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ENGAGING
THE
SENSES

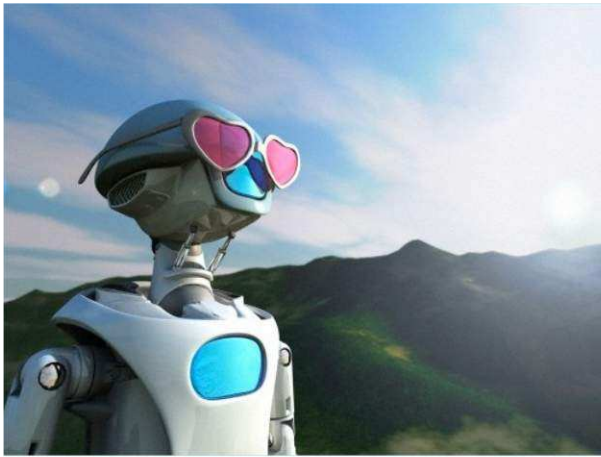


Oral Care Trends 2012

Key Trends



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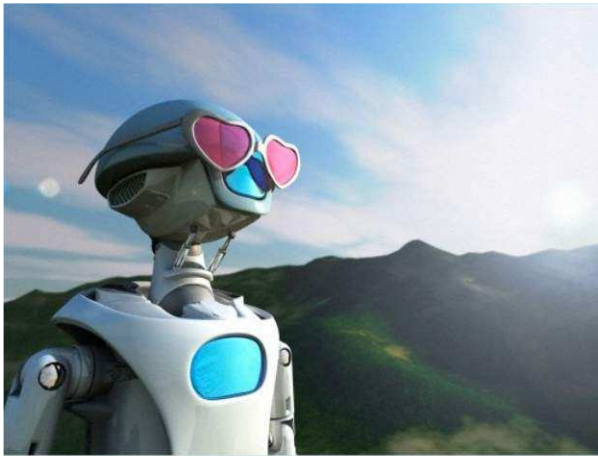


Innovate

Innovation keeps consumers interested and intrigued, and drives desire. Credible product development within brands can support huge growth – Apple being a fine example of this. A constant stream of new launches has seen their share of the IT solutions market rocket, and their brand established as one of the most recognised in the world.

Often innovation directly responds to a clear consumer need and sometimes products appear on the market which baffle – but become trends purely because of the ingenuity or unusual design. Limited editions are often a good way for manufacturers to show diversity and creativity with their brands.

In oral care, product format is an area which sees some experimentation – packaging has been an increasing consideration, both environmentally but also in offering differentiation with the market. Mood is an emerging area for oral care, established in fragrances for sometime, we are beginning to see toothpastes claiming ‘emotional’ benefits.



Innovate



Portable 'egg' house



Braille e-book for visually impaired



Transparent toaster



Unusual plastic jelly shoes

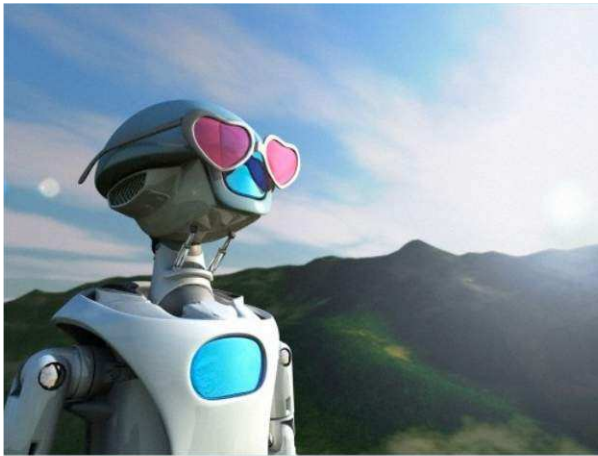


i-pad 2



Grass flip-flops

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Innovate

5 day fridge pack



Limited edition packaging



Unusual mascara applicator



Training pants with fading imagery



'Fine fragrance' deo

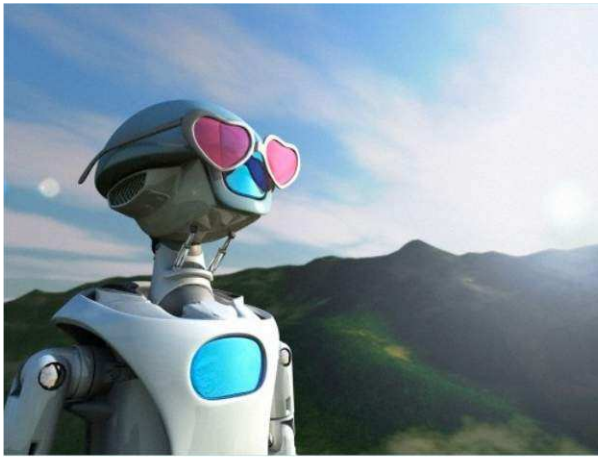


Dry shampoo



Spray cooking oil

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EXTREME

No longer 'content' with 'normality' modern consumers are looking for 'the next big thing'. The next rush, the bigger, better, extra, super-charged, turbo, maximum, ultimate products that push the boundaries of normal expectations and deliver superior results.

Products that wow, fashions that people marvel at, ideas that seem 'crazy' yet intriguing, new sensations, complex designs, extrovert, embellished and out of this world.

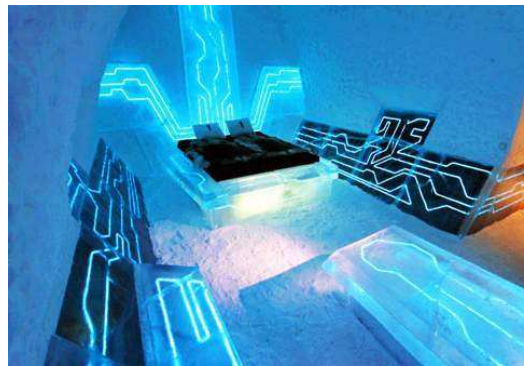
In oral care this trend is often expressed as breath freshening sensations – seen as a key driver for consumer confidence in products. Hot and cool, tingling and invigorating sensations, extra long-lasting freshness, and heightened efficacy claims.



EXTREME



10" heels



Swedish Ice Hotel



Scandinavian Seed Vault – to survive a global catastrophe



Defendius Door Chain



Dine in the Sky, London



Extreme Pizza Cutter

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EXTREME

Extreme Cool



Xtreme Fresh



Extreme Anti-Snap
Hair Products



2nd Degree Burn Tortilla
Chips



Xtreme Dry

Turbo Hydration

Extreme Lash Mascara

Xtreme Hot Sauce

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		Breath feels fresh up to 5 times longer	Invigorating sensation	Ultimate	'Wicked' Fresh	Added freshness
						
Blast away bad breath germs	Max Fresh with Germ fighting strips	Extreme Clean Revitalising	16hr Xtra Fresh			Hot & cold sensations

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FLAVOUR-LISCIOUS!

Consumers are becoming more and more adventurous with flavour experimentation, as their exposure to different countries and cultures is broadened with holidays and travel.

Sophisticated logistic infa-structures means rare and exciting foods can now be shipped worldwide in an astonishingly quick timeframe – and whilst this is considered by some as ‘environmentally un-friendly’ a natural curiosity to try new flavours has meant there is still a market for the more exotic fruits and ingredients.

In oral care a lot of the flavour trends originate in Asia – where flavour diversity is more accepted with consumers, but manufacturers elsewhere are beginning to realise the opportunities of experimenting more with flavour, yet still achieving desired levels of freshness...exciting times...



FLAVOUR-LISCIOUS!



Bacon Beer Caramels, available in the UK



Japanese Locusts – a local delicacy



Prickly pear cactus –popular in Latin America



Pineberry – looks like a white strawberry tastes like pineapple, available in the UK



Durian Fruit, popular in Asia – unusual smell!!!



Giant Toasted Ants – harvested in the Amazon



Reindeer Pate – An Arctic delicacy

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FLAVOUR-LISCIOUS!



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FLAVOUR-LISCIOUS!

Bacon, pickle & cupcake!



Iced Berry



Oriental Fresh



Floral White Tea



Herbal Fresh



Tropical Fruits



Yuzu

Green Tea
mint

Fresh Tea

Sea Minerals

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From sleek crisp white architecture, to sterile 'clinical' interior design, it seems there is an emerging trend apparent for the 'less is more' attitude to aesthetics....unless you are talking about the aesthetics of humans that is!

Never more so has the desire for 'home' solutions been more prevalent – with more and more people wanting to take advantage of modern technology but at cheaper than 'professional' prices.

There are now numerous 'machines' available on the market which promise 'clinical or professional' results within the home – from IPL laser hair removal gadgets to ionic wrinkle reducers and skin re-surfacing tools.

We are now, it seems, professionals in our own right! Trusting our very own hands and the products in them to deliver superior results. For manufacturers this represents an opportunity to launch premium positioned products at more inflated prices.

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Clinical



Contemporary 'clinical' architecture



Acne treatment device



Anti-ageing skin renewal tool



Home IPL Hair removal system



'Clean' interior design



Wrinkle reducing technology



Men's Hair clippers



Hair removal threading machine

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Clinical

			Head & Shoulders Anti-Dandruff Shampoo Clinical Strength		Dermalogica Professional Strength Body Oil		Clinical antiperspirant protection
Clinical anti-perspirant protection		Vaseline Clinical Therapy for Dry Skin		Clinique Clinical Facial Dark Spot Corrector		Wella System Professional Shampoo	Avon ClearSkin Professional Lotion

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Clinical

'Pro-Clinical' Range



'Pro-Expert' Range



'Clinical' Gum Protection

"Our most advanced
rinse ever"



Sensitive relief using Stannous



Sensitive relief with Arginine



Sensitive relief in 60secs

Sensitive 'Expert'



Contains Novamin

'Inspired by dental
floss'



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Dazzle

‘Making the most of what you have’ is not a new idea, but the methods by which this is now possible are becoming more sophisticated, as ‘enhancements’ to everyday items are growing in popularity. No longer is a mobile phone just a mobile phone, its possible to adorn it with all manner of covers, charms, cases – it is now as much a fashion accessory as a useful device.

Enhancement of facial aesthetics is a concept almost as old as the human race – with ancient civilisations reported to use make-up to ‘increase’ beauty. The principle idea hasn’t changed and in addition to cosmetics there are now a huge array of products targeting specific areas of the body and face to be ‘improved’, ‘treated’ and ‘enhanced’.

A dazzling white smile has long been associated with the idea of good oral hygiene, health and beauty, and this is an ever increasing market. ‘Instant’ whitening, optical brighteners, whitening strips, whitening boosters – all these products are supporting consumers bids for ‘the perfect smile’.

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Dazzle



Worlds most expensive house, Mumbai \$2billion



Chopard Ice Cube Watch \$1.1million



6.5cts diamond iphone case



Diamond encrusted toilet



Audi RSQ Concept Car



Gold plated Apple i-book



A la carte eating

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Dazzle



Dazzling eye drops

Tan enhancer

Colour boosting shampoo

Skin primer

Teeth can appear whiter

Eye colour enhancing mascara

Hair shine enhancer

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Dazzle



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green fingers

Whilst still relatively niche, the natural, eco, and organic markets are still growing as more consumers identify with the potential benefits of 'going green'. With energy prices generally on the increase, recycling, re-using and energy conservation are hot topics. 'Being good to the environment' by using bio-degradable packaging, encouraging shoppers to re-use carrier bags, use energy efficient light bulbs, take public transport etc are several of the initiatives currently being adopted to fight climate change.

In consumer products the trend for organic, fairtrade, natural, ethically sourced is still popular as manufacturers recognise the need to 'green up'. Mass market products such as Heinz Tomato Ketchup and Baked Beans are now available in 'organic' variants.

Oral care sees its fair share of naturally inspired and organic products –most with a strong heritage in herbal, but more recently an adoption of anti-oxidant fruits such as pomegranate.



green fingers



NAT healthy natural bio fast food restaurant



Recycled cork armchair



Maximus LNG 2000- The World's First Natural Gas-Powered Supercar



Recycled cardboard travel speakers



Water Powered Clock



ECO Printer with disappearing ink



Refillable drinks containers

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green fingers

Plant based ingredients –
quick & total
biodegradability



98% natural ingredients

Carrier bag decomposes
after 60 days



'Green Science' skincare



Organic & Fairtrade



Re-fillable packaging

Organic Foods

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green fingers

Pomegranate Mouthwash



Burt's Bees Natural

Eco-cert

Natural flavours + vitamins



Organic Pomegranate Includes Superfruits, Antioxidants, and Vitamins



Neem & Pomegranate

94% ingredients from natural origin

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Generations

There has long been a distinct segmentation made between children's and adults products – the emerging trend however is further segmentation of both these markets.

Kids aren't just 'kids' anymore they are babies, toddlers, tweens and teens. Adults are young professionals, parents, middle-aged, and the 'older generation' and manufacturers are designing new products centred around each of the need states of these segments. So we are seeing a trend for more bespoke, more tailored solutions in many areas of consumer products.

In oral care the distinction is being made too – and manufacturers are appreciating the 'gap' that divides children from adults, and beginning to tackle this in-between stage, aware of the implications this 'grey' area has on their brand loyalty. Tween and teen products are on the up, and there has been a resurgence of products on the market for older generations.



Generations



High heels for babies!



Samsung Tic-Toc designed for teens



'Meego' map & communications device for tweens



Swap Rebel watch for teens



Disney 'Vibe' Lounge for teens



Mobile phone for older generation



Duka PC Plug & Play for older generation

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Generations

Young & Pure
Body Products



Laundry
Detergent for
babies



Clean Start
Teenage Skin
Care

Teenage Skin
Care



Kotex Feminine
Hygiene for 'tweens'

Dove Pro-Age Body
Care Range



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Generations

3-24 months



Premium
for Kids



Tweens
8yrs+



Teen
Toothpaste



Teen
Mouthwash



Age
Essential
Mouthwash



Design your own
tube 4yrs+

Pro-Health For Me Kids
8yrs+

Fights 5 signs of ageing



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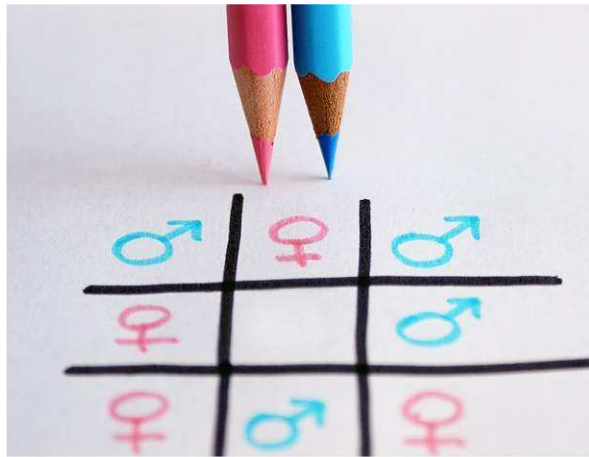


For me, For you

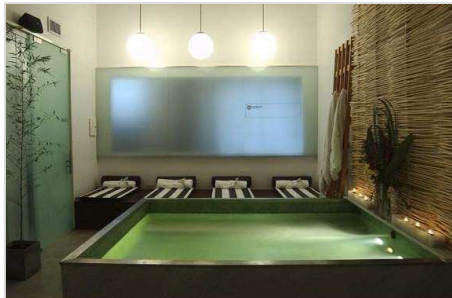
Gender has long played a role in product development across a multitude of categories, and despite equality and gender discrimination still being an important development in most cultures there are still pockets of gender related considerations still being made.

Marketing and advertising plays probably the most prolific role here – in particular when you consider gender defined food and drinks – heavily reliant on colour schemes and packaging these products are often themed ‘pink’ for women, ‘black/blue’ for men.

Over the last couple of years this concept has sprung up in the world of oral care – and we are now seeing an increasing number of products specifically targeting women, and also several men's products. Formulation-wise there seems to be little or no difference however flavour direction does seem to influence the overall product development.



For me, For you



Men-only spa



Women only fitness centre



Women's train boarding platforms



Car park for women

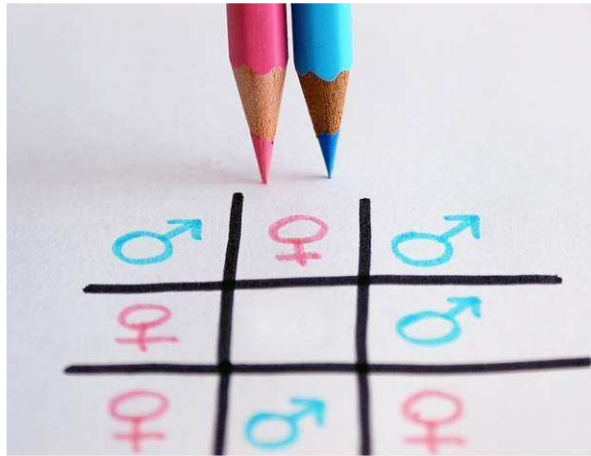


Men-only hotel



Range Rover 'for women'

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For me, For you

Dove for Men



'Man Glaze' nail
varnish for men



Pocky snacks for
Men



Fling chocolate for
Women



Maternity -
Women's Wellness
Tea



Jean Paul Gaultier
Cosmetics for Men

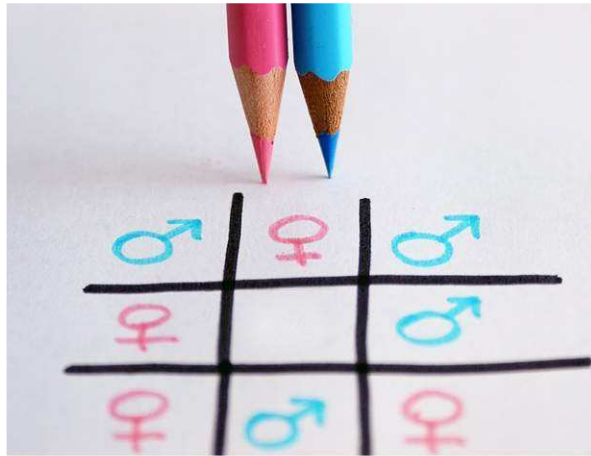


Fake Tan for Men



GIRL Lychee
vodka for
Women

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For me, For you



Lovers Set

Whitening for Men



'Creamy up' toothpaste for women



Premium cleaning for women



Vanilla Chocolate flavoured for women



Black paste for Men



Maternity toothpaste

Weight-loss toothpaste



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Givaudan^e

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