

A close-up photograph of hands being washed under a running faucet. The hands are covered in thick, white soap foam. Water is streaming from the faucet onto the soapy hands. The background is blurred, showing a person's arm in a dark sleeve.

HAND CARE NEXT LEVEL

Fragrance Proposals for Hand Soaps & Hand Cream

Hand Care Next Level – Changing Consumer Behaviour

The current COVID-19 pandemic is having an impact on consumer behaviour in several ways. One aspect is the stronger focus on personal hygiene.

To slow down the transmission of the virus, the WHO (World Health Organization) recommends:

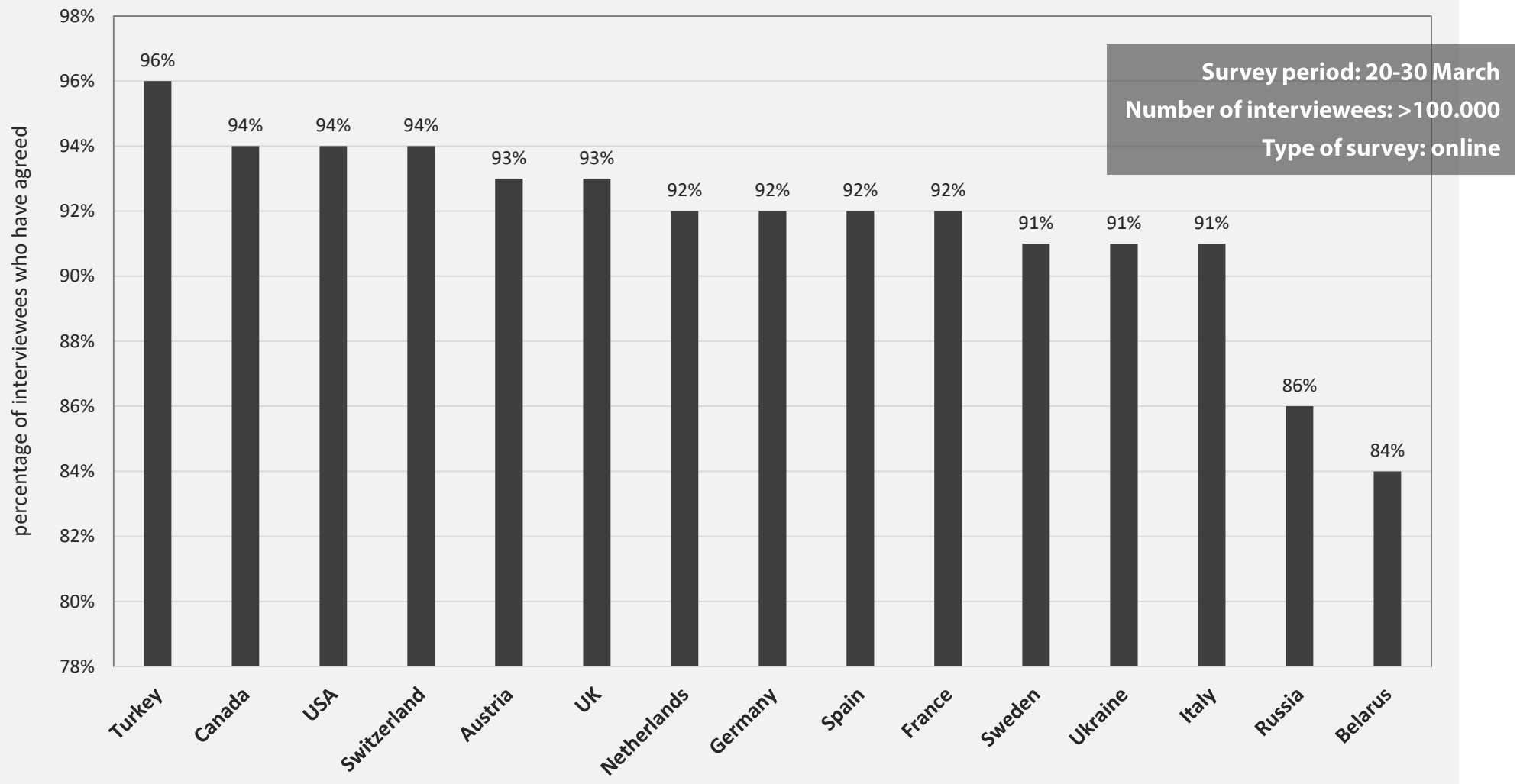
***“Wash your hands regularly with soap and water,
or clean them with alcohol-based hand rub.”***

Local governments, institutions and companies are spreading this advice and most consumers are acting upon it, to protect themselves and others.


