

Good evening
& welcome!!



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SymEffect® Sun

UNIQUE NATURAL, HOLISTIC
SOLUTION FOR
FORMULATING MODERN
SUNSCREEN PRODUCTS



SymControl® Scalp

NATURAL & SUSTAINABLE
SOLUTION, CRAFTED FROM
MICROALGAE FOR HEALTHY
HAIR + SCALP



SymSoft® Scalp

SMART COMPLEX FOR
COMFORTABLE SCALP AND
HEALTHY HAIR



Just announced yesterday,
Symrise has been recognized
as achieved the **Supplier
Engagement Leader Rating
(SER)**.



Symrise ranks among the **Top 10 most sustainable companies in the world** - consistently reduces greenhouse gas emissions throughout the supply chain and has achieved a best-in-class triple A rating within the three categories CDP – **climate**, **forests**, and **water** in 2020.

EXCELLENCE AWARDS + MEMBERSHIPS



BEAUTY SOLUTIONS FOR A
HEALTHIER, HAPPIER FUTURE.

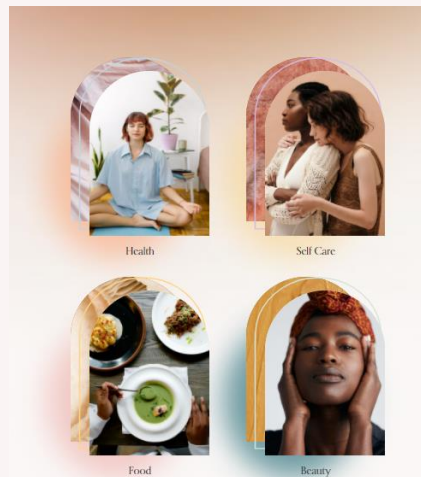


2021 EDITION

INSIGHTS



Calming and soothing ingredients and formulas give stressed consumers a sense of peace and serenity



SELF CARE

12:26 PM

TELL US MORE

Pick one option that best describes the problem

☐ I can't stop thinking about something

☐ I feel emotional, and I'm sick of feeling this way

☐ How I'm feeling is stopping me from doing things

☒ I'm tense, I'm sweating, my heart is racing and/or my breathing is fast

or

☐ I can't quite put my finger on it.

NEXT

REST & RESTORE

wellness Trends — 2021

All parts of wellness had a shake up this year—how we work out, what we eat, the products we put on our faces, the way we rest—and the reverberations of those changes will be felt into 2021 and beyond. Here's how the innovations born of this year will usher us into the future.

Mintel's 4 Global Beauty Consumer Trends of 2021

"Going forward, brands that successfully highlight the use of beauty routines as a way to combat stress and anxiety and bring normality during uncertain times will drive long-term value for consumers" - February 2021



SOUL CARE



Shop now: [Red Maranta Prayer Plant](#) (\$55)

RESPIRATORY HEALTH

3 CODES OF WELLNESS



Caring Cocoon



Outdoor Explorations



Sensorial Wellbeing



Caring Cocoon

As we prepare for our new reality post COVID-19, the effects of sheltering-in-place will forever influence our minds and our behaviors. It has **transformed our relationships** - with our **families, our homes and ourselves**. As we are home more than ever, our focus will be on achieving and maintaining a **balance between healthy practices and self-care** that **protects, nourishes** and **soothes** both ourselves and our homes.



Caring Cocoon



KEY DRIVERS



MY HOME, MY HAVEN



SLEEP CARE



BACKYARD PASSPORT

Sheltering-in-place has fundamentally **changed the way consumers think about home**. The need for solutions to help consumers **easily transition from worktime to playtime** will continue beyond COVID-19.

Hand Care was the new Self Care of 2020, now **Sleep Care is the new self care for 2021**. Prioritizing sleep is a top priority in achieving overall health and wellbeing.

Even as markets open up, consumers will be **slow to travel**, opting instead for local trips or staycations over planes and trains. Finding **ways to feel transported** (while in the safety of one's home) will be key.



Caring Cocoon

LIFESTYLE EXAMPLES

PURA-CASE

Italy

Concept wardrobe that powerfully purifies clothing with the use of ozone, so that 98% of micro-organisms, bacteria and viruses have the potential to be removed from clothing and fabric, all within the span of an hour.



H₂O PUREMIST ALPINE MIST HUMIDIFIER

USA

Moisturize the dry air in your home or office in minutes. This aesthetically pleasing air-hydrating device adds much-needed moisture to your air, directly combating the negative effects of an overly-dry environment.

PROPER

USA

Supplements and sleep coaching provided by board-certified health and wellness coaches



Caring Cocoon



MARKET EXAMPLES

PAI

Free Bird Prebiotic Hand Serum

Our innovative formula combines organic oils with a natural prebiotic which helps restore the skin's microbiome balance and form a natural defensive shield.

NOURISHING CARE



COMFORTING CANDLES

CANCELLED PLANS

Remember Hugs? Candle

A warm, rich scent with a hint of sweet to bring you back to 2019 when we could give hugs.

KINSHIP

Supermello Hydrating Gel Cream Moisturizer

Cools and nourishes while reducing the appearance of redness.

COOL & CALMING



+539%

HAND MASK
Google search results
growth in the past
year*



HYDRATING HAND RITUAL: Hand Serum

Extra TLC and protection for active hands

Hands that are being frequently washed need a little extra care to stay hydrated, healthy and protected. This nourishing hand treatment restores moisture and locks in hydration when your hands need it most.

