



Seize the scent of success with Generation Z

For the past two years, the rise of Generation Z has been noticeable in fragrances. This generation of consumers wants to be considered as individuals and not in terms of their gender or sexual identity. **Marie-Eugénie Bouge**, creation and communication director of **Payan Bertrand**, explores the influential role of Generation Z on the fragrance industry.

The credo of Generation Z is to move away from the girl-boy duality. This quest of fluidity continues to influence the number of genderless or unisex fragrances launched on the market.

In the 1990s, the launch of Calvin Klein's CK One broke the rules with the use of clean, fresh molecules, considered at the time as 'technical' or 'masculine', blended with a classic citrus chypre chord. These days, perfumers are looking for balance in the fragrance structure, allowing men and women to wear the same fragrance.

What's popular now is eau fraiche, while eau de cologne has also made a strong comeback, popularised by niche brands such as Jo Malone. There is also the use of dry ambery notes in feminine perfume structure, or flowers such as orris, rose or orange blossom in more masculine creations.

The fruits (mostly pineapple) and a touch of gourmand notes are becoming iconic of the genderless mood, enhanced by amber overdosed or aquatic notes. They correspond with the will of young consumers to wear powerful fragrances

from the top to the base. A modern way of formulating perfume with a strong impact from the moment it's atomised and which encourages light development throughout the day, is to obtain 'perfume block'. This type of fragrance is easy to recognise and wearable by both women and men.

ETHICALLY-SOURCED NATURAL INGREDIENTS

Genderless or unisex fragrances, inherited from niche fragrances, also promote the overdose of textured ingredients such as vetiver, leather, suede, spices and seeds – often natural and sourced in an ethical manner. This resonates directly with Generation Z, who are more and more concerned about environmental issues, rural populations and the wellbeing of animals.

At Payan Bertrand, we have focused on these issues for a long time. Over the last decade, we have progressively implemented a complete philosophy and programme of social and societal responsibility, both in our daily activities and in the development of new products. This year, we received a Silver EcoVadis Sustainability Rating, which is the world's most trusted sustainability rating for businesses.

Did you know?

Payan Bertrand has developed its first range of natural actives for cosmetics, under the brand name **Creative By Nature**. The first natural active in this range is **Heliactive By Nature**, a patented plant-based extract that acts as a beauty-chrono ritual against photo-ageing, with genoprotection against UVB, antioxidant, calming and anti-inflammatory benefits. Heliactive is being launched along with a new range of active perfumes dedicated to sun and skin care.

EcoVadis aims to improve corporate environmental and social practice by leveraging the influence of global supply chains.

In practical terms, since 2008 a strategic development plan has been implemented which aims to work on supply chains in order to improve our knowledge of raw materials and the way they are grown or produced.

TRANSPARENCY AND UNDERSTANDING

By sharing experiences among key players, we are developing partnerships and acting collectively to

establish more responsible and traceable supply chains. Our partnership with an NGO has already taken us a step closer to enhancing our social and environmental action plan. This sourcing strategy also allows our perfumers to formulate with more ethical premium ingredients.

But we go even further, with three key services – the R&I, sourcing and R&D departments – working together with a highly-qualified industrial and university network dedicated to sustainable practices and innovations.

Payan Bertrand is highly focused on research and innovation

number of labels, which confuse consumers who are looking for simplicity. As a result, these consumers frequently use smartphone apps to help them understand the ingredients in their beauty and personal care products.

When it comes to fragrances, the trend is obviously focused on clean alternatives which are not only safe for human use but also for the planet.

“Genderless or unisex fragrances ... promote the overdose of textured ingredients”

TRENDS BY CATEGORY

In fine fragrances, the rise of green tones is noticeable, not only evoking nature and freshness, but also youth, ethical values and dynamism, especially in unisex and masculine fragrances.

In feminine fine fragrances, the comeback of white flower bouquets, acting like a breath of spring when atomised, is another interesting indicator.

In home fragrances, major brands now communicate how their perfume is sourced and the sustainable approach thereof. Examples include Reckitt Benckiser's Botanica or Ambipur, or P&G's Febreze – both bear the A.I.S.E. cleaning voluntary sustainability initiative logo as a sign of ethical quality. They also multiply the use of natural bases in candle and fair trade ethyl alcohol in reed diffusers.

In personal care, the significant rise of 100% in natural and organic products is underpinned by the COSMOS natural standard, which allows for more hedonism in fragrance formulations, especially for fruity tones. This trend is linked to the new quest of safe and clean products, specifically formulated to protect consumers against a wide range of

allergenic, reprotoxic, cancerogenic or mutagen substances.

NEW TURNKEY COLLECTIONS

Euromonitor has ranked the top online beauty and personal care claims for 2019, placing 'no parabens' third and 'organic' fifth, while concerns are crystal clear from their order:

1. safety
2. transparency
3. efficacy
4. ethical sourcing
5. sustainability.



Marie-Eugénie Bouge, creation and communication director of Payan Bertrand



Payan Bertrand holds a Silver EcoVadis Sustainability Rating

For this reason, at Payan Bertrand, we are developing turnkey collections that provide consumers with 100% natural, COSMOS natural fragrances, specifically formulated to perform in different finished applications. Our turnkey collections also avoid the stability challenges so often noticed in natural products. We also offer clean fragrances for skin care, formulated to comply with the strictest regulatory requirements worldwide.

More than ever, at Payan Bertrand we believe that acting today will prepare us for tomorrow. Our agent in Southern Africa is Natchem. Please contact the company for more information. x▪

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