Current Increase in Hand Washing Frequency

INTERNATIONAL SURVEY ON PEOPLE'S HAND WASHING FREQUENCY (MARCH 2020):

"Have you washed your hands more often than usual in the last week?"



Rising Demand for Liquid & Bar Soaps



Will the demand for soaps remain on the current high level in the long-term?

The enhanced consumer awareness for the importance of personal hygiene could indeed have this effect.

MARKET GROWTH PREDICTED

The global soap and other detergents market was worth \$ 100.04 billion in 2019. It is expected to grow at a compound annual growth rate (CAGR) of 7.5% and reach \$133.85 billion by 2023.

– ResearchAndMarkets.com

PERSONAL HYGIENE AS A PRIORITY

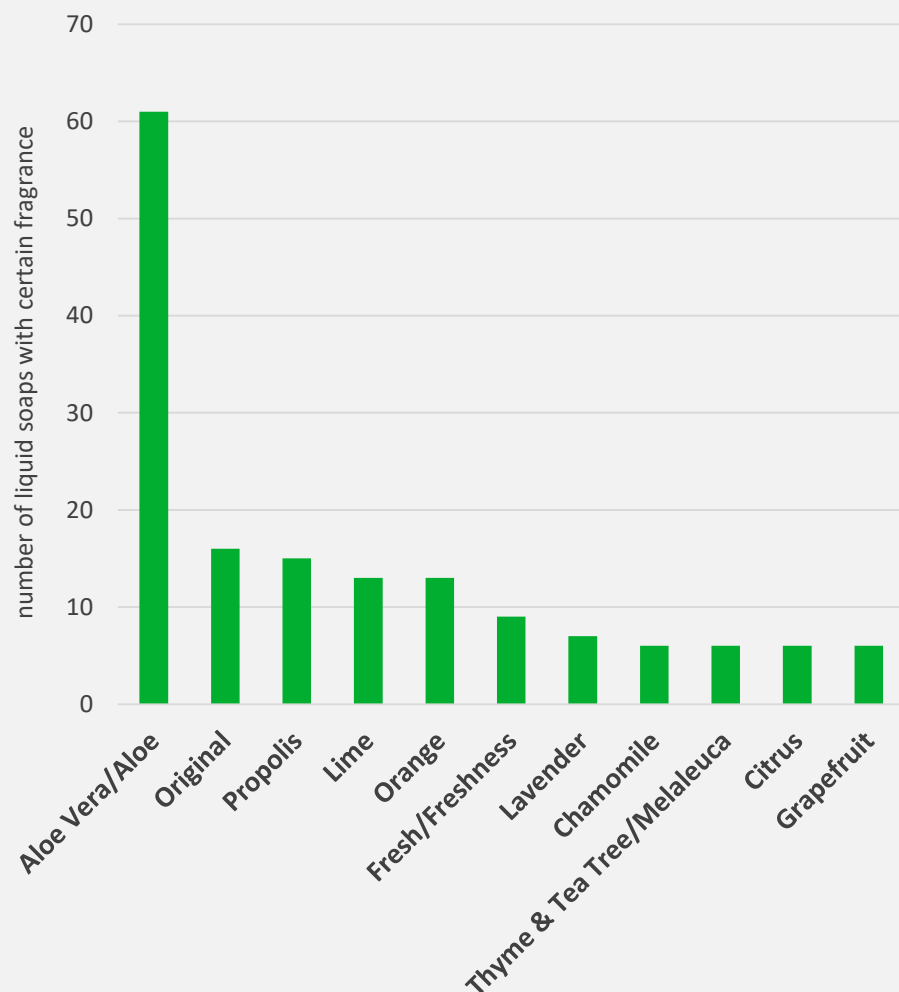
“Home cleaning, hygiene, and healthy living will be high on the agenda, as more consumers will prioritise self-care and self-prevention in the aftermath of the pandemic.”

