

## GCI Reports From HBA in New York

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Web-Exclusive News Posted: September 8, 2008

*Update Sept. 11, 1pm EST*

Rick Ruffolo, senior vice president, marketing and innovation, [Yankee Candle Company](#), kicked off the final day of *GCI* magazine and HBA Global Expo's second annual Fragrance Business Conference. His presentation, "Scentmosphere: Transforming Your Environment through Fragrance" touched upon similar themes that would be further discussed later in the day, regarding the importance of scent branding.

Having worked in the flavors and fragrance industry for the last 20 years, Ruffolo has led teams at Bath & Body Works, Procter & Gamble and SC Johnson (where he marketed the popular Glade candle brand). In 2005, he joined Yankee Candle and has since worked toward exploring and fulfilling four key areas of olfactive sensory perception. According to Ruffolo, the sense of smell helps with the preservation of the species, the sense of taste, memory and lastly, with emotion, mood and well-being. "Every person has a unique olfactive scent," Ruffolo said. "No two people smell the same way."

With that said, Ruffolo discussed each key topic specifically, addressing pheromones and the insight noses give us about the environment. "Another factoid I've learned," he said, "is that on average, a woman's nose has a keener sense of smell than a man's." So, he continued, "authenticity is key to pleasing discriminating consumers." Brands must combine color, texture, product names and marketing to an appropriate smell.

Next, Ruffolo discussed the scientific research behind using fragrance to possibly treat amnesia, coma and Alzheimer's patients. "Research shows memory and the sense of smell are linked in the brain," he said. He suggested brands link specific fragrances with special events in people's lives as well, such as a summer holiday with Sun and Sand (one of Yankee Candle's new fragranced product lines), or Midnight Jasmine with a wedding.

Scentmosphere, Yankee Candle's trademarked term for the phenomenon of using scent to create a mood, "is the sweet spot for the industry," according to Ruffolo. This theme was later uncovered more in depth in a speech by Sue Phillips, president of [Scenterprises Ltd.](#) With so many beauty brands relying on emotion for a lasting brand image, Ruffolo also suggested the use of fragrance to evoke such connection, whether in a product's brand marketing, packaging strategy or retail environment. Yankee Candle, for instance, is creating new candle designs, delivery systems and decorative home fragrances (such as reed diffusers) to establish such future connections with younger customers.

*Update Sept. 11, 10:15am EST*

In an effort to symbolize the concept of scent branding, Sue Phillips, president of [Scenterprises Ltd.](#), welcomed one of her vendors, Air Aroma, to literally scent the 2008 Fragrance Business conference room at HBA in New York City on Thursday, September 11. After a moment of silence for the remembrance of the tragedies of Sept. 11, 2001, Phillips acknowledged using one of Air Aroma's portable room scenters, which began releasing fragrant puffs of vanilla and grapefruit throughout the room during her presentation, "Scent Branding: What Your Space Says About

Your Brand.”

The former Elizabeth Arden, Tiffany & Company and Lancôme employee, who now runs her own U.S. fragrance consultancy, discussed the growing interest by the hospitality and retail industries in scent branding and odor neutralization. “*Advertising Age* named scent marketing as one of the top 10 trends to watch for in 2007,” Phillips said.

Outside luxury hotels, restaurants and casinos, it seems, according to Phillips, European movie theaters have also posed interest in the scent branding concept, having recently introduced audiences to “The Scent of Summer” during Nivea ads before feature films. With 45% of our perceptions stemming from the sense of smell—the second most important sense after sight (at 58%)—Phillips said signature brand scents greatly increase brand recognition among consumers. For instance, the Langham UK international hotels have a signature scent of ginger flower, while Jimmy Choo stores offer a combination of spicy cardamom and ivy.

However, Phillips noted, when a perfumer or fragrance company is creating a signature scent for a property, consistency is the key, as is answering the following questions: What materials will be used to build the interior and exterior design of the property? What is its geographic location? What type of architecture is the property? And what about its style and color schemes?

Phillips believes the answers to these questions will help keep a property’s brand consistent among numerous locations for the best brand recognition.

*Update Sept. 10, 4:30pm EST*

Along with packaging innovations, the 2008 HBA conference included a nutricosmetics launch by Nestlé, a new beauty drink/ dietary supplement, called [Glowelle](#). Marketed to improve the skin’s appearance by providing nourishing antioxidants from botanical extracts, the beverage’s proprietary once-a-day formula aims to create more radiant skin. Specifically, Glowelle includes extracts of green tea, pomegranate and grape seed, as well as vitamin C, lycopene and beta carotene. Launched this month throughout the U.S.—exclusively at Neiman Marcus and next Monday, September 15, to Bergdorf Goodman department stores—Glowelle is available in ready-to-drink glass bottles, as well as in seven or 30-day powder packages that can be stashed in purses or briefcases before being mixed with 16 oz of water. So far, Glowelle is available in two flavors—raspberry jasmine and pomegranate lychee.

*Update Sept. 10, 2:30pm EST*

In 2007, representatives of Telles, a joint venture between Metabolix and Archer Daniels Midland Company (ADM)—a large corn manufacturer—attended HBA in New York City to “put feelers out” regarding the beauty industry’s interest in bioplastics for cosmetic use. Kristin Taylor, business development manager, Telles, says the feedback she received was encouraging. It seems, she says, that big beauty brands were searching for ways to show customers their environmentally resourceful side—pursuing naturally-based packaging for personal care and cosmetics’ line extensions. The result came this year when Telles launched [Mirel](#), a line of biobased, bioplastics made from renewable corn sugar. “This is an ideal material for compact cases, lipstick cases, mascara containers and lip balm tubes,” says Taylor. “It replaces the need for petroleum-based plastic packaging materials.”

Mirel mimics contemporary plastic in its look and feel—it has high gloss, a durable shell and can be reproduced in many shapes and colors—but it also has the ability to biodegrade in microbial environments like in soil, in home compost or in marine environments. The technology is even used in Target gift cards, and many molded brush handles, jars and caps, among other industries. However, Taylor says, Mirel’s usage possibilities in the cosmetics industry are just beginning. “The customer sees their cosmetics as an extension of themselves, so environmentally responsible cosmetic packaging increases a product’s appeal,” she says. By the second quarter of 2009, Taylor adds, Telles will open a fully functional, commercial plant for its biobased, bioplastics in Clinton, Iowa.



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