



# SOLID SUSTAINABILITY

Fragrances and Botanicals for Solid Shampoo

# SOLID SHAMPOO

## The Natural Cosmetics Trend for Sustainability

More and more consumers are reaching for solid shampoo. The **plastic-free alternative** to conventional liquid shampoo is particularly popular with consumers who love natural cosmetics.

At the natural cosmetics trade show **VIVANESS 2020**, the topic of "Zero Waste" products was identified as one of THE current trends in natural cosmetics.

**Zero Waste  
bathroom**



[vivaness.de/en/trends](https://vivaness.de/en/trends)

# ZERO and LESS WASTE in the Bathroom

## Solid Personal Care in Support of Sustainability

Not only in natural cosmetics, but also in the conventional cosmetics sector, **more and more products with solid formulations** are appearing on retail shelves and in online shops.

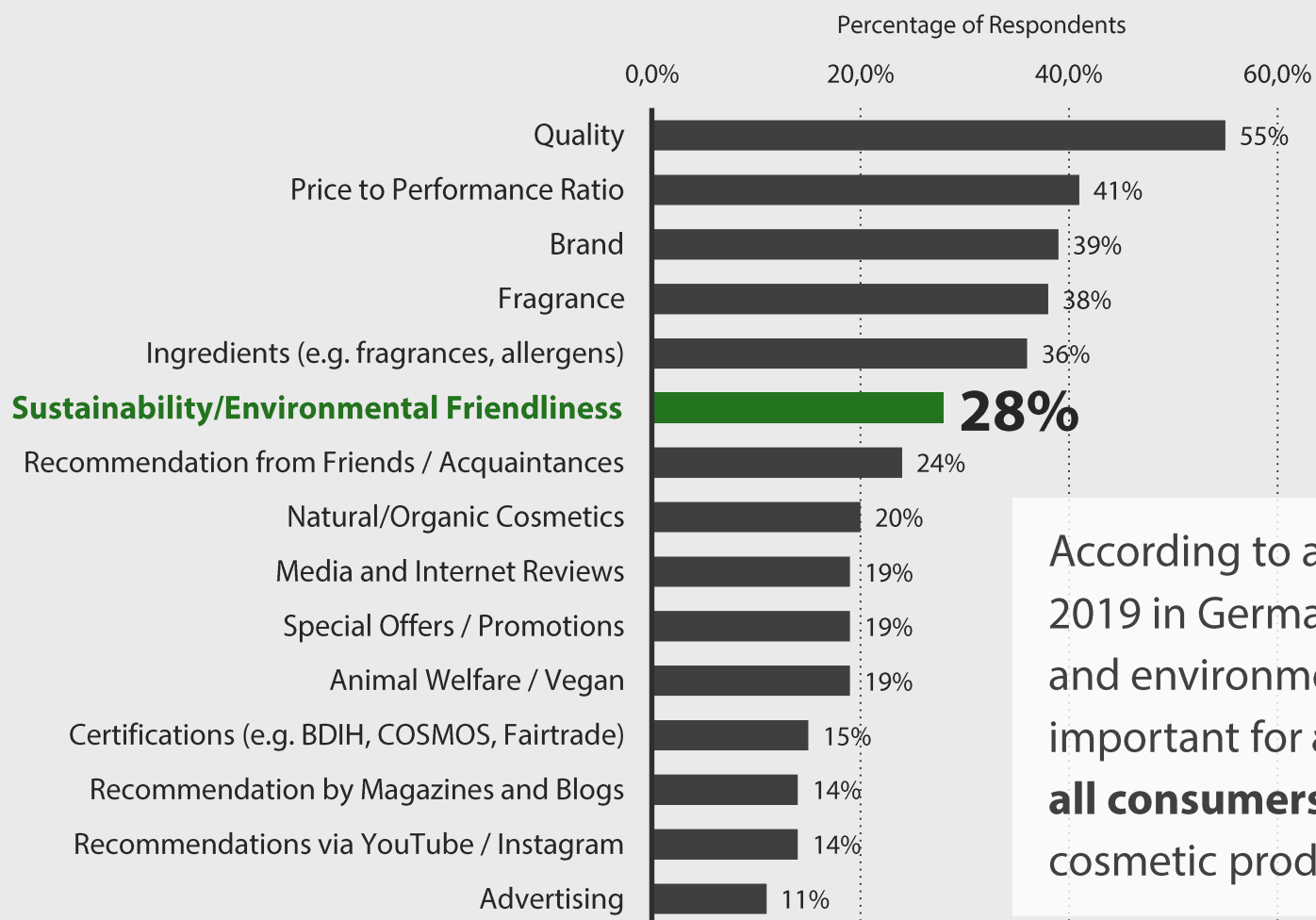
In addition to solid shampoo, **shower bars, facial soaps** and **body butter bars** are now available. They are usually packed in recyclable paper or cardboard boxes and are therefore popular with **environmentally conscious consumers**.



