

AVON

FRAGRANCE REPORT 2022

Exploring Avon's world of fragrance in times of austerity

Of all our five senses, smell has the strongest ties to memory, meaning nothing has the power to alter our mood and emotions like a fragrance. Scents become inextricably intertwined with moments in time – the warm puffs of spice in an exotic market, the smell of cut grass on a dewy morning, the thrill of brushing up against a lover's collar bone and inhaling their warm, creamy scent mixed with a hint of soap. Long after those moments have faded, a familiar whiff of a specific scent can whisk us back in time and evoke those very same feelings. As such, a good perfume isn't just about how it smells but rather, it's how it makes you feel.

As the world's best-selling fragrance brand, Avon has empowered more women across the globe to evoke feeling through fragrance than anyone else. With \$6 billion worth of sales and a presence in 57 countries worldwide, Avon's mission is simple: to bottle that special mood enhancing spirit of fragrance and make a long-lasting, quality fragrance that is accessible and affordable for all.

And this mission has never been more relevant.

Fragrance is an important tool in our lives, helping us to express our identities, boost our confidence, and provide a moment's escapism during uncertain or challenging times. However, during the cost-of-living crisis, one in four women globally (25%) have had to give up their fragrance due to financial challenges.

With 95% of women globally needing to be more discerning and careful about what they buy, fragrance (25%), make-up (22%) and skincare (19%) are among the non-essential items women are foregoing.

However, 83% of women would consider switching their fragrance to a more affordable alternative if they knew the quality would be the same. But how do we identify a quality fragrance? While 74% consider the smell, and 71% factor in longevity, only 15% recognise that the perfume house that makes the fragrance has an impact on its quality, and few know that the majority of premium fragrance brands all use the same leading perfume houses to develop their fragrances, as does Avon.

Rebecca Pollard, Head of Fragrance Category at Avon encourages women to see beyond the brand and the price tag when it comes to shopping for fragrance, to help bust the myth that higher prices always equate to higher quality – something 71% of women globally still believe.

“At Avon we believe in beauty democracy – that everyone should have access to the latest trends and highest quality ingredients no matter their budget – and that's why we work with the same perfume houses as some of the more expensive prestige brands, but design our fragrances to offer quality scents at a much more affordable price point. We're passionate about creating fragrances that appeal on an emotional level, giving you a mood boost and making you feel good every time you wear it, something people value even more during challenging times.”

1. Based on volume of units sold in 2021, data analysed by GlobalData
2. 2022 study of 8000 women 16+ in UK, Italy, Poland, Romania, Turkey, The Philippines, South Africa and Brazil. Study commissioned by Avon, conducted by Censuswide.

Avon's Approach To Fragrance Innovation

For 135 years, Avon has been at the forefront of fragrance innovation. The first direct selling fragrance brand to bring Musk to the mass market, and all these years later, it continues to shake up the fragrance space. Over the last year Avon has introduced the world's first scent made from Upcycled Vanilla and pioneered the use of neuroscience to ignite human connections through smell.

Avon's state-of-the-art Research & Development facilities have long been the beating heart of innovation, with more than 1,000 patents currently in action. The global R&D centre located outside New York, alongside a further six global satellite sites, has its own in-house team of more than 200 world-class scientists and innovation experts – over 60% of whom are women – ensuring it is always at the forefront of emerging global trends.

When it comes to fragrance, it's fair to say that Avon has been doing things a little differently for 135 years. “Fragrance has been central to our story since the beginning,” says Pollard. “In 1886, the year our company was born as The California Perfume Company, Avon's founder David H McConnell created and hand-mixed our first fragrance assortment, called the Little Dot perfume collection, which consisted of five single-note fragrances: Violet, White Rose, Heliotrope, Lily-of-the-Valley, and Hyacinth.”

In 1906, Avon was the first direct selling company to introduce musk to the mass market, positioning the brand as both an expert and pioneer in the fragrance space. “In 2015, we launched Avon Attraction For Him and For Her, built around a unique magnetic musk accord developed by a master perfumer at Firmenich using an exclusive blend of liquid woods and musks,” says Pollard. “Hundreds of real-life couples from around the globe were chosen to spend the weekend together, wearing Avon Attraction, and kept diaries to record their interactions. Couples reported that Avon Attraction strengthened attraction and intensified their desire and that these fragrances made them feel sexy, spontaneous, and enticing!”

