





Vegan Milk Alternatives – A Nutritional Trend

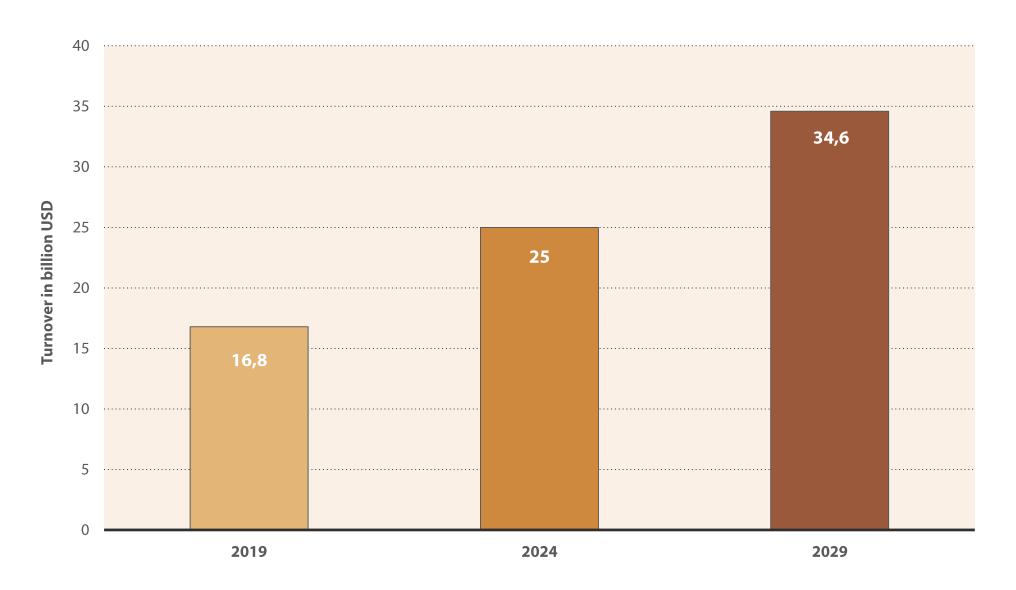
More and more consumers are turning to plant-based milk alternatives as a replacement for classic cow's milk. Some because they are lactose intolerant, others because they have decided to go vegan. Still others are trying to eat healthier and reduce their milk consumption.

But above all, one thing is clear: **Vegan milk alternatives are currently all the rage!**



Most supermarkets now offer a broad range of plant-based vegan milk alternatives.

Forecast: Sales Development of Plant-based Milk Alternatives (Worldwide)

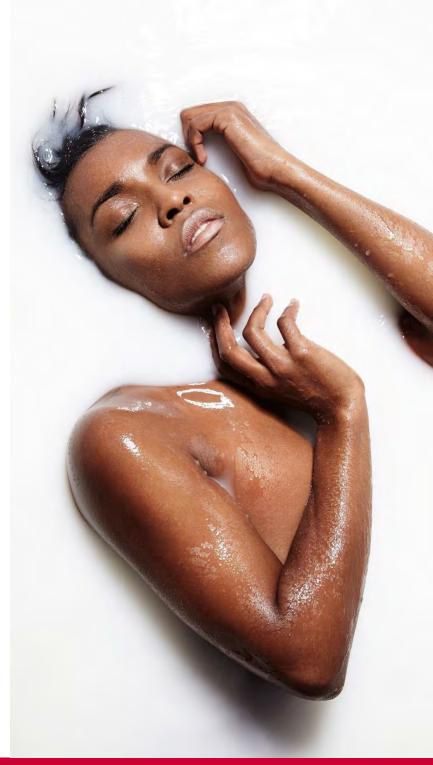


Milk and Hair Care - Associations

Milk is considered a miracle cure for dry, dull hair and can give a silky shine. It also nourishes and regenerates the skin, making it perfect for scalp care.

Now that vegan nutrition and natural ingredients are increasingly popular, **plant-based milk alternatives** provide good opportunities for new product developments in hair care.

- → Topic is suitable for shampoo and conditioner with various benefits for hair and scalp:
- moisturising / for dry hair
- nourishing / for intensive care and softness
- smoothing / for silky shine
- sensitive / mild care for hair and scalp
- soothing / for sensitive scalp



Source: healthindex.de Bell Flavors & Fragrances | 5

Market Products: Garnier – Pioneer in Hair Care with Ingredients from Plant-based Milk Alternatives

Garnier Ultimate Blends
Oat Delicacy



NOURISHES FRAGILE HAIR SOOTHES SENSITIVE SCALP

Garnier Ultimate Blends
Coconut Milk & Macadamia



NOURISHES, SOFTENS & GIVES SUPPLENESS

Garnier Ultimate Blends
Almond Crush



GENTLY CLEANSES & NOURISHES, LEAVING HAIR HEALTHIER & STRONGER

Source: garnier.co.uk

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International Market Products: Herbal Essences





