



 TAKASAGO

SHOWER PROGRAM SUPEREDIBLE COLLECTION

—
2023

SHOWER PROGRAM COLLECTIONS

Meet the inspiring Shower Program collections!
We've conducted a holistic study on raw materials to evaluate their remanence, blooming and performance, both in neat and in use, in order to create unique fragrances. Based on the results of this study, perfumers have developed fine, performing and accessible olfactive notes.



TAKASAGO INGREDIENT SCREENING TOOL



_ INGREDIENT FACTORY

Designed to measure Emotion, Product and Attribute associations of Over 400 ingredients

17 Countries

21,000 Respondents

400+ Ingredients

14 Product Categories

6 Ingredient Themes

8 Sustainable Dimensions

14 Product Benefits

10 Emotions

25 Color Associations

Takasago's proprietary
**consumer innovation
program** designed to
listen to the voice of the
people



Measures emotion,
attribute, benefits,
color, sustainable
dimensions and product
associations for about
400 ingredients



Global consumer
awareness &
perception of natural
ingredients



**Dynamic Trend
Portal** for Data
Analysis

Learnings shared via
Dashboards

SHOWER PROGRAM COLLECTIONS



SUPER

EDIBLE



Of all the passions, the
only really respectable
seems to be greed.

- *Guy de Maupassant*



FROM ICONIC...

