



 TAKASAGO

# SHOWER PROGRAM SUPERFRESH 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



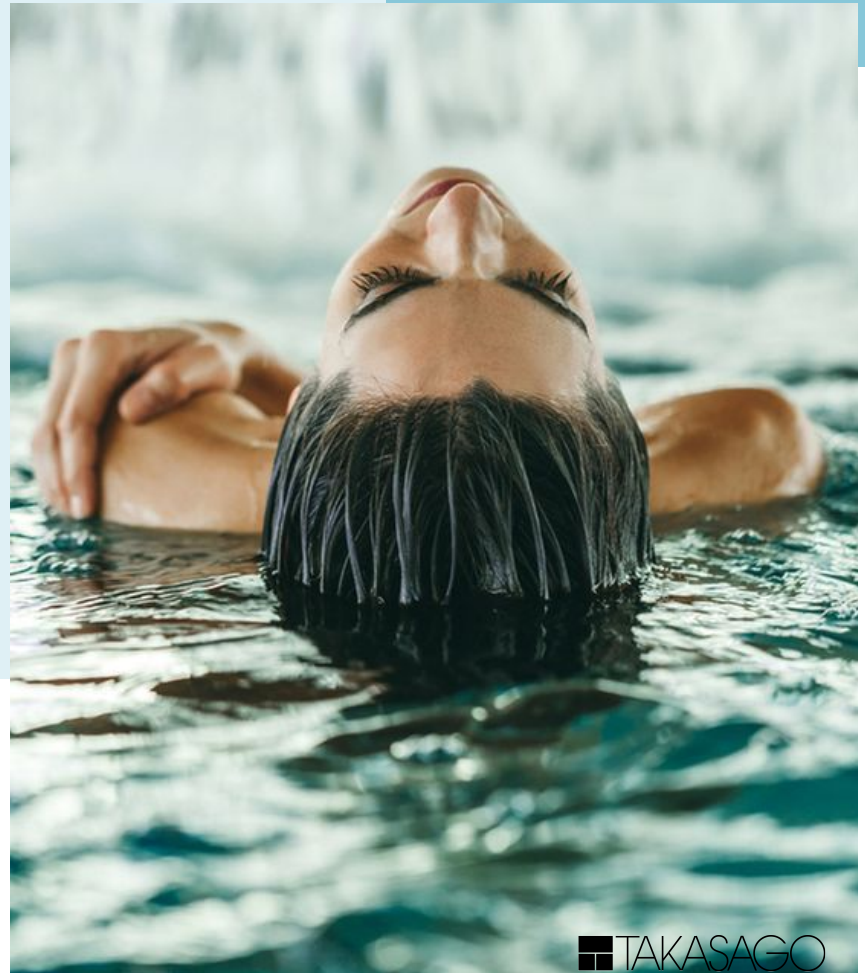
**SUPER**

**FRESH**



Sometimes all we need  
is a fresh start.

