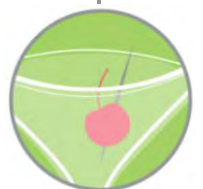
ideas - multisensorial

- scented clothes
 - scratch and sniff
 - paired combos
 - time released
- edible children's wear i.e. bib



entertainment

- movies
 - special effects, sci-fi
- gaming / virtual worlds
 - 2nd life, avatars, Wii
- social networks
 - twitter, facebook, linkedin



3D



Crayola 3D Sidewalk Chalk



Disney Digital 3D Polarizing Glasses

IMAX®



color changing



American Apparel



Fable & Lore
Kids Fashion



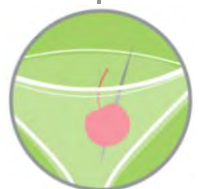
Kool-Aid Magic Twist



Willy Wonka Everlasting Gobstoppers



Puma Basket CC



smart technology



Almay Smart Shade Makeup



**Revlon Beyond Natural
Skin Matching Makeup**



**L'Oreal True Match
Super-blendable Makeup**

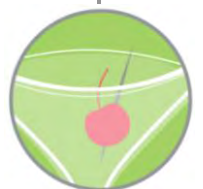


Varilux Transitions® Glasses



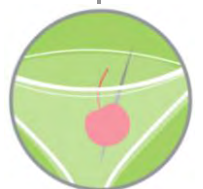
ideas - interactive fashion

- 3D children's wear
- gaming attire
- smart clothes for sun protection



fashion for thought

- what's next
 - disposable travel wear
 - antibacterial clothes
 - self heating / cooling clothes
 - skincare ingredients infused clothes
 - multi-sensorial fashion
 - interactive clothing
 - smart clothes



questions & answers





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