...TO EMERGING

ICONIC
EDIBLES



EMERGING
EDIBLES



ICONIC EDIBLES



INGREDIENT FACTORY

INGREDIENT SCREENING : CINNAMON



Source : Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

FOR PERSONAL WASH

PLEASURABLE

**FUN, HAPPY
& CAREFREE**

**RELAXED
& CALM**

**PAMPERED &
INDULGENT**

**SAFE COMFORTED
& REASSURED**

CINNAMON



EDIBLE SPICY CINNAMON

-TOP-

Cardamom, Orange, Ginger

-MIDDLE-

Cinnamon, Clove, Buttercream

-BASE-

Vanilla, Cedarwood, Vetiver

INGREDIENT FACTORY

INGREDIENT SCREENING : VANILLA



Source : Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

FOR PERSONAL WASH

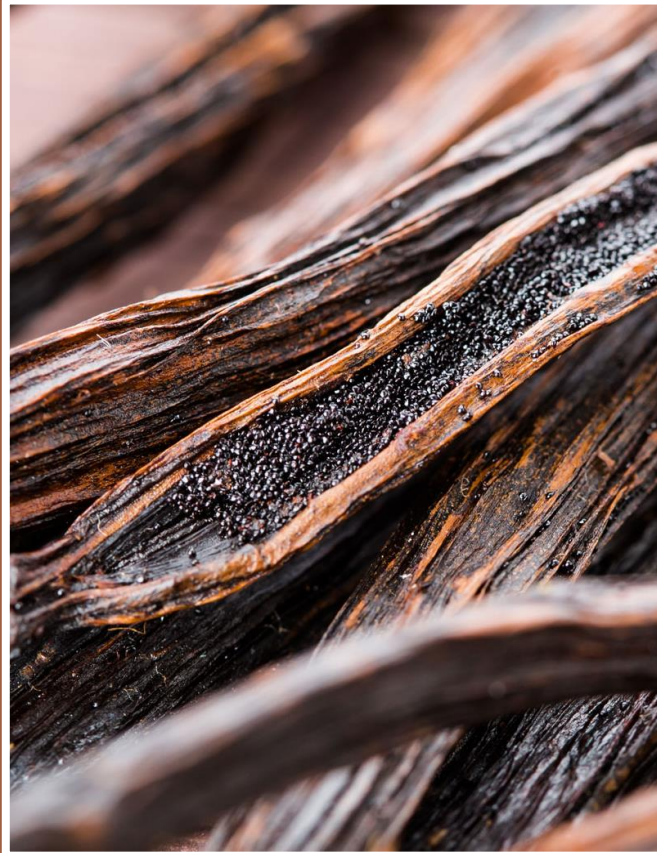
PLEASURABLE

**RELAXED
& CALM**

**PAMPERED &
INDULGENT**

**SAFE COMFORTED
& REASSURED**

VANILLA



ORIENTAL EDIBLE VANILLA

-TOP-

Freesia, Watery

-MIDDLE-

Powdery, Caramel, White Flowers

-BASE-

Vanilla, Sandalwood, Ambery, Creamy

INGREDIENT FACTORY

INGREDIENT SCREENING : HONEY



Source : Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

FOR PERSONAL WASH

PLEASURABLE

**PAMPERED &
INDULGENT**

**SENSUAL
& SEXY**

RELAXED & CALM

**SAFE COMFORTED
& REASSURED**



ORIENTAL FLORAL HONEY

-TOP-

Peach, Pineapple

-MIDDLE-

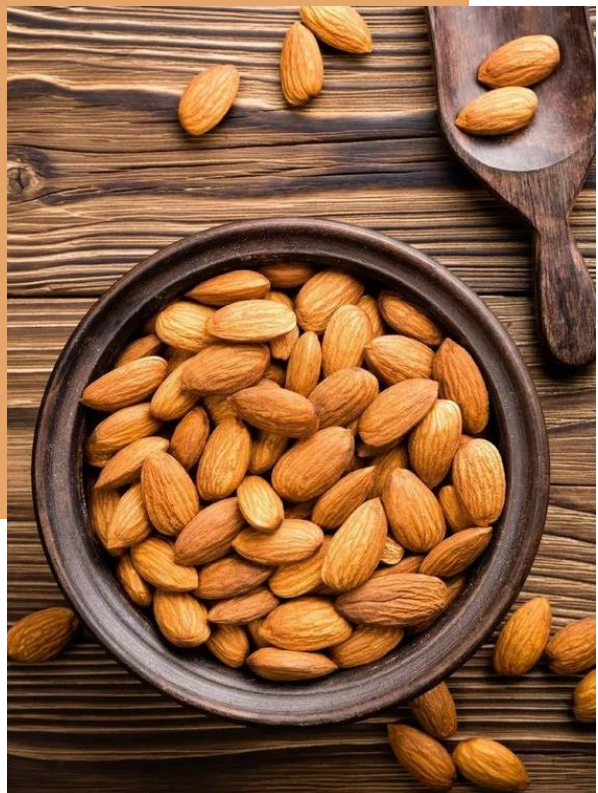
Honey, Rice, Coconut Milk

-BASE-

Nutty, Ambery, Vanilla

INGREDIENT FACTORY

INGREDIENT SCREENING : ALMOND



Source : Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

FOR PERSONAL WASH

BROWN

**CLEAN &
REFRESHED**

**HEALTH &
WELLNESS**

**REPAIR
HAIR & SKIN**

**PROTECT
HAIR & SKIN**

ENHANCE BEAUTY

ALMOND



ORIENTAL FLORAL ALMOND

-TOP-

Almond, Cherry, Lemon

-MIDDLE-

Cherry Blossom, Heliotrope, Powdery

-BASE-

Vanilla, Woody, Nutty

EMERGING EDIBLES



INGREDIENT FACTORY

INGREDIENT SCREENING : OAT MILK



Source : -Oat- in Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

**MORE POPULAR IN
FUTURE**

BROWN

**HEALTH &
WELLNESS**

**FOCUS &
CONCENTRATION**

**ENERGIZED
& DYNAMIC**

**PROTECT
HAIR & SKIN**



ORIENTAL FLORAL OATMEAL

-TOP-

Cereal, Orange, Freesia

-MIDDLE-

Oatmeal, White Flowers, Chamomile

-BASE-

Sandalwood, Vanilla, Cedarwood

INGREDIENT FACTORY

INGREDIENT SCREENING : SALTED BUTTER CARAMEL



Source : -Caramel- in Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

**MORE POPULAR IN
FUTURE**

PLEASURABLE

WARM

**SAFE COMFORTED
& REASSURED**

**PAMPERED &
INDULGENT**

**FUN, HAPPY
& CAREFREE**

SALTED BUTTER CARMEL



EDIBLE EDIBLE CARMEL

-TOP-
Milky, Nutty

-MIDDLE-
Caramel, Coffee, Heliotrope

-BASE-
Vanilla, Praline, Roasted

INGREDIENT FACTORY

INGREDIENT SCREENING : CHESTNUT



Source : Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

**MORE POPULAR IN
FUTURE**

BROWN

WARM

**SELF CONFIDENT
& EMPOWERED**

CHESTNUT



ORIENTAL FLORAL CHESTNUT

-TOP-

Mandarin, Plum, Red Berry

-MIDDLE-

Orris, Jasmine, Cereal, Chestnut

-BASE-

Praline, Vanilla, Sandalwood, Patchouli

INGREDIENT FACTORY

INGREDIENT SCREENING : COFFEE BEAN



Source : Ingredient Factory, 2022

Emotion, product and attribute associations (Europe)

**MORE POPULAR IN
FUTURE**

WARM

BROWN

**ENERGIZED
& DYNAMIC**

**SAFE COMFORTED
& REASSURED**

**FUN, HAPPY &
CAREFREE**

**SELF CONFIDENT
& EMPOWERED**

COFFEE BEAN



EDIBLE EDIBLE COFFEE

-TOP-
Milky, Nutty

-MIDDLE-
Caramel, Coffee, Heliotrope

-BASE-
Vanilla, Praline, Roasted



GET
INSPIRED!

—