

A close-up photograph of several pink flowers with dark brown centers. The flowers are in focus, with some petals showing water droplets. A solid blue rectangular box is overlaid in the center of the image, containing white text.

Fragrance Trends Spring & Summer 2009



SPRING / SUMMER 2009 FRAGRANCE TRENDS

Nature and wholesome living provide us with the inspiration for home fragrances as we move into Spring and Summer of 2009. The continuing desire to live in harmony with nature generates fruit, floral, botanical and fantasy fragrance themes that capture natural nuances with new creative inspiration. Wholesome living continues to generate a myriad of gourmand and spice home fragrances. Lighthearted new twists are being developed to answer the need for fun in the product category.

FRUIT

New themes for fruit fragrances for Spring and Summer of 2009 captivate us with their natural sensations and edible appeal. Sparkling twists on orchid fruit themes appeal to the new fun sensibility. Exotic and tropical fruit types go mainstream with familiar types that are sweetened with sugar or frosted with mint.

- Juicy orchard fruit themes capture us with their natural sensations.
- Peach, apple, apricot and nectarine rebound as classic fruit types.
- Sparkling highlights of citrus and ginger continue to create inspired fruit twists.
- More single fruit types will appear to replace paired combinations.
- Sugar and mint are used as highlights for exotic fruit fragrances.
- Pineapple, coconut, kiwi, banana and papaya get bright new twists.
- Wild berries, grapes and cherries get sweetened with sugary tones.

New Fruit Fragrances

Agave Lime

Guava

Bumbleberry

Kudzu

Green Apple Cotton Candy

Peach Smoothie

Strawberry Kiwi Smoothie

Kiwi Watermelon

Banana Cream Pie

Lemon Squares

Lemon Poppy Seed

Pink Watermelon

Guava Fig

Mandarin Coconut



FLORAL

The Spring and Summer of 2009 will be the season of opulent florals. Big and bold flowers will lead the direction for new home fragrance themes while vivid texture and color will bring harmony to new scents. To balance the palette of bold fragrance and color, retro themes will be centered on delicate florals with old-fashioned appeal. The dainty flowers form tiny bouquets to charm the senses.

- Bold florals make a statement.
- Tuberose, gardenia, jasmine and rose create opulent fragrance themes.
- Fantasy florals evoke natural sensations that are paired with floral themes.
- Dahlia, daisy, forsythia, iris and snapdragon themes let the imagination bloom.
- Miniature florals delight the senses with innocent sweetness.
- Wood Violet, Honeysuckle, Baby's Breath, Lily of the Valley and Apple Blossom get delicate sweetness and fresh foliage accents.
- Bouquets of spring blossoms satisfy the trend for combination floral themes.

New Floral Fragrances

Butterfly Meadows
Lavender Luxury
Daisy Type
Awapuhi Seaberry

Beach Daisies
Midnight Romance
Moonlight Tuberose
Angelica



Botanical

New inspiration for the Botanical category of 2009 home fragrances begins with Asian influence. Tranquility and harmony are portrayed in blends of foliage, tea and herbs. More simplistic themes will reflect the eco friendly culture that prevails throughout our society. Themes based on herbs and greenery will become the new focus.

- Gardens of all types yield powerful images that translate into new botanical themes. Freshness and lightness keep new botanical themes feeling modern.
- Herbs take on a new role as home fragrance themes.
- Balance is achieved by blending herbs with exotic elements from nature.
- Bamboo holds on as a popular botanical theme and is joined by lemon leaf, ivy, cottonwood and fern.
- Foliage and wood become themes to create a harmony of eco inspired fragrances.
- Outdoor living generates garden scents from Spanish moss to ginkgo leaves.
- The new green is fresh with an unexpected outdoors sensation.

New Botanical Fragrances

Cucumber Mint

Lavender Luxury

Lavender Martini

White Tea & Ginger

Australian Bamboo Grass

Iced Tea & Lemon (Boston Tea Party)

Bamboo Hemp

Dill Pickle



Fantasy

Nature inspires a myriad of fantasy fragrance themes for Spring and Summer of 2009. Freshness is the prevailing sensation, and new fragrances awaken the senses with light, clear blends based on the elements. Ozone, citrus and aldehydes blend with florals, herbs and wood to create crisp tones that refresh and inspire us. A resurgence of sea themes will appear, and new aquatic positioning will satisfy our most primitive longing. Destinations will inspire new fantasies, transporting us to magical places. Fresh fragrances based on fabric will hold their position, now juxtaposed by the freshness of the new natural sensations from nature.

- Nature expresses herself in themes representing the elements.
- Water, rain, mist and dew become the focus of elemental blends.
- Destinations are the new fantasy.
- Seaside themes emerge as a favorite fantasy destination.
- Freshness prevails in all themes from fabric to nature.
- Clean, clear tones renew the senses

New Fantasy Fragrances

Mermaid Kisses
Laundromat
Awapuhi Seaberry
Breezes & Sunshine
Clean Cotton Type
Blue Agave

Black Tie
Angelica
Agave Lime
New Car Scent (Leather)
Citrus Sorbet Oriental



Gourmand

Gourmand home fragrances never lose their appeal, and in Spring and Summer of 2009 we will find these tempting treats everywhere. Old fashioned desserts and new world combinations will delight the senses as vanilla based themes hold on to their popular position. The continuation of flavored teas and iced desserts will create cooling energy. Fruit merges with baked sensations for nostalgic appeal while newness is found in a variety of spices blended with edible tones. Sugar is the hot new ingredient, and it blends with everything from spice to fruit.

- Old fashioned desserts tease the senses.
- Fruit teas, herbal teas and medicinal teas continue the beverage trend.
- Pies, cobblers, ice cream and sorbets made with fruit tones will create delight.
- Exotic spices create newness when blended with pastry themes, citrus or vanilla.
- Caramel remains a favorite to sweeten desserts.
- Sugar is the new vanilla.

New Gourmand Fragrances

Sea Salt Caramels

Blue Sugar Type

Green Apple Cotton Candy

Vanilla Blossoms

Banana Cream Pie

Vaniglia del Madagascar Type

Chocolate Amber Type

Bubble Luscious

Lemon Squares

Vanilla Champagne





Nature's Garden

Wholesale Candle & Soap Supplies

When Natures Garden was created, more than 10 years ago, we made the decision to apply our core, personal values to our business model; never sacrificing our values in order to make a profit. We attribute the continued success of Natures Garden to the application of our personal values:

- Be honest to yourself and others
- Treat others with kindness and fairness
- Help your fellow man/woman
- Never take anything for granted
- Always do your best work
- Give back to your community & the environment
- Always be thankful for what you have
- Remain fiscally responsible no matter how successful you become
- Strive to be a better person each day

We want to sincerely thank you for choosing Natures Garden for your fragrance needs. We are dedicated to providing you with the finest, unique fragrances at the most reasonable prices. We are committed to helping you succeed!