Maltodextrin, Lactobacillus Ferment

- Innovative probiotic-derived ingredient
- Soothes skin
- Addresses skin & scalp dryness
- Protects against damage from pollution

Bisabolol, Zingiber Officinale (Ginger) Root Extract

- Reduces redness in 2 days
- Calming and soothing active
- Protects skin from daily aggressors
- Based on ginger + chamomile



Outdoor Explorations

As we re-acquaint ourselves with The Great Outdoors, there is an increased need to maintain **health and safety** beyond our front door – whether **venturing into nature or just taking a lunch time walk around the city**.

Whenever we're venturing outdoors, no matter what the environment we aim to **feel safe, comfortable, and protected**.

Outdoor Explorations



KEY DRIVERS



A new “normal” is on the horizon, as consumers re-emerge into the world with new needs for **safety and protection**. Short-term needs will revolve around **environmental protection** and social distancing tools as people begin to **explore the outside world** again.

As more consumers **venture outside**, wearing masks has become the new norm. As we look to **protect ourselves and our communities**, this new accessory will have **implications on beauty and self-care**.

A few years ago, a mega trend was hygge and now the new trend from **Norway is friluftsliv** (pronounced “free-loofts-liv”), which translates roughly to “**open-air living**” and **encourages consumers to explore the great outdoors**

Outdoor Explorations



LIFESTYLE EXAMPLES

RECESS REWARDS

Canada Goose

Gives employees 1 paid hour a week to play outside and enjoy the benefits of outdoor recreation



OUTDOOR EXERCISE

Global

As gyms and indoor fitness studios around the world closed, many adapted to conduct classes outside in the fresh air.

PUREPOD

Global

Sanitizes phones while recharging them at the same time using UV light. Includes essential oil diffuser.



Outdoor Explorations



SUMMARY Reset Body Mist

Purifies body and sanctuary, mist over body and surfaces like yoga mat, keys, etc.

REFRESH ANYWHERE



MARKET EXAMPLES



RECOVERY CARE

DEGREE Maximum Recovery

Designed with Epsom salts, electrolytes, and mood-boosting fragrance technology, the products work with the power of hot water in your shower to help you recover faster.

THE NUE CO Forest Lungs

An anti-stress fragrance supplement that delivers the healing effects of nature on the body using olfactory chemistry and patented technology to bring the outside in.

RESPIRATORY WELLNESS





+35%

FACE SERUMS
predicted growth
in 2021*

TOP 10

Face Care
products
searched on
Google

ACTIVE: SIMPLY SERUM

Protect and Soothe Skin Daily

Serums are key to keep your skin looking radiant. Be sure to protect your skin with this brightening and soothing serum before venturing outdoors...or indoors.

Zingiber Officinale (Ginger) Root Extract

- 100% ginger extract sustainably sourced
- Reduces wrinkles and improves skin tone
- Protects skin from free radicals and environmental damage

Decylene Glycol

- Normalizes oily skin and scalp
- Protects against body malodor
- Enhances product protection systems in personal care formulations



Sensorial Wellness

As we are inside more often and the state of the world is uncertain, we'll **desire sensorial elements** that offer a sense of **balance, delight and stress relief**. We are now learning how to **maintain a healthy mental, emotional, physical and digital state** in new ways - from **meditation to virtual yoga to discovering new hobbies**. Now is an opportune time to reflect on our digital habits and discover new ways **well-being**.

Sensorial Wellness



KEY DRIVERS



TIME FOR ME



PRIORITIZING MENTAL HEALTH



DIGITAL DEFENSE

Despite high anxiety associated with COVID-19, consumers are taking time for **self reflection** and finding ways to enjoy this opportunity to **slow down** their fast-paced lives and re-evaluate what is important. There is an **increased focus on physical and mental wellness**.

Fear, anxiety, stress and uncertainty have taken center stage during the global pandemic. Now more than ever, consumers are **embracing the need for self care**, meditation and the importance of **taking time** to embrace and address all the emotions they may be feeling.

As more consumers work and learn from home, **digital screen time is at an all-time high**. While it may be unavoidable as a form of communication, entertainment and shopping, consumers are more aware of the **adverse effects** of screen time on skin and sleep modulation.

Sensorial Wellness



LIFESTYLE EXAMPLES

THE BIG QUIET

Global

Global meditation movement that gathers thousands of people for large-scale moments of quiet, connection and special performances



LEGO FLORAL BOUQUET

Global

Legos designed for adults to find enjoy a relaxing hobby creating a beautiful bouquet of floral Legos that never wilt
Crafted from sustainable sugar cane.

DIGITAL NUTRITION

USA

An app of content to help you heal, nourish and enjoy.
MoodRise awards





Sensorial Wellness

MARKET EXAMPLES

HERO

Clear Collective Exfoliating Jelly Cleanser

Luxurious jelly-to-foam formula makes
washing your face fun



INNBEAUTY PROJECT

Slushy Serum Moisturizer Crush

Hydrating, protecting serum and moisturizer
hybrid with a brand new texture that your skin
has never felt before.



GOODHABIT

Blue Light Defense

Defending your skin against blue
light and modern day stressors



GO LIGHTLY: Skin Protecting Face Jelly

Protect your skin from damaging digital blue light

As we're on our devices more than ever during COVID-19, did you know that the blue light from devices can harm skin - causing premature aging and inflammation? Protect your glow with this face jelly designed to soothe and protect your skin while stimulating your senses.

+46%

JELLY MASKS
growth in the past
year*

+128%

BLUE LIGHT
SKINCARE
growth year
over year*

+24%
predicted
growth in
2021*

+28%
predicted
growth in
2021*



Carnosine

- Protects skin from damages resulting from the full light spectrum and oxidative stress
- Visibly reduces signs of aging
- Reduces the production of free radicals
- Enhances collagen production

Sclareolide

- Crafted from bio-fermented clary sage
- Protects from the damaging effects of blue light
- Enhances skin radiance
- Protects against environmental aggressors



THANK YOU!



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