

# Extending the Hair Care Line with Fragrance

---

**KEY WORDS:** *fragrance evaluation, regional fragrance preferences, fragrance consistency*

**ABSTRACT:** *Discussion of ethnic and geographic fragrance preferences and the technical issues when formulating various hair care products for scent consistency.*

“Unlike any other cosmetic product form that you apply to the body, hair care products have to meet specific needs of specific consumers. And those consumers know they have genuinely different needs,” says Annette Toms, the London-based professional hair care expert with International Flavors and Fragrances (IFF).

“Hair has to smell fresh and clean. Unfortunately the ingredients in hair care products that make your hair look great do not smell great. What delivers the ‘fresh and clean message’ is the fragrance,” says Jayne Rodgers, New York-based global fragrance development manager for hair care at IFF.

Thus, fragrance is essential in hair care products. But how can it be selected to meet the differing needs of consumers in different parts of the world and products that perform different functions on the hair – especially when the goal is to extend that fragrance across a range of geographies and product types? This column looks at work being done at IFF and at hair care product manufacturers to extend a hair care fragrance across regions and products.

## Geographic Extension

In April 2003, IFF and Anderson French Salons opened Anderson French at IFF, a full-service hair salon in the IFF Building in Manhattan at 533 West 57th Street.

Traditionally, perfumers who created fragrances for hair care applications had to evaluate them out of a bottle, diluted in water or on swatches. But to create great fragrances for hair care products, IFF believes that fragrance must be evaluated in-use on real heads of hair. Having an on-site salon allows the perfumers to experiment and get useful feedback on how the fragrance performs on wet hair, during the drying process, and after styling.

“During our year at Anderson French, we have made some discoveries, all of which are now proprietary or confidential either for our clients or for IFF,” Rodgers said. “But we have also looked at the usage of hair care products in general and discovered how they behave on different cultural hair types, such as Latino, Asian, African American, or Caucasian. Experiencing those differences has helped us to better understand fragrancing for a brand and key into what type of fragrance notes are needed to support a brand benefit.”

IFF has gone beyond the salon in its Texture Awareness Program (TAP), which is led by Annette Toms. TAP is a sensory evaluation performed by a specially trained salon technologist working in areas such as Asia (Thailand) and Brazil (São Paulo and Recife) to understand the emerging market needs from within those markets.

“Our new approach in the TAP is we’re working with people in real life conditions, looking at it from a realistic viewpoint, as well as within a salon scene to make sure results in both settings correspond to the results obtained in a controlled setting,” Toms said.

Rodgers has accompanied Toms on TAP activities in Brazil. She feels that the ultimate goal for a good hair fragrance is that it performs the same on as many different types of hair as possible.

“Manufacturers, if they’re selling global megabrands, desire to have one fragrance profile for every single hair type out there. So you must develop a fragrance that is going to smell, within a window of acceptability, the same on every single head,” Rodgers said. “But we’ve learned that scalp odor can strongly affect fragrance performance. What people of different cultures eat, the environment in which they live and even the temperature and the odor of the water they use, can affect the way scalp odor is going to be covered. Scalp odor is a very important factor and TAP taught us that.”

There are regional differences in odor preferences. For example, in the Philippines, highly fragrant hair is a part of beauty. Strong hair fragrance residual that lasts for 24 hours would be desirable in the Philippines, but in the United States, that kind of substantivity would be way too much, according to Rodgers. “To develop a good hair care fragrance for a region, you must have a keen understanding of 1) consumer odor preferences, 2) hair types and textures and 3) the needs of a specific brand.”

You can’t take a single scent and expect it to perform the same in every country, Rodgers believes. “Years ago and somewhat still today, the industry tried to globalize fragrances. But we now see the trend clearly moving toward regional fragrances. When you’re talking about maximum hedonic preference, global is not the way to go, and I don’t think it is the trend of the future.”

## Product Extension

Product types also present unique technical challenges, when attempting to extend a fragrance across a line of hair care products. These challenges were discussed three years ago in C&T by Carrubba et al.<sup>1</sup> Their conclusion was that fragrancing various hair care products presents a different set of technical issues for each product type.

**Garnier Fructis:** Earlier this year L’Oréal extended its Garnier Fructis shampoo and conditioner line to include Fructis Style, the brand’s first line of styling products in the United States. Fructis Style — consisting of five gels, a milk, two mousses and four sprays — is aimed at men and women aged 15 to 34.

The line is formulated with a fruit-based micro-wax technology using kernels of mango and apricot seeds to moisturize hair, according to the company. It is scented with notes of lemon, lime and green apple, with lemon fruit extract to add strength to hair and enhance shine.<sup>2</sup>

**Nourishing Oasis:** In March, Alberto VO5 launched a new line of restorative, heat-activated shampoos and conditioners called Nourishing Oasis. The line includes shampoos and conditioners in four scents. These scents contain 70-100 synthetic fragrance compounds and are heat-activated to release top notes when the product is combined with warm or hot water, according to the company.<sup>3</sup>