

**Givaudan<sup>®</sup>**  
Leading Sensory Innovation

## New Concepts in Toilet Soap

Presented to Marsavco  
October 2006

## Toilet Soap

- The toilet soap category is constantly innovating to keep up with developments in the body wash category and is now all about added-value cleansing
- Widespread use of ingredients to claim benefits and differentiate
- Looking at the category globally, we detect the following broad trends:
  - **Skin care:** moisturising, respect for the skin
  - **Beauty:** inspired by innovations in personal care, glamour, luxury
  - **Health:** hygiene +
  - **Freshness:** experiential, extra freshness, trendy fragrance directions
  - **Men:** mens' grooming

## Fragrance Directions

- Fragrance is key in cueing these added-value ideas, be they ingredient or concept-driven
- The following fragrance proposals have been specially selected to cue the traditional benefit of toilet soap, i.e. cleansing, as well as to link in with trends in the category

# FRESH DEW

Skin care, moisturising

Givaudan<sup>®</sup>

GALBANUM  
GREEN  
HERBAL

ROSE  
WOODY

CEDAR  
COUMARINE  
MUSK  
PATCHOULY

# GINGER

Freshness, skin care, moisturising

Givaudan®



GINGER

LEMON

ALDEHYDES

ROSE

AMBER

GINGER



# AMBER

Beauty, luxury, glamour, fragrance

Givaudan<sup>o</sup>

LEMON

INCENSE

AMBER

CINNAMON

GERANIUM

AMBER

CISTE LABDANUM

MUSK

# ODD

Beauty, luxury, glamour, fragrance

PINE

ROSE

SPICES

AMBER

CEDARWOOD

GUAIAC WOOD

SAFFRON

MOSSSES

MUSK

PATCHOULY

SANDALWOOD



# FOUGERE

Health, deodorising, men

Givaudan®

ARTEMESIA

LAVANDIN

THYME

FIR BALSAM

GERANIUM

SPICES

AMBER

MUSK

PATCHOULY

TONKA BEAN



# PRINTEMPS 296

Givaudan<sup>®</sup>

Health, deodorising, men

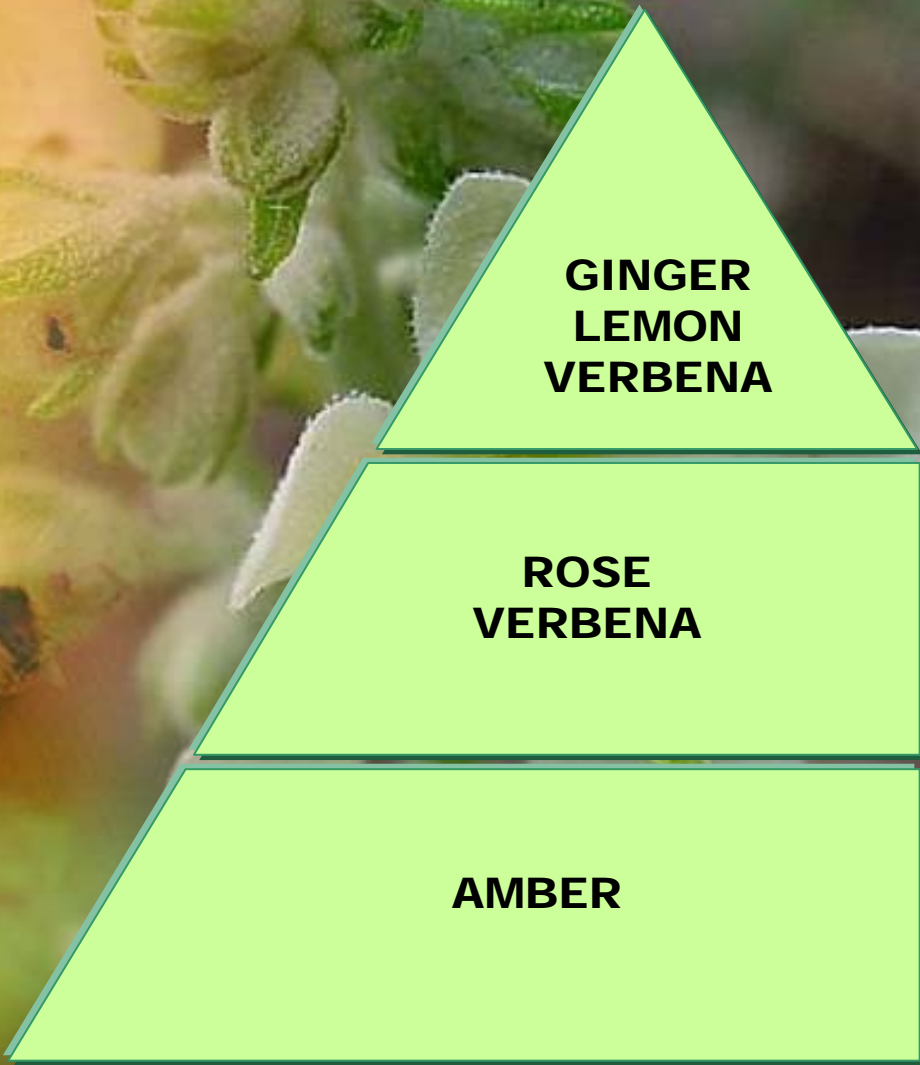
ORANGE  
PETITGRAIN  
VERBENA

ALDEHYDES  
GREEN

VERBENA

# PRINTEMPS 303

Freshness, health



GINGER  
LEMON  
VERBENA

ROSE  
VERBENA

AMBER



# FIZZ POP

Freshness, experiential, trendy

Givaudan®

LEMON  
LIME  
ALDEHYDES

VERBENA  
LEMON GRASS

PEACH  
MUSK



# SPICES

Freshness, experiential, trendy



Givaudan<sup>®</sup>

CINNAMON  
LIME  
ORANGE

CINNAMON  
FLORAL  
PETIT GRAIN

GREEN APPLE  
PATCHOULI  
SANDALWOOD

# EPICES 271

Experiential, trendy

Givaudan®

GREEN  
ORANGE  
RED FRUIT

CINNAMON BARK  
CINNAMON LEAVES  
ROSE


BLACKBERRY  
CEDARWOOD



# PAIN D'EPICES 271

Givaudan<sup>®</sup>

Experiential, trendy, men



CINNAMON  
GINGERBREAD  
LEMON

CINNAMON  
CLOVES  
GINGER  
ROSE

PEACH  
TOBACCO  
VANILLA



Givaudan<sup>®</sup>  
Leading Sensory Innovation