



Approved by Ecocert, Diptyque's La Droguerie eco-friendly cleaning line is available in Cedarwood Perfumed Ceramic, Dishwashing Soap with Orange Blossom, Leather and Wood Care Lotion with Beeswax, and Multi-Surface Cleaner with Vinegar; courtesy of Diptyque.



■ BY AMY MARKS-MCGEE,
Trendincite LLC; amy@trendincite.com

Forward Thinking: Latest Developments In Home Care & Laundry

Sophisticated scents and iconic scents outside of the home care category are spilling into cleaning products, dish care and fabric care.

The COVID-19 pandemic altered consumer attitudes towards cleaning and their cleaning habits. An NIQ^a survey shows that buyers of home care products want their homes to be clean and sanitized, and their chief concern is health. 45% of consumers indicated looking for products with safety precautions such as antibacterial properties, non-toxic ingredients, and disinfectant abilities. Furthermore, home care items are a necessity in every household because consumers want clean surfaces, washed laundry, and fresh households. NIQ's^b data revealed that 59% of respondents maintain that rising prices would not impact their home essentials spending, while 84% of consumers worldwide plan to spend the same or

^a<https://nielseniq.com/global/en/insights/analysis/2023/home-care-trends-what-consumers-are-looking-for-and-how-innovations-deliver/>

^b<https://nielseniq.com/global/en/insights/analysis/2023/innovation-in-home-care-market-overview/>

more on home care essentials. Cleaning concerns extend to college parents with children living away from home. According to a June 2023 American Cleaning Institute (ACI)^c survey with 500 parents of college undergraduates, nearly 3 in 4 (74%) of college parents admit their kids are not completely prepared to clean on their own. Out of the parents surveyed, 64% expressed concern that their child did not know how to effectively use cleaning products and 1 in 4 parents (26%) worried their kids lacked the proper cleaning supplies or know-how.

With health being a top concern, consumers are upgrading their home care routines with better-for-you and better-for-the-planet plant-based and natural products. Sophisticated scents and iconic scents outside of the home care category are spilling into cleaning products, dish care and fabric care. In response to consumers' frustration with rewashing dishes because of food remnants, dish care brands are formulating with enzymes to help break down the stubborn protein and starches. Laundry sheets, plant-based, biodegradable formulas, and products to reduce microfibers are fueling fabric care innovation.

Self-Care Spills Into Home Care

As discussed in Trendincite's *Perfumer & Flavorist*^d "Forward Thinking: 5 Trends Shaping The Bath & Body Industry," article, which appeared in the October 2023 edition, self-care is on trend and a mainstay. Consumers are upgrading their home care routines to promote health and well-being,

^c<https://www.cleaninginstitute.org/newsroom/2023/parents-and-teens-agree-college-students-need-more-know-how-how-clean>

^dhttps://perfumerflavorist.texterity.com/perfumerflavorist/october_2023

which includes the cleaning products individuals use. Inspired by beauty products, cleaning products are ditching harsh chemicals and replacing them with better-for-you and better-for-the-planet plant-based and natural formulas and sophisticated scents.

Kris Jenner and Emma Grede are steadily growing their plant-powered cleaning brand Safely. The line is free of stabilizers, sulfates, parabens, phthalates, dyes, PFAS and animal by products and this summer became Green Seal Certified. Last year, the brand released the Calm Collection exclusively at Walmart. The Calm Collection features Dish Soap, Everyday Laundry Detergent, Hand Soap, and Universal Cleaner. The scent "is designed to resemble an iced lavender latte on a warm, sandy beach" and includes notes of lavender, vanilla, lemon, coconut, rose and dry musk. In July, Safely expanded its distribution to Kroger and created an exclusive Sunrise scent for their Universal Cleaner, which contains gardenia, tuberose, saffron, mint, and sage accords. Recent scent releases include Bright with notes of pink grapefruit, cassis, rose, violet, amber, and cedarwood and Fresh with basil, mandarin, lime musk, amber, violet, and lily accords. The brand also added Scent Diffusers in Bright, Calm, and Rise scents housed in glass jars with a paper wick. In September, Safely received certification as a B Corporation (B Corp). Approved by Ecocert, Diptyque launched the La Droguerie eco-friendly cleaning line in four SKUs: Cedarwood Perfumed Ceramic, Dishwashing Soap with Orange Blossom, Leather and Wood Care Lotion with Beeswax, and Multi-Surface Cleaner with Vinegar. The liquid formulations contain ingredients that are 99% natural or of natural origin and are biodegradable. The brand offers an Odor-Removing



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In F W

Candle With Basil and refills for the Cedarwood Perfumed Ceramic, Dishwashing Soap and Multi-Surface Cleaner.