# Sustainability Awareness in Cosmetics Purchases

## German Survey on Purchase Criteria for Cosmetics 2019

*"What criteria do you consider when purchasing cosmetic products?"*



According to a survey conducted 2019 in Germany, **sustainability** and environmental friendliness are important for **about a quarter of all consumers** when purchasing cosmetic products.

# EXCURSUS: Shampoo Types Overview

## New Ways of Hair Wash

In recent years, **various new shampoo forms** have been developed in the hair care sector as part of the **increasingly diversified cosmetics market**. In the wake of the **dry shampoo** trend, which is ideal for quick hair care between washes, the latest major trend is **solid shampoo**.

Hair soap and powder shampoo are more niche applications.

### LIQUID SHAMPOO

Conventional



Natural Cosmetics



### DRY SHAMPOO

Usually Conventional



### POWDER SHAMPOO

Usually Natural



### SOLID SHAMPOO

Conventional



Natural Cosmetics



# Solid Shampoo: Key Advantages

## + ZERO/LESS WASTE: Avoiding Plastic

Compared to liquid products, solid shampoos **do not require the use of plastic packaging**. Therefore they help to **protect our environment**.

## + Long Lasting

Since solid shampoo is highly concentrated, one bar of solid shampoo is sufficient for up to **80-100 hair washes**. This means that one shampoo bar is equivalent to about three 250ml bottles of liquid shampoo.



## + Convenient for Travelling

The small solid shampoo bars are **compact** and do not take up much space in travel bags. Since they are **waterless**, they can be packed in **hand luggage** on the plane and are leak-proof. A soap bag or tin is recommended for transport.



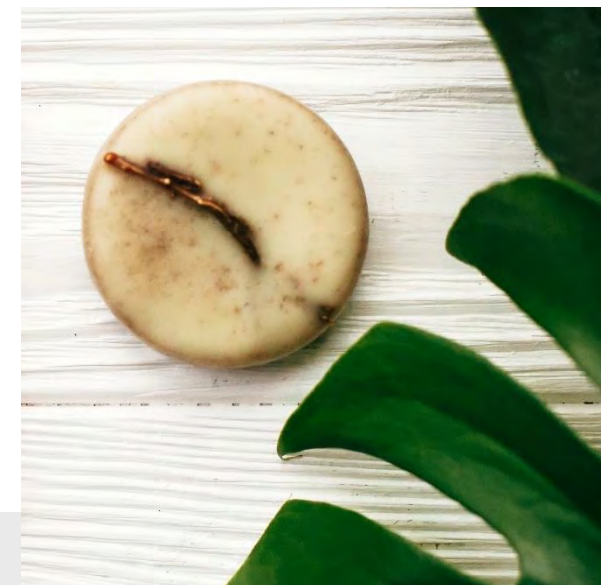
# Solid Shampoo vs. Hair Soap

In addition to solid shampoos, there is another form of hair washing in bar form on the market. **Hair soaps**, although also considered to be a sustainable alternative to liquid, are actually a different kind of product.