– Euromonitor International (Apr 2020)

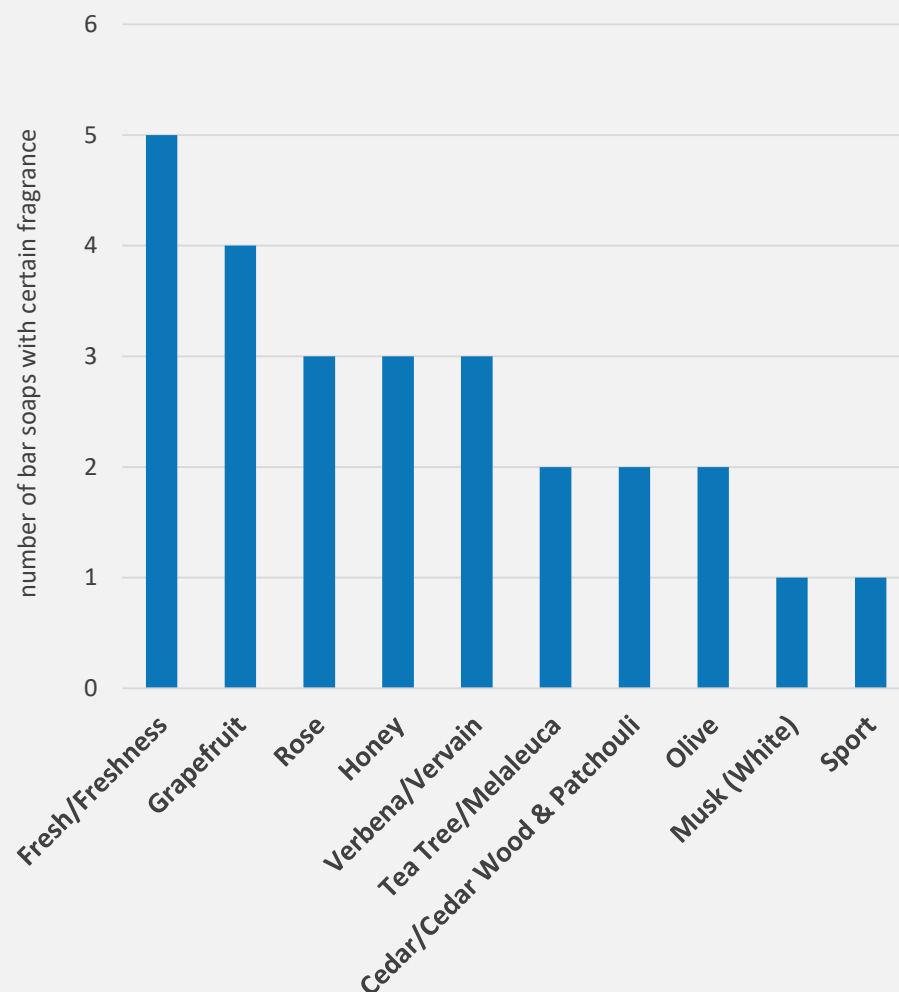
Liquid & Bar Soaps – Common Fragrances

Fresh and Citric Scents are Popular for “Hygiene” Positioning

Liquid Soaps with "Hygiene" Positioning in Europe
Most Common Fragrances Claimed



Bar Soaps with "Hygiene" Positioning in Europe
Most Common Fragrances Claimed



Will Hand Cream Demand Increase, too?

Frequent Hand Washing Leads to Dry Hands

When washing and disinfecting the hands more and more frequently, one side effect usually occurs quickly: **dry, stressed hands** – maybe even flaky, painfully chapped and irritated.

To avoid this unpleasant consequence of intense hand hygiene, it is important to **use a rich hand cream**, that will **moisturise and soothe the hands' skin**. It can also help restore the skin's natural moisture barrier.

Doctors currently advise using hand cream on a regular basis (e.g. [theguardian.com](https://www.theguardian.com), 9 Mar 2020).

It is very likely that demand for hand cream will increase in the near future. Most probably, many new product developments will be seen in the market.



Focus on the Hands:

Is a Revolution of the Hand Care Category Imminent?

These days, many beauty brands are focusing more strongly on the **hand care category** than before the COVID-19 pandemic.

Slowly but surely, **many new launches** in hand soaps and hand creams will be seen in the global marketplace.

Whether it be soap, cream or sanitiser, the future of the hand care category is unlikely to be the same again.

– Cosmetics Business

New Launches & Initiatives in Hand Soaps & Hand Cream

Some Examples from the Global Marketplace

There are several ways brands are currently starting to **reinvent the hand care category**.



Lush's spring launch was not another seasonal bath bomb or solid shampoo, but a **vinyl made of soap** that plays “Happy Birthday” to encourage consumers to wash their hands properly.

Bath and body brand **Soap & Glory** is donating one ‘Clean On Me’ shower gel to the UK charity **The Hygiene Bank** for every 50th product sold – to give personal care essentials to those who can’t afford them.

The US brand Glossier has launched a **its first ever hand cream** in April 2020 and **donated** the first 10,000 units of **to healthcare workers**.