Hydrate
Coconut Milk
Shampoo + Conditioner

Nourish **Passion Flower & Rice Milk**Shampoo + Conditioner

Source: herbalessences.com

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Further International Market Products



Aveeno (Johnson & Johnson)

Oat Milk Blend "Daily Moisture"

Shampoo + Conditioner "no sulfates, no dyes, no parabens"



Dove (Unilever)

Nourishing Secrets "Detox Ritual"

Shampoo + Conditioner with matcha and **rice milk**



Bell's Sulphate-free Shampoo Base

Many consumers choose to avoid **sulphates in shampoos** – for a variety of reasons:

- sulphates have a strong cleansing and degreasing effect, so they can dry out hair and scalp
- they can cause skin irritation, dandruff and itching with sensitive skin
- they can irritate mucosae and eyes

Bell has developed a new sulphate-free shampoo base

- with mild and foamy surfactants
- free from parabens, free from silicones
- the shampoo's care properties:
 - moisturising
 - easier combing
 - anti-frizz



Plant-based Milk Alternatives for Hair Care

The different plant-based milk alternatives offer multiple options for new product developments in hair care. Almond milk, coconut milk and co. are ideal for both intensive and mild care.

In combination with other notes, Bell's perfumers have developed a diverse range of fragrance compositions on the topic of plant-based milk alternatives.

Be inspired by Bell's fragrances and botanical recommendations!







ALMOND MILK

6400125 Almond Milk & Spelt

Top: milky, almond milk, spelt

Heart: floral, almond milk, jasmine, lily

Base: creamy, vanilla, heliotrope

ALMOND MILK

Botanical recommendations:

0485311 Almond Milk A (org)

Latin name: Prunus amygdalus dulcis

Benefits according to CosIng*:

hair and skin conditioning

2340194 Botanical Spelt A

Latin name: Triticum aestivum

- hair and skin conditioning
- perfuming





SESAME MILK

6400120 Sesame Milk & Macadamia

Top: green-fruity, sesame milk

Heart: floral, heliotrope, jasmine, rose

Base: creamy, vanilla, musk, macadamia

SESAME MILK

Botanical recommendation:

0485446 Macadamia Nut Extract A

Latin name: Macadamia ternifolia

- emollient
- skin conditioning





HEMP MILK

6101272 Hemp Milk & Honey

thyme Top:

Heart: hemp milk, heliotrope

Base: honey, sandalwood

HEMP MILK

Botanical recommendation:

2340252 Botanical Hemp A

Latin name: Cannabis sativa

Benefits according to CosIng*:

emollient





CACTUS MILK

6400111 Cactus Milk & Bamboo

Top: fresh green, cucumber, minty aspects

Heart: floral-green, slightly fruity

Base: musk, sandalwood,

balsamic, milky

CACTUS MILK

Botanical recommendation:

0485247 Botanical Bamboo A

Latin name: Bambusa vulgaris

- antioxidant
- emollient
- moisturising
- astringent
- skin conditioning





COCONUT MILK

6101270 Coconut Milk & Cucumber Flower

Top: cucumber flower, cardamom

Heart: coconut milk, fig milk

Base: vanilla

COCONUT MILK

Botanical recommendation:

0486176 Botanical Coconut A (org)

Latin name: Cocos nucifera

- emollient
- hair and skin conditioning





OAT MILK

6400126 Oat Milk & Acai

Top: fruity, berry, blackcurrant, acai

Heart: creamy, floral, oat milk, violet

Base: powdery, balsamic, musk, vanilla

OAT MILK

Botanical recommendation:

0485468 Botanical Oat A (org)

Latin name: Avena sativa

- antioxidant
- emollient
- skin conditioning





HAZELNUT MILK

6400121 Hazelnut Milk & Shea

nutty, hazelnut Top:

Heart: creamy, shea, milk

Base: woody, sandalwood, vanilla

HAZELNUT MILK

Botanical recommendations:

0482223 Cocoa Extract A

Latin name: Theobroma cacao

Benefits according to CosIng*:

skin conditioning

0486001 Botanical Vanilla A

Latin name: Vanilla planifolia

- smoothing
- skin conditioning and protecting





RICE MILK

6101269 Rice Milk & Tiaré

raspberry blossom Top:

Heart: rice milk, tiaré

Base: rice powder, heliotrope, sandalwood

RICE MILK

Botanical recommendation:

0485041 Botanical Rice A (org)

Latin name: Oryza sativa

- hair and skin conditioning
- absorbent



Sources

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