

A conversation with Janine Hammer:

Traditional fragrances combinations reinterpreted with modern finesse



Together with her team, Janine Hammer, Teamleader Marketing Fragrances, Bell Flavors & Fragrances EMEA is responsible for the product marketing of the personal and household care, and fine fragrances segments. After marketing intermediates for building materials in a chemical company, the communication expert increasingly looked through the eyes of the consumer in drugstores and shopping malls when working as a PR consultant.

EURO COSMETICS: *As one of the leading manufacturers of flavours and fragrances, with locations all over the world, you are in the perfect position to identify international trends. What trends can we expect?*

Janine Hammer: In the bathroom, people love to have something that brings them back to their holidays. That's why regionally inspired fragrances are still at the top of consumers' personal care lists. Recently, France has caught the attention of young world-class chefs, who are constantly bringing new and daring creations to the table. This creativity makes France an inspiration. Hence, the same goes for cosmetics and personal care products: we can expect new variations of French classics. Product managers and perfumers are free to fantasise. Instead of lavender, lush oleander has the potential to become an inspiration for floral fragrances. When this is combined with champagne, the sparkling notes are particularly well suited for shower gels. The trend also includes less well-known plants such as sea fennel. The umbellifer grows on the rocky cliffs of the Atlantic coast and breathes the salty sea air. Ultimately, the associated products also benefit from the plant's maritime character.

EURO COSMETICS: *Relaxation is a decisive factor in our hectic everyday life and wellness plays a huge role. How can fragrances help to find peace and harmony?*

Janine Hammer: In our fast-moving world, moments of relaxation are an important commodity. Fragrances help to find inner peace and time for yourself – the so-called “Me Time”. Notes that are

being used in aromatherapy are quite suitable for this purpose. Generally, soft and soothing fragrances that are neither too sweet nor too dominant are effective. Here, harmony plays an omnipresent role. The aim is always to create a well-balanced blend of relaxing fragrances. They support “Me Time” by wrapping the man or woman in a soft layer of scent and thereby harmonising body and mind. The holistic approach of this trend allows it to be applied not only to personal care products but also to air fresheners and candles.

EURO COSMETICS: *What can you tell us about the so-called “Gourmand fragrances”, that are very trendy at the moment?*

Janine Hammer: Traditionally, fragrances based on chocolate, baked goods or spices play an important role, particularly in scented candles. These make up about one-third of the segment. They offer a wide range of possibilities and thus satisfy very different tastes. Spices in particular are a great tool to offer consumers new fragrances for their homes and taking them off to distant countries without even making them leave their couch. Due to their exotic origin and long history, the precious raw materials and extraordinary fragrance compositions do not only perfectly blend together with the theme of “Wanderlust”. They are also a very useful source for storytelling purposes. Thus, one of our fragrance collections for scented candles takes notes of ancient heroes, gods and famous kings. Who is aware of the Maya god of creation to whom the people owe allspice or who is familiar with the love of Henry VIII to saffron?



EURO COSMETICS: *Where do your perfumers find inspiration for new fragrance creations?*

Janine Hammer: Perfumers are artists. They find inspiration everywhere by intensively perceiving the world around them with all their senses. But it's not only the sense of smell that awakens their creative spirit. Perfumers also associate images, colours and sounds with scents. Their compositions do not only contain flowers and fruits, but also reflect memories and everyday milieus. Everything from freshly sliced bread in the morning to a foggy landscape or the colourful culinary impressions of a funfair can inspire a fragrance. Beyond the personal touch, another decisive factor is, of course, the customer's demands. These can be interpreted very precisely or more freely depending on the information at their disposal.

EURO COSMETICS: *How do colour associations affect fragrances?*

Janine Hammer: First off, colours are very important when it comes to fragrance inspiration. Secondly, they are crucial to the consumer. It's the packaging that makes the first impression. Customers will only take the next step and sniff the shampoo if they are drawn to the bottle. But when the lemon-yellow product smells like a green apple, they will put the shampoo bottle back on the shelf irritated and walk away with soured expectations. These kinds of dissonances have to be avoided.

EURO COSMETICS: *And how do your perfumers approach this issue?*


Janine Hammer: Our perfumers are always very aware of the close connection between colour and smell. The more precise their understanding of the end product is, the better perfumers are able to think about the colour design right from the start. When describing their compositions, they often use terms such as green, blue or white. This is often exactly what the average consumer associates with the fragrances. Naturally, grass smells green and

white flowers exude a strong floral fragrance recognised by both perfumers and consumers.

EURO COSMETICS: *Every consumer wants intensive and long-lasting fragrance experiences. What innovative solutions do you offer?*

Janine Hammer: Bell Flavors & Fragrances EMEA can draw on many years of experience in the field of solid fragrances. When compared to traditional liquid perfume oils, solid fragrances can have a significantly higher concentration in the end product. Furthermore, its special particle structure protects the valuable ingredients and releases the perfume oil continuously and more targeted. Bell MikroBurst®, for example, is a system that can be used in both personal and household care products. In fabric softeners, for instance, it acts as a fragrance booster by releasing perfume oil continuously throughout the washing cycle. The solid technology also has advantages for fine fragrances. There is a trend towards pocket formats for on the go. Bell's perfume cream Scent2Last, for example, combines the performance of a classic eau de parfum with the practical properties of a solid fragrance.

EURO COSMETICS: *We thank you for the interview.*



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