

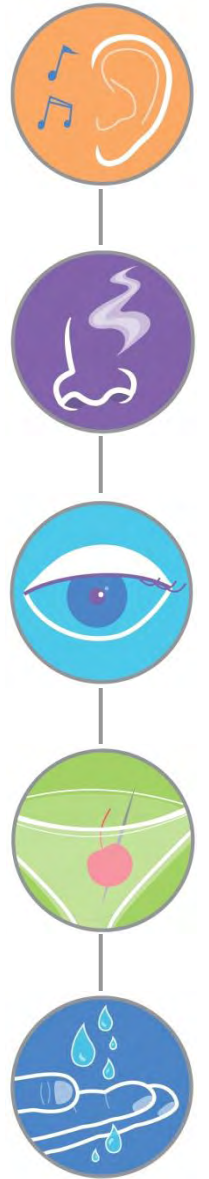
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A MATTER OF SCIENCE + FOOD



The Importance of Identifying Ingredient Trends: The Flavor & Fragrance Connection, July 17, 2018

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Tracking the Movement of Ingredients

Expanding



Emerging



Connections

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



Activated Charcoal & Healing Crystals



Activated Charcoal



Activated Charcoal Beauty



Charcoal-infused Food & Beverage



Werewolf



The Farm Girl



Olivella's



'O Munaciello



Frankie & Jo's



Little Damage



Willie Brothers



Activated Charcoal Oral Care



Volcanic Ash



Glade Volcanic Coconut Cove



Every Man Jack
Volcanic Clay Facial
Wipes



Innisfree Volcanic
Color Clay
Purifying Mask



Farsáli
Volcanic Elixir



Moët Hennessy
Volcán de Tequila



Healing Crystals



Good Vibes



The Class By Taryn Toomey



Advisory Board Crystals



Geo-Gem Wrap Necklace



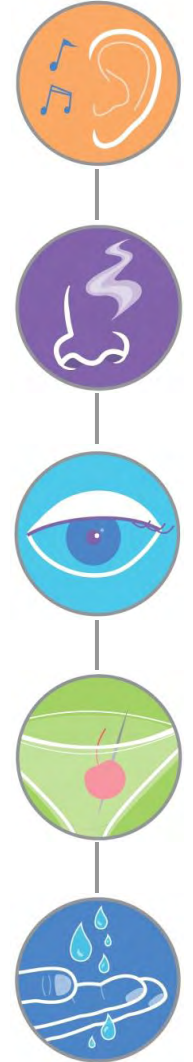
Crystal-infused Beauty



KKW Beauty



Crystal-infused / High Vibration Water



Glacce



Crystal Confections



Botanic Bakery



Geode Cookies



Geode Cakes



Peter Greweling
Edible Geodes



Recap

- Fragrance & Flavor ingredient connection
 - Activated Charcoal
 - Healing Crystals



How Do You Recognize A Pattern?

- Intuition
- Observation
 - look for similarities & differences
 - look for triggers
- Go Beyond Job Scope
 - trends trickle down, up or concurrently



Inspiration - Where to look?

■ Ingredients

- nature
- beauty & personal care
- food & beverages (not in category)
- food & drink menus
- travel

■ Experiences

- cultural events
- entertainment
- services

■ Packaging

- cosmetics
- candy
- ready to drink
- fine fragrance & distilled spirits
- kids toys

■ Color

- cosmetics & nail polish
- fashion
- home interiors
- art & design
- cars



Food For Thought – Key Takeaways

■ What's Next?

- Adaptogens
- Collagen
- Cannabis / CBD Infused
- Halal Certified
- Sleep Products





thank you!

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