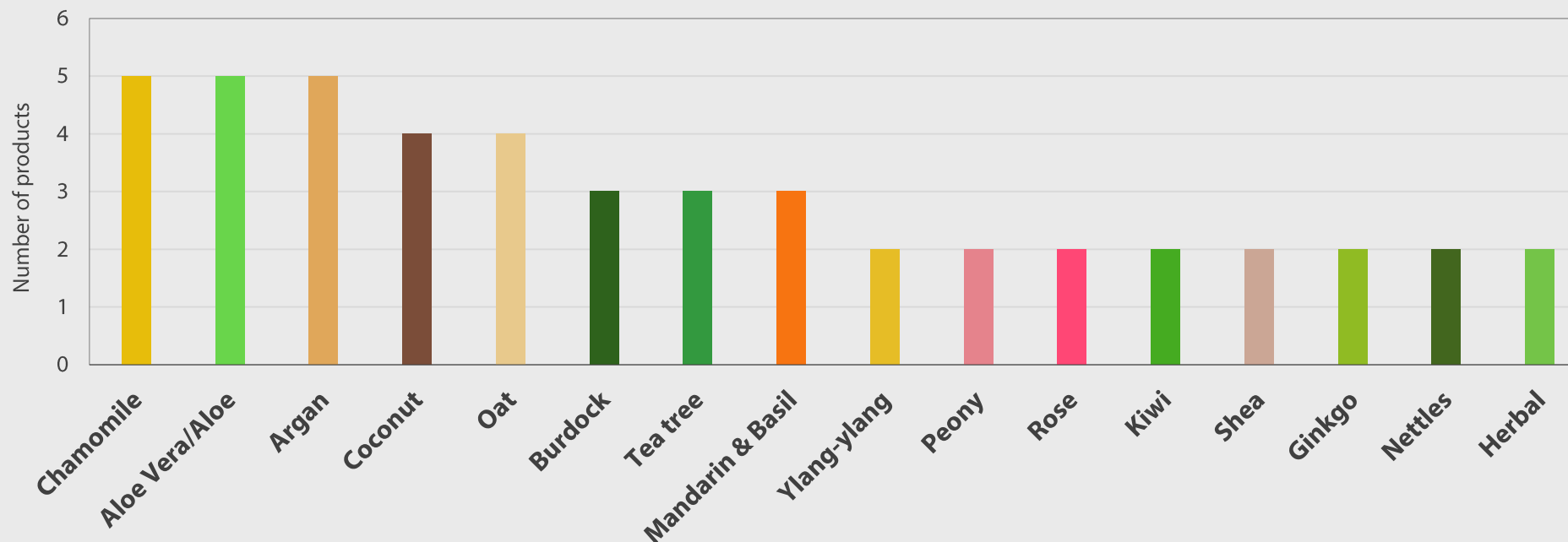
	<div><b>SOLID SHAMPOO</b></div> <div></div>	<div><b>HAIR SOAP</b></div> <div></div>
<b>Manufacturing</b>	chemically similar to the standard shampoo surfactant, but in solid form	traditional production through saponification of fats using strong lye
<b>Foaming</b>	like normal shampoo	less intensely
<b>Application</b>	used like normal shampoo	an "acid rinse" is necessary (e.g. vinegar and water), to avoid stringy hair

# Suitable Fragrances for Solid Shampoos

Since solid shampoos are widely regarded as **sustainable** and are mainly found in the natural cosmetics sector, **nature-inspired fragrances** – from fresh and herbal to fruity and floral – are particularly well suited for these products.



**Top Solid Shampoo Fragrances in Europe**  
(product launches in the last 3 years)



# Market Example: ETHIQUE

The **New Zealand company ETHIQUE** (French for "ethical") was founded in 2012 and focuses entirely on **sustainable "Beauty Bars"** – with the mission to free the world of plastic waste.

In addition to shampoo bars, ETHIQUE also offers conditioner bars and many other solid personal care products, such as facial cleansing bars and solid deodorants.

Join us on our mission as we...

## #giveupthebottle

To date we have prevented over 6 million plastic bottles from being made and disposed of.

Join the revolution and help us reach 50 million by 2025!



# Market Example: LUSH

For years, the **British company LUSH** has not only dedicated itself entirely to handmade cosmetics, but also to "**naked**" products. In terms of sustainability, LUSH started selling cosmetics completely **free of packaging** in 2018. Instead of disposable packaging, the cosmetics manufacturer offers reusable aluminium tins for the transport and storage of their products.