- *Unknown*



# FROM ICONIC...

ICONIC  
FRESHNESS



# ...TO EMERGING

EMERGING  
FRESHNESS



# ICONIC FRESHNESS





# INGREDIENT FACTORY

## INGREDIENT SCREENING : PINE



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**FOR PERSONAL WASH**

**FRESH**

**GREEN**

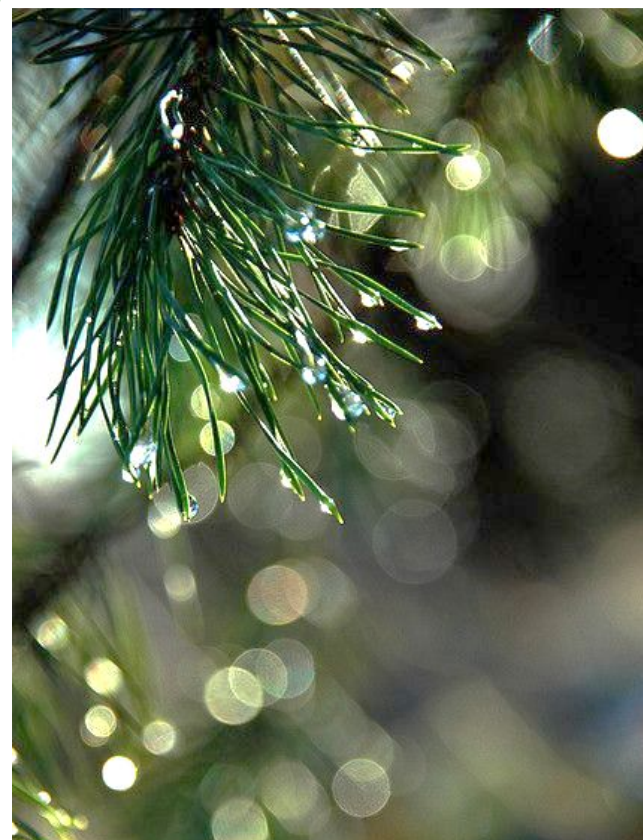
**RELAXED  
& CALM**

**CLEAN &  
REFRESHED**

**SAFE COMFORTED  
& REASSURED**

 **TAKASAGO**

# PINE



## AROMATIC WOODY FIR BALSAM

### **-TOP-**

Pine Needle, Grapefruit, Apple

### **-MIDDLE-**

Honey, White Flowers, Fir Balsam

### **-BASE-**

Cedarwood, Sandalwood, Amberly

# INGREDIENT FACTORY

## INGREDIENT SCREENING : VERBENA



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**FOR PERSONAL WASH**

**FRESH**

**RELAXED  
& CALM**

**PAMPERED &  
INDULGENT**

**SAFE COMFORTED  
& REASSURED**

 **TAKASAGO**

# VERBENA



## CITRUS GREEN VERBENA

### **-TOP-**

Lemon, Verbena, Aldehydic

### **-MIDDLE-**

Lemongrass, Cyclamen, Freesia

### **-BASE-**

Cedarwood, Musky

# INGREDIENT FACTORY

## INGREDIENT SCREENING : CUCUMBER



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**FOR PERSONAL WASH**

**FRESH**

**GREEN**

**CLEAN &  
REFRESHED**

**HEALTH &  
WELLNESS**

**REPLENISH &  
REJUVENATE**

 **TAKASAGO**

# CUCUMBER



## FLORAL GREEN AQUATIC

### **-TOP-**

Eucalyptus, Basil, Watermelon

### **-MIDDLE-**

Peppermint, Melon, Cucumber

### **-BASE-**

Musky

# INGREDIENT FACTORY

## INGREDIENT SCREENING : GREEN TEA



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**FOR PERSONAL WASH**

**FRESH**

**YOUTHFUL  
& MODERN**

**HEALTH &  
WELLNESS**

**RELAXED  
& CALM**

**SELF COMFORTED  
& REASSURED**

 **TAKASAGO**

# GREEN TEA



## FLORAL CITRUS GREEN TEA

### **-TOP-**

Bergamot, Orange, Petitgrain

### **-MIDDLE-**

Green Tea, Freesia, Lily of the Valley