San Diego-based health and wellness company Cymbiotika has unveiled Cymbiotika Home in probiotic Hand Soap and Lotion, Laundry Detergent, and Multi-Purpose Spray. The dual-action concentrated Laundry Detergent contains a stain-lifting enzyme blend with banana extract. The Multi-Purpose Spray is made with a powerful blend of five enzymes and the streak-free formula breaks down stains and grime while neutralizing unwanted scents and odors with zinc salts. Bona has introduced a USDA Certified Biobased and US EPA Safer Choice-certified Bona All-Purpose Cleaner. The hydrogen peroxide formula is infused with essential oils and is available in two scents: Lavender White Tea and Lime Basil and is safe for all non-floor surfaces in the home such as countertops, cooktops, and cabinets. The packaging is made from 30% post-consumer recycled materials and is accompanied by a new sustainable microfiber cloth made from 80% post-consumer recycled material that can be washed and reused up to 300 times. Zep, known for professional cleaning products, has expanded into consumer products with Home Pro. The new line uses “superior cleaning technology” with seven spa-like aromas and refreshing scents: Eucalyptus, Fresh Rain, Lavender, Lemon, Orange Zest, Sandalwood, and Sea Salt.

Dishing It Out

The dishwashing category has been active with a variety of new products. Procter & Gamble's brand Cascade commissioned a survey^c of dishwasher users. The data revealed that at least once a week, consumers do extra work when running the dishwasher, including rewashing (57%) their dishes; manually drying (68%); or pre-rinsing/prewashing (86%). Nearly half (49%) of people feel stressed or overwhelmed when dishes are not clean enough to immediately be put away when the dishwasher is done. Having to correct a dishwasher failure causes 48% of people to miss out on personal time. In response to consumers' frustrations, Cascade debuted Cascade Platinum Plus. The dual-power cleaning formula features “50% more protein-fighting enzymes to break down protein-rich foods; two times the amount of a new, proprietary enzyme to better fight stubborn starches; and two times the grease cleaning power of Dawn to remove grease, deliver improved shine and help dry dishes.” Dawn, also a Procter &

^c<https://news.pg.com/news-releases/news-details/2023/New-Cascade-Platinum-Plus-Raises-the-Standard-for-Clean-Dishes-with-Breakthrough-Innovation/>



Sustainable brand Dirty Labs has expanded its range with the Bio Enzyme Dishwasher Detergent. Additionally, the brand has added Murasaki Bio Enzyme Laundry Detergent and Hand Wash and Delicates Detergent to its lineup; courtesy of Dirty Labs.

Gamble brand, added Lemon and Lavender scents to its Powerwash Dish Spray refillable line.

Dirty Labs launched Bio Enzyme Dishwasher Detergent, a 2-in-1 detergent + booster that is formulated with Dirty Labs' patented Phytolase[®] enzyme “to break down stuck-on food and get a brilliant, spot-free finish—all while being non-toxic, biobased, biodegradable, vegan, cruelty-free, and free of dyes, parabens, synthetic preservatives, and 1-4 dioxane.” The detergent comes in two varieties: Aestival (yuzu, geranium, and lemon balm scent) and Free & Clear (fragrance-free).

A Load of Laundry

According to Technavio^f, the laundry care market is estimated to grow at a CAGR of 4.28% between 2022 and 2027 and is forecast to increase by \$23.85 billion. According to ACI's survey nearly half of parents (49%) predict their college kids will bring home laundry expecting someone else to do it for them, more than a third (36%) think their kid will wear dirty clothes because they forgot to do the laundry, and almost 1 in 4 (24%) suspect students will go a semester without changing their sheets. In response to these behaviors and to keep individuals healthy and clean, the ACI created the Class of Clean: A College Student's Guide to Cleaning and The Laundry 101 guide. Fortunately, there is an abundance of laundry care products available on the market. Iconic scents, laundry sheets, plant-based, biodegradable formulas, and products to reduce microfibers drive innovation.