In keeping with the shampoo bar trend, LUSH offers a **wide range of solid hair care products**.



**SEANIK**

Shampoo Bar

Buoyant and beautiful hair



FEATURED

## Shampoo Bars - The Naked Revolution

FEATURES

Go hard or go home! Solid products to take on holiday

# NATURAL COSMETICS – Market Products Germany

Claims of Fragrances, Ingredients and Hair Types/Features



**alverde**

mandarin-basil / coconut



**Alterra**

normal hair: organic orange & organic vanilla / organic bergamot & organic olive



**i+m**

verbena – shine & smooth



**N.A.E.**

repairing / daily usage



**Bioturm**

damaged hair / greasy hair / volume



**Greendoor**

orange / peppermint / lemon verbena

# NATURAL COSMETICS – Market Products France

## Claims of Fragrances and Ingredients



### Corine de Farme

with sweet almond oil / coconut oil / green clay



### Lamazuna

scent of pine / orange / lemon litsea



### The Green Emporium

scent of almond / lavender / exotic fruits / mint / vanilla / grapefruit



# BELL'S FRAGRANCES AND BOTANICALS

for solid shampoo bars

## FLORAL-FRUITY

6400169

### SUNNY FLOWER NATSCENT

Top: orange, petitgrain, rhubarb

Heart: orange blossom, jasmine

Base: vetiver, cedar, vanilla

#### **BOTANICAL RECOMMENDATIONS:**

2340145 Botanical Rhubarb Gly (org)

0485703 Botanical Orange Flower A (org)



GREEN-TART

6400179

## CHLOROPHYLL AND GREEN APPLE NATSCENT

Top: lemongrass, galbanum, bergamot

Heart: anise, green apple, rhubarb, spearmint

Base: patchouli, sandalwood

### **BOTANICAL RECOMMENDATIONS:**

2310032 Chlorophyll Extract Gly (org)

0487004 Botanical Aloe Gly (org)



FRUITY-DELICATE

6400171

## PEACHYLICIOUS NATSCENT

Top: peach, cassis bud, fruity

Heart: davana, lavender, clary sage, violet, rose

Base: soft, creamy, sweet, vanilla

### **BOTANICAL RECOMMENDATIONS:**

2340162 Botanical Rose Blossom Gly (org)

2340160 Botanical Quince Gly (org)



CREAMY-CARING

6400175

## WOODY COCO NATSCENT

Top: aldehydic

Heart: woody, coconut, cedar

Base: balsamic, woody, sweet,  
tonka, sandalwood, vanilla

### **BOTANICAL RECOMMENDATIONS:**

2340084 Botanical Coconut Gly (org)

2330020 Botanical Cedarwood o.s. (org)



FRUITY-FRESH

6400181

## APPLE & MINT NATSCENT

Top: fresh, apple, leaf green

Heart: fruity, herbal, mint

Base: creamy, sandalwood, patchouli

### **BOTANICAL RECOMMENDATIONS:**

2340164 Botanical Peppermint Gly (org)

2340076 Botanical Agave Gly (org)



EXOTIC-FRUITY

6101499

## TROPICAL SMOOTHIE NATSCENT

Top: sparkling, green, maracuja

Heart: fruity, pineapple, mango, rose

Base: sweet, vanilla, caramel, coconut

### **BOTANICAL RECOMMENDATIONS:**

2340348 Botanical Lemon Gly (org)

0486852 Botanical Papaya A (org)



SOFT-FLORAL

6101263

## PINK CHERRY BLOSSOM NATSCENT

Top: fresh, almond-like, cherry

Heart: fruity, floral, orange, almond blossom,  
cherry blossom

Base: spicy, balsamic, vanilla

### **BOTANICAL RECOMMENDATIONS:**

2340046 Botanical Lotus Flower Gly (org)

0486911 Botanical Hibiskus Gly (org)





SAY  
NO  
TO  
PLASTIC

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Bell Flavors & Fragrances  
Schimmelstrasse 1  
04205 Leipzig, Germany  
[www.bell-europe.com](http://www.bell-europe.com)