In the UK, **The Body Shop** and **L’Occitane** are donating soap bars and hand creams to nurses and doctors working for the NHS.

Summary, Conclusions and Recommendations

Fragrances for Hand Soaps & Hand Cream

It is very likely that the current **enhanced consumer awareness for hand hygiene** will remain on a higher level, at least in the mid-term, maybe even in the long-term. This will most probably lead to **increased turnover in the hand care category**.

Many **new product launches** can be expected globally, not only in liquid/bar soaps and hand sanitisers, but also in hand creams.


Fragrances that consumers usually associate with **freshness, hygiene, cleanliness**, but also **skin-caring properties**, will help create successful product developments.



A white liquid soap dispenser and a white bar soap container are shown on a light blue background. Green leaves are scattered around the products. A dark green banner with white text is overlaid on the image.

BELL'S FRAGRANCE PROPOSALS

for Sanitary Hand Soap – Liquid & Bar



6600475

CITRUS ENERGY

Top: lemon, aldehydic, fresh, gardenia, aqua

Heart: rose, jasmine, peach, coconut

Base: musky, woody, ambery, sandalwood



hand soap

FRESH
CITRUS

When life gives you lemons, make lemonade. (saying)

Citric fragrances are typically associated with sanitising properties and hygiene.

They usually also trigger good mood and reduce stress – a benefit that is important more than ever in the current time.



0798791

ROSEFRESH EXTRA DF1.0

Top: fresh, soft green, slightly fruity

Heart: floral, sweet, rose

Basis: gentle, balsamic



hand soap

ROSE
FRESH

A bit of fragrance always clings to the hand that gives roses. (Chinese Proverb)

Rose scents and ingredients are very popular for skin care products. Extracts from roses are said to have anti-inflammatory properties, as well as reduce redness and calm the skin. Rose oil can help relieve stress and increase feelings of calmness and relaxation.



0807597

ALOE VERA FRESH & GREEN DF

Top: fresh, green, aloe vera, cucumber

Heart: floral, lily of the valley, rose, peony

Base: floral, musk



hand soap
**SOOTHING
ALOE**

ALOE you VERA much. (wordplay)

Aloe vera is one of the internationally most common healing plants with various benefits for the skin. Its gel has skin-soothing and hydrating properties. It also works as an antiseptic, making it suitable for sanitary as well as skin-caring cosmetics products.



0796734

MILK & HONEY DF

Top: sweet, creamy, slightly fruity, honey

Heart: sweet, creamy, floral, honey, milk,
vanilla, heliotrope, rose

Base: soft, creamy, vanilla, musk



hand soap

MILK &
HONEY

Life is the flower for which love is the honey. (Victor Hugo)

Honey is full of components that are beneficial for the skin.

It moisturises and softens the skin, just as milk, too – making it a perfect combination.

The bee's treasure also has antibacterial and anti-inflammatory properties.

0814122

SENSUAL SPRING

Top: fresh, young green leaves, watery notes

Heart: herbal, floral, wild rose, jasmine,
fruit blossom notes

Base: orange blossom, delicate musk accents



hand soap
**SPRING
BLOSSOMS**

The first blooms of spring always make my heart sing. (S. Brown)

The delicate tree blossoms flourishing in spring spread a fresh and sweet scent, waking up nature after the winter.

Fresh floral fragrances are popular for luxury soaps and other personal care products.



BELL'S FRAGRANCE PROPOSALS

for Hand Cream – Care for Dry Hands



6101203 KAIRO SOFT

Top: aldehydic

Heart: floral, rose, violet, jasmine

Base: woody, warm, sweet, cedar,
vanilla, amber, musk



Rose scents and ingredients are an all-time favourite for skin care products. Extracts from roses are said to have anti-inflammatory properties, as well as reduce redness and calm the skin, thus helping damaged or irritated skin heal.

6101455

WHITE LOTUS & ALMOND

Top: fruity, creamy, bergamot, almond

Heart: creamy, floral, violet, rose

Base: creamy, sweet, soft, vanilla, chocolate



Almond oil is full of nutrients that help moisturise the skin deeply, reduce skin itching and irritations. Therefore, it is a popular ingredient for skin care products for particularly dry or sensitive skin.

6101162

MEXICAN AGAVE

Top: green, watery, aloe vera

Heart: floral, magnolia, rice blossom

Base: white musk, vanilla



Agaves look similar to aloe vera plants, but are a less common and more innovative ingredient in personal care products. Agave leaves contain polysaccharides that help the skin repair and refresh, with moisturising and anti-inflammatory benefits.

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