Pleasant fragrances make the tasks of laundry and cleaning easier and more enjoyable. Iconic brands

^f<https://www.technavio.com/report/laundry-care-market-industry-analysis>

outside of the home care market are translating their signature scents into laundry products. For example, world-renowned perfumer and artistic director Francis Kurkdjian of Maison Francis Kurkdjian has translated his bestselling scent Aqua Universalis into fabric care. The range contains Scented Laundry Detergent and Scented Fabric Softener. Described as “a fresh and breezy fragrance which unites skin and clothing,” the scent is a delicate and subtle, intimate blend of bergamot from Calabria, citron from Sicily, Lily of the Valley, and mock orange leaves. Cult-followed hair care brand Ouai has collaborated with DedCool and launched a limited-edition laundry Detergent. DedCool’s Detergent features Ouai’s Melrose Place scent with notes of champagne, pink peppercorn, berry, lychee, peony, rose, freesia, jasmine, bergamot, amber, sandalwood, white musk, and cedarwood. Bath & Body Works announced plans to launch its first-ever fabric care collection. In May, members of the My Bath & Body Works loyalty program voted for their preferred fragrance among 14 scents. The top five fragrances that received the most votes were available in an exclusive early-access shopping event for loyalty members before the full collection launched this fall.

This summer, the Laundress (acquired by Unilever in 2019), relaunched its entire line with reformulated products. The brand’s signature scents Classic, Cedar, and Lady remain. The new detergents are transparent, concentrated, and crafted with the highest quality, bio-based ingredients. The Laundress Signature Detergent was optimized to clean in cold water and formulated for improved cleaning and targeting stains. The Delicate Wash and Wool & Cashmere Shampoo are both now



In response to customer requests, Bath & Body Works extended 14 of its popular fragrances into fabric care. Cactus Blossom, Eucalyptus Mint, and Mahogany Teakwood scents shown; courtesy of Bath & Body Works.

2x more concentrated and have a “softer” scent. The Laundress Stain Solution has been added to the range and is “a pretreatment that targets new and old, set-in protein, tannin, and oil stains with minimal color lifting.” Procter and Gamble rolled out Downy Rinse & Refresh, a “groundbreaking” deep-cleansing fabric rinse designed to help remove malodor. The formula removes the source of odor-causing residues and hard water metal buildup that get trapped in fibers three times better than detergent alone. Available in Cool Cotton and Fresh

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Lavender fragrances, the product is safe for all fabrics, including activewear, towels, delicates, and baby clothes, and contains no dyes.

Across product categories, consumers seek cleaner, plant-based formulas. Laundry care is no exception. Brands are creating plant-based products with biodegradable ingredients focusing on sensitive skin. Dirty Labs has added Murasaki Bio Enzyme Laundry Detergent and Hand Wash and Delicates Detergent to its lineup. The Murasaki Bio Enzyme Laundry Detergent uses the brand's proprietary Phytolase® technology formulated with natural, non-toxic, and biodegradable ingredients that are safe for sensitive skin, free of dyes, sulfates, parabens, and all California Prop 65 chemicals. It has notes of jasmine, matcha, and vetiver. The Hand Wash and Delicates Detergent is specially formulated for fine wools, silks, and hand wash-only garments. German aesthetics Dr. Barbara Sturm, known for her anti-inflammatory philosophy and her non-surgical anti-aging skin treatments, has debuted a Laundry Detergent. The Laundry Detergent is an ecological, plant-based, biodegradable product that effectively cleans clothes and protects sensitive skin. The formula is free from preservatives, enzymes, microplastics, dyes, brighteners, and artificial fragrance, and enriched with purslane, aloe vera, and panthenol.

As consumers look to reduce their carbon footprint and use less plastic, laundry sheets are becoming a popular alternative to liquids and capsules with a slew of new launches. Ecos, a pioneer in eco-friendly cleaning, launched Detergent Sheets in 2020 in three variants: Free & Clear, Lavender Vanilla, and Magnolia & Lily. "With Ecos Laundry Detergent Sheets, we have removed the water from laundry detergent and eliminated the need for plastic jugs. They are 100% dissolvable, made with plant-powered ingredients and stain-fighting enzymes, compact to fit in your home or on the go, and packaged in a 100% recyclable paperboard box to lessen the carbon footprint," states Chief Innovation Officer, Jenna Arkin.

According to Unilever^g, online searches for and about laundry sheets have grown fast over the last few years - up 116% in the U.S. and 129% in the UK. Unilever brands Dirt Is Good (Persil in the UK) and Robijn introduced laundry sheets that are self-described as an "ultra-convenient, sustainable format." Formulated with biodegradable ingredients with a plant-based main active ingredient, the brand uses slow-release fragrance technology to retain a



Ecos offers 100% dissolvable Detergent Sheets made with plant-powered ingredients and stain-fighting enzymes and packaged in a 100% recyclable paperboard box. (Magnolia and Lily scent shown); courtesy of Ecos.

more intense aroma within the fabric after washing. The sheets are packaged in a recyclable, paper-based box, and dissolve in less than 15 seconds, leaving no residue. Carbona released lightweight, pre-measured Laundry Detergent Sheets to simplify the cleaning experience. According to Carbona, the sheets dissolve completely and leave no residue behind in regular or short wash cycles in cold, warm, or hot water. Arm & Hammer Power Sheets Laundry Detergent with a Fresh Linen scent launched on Amazon in the U.S. Using Quick Dissolve technology, the sheets dissolve in water even during cold wash cycles and are concentrated to combat stubborn stains, odors, and dirt. Each box contains 50 detergent sheets, which are said to clean 50 medium loads and up to 100 small loads.

