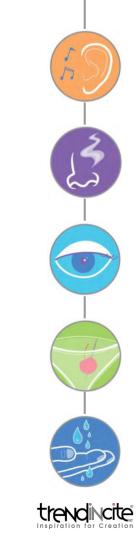
Intro to trendincite: trend identification & inspiration

RUTGERS

March 30, 2019 Amy Marks-McGee







Who am I?

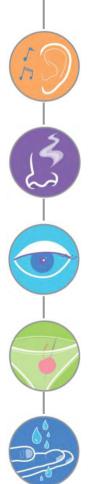


background

went to art school studied graphic design & advertising

• fell into the **fragrance & flavor** industry in marketing

- spent most of my career trend forecasting and identifying emerging ingredients
- launched Trendincite LLC to focus on trends and marketing





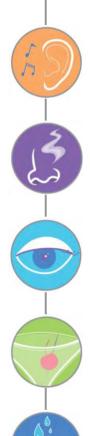
intro to Trendincite LLC

over 25+ 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





a writer



Forward Thinking: Fierce Fragrances

Fine fragrance activity is being driven by new entrants, fashion designers, oop culture icons and entertainers and wearable scents. Novel packaging, fragrance focused retailers and interactive scent experiences. continue to attract consumers.

Conditactic's Performer & Florence of Transcent Thinking: Fragment of the Moment' settch, which appeared in Page 2017, englosed time fractionary activity. Marry of the trends bloomiged. Auraged repailed and terroretter want or perference. In addition, the most seven line fragment activity to being deven by one owners, halten downers, our culture terms and entertainers and resemble worth. and instagram. According to East MA*, the global fragramme

inside to consisted to much \$70,000 million by period. According to Wise Good Reports*, synthetic fragmony will dominate the fragmony market and to proported to otsack \$11,838.77 million by 2023 of a CACH of 4 MO. Engineering the natural

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purpose of replaced-mass. Whereas man reproally take about 50 seconds to sample and slottle whether to buy a fragrams, women take introduce from here used traditional marks to advertise. However, in recent votes, inscrince brands have record offered According to LP, fragrancy regrantations reby 37% on Parabook and over 200% of

New Players

crembal. As broads back to prose, astro-ci extraciona, turo quelle artem or expand 5 atogratus related or mendated to their conteticos. Sieme companies que la hance mobil and apply them to now products, while other collaborations. A statistic of new framework of have been covering the market. Girman the cub-belowd beauty brand, rele-

Character Year you do explore to November 2021 to be held comfortably to the hand. The patter is described as a "skin small enhancer" that is "eve sparkling clean, and warm' and contains ambron To colebrate the launch, Glossop created a popular City's Solso mightorhood. Manicking the red outer marketic of the perform beatle, the dier and satisface minute." In February, Glomar velocated Glomar You. in an anticolorus cultal formus that is encound in a notational metal compact analysis with the regulation



Otten inspiration is in front of you, but you're too busy to see it. one and nearly had (17%) repr Making a conscious decision to use every sense to be inspired opens a world of applicable ideas. Eating and Cooking

TY AMY MARKS-MCGEE

454 P ADM Original

(NEW PROPERTY)

to and capellings of

U.S. Skincare - An Active Market

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um B Harrington















Hair colorans, customized hair products and innovative hair care applications impired by skin care are providing new opportunities and challenges for fragrance houses and consumer packaged goods manufacturers.

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a speaker































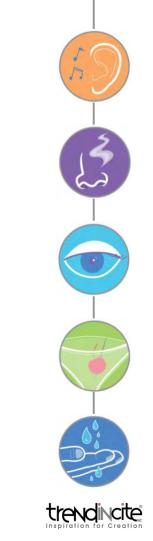


services

- trend identification
 - custom-designed sensory trend excursionscurated lists
- marketing presentations

 - proactive trends &concept development
 category specific markets & demographics

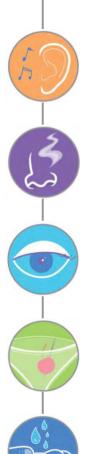
 - brand analysisnewsletters, e-zines
- market research
 - primary research
 - secondáry data
- special projects custom solutions
 ghost writing, collections, promo materials



business recommendations

- create a success file
- have a presence
- ask questions





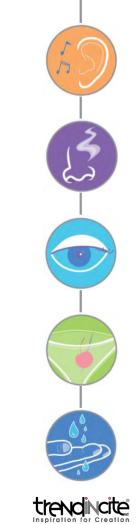


trend examples & trend evolution



Beauty ---> Food & Beverage ---> Oral Care







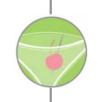
activated charcoal beauty































charcoal-infused food & beverage































'O Munaciello







activated charcoal oral care





















volcanic ash



Glade Volcanic Coconut Cove Every Man Jack

Wipes



Volcanic Clay Facial



Innisfree Volcanic Color Clay **Purifying Mask**



Farsáli Volcanic Elixir



Moët Hennessy Volcán de Tequila









matcha spills into beauty



















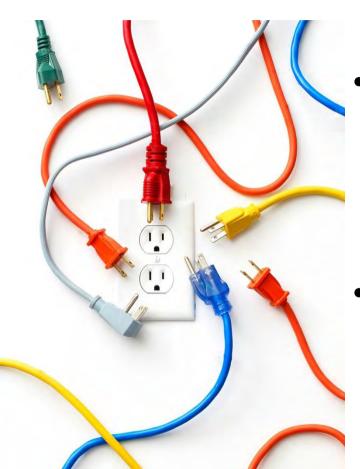








where do your best ideas come from?



From experience, best ideas happen when you are least expecting it and you are not trying to solve a problem....

 Often inspiration is in front of you, but you're too busy to see it









connections

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







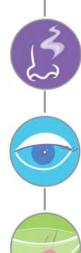






how do you recognize a pattern?

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







inspiration - where to look?



- nature
- beauty & personal care
- food & beverages
- 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











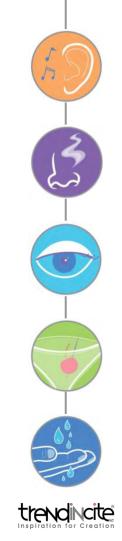




uncorking creativity

"Knowledge Nodes" – bits of unrelated information that can come together to produce an unexpected solution.





trending ingredients

- what's next?
 - adaptogens
 - collagen
 - cannabis/cbd infused
 - crystal infused
 - sleep products









thank you!

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