

MICRO TREND #1

INNOVATION

Society is in a perpetual state of change. On an individual level, people are looking for ways to make tools more efficient, time spent to be made more impactful, food taste more delicious, aromas smell more pleasant, and life, in general, made more comfortable. The use of technology every day is accelerating; from business tools to the classroom experience, innovation is leading change. What people taste and smell and how these things are delivered is in a continual state of improvement.



MICRO TREND #2

CONNECTIVITY

Ties between people have gotten more robust, and communication takes place on a more regular basis. However, communication is increasing on cultural, social, emotional, and sensory levels. Sharing experiences and bonding over personal triumphs with the world have made people more in touch with each other. With flavour and fragrance, personal and cultural exchanges occur more now than ever, providing the ability to connect to people around the globe through what we choose to taste, see, hear, and smell.



MICRO TREND #3

THE JOY OF MISSING OUT

Before everyone found themselves back at home, the number of things to do that was crammed into the day was staggering. Now, with more time on hand and fewer places to go, an appreciation of enjoying alone time is reemerging.

Slowing down and staying in is becoming the preferred option, and the way this time is enjoyed is becoming more creative. People are searching for delight in the small things, making every moment special. Whether it is relaxing in a bath surrounded by candles or cooking a romantic dinner for two at home, there is a real joy in missing out.



Together, we have the power to inspire, connect, and deliver on new opportunities and rich experiences that can open doors to innovation and progress while growing global economies and increasing well-being.

- TAE YOO



We are like islands in the sea, separate on the surface but connected in the deep.

- WILLIAM JAMES



The small things of life were often so much bigger than the great things . . . the trivial pleasure like cooking, one's home, little poems especially sad ones, solitary walks, funny things seen and overheard.

- BARBARA PYM



Flavour Inspiration:

- Spicy Mango
- Smoky BBQ & Cola
- Citrus & Cardamom
- Hot Chocolate Bomb
- Beetroot

Fragrance Inspiration:

- Electric Tech
- Abstract
- Hologram

Flavour Inspiration:

- Grilled Chicken & Herbs
- Winter Spices
- Smoky BBQ
- Gingerbread
- Mulled Wine

Fragrance Inspiration:

- Human Touch
- Skin to Skin
- Global Ritual

Flavour Inspiration:

- Hemp
- Lemon Balm
- Ginseng
- Prosecco
- Oolong Tea

Fragrance Inspiration:

- Over the Rainbow
- Just Be
- Stop and Smell the Roses