Developed in Sweden, Spot Detergent introduced eco-friendly Spot Detergent sheets featuring a plant-based formula free from parabens and phosphate. The sheets are packaged in plastic-free materials and dissolve in less than 60 seconds upon contact with water, leaving no waste behind. LastObject launched biodegradable and vegan Laundry Detergent Sheets "free of sulfates, pesticides, and other harmful ingredients." The plastic-, liquid- and ethoxylates-free sheets are marketed for sensitive skin.

Not a sheet, but a notable pilot is Procter & Gamble's European brand Lenor (Downy in the U.S.) and the Paper Bottle Co.'s new sustainable paper bottle for the Lenor Liquid Cloth Conditioner. The Lenor paper bottle contains paper fibers from Forest Stewardship Council (FSC)-certified sources and the first retail trial is expected to launch in the Netherlands.

In addition to plant-based biodegradable formulas and eco-friendly laundry sheets, products that reduce

^g<https://www.unilever.com/news/news-search/2023/unilever-brings-innovation-to-laundry-sheets-in-mass-market-first/>

microfiber pollution are emerging. According to an Ocean Wise^h study, researchers estimate that the average household in Canada and the U.S. releases 533 million microfibers into wastewater systems yearly through home laundry. Spanish fashion brand Zara in collaboration with BASF Home Care and I&I Solutions Europe, has developed Laundry by Zara Home, a laundry detergent that reduces microfiber shedding by up to 80% depending on the type of fabric and how it is washed. The product is formulated with 73% natural origin ingredients.

In partnership with Patagonia and Ocean Wise, Samsung designed the Less Microfiber Filter to combat microplastic contamination. The external filter can be hooked up to any washing machine and is said to capture 98% of microplastics that would otherwise flow into the wastewater system and potentially onward into rivers and oceans. The filter connects to Samsung's SmartThings platform to inform users when fibers build up and to clean the filter. The device is made with recycled plastics and is available in Korea and the U.K. with plans to roll out to other countries.

A Fresh Future

Of the various fragranced consumer products available, the household category is the most technically challenging to formulate because of the high pH levels and expected efficacy. Green chemistry has been advancing over the last decade propelling home care and fabric care innovations. The term "household" is evolving into "home care," with a blurring of the lines between cleaning and home fragrance. According to NIQ BASES Innovation Measurement: Home Care for 52 weeks ending April 23, 2023, innovations in the home category in Western Europe (France, Germany, Italy Spain, and the UK) marked a 36.4% growth in dollar sales, while the U.S. showed a 21.1% growth in dollar sales. As witnessed in other consumer packaged goods categories, consumers are demanding better-for-you and better-for-the-planet formulas and sustainable packaging. In response, home care and laundry care brands are ditching harsh chemicals and replacing them with better-for-you and better-for-the-planet plant-based and natural formulas with biodegradable ingredients and packaging. Kline'sⁱ research echoes this behavior and found that end users of Industrial & Institutional cleaning products are interested in using more concentrated formulas, products with fewer perfumes and dyes, and those that come in recycled content packaging



LastObject's biodegradable and vegan Laundry Detergent Sheets are "free of sulfates, pesticides, and other harmful ingredients" and are marketed for sensitive skin; courtesy of LastObject.

or use less plastic in their packaging. Fragrance is credited with enhancing moods. As consumers focus on health and well-being, scent has become a focal point. Adjacent brands known for signature scents are extending their iconic fragrances into home care and fabric care. Consumers will continue to incorporate the health and wellness lifestyle into their cleaning rituals. This behavior encourages brands and manufacturers to continue to create cleaner, better-for-you and better-for-the-planet home care formulas to meet consumers' growing needs.



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^h<https://ocean.org/blog/canadian-and-us-laundry-releases-trillions-of-plastic-microfibers-into-the-ocean/>

ⁱ<https://klinegroup.com/articles/five-industrial-and-institutional-cleaning-trends-that-will-define-2023/>