### **-BASE-**

Musky, Woody



# EMERGING FRESHNESS



# INGREDIENT FACTORY

## INGREDIENT SCREENING : WHITE LAVENDER



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN  
FUTURE**

**FRESH**

**HEALTH & WELLNESS**

**SOPHISTICATED & PREMIUM**

 **TAKASAGO**

# WHITE LAVENDER



## AROMATIC FLORAL LAVENDER

### **-TOP-**

Marine, Pine, Lavandin

### **-MIDDLE-**

Eucalyptus, Lavender, Cyclamen

### **-BASE-**

Musky, Ambery

# INGREDIENT FACTORY

## INGREDIENT SCREENING : EUCALYPTUS



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN  
FUTURE**

**FRESH**

**ENERGIZED &  
DYNAMIC**

**CLEAN &  
REFRESHED**

**HEALTH &  
WELLNESS**

**GREEN**

 **TAKASAGO**

# EUCALYPTUS



## AROMATIC GREEN EUCALYPTUS

### **-TOP-**

Peppermint, Eucalyptus, Rosemary

### **-MIDDLE-**

Geranium, Thyme, Camphoraceous

### **-BASE-**

Cedarwood, Pine, Musky

# INGREDIENT FACTORY

## INGREDIENT SCREENING : GINGER



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN  
FUTURE**

**FRESH**

**HEALTH &  
WELLNESS**

**REPLENISH &  
REJUVENATE**

**CLEAN &  
REFRESHED**

**PLEASURABLE**

 **TAKASAGO**

# GINGER



## CITRUS FRUITY GINGER

### **-TOP-**

Clementine, Mandarin, Ginger

### **-MIDDLE-**

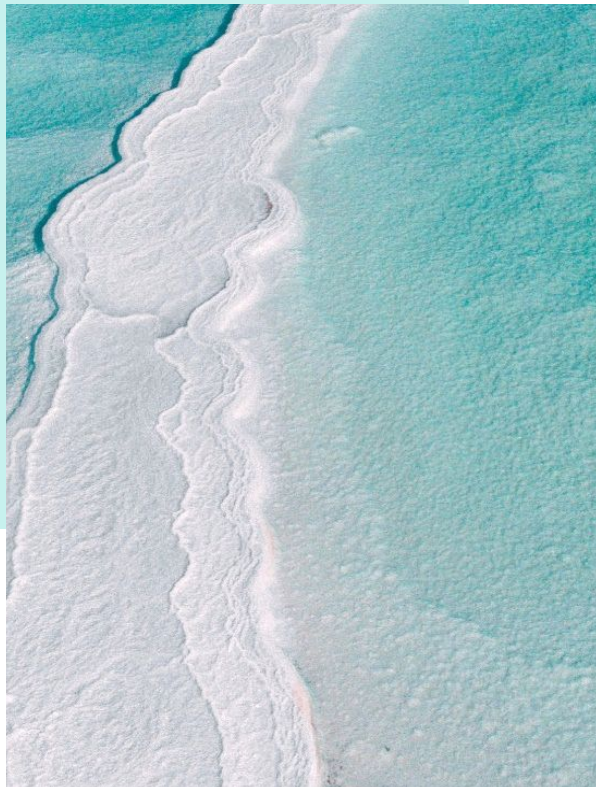
Petitgrain, Orange, Aromatic

### **-BASE-**

Musky, Woody, Vanilla

# INGREDIENT FACTORY

## INGREDIENT SCREENING : SEA SALT



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN  
FUTURE**

**FRESH**

**YOUTHFUL & MODERN**

**WHITE**

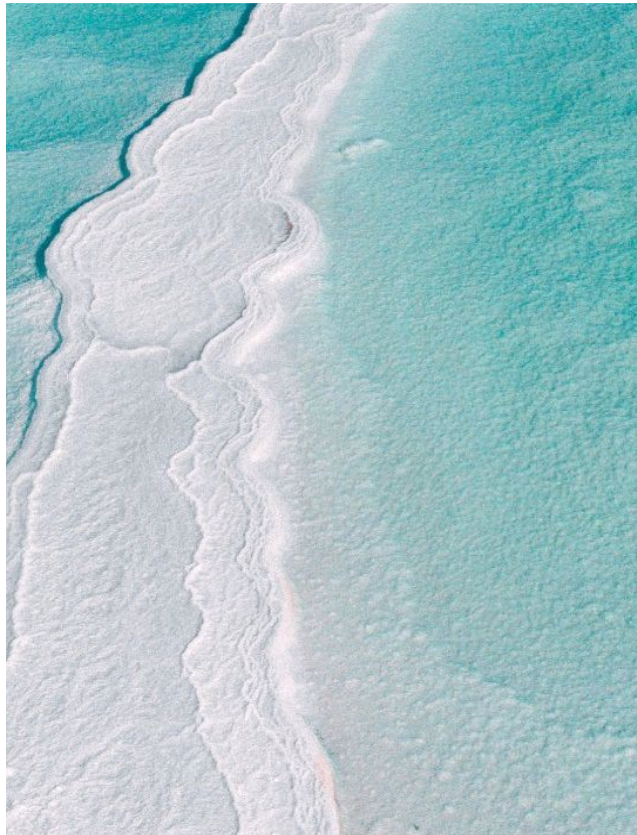
**PLEASURABLE**

**PURIFY**

**TAKASAGO**



# SEA SALT



## CITRUS FRUITY SALTY

### **-TOP-**

Lemon, Orange, Pink Grapefruit

### **-MIDDLE-**

Salty, Cyclamen, Salicylate

### **-BASE-**

Cedarwood, Sandalwood, Musky



GET  
INSPIRED!

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