Since then, Avon has continued to develop its Attraction offering with different scents, creating a range of fragrances to cater for different tastes and preferences. The most recent fragrance to join the range, Attraction Game For Him and Her, took Avon's innovation one step further by applying neuroscience to fragrance development. After smelling the ingredients in Attraction Game, fMRI imaging – similar to that of an MRI scan – showed activity in all respondents' brains indicating stimulated feelings of pleasure. With research showing that 4 in 5 (78%) women globally admit a partner's fragrance choice can make them more attractive, Attraction Game took it to another level, with its unique blend of olfactive ingredients that are proven to tempt senses.

3. Based on an fMRI study conducted with 17 subjects (9 women, 8 men), 19-33 years old. Results are defined as “brain activity” reflected on the fMRI. Source: Firmenich (2021).
4. 2021 study of 4,009 Women 18+ in UK, Poland, South Africa and The Philippines. Study commissioned by Avon, conducted by Opinium.

In another ground-breaking move, Avon has been blazing a trail in fragrance innovation by being the first fragrance house in the world to use upcycled vanilla in Far Away Beyond. Upcycled fragrance notes are derived from spent and discarded natural ingredients, ensuring they are reused a second time. Avon's exclusive upcycled vanilla extract uses 100% upcycled vanilla beans that are sustainably and ethically sourced from Madagascar in collaboration with local communities. Better still, this innovative double distillation process has revealed a brand new vanilla note – sensual, smoky and woody with an addictive salty-sweet facet.

Earlier this year, Avon introduced its exclusive White Oud Accord. The creation of the White Oud Accord comes from transforming the traditional Oud, known as the liquid gold of Middle Eastern perfumery, into a fresher, more modern smell. It is just as captivating as traditional Oud, but with a more feminine and sensual edge. This illuminating ingredient is found in the recently launched Far Away Splendoria, making it Avon's most glamorous fragrance to date.

Finally and most recently, Avon has launched Today Tomorrow Always: The Moment. The fragrance is designed to help people relive their most romantic memories with every spray. Inspired by the power of memory, perfumes and emotions, TTA The Moment combines the highest quality ingredients that symbolize love, have the power to bring back memories, and give a long-lasting scent.

The Avon Fragrance Trend Report

Ann Berry is Head of Innovation for fragrance at Avon and has developed a high level of expertise through 20+ years in consumer insight, business strategy, ideation, concepting, innovation and product development for beauty across all categories.

“In order to predict and forecast fragrance trends, we look at societal and cultural changes and shifting consumer needs,” says Berry.

“Covid-19 has dramatically shifted the way people use fragrance and will leave lasting effects on usage behaviours for years to come. During the pandemic, people used fragrance in a more sensorial way, both to help them escape the reality of what was happening around them or to become more present in the current moment.”

Here Berry predicts the biggest fragrance trends for the coming seasons:



Self-expression and connection

Fragrance has been and still is used as a form of self-expression to enhance our looks, boost our confidence and help us make an unforgettable impression. We will see launches themed around the deep desire for connection that we have been lacking with ourselves and with others, a renewed focus on our mental wellbeing and the pure, unadulterated joy of wearing fragrance.

Personalisation

Some launches will explore the personal attributes of fragrance; the way it mixes with your chemistry for a scent all your own. Others will explore the personal aspects of sensuality and how it has evolved to be a form of empowerment and edification for women to celebrate their bodies, build their self-esteem and support their mental wellbeing.

Escapism and wellbeing

We have also innovated fragrances inspired by the adrenaline rushes that we missed – the spark that ignites from that very first touch, the pure power of the ocean and that feeling of diving head first into the unknown. Our launches will also explore the power of escapism and sensoriality with contrasting concepts like hot and cold or light and dark to stimulate and engage the senses in new ways. Finally, we've taken a new approach to the neuroscience behind fragrance, exploring how it affects your brain, your body and your connections to those around you.

Q&A With Avon's World-Class Perfumers

Executive Perfumer and Vice President, Givaudan, Olivier is the nose behind some of the world's best-selling blockbuster scents.

Olivier Gillotin

Q. What does fragrance mean to you?

A. For me, perfume is pure emotion. It's not intellectual. It affects a person's emotions and their soul. In the end, a good perfume is one that makes you feel happy.

Q. At what point in your life did you decide to become a perfumer?

A. I come from Brittany, France where there isn't a big fragrance industry. My grandfather was a banker, my father worked in insurance so I didn't come from a family of noses. When I was 20 years old I moved to Paris to study chemistry but I really wanted to do something more artistic. One night I was at a party with a group of perfumers and I listened to how they talked about the pure art and the emotion of fragrance.



The next day I called my cousin, who was a perfumer at Chanel at the time, and said “I want to do this, too.” When I first went into a lab, I smelt marigold and it immediately reminded me of when I was five years old and picked the flower with my grandmother. Children usually put things in their mouth, I put everything under my nose. I never realised until I discovered perfumery that it had always been a part of me.

Q. When did you first start working with Avon and has the brand changed over that time?

A. I started working with Avon 36 years ago. Today there’s a new kind of energy at Avon, which gives you freedom of expression as a perfumer. Avon is more international now and perfumers work with the Brazilian group at Givaudan, which makes it a more creative experience. Avon has always been a company that has worked with technology, for example headspace technology [a process where odour compounds present in the air are captured in order to recreate a synthetic scent from something in nature that isn’t extractable]. We now have so many scents for our palette and technologies at our disposal. We have DreamScentz™, which explores how fragrances can help us sleep better; there are those that capture molecules from forest trees. These are proven to have wellbeing effects when used in fragrances so we know we can affect the emotions.

Q. What is the process for creating a new Avon fragrance?

A. A lot of the time, two or three perfumers will receive the same brief from Avon and we will work on the project separately. At some point we join forces and decide to pick elements from each other’s work and combine them. With Far Away Beyond I worked together with Marion Costero. It was her idea to use the Upcycled Vanilla Extract. We both loved this scent and it’s the first time Avon has had exclusivity on a unique raw material. As a perfumer, the more open you are to new ideas, the better you are going to be.

Q. What was the inspiration behind Far Away Beyond?

A. The Upcycled Vanilla Extract. When you put your nose into a bunch of vanilla beans, there is an unparalleled richness to the scent; it’s very sensuous. Vanilla absolute is wonderful but this upcycled quality smells more like a real vanilla bean and it’s very different to any other vanilla on the market. You need the floral, musky part to add energy to Far Away Beyond, but this sensuous gourmand from the upcycled vanilla extract makes it more sophisticated. It’s also more sustainable and zero waste is important for Givaudan. Here we took a by-product and reworked it into a work of art.

Q. What notes did you use to complement the upcycled vanilla extract in Far Away Beyond?

A. The fragrance opens with Bergamot and Juicy Pear. I’ve loved pear since I was a kid and my mother would make pear marmalade, which was always very sweet and addictive. From Jasmine and Orange Blossom you move to Sandalwood and we added cloud-like musks that give an airy creaminess to the Upcycled Vanilla Extract.

Q. What keeps you creatively inspired?

A. Curiosity. I always want to see new things. Last March, a volcano started to erupt near Rejkevic, Iceland. I followed it every day on YouTube and decided I had to go there. When I arrived, it was still smoking so I was able to get close to the lava and smell it. As soon as I did, I knew what I could do with the scent. I get my inspiration everywhere – from travel to a movie. You can’t stop the work of being a perfumer, it’s very instinctive.

Honorine Blanc

Honorine is Master Perfumer at Firmenich and combines an artistic spirit with her cultural experiences of Paris, New York and her childhood in Beirut. She is the perfumer behind the creation of Avon’s Attraction For Him and For Her.



Q. What does fragrance mean to you?

A. Fragrance is more than a beauty product. It’s an emotion; it’s a message about your personality and the only way you can reveal it is through odour. It’s also a tool of attraction. You wear it to feel good about yourself and to attract someone else.

Sometimes I feel like a magician when I work with fragrance because I can play with mood – I can make someone happy, I can excite someone.

Q. How would you define your creative spirit?

A. I am a perfectionist who loves quality. People say my fragrances are very feminine and I love the thought of attraction through scent and love to push the boundaries through scent.

I believe in creating textures such as a fragrance that could be creamy or wet, which gives it its character that is beyond just smell. I don’t just smell scent, I like to feel it

Q. You were born in Beirut, studied in Paris and now live in New York – how do these different cultures influence your approach to scent?

A. I was born in Lebanon and lived there for 16 years, and I am inspired by scents of my childhood such as the gardenias that were on my balcony growing up.

I moved to Paris at 16