



 TAKASAGO

SHOWER PROGRAM  
SUPERFRUITS  
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 FLOWERS

TAKASAGO



## SUPER FRUITS

TAKASAGO



## SUPER FRESH

TAKASAGO



## SUPER EDIBLE

TAKASAGO



SUPER

FRUITS



Love is a fruit in season at all  
times and within reach of every  
hand

- *Mother Teresa*



# FROM ICONIC...

# ...TO EMERGING

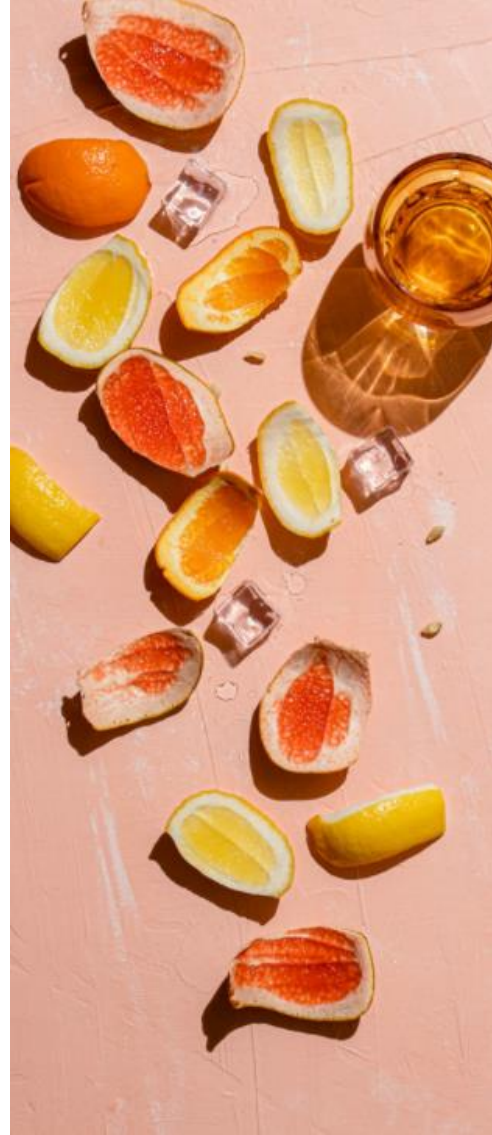
## ICONIC FRUITS



## EMERGING FRUITS



# ICONIC FRUITS





# INGREDIENT FACTORY

## INGREDIENT SCREENING : COCONUT



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

FOR PERSONAL WASH

MOISTURIZE

PROTECT SKIN

WHITE

RESPLENISH & REJUVENATE

CLEAN & REFRESH

REPAIR HAIR & SKIN

PROTECT HAIR & SKIN

# COCONUT



## EDIBLE FRUITY COCONUT

**-TOP-**

Coconut, Watery

**-MIDDLE-**

Coconut Milk, Salicylate

**-BASE-**

Sandalwood, Vanilla, Musky

# INGREDIENT FACTORY

## INGREDIENT SCREENING : STRAWBERRY



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

FOR PERSONAL WASH

LOVE & ROMANCE

SENSUAL & SEXY

PLEASURABLE

FUN, HAPPY & CAREFREE

PAMPERED & INDULGENT

SELF COMFORTED &  
REASSURED

FRESH

# STRAWBERRY



## FRUITY FRUITY STRAWBERRY

**-TOP-**

Strawberry, Blood Orange

**-MIDDLE-**

Red Berry, Juicy

**-BASE-**

Sandalwood, Musky

# INGREDIENT FACTORY

## INGREDIENT SCREENING : APPLE



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

FOR PERSONAL WASH

HEALTH & WELLNESS

FOCUS & CONCENTRATION

SELF COMFORTED &  
REASSURED

SELF CONFIDENT &  
EMPOWERED

FRESH

ENERGIZED &  
DYNAMIC

# APPLE



## FRUITY FRUITY APPLE

**-TOP-**

Green Apple, Aloe

**-MIDDLE-**

Red Apple, Apple Blossom

**-BASE-**

Musky, Woody

# INGREDIENT FACTORY

## INGREDIENT SCREENING : MANGO



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**FOR PERSONAL WASH**

**PLEASURABLE**

PAMPERED & INDULGENT

YOUTHFUL &  
MODERN

FRESH

RELAXED &  
CALM

SELF COMFORTED &  
REASSURED

FUN, HAPPY & CAREFREE

# MANGO



## FRUITY FRUITY MANGO

**-TOP-**

Peach, Grapefruit

**-MIDDLE-**

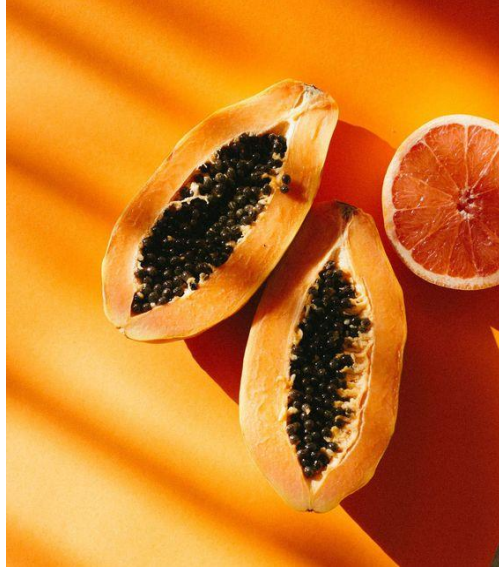
Mango, Tropical

**-BASE-**

Musky, Creamy



# EMERGING FRUITS



# INGREDIENT FACTORY

## INGREDIENT SCREENING : ACAI



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN FUTURE**

**PURPLE**

HEALTH & WELLNESS

PINK & RED

SOPHISTICATED & PREMIUM

FOR BODY CARE



## FRUITY FRUITY BERRY

**-TOP-**

Black Currant, Cranberry

**-MIDDLE-**

Red Berry, Acai

**-BASE-**

Musky, Vanilla

# INGREDIENT FACTORY

## INGREDIENT SCREENING : PINEAPPLE



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN FUTURE**

**YELLOW**

FRESH

PLEASURABLE

SELF CONFIDENT &  
EMPOWERED

FUN, HAPPY & CAREFREE

ENERGIZED &  
DYNAMIC

# PINEAPPLE



## FRUITY FRUITY PINEAPPLE

**-TOP-**

Lemon, Orange, Grapefruit

**-MIDDLE-**

Pineapple, Coconut, Guava

**-BASE-**

Sandalwood, Musky

# INGREDIENT FACTORY

## INGREDIENT SCREENING : DRAGON FRUIT



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

MORE POPULAR IN FUTURE

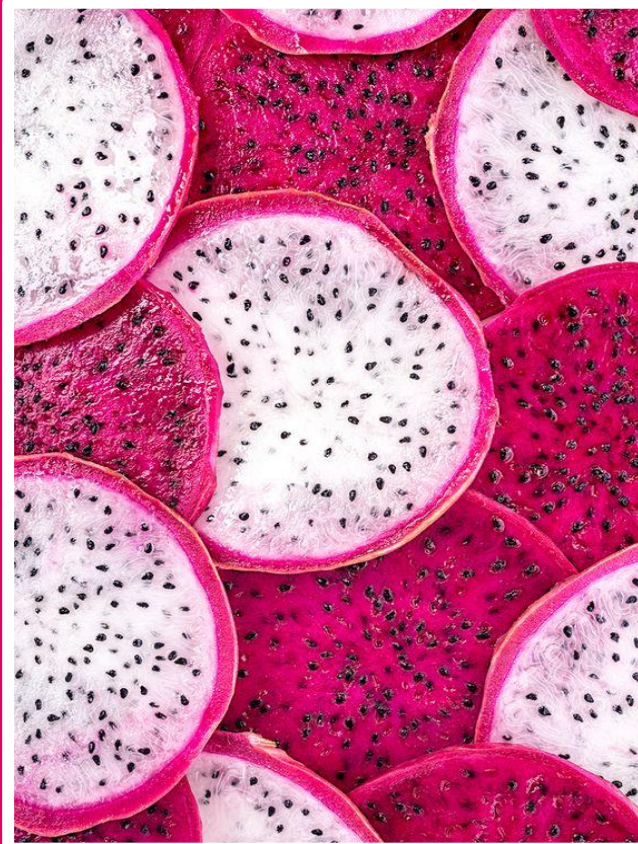
PINK

SOPHISTICATED & PREMIUM

YOUTHFUL & MODERN

FOR PERFUME & COLOGNE

# DRAGON FRUIT



## FRUITY FRUITY GUAVA

**-TOP-**

Yuzu, Bergamot, Leafy

**-MIDDLE-**

Dragon Fruit, Guava, Passion Fruit

**-BASE-**

Musky, Cedarwood

# INGREDIENT FACTORY

## INGREDIENT SCREENING : PASSION FRUIT



Source : Ingredient Factory, 2022

*Emotion, product and attribute associations (Europe)*

**MORE POPULAR IN FUTURE**

**SOPHISTICATED & PREMIUM**

YOUTHFUL & MODERN

LOVE & ROMANCE

PLEASURABLE

ORANGE



# PASSION FRUIT



## FRUITY FRUITY PASSION FRUIT

**-TOP-**

Yuzu, Leafy

**-MIDDLE-**

Passion Fruit, Juicy

**-BASE-**

Musky, Cedarwood



GET INSPIRED!

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