

SPRING/SUMMER 2020

An exploration of fragrance trends



Essential Oils | Fragrances | Flavors



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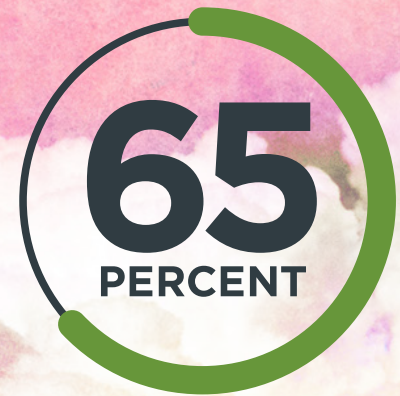
ENLIGHTENED ANCESTRY **TREND**

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ENLIGHTENED ANCESTRY **TREND**

Through exploration of ancient regions and cultural traditions, we find a closer, more entwined relationship with nature and our own unique heritage. Our ancestors provide valuable insights on living closer to nature and respecting the diversity and many treasures our earth offers.



65% OF RECENT
GLOBAL BODYCARE
LAUNCHES SHOW A
BOTANICAL CLAIM

source: Mintel

ENLIGHTENED ANCESTRY **TREND**

SPRING/SUMMER 2020



PEARLS OF WISDOM

ALL-NATURAL FRAGRANCE



*Inspired by this trend and
uniquely created by Ellen Chen,
Lebermuth's Senior Perfumer*

FRAGRANCE DESCRIPTION

A bright and rare fusion of botanical elements, this fragrance is the aroma of earth's secrets. Explore and uncover the glow of bright citrus notes infused with violet, honeyed rose, vanilla silk and patchouli.





WILD WELLNESS **TREND**

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WILD WELLNESS **TREND**

The barren, open spaces of the desert landscape symbolize the solitude we need to process our deepest fears and emotions. The natural world envelops you in a palette of sun bleached tones of coral, gold and green. As darkness falls, the dry air is etched with campfire smoke and glowing cedar embers settling over the desert sand.



AT LEAST HALF OF
BODY CARE AND
DEODORANT USERS
CITE SCENT AS THE
KEY PURCHASE
INFLUENCER

source: Mintel

WILD WELLNESS TREND

SPRING/SUMMER 2020



CANYON CAMPFIRE

FRAGRANCE



*Inspired by this trend and uniquely created by Jim Fuchs
Lebermuth's Senior Perfumer*

FRAGRANCE DESCRIPTION

Discover the smooth, smoky aroma of this wild-crafted fragrance. Desert aloe and fresh green melon notes reveal vivid floral accents contrasted with the lingering notes of woodsmoke, amber and musk.



TOP NOTES

Green Melon, Desert
Aloe, Fir Needle

MIDDLE NOTES

Jasmine, Gardenia, Rose,
Cardamom

BASE NOTES

Cedarwood, Woodsmoke,
Amber, Musk



NOSTALGIC ILLUSION **TREND**

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NOSTALGIC ILLUSION **TREND**

Pop art sensibility, retro, but with a modern twist, this trend reflects the shift toward a more fluid approach to gender roles and societal standards. Revisiting unconventional and outdated norms will have you reminiscing about joyful childhood memories while inspiring liberation that disrupts the balance of power.



47% OF US BUYERS
OF PERSONAL
CARE PRODUCTS
ARE INFLUENCED
BY SCENT
WHEN MAKING
PURCHASES

source: Mintel

NOSTALGIC ILLUSION **TREND**

SPRING/SUMMER 2020



STARDUST COLA

FRAGRANCE



*Inspired by this trend and uniquely created by Jill Costa, PhD.
Lebermuth's Chief Perfumer*

FRAGRANCE DESCRIPTION

Sweet but flirty, nostalgic, but modern, Stardust Cola is the perfect combination of sugar and spice. Lively citrus, ginger and clove blended with sweet vanilla sugar and a dash of cinnamon spice make for delicious, fizzy fun!



TOP NOTES

Lemon-Lime, Orange, Peach

MIDDLE NOTES

White Lily, Ginger, Clove, Cinnamon

BASE NOTES

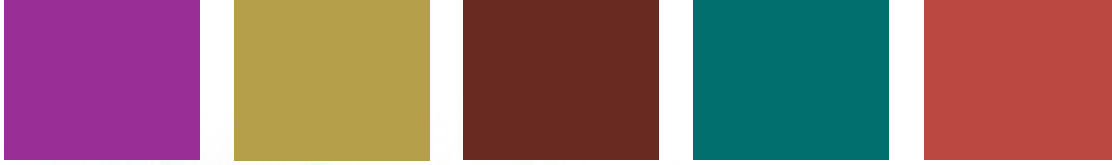
Vanilla Sugar, Powdery Raspberry, Musk



ROYAL INDIA **TREND**

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ROYAL INDIA **TREND**

Ancient wisdom and holistic healing highlight the path of India's Ayurvedic tradition, encouraging us to live our best lives. Rich, exotic spices and earthy aromas ground and nurture, bringing balance to mind, body and soul.



37% OF US
SOAP, BATH AND
SHOWER PRODUCT
USERS THINK IT'S
IMPORTANT THAT
PRODUCTS ARE
SOOTHING

source: Mintel

HARMONY & BALANCE

FRAGRANCE



*Inspired by this trend and uniquely created by Jim Fuchs
Lebermuth's Senior Perfumer*

FRAGRANCE DESCRIPTION

Transcend limits and discover harmony with this intoxicating elixir of shimmering citrus, opulent florals and lush sandalwood spiked with cardamom, precious amber and vanilla musk.





ELEGANT LEGACY **TREND**

SPRING/SUMMER '20



ELEGANT LEGACY **TREND**

A whimsical adaptation of the romantic Victorian era, focusing on delicate florals, soft pastels, flowing chiffon, lace and ruffles.



23% OF BUYERS OF PERSONAL CARE PRODUCTS AGREE THAT A UNIQUE SCENT WOULD CONVINCE THEM TO TRY A PRODUCT THAT IS MORE EXPENSIVE

source: Mintel

ELEGANT LEGACY **TREND**

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VINTAGE DREAMS

FRAGRANCE



*Inspired by this trend and
uniquely created by Michael Love
Lebermuth's GC Perfumer*

FRAGRANCE DESCRIPTION

Timeless and familiar, Vintage Dreams is an intimate scent that will evoke faded memories. Dazzling citrus, sweet apple and velvety peach, embrace nostalgic floral notes of jasmine, rose, and heliotrope. Golden amber, sandalwood, and evening musk lend enduring warmth and an elegant finish.

TOP NOTES

Bergamot, Apple, Peach

MIDDLE NOTES

Jasmine, Rose, Heliotrope

BASE NOTES

Warm Woods, Amber,
Musk

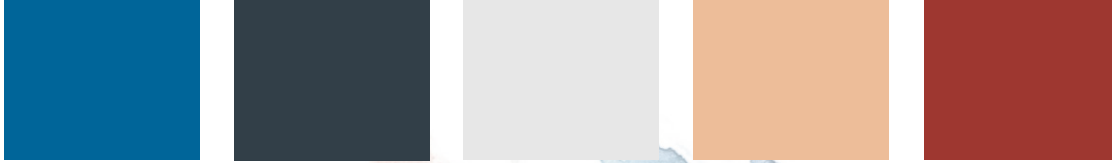




NEO-GENDER **TREND**

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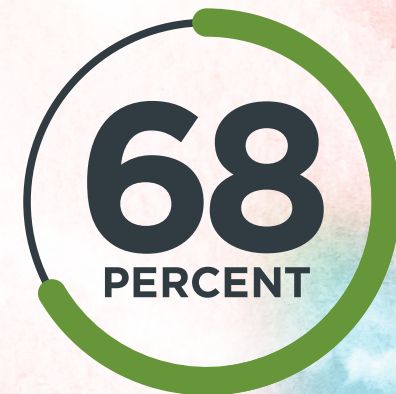


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NEO-GENDER **TREND**

Minimalism meets gender neutral, yet personalization is key. To decode the subtleties of human identity, products and services must explore the meaning of gender-fluid and provide an opportunity for the expression of individuality.



68% AGREE THAT
SOCIETY HAS
BECOME MORE
ACCEPTING OF
INDIVIDUALITY

source: Mintel

NEO-GENDER **TREND**

DUALITY

FRAGRANCE

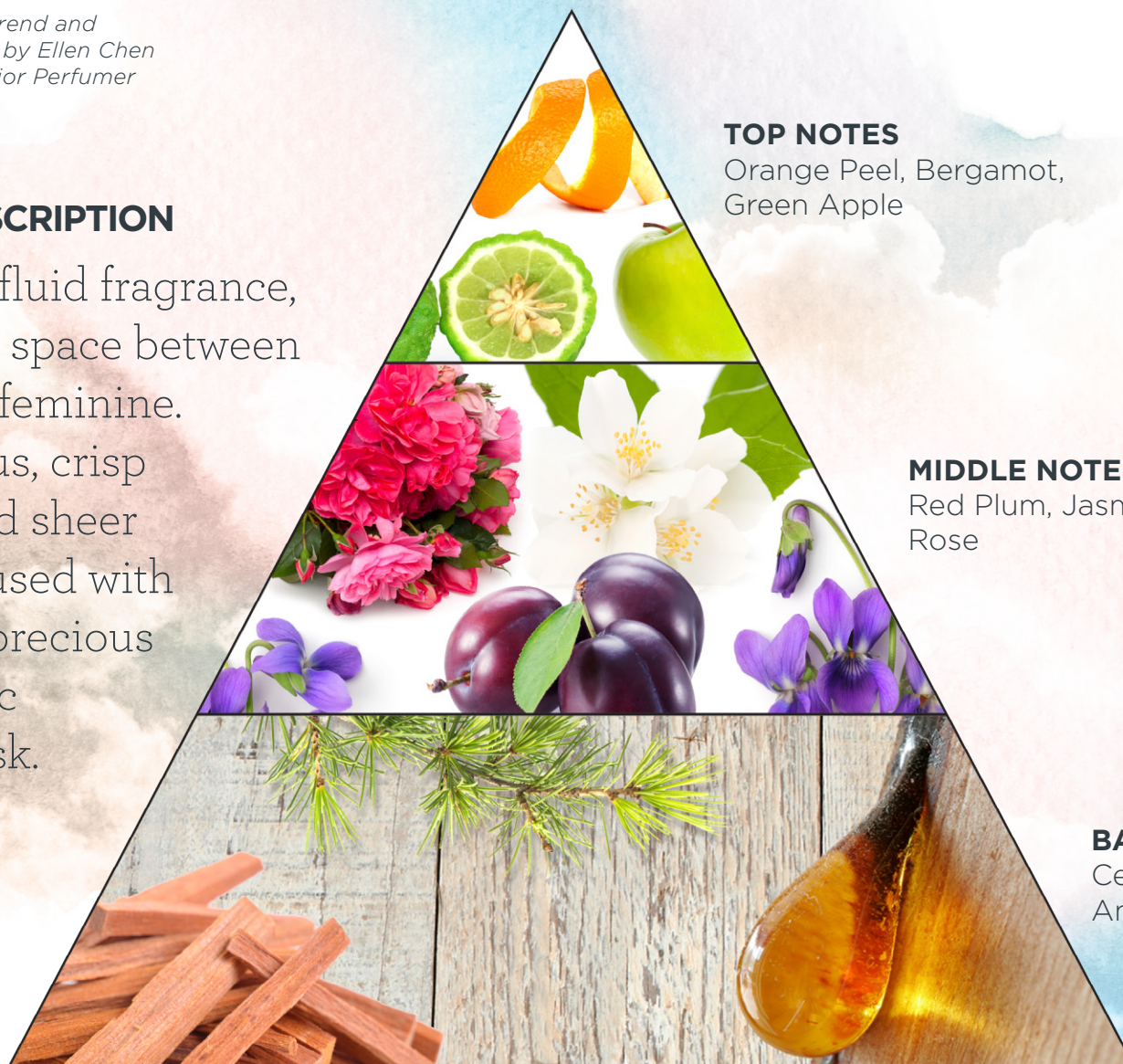
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*Inspired by this trend and
uniquely created by Ellen Chen
Lebermuth's Senior Perfumer*

FRAGRANCE DESCRIPTION

A sublime and fluid fragrance, Duality fills the space between masculine and feminine. Cascading citrus, crisp green apple and sheer floral notes infused with the warmth of precious amber, aromatic woods and musk.



TOP NOTES

Orange Peel, Bergamot,
Green Apple

MIDDLE NOTES

Red Plum, Jasmine, Violet,
Rose

BASE NOTES

Cedarwood, Sandalwood,
Amber, Skin Musk

Since 1908, The Lebermuth Company leads the Essential Oil, Fragrance, and Flavor industries.

Whether you need a natural or synthetic fragrance or natural aroma chemicals, we look forward to partnering with you to achieve brand success.

Request a fragrance sample by visiting **lebermuth.com/samples**

Each featured trend fragrance has a 25 lb. minimum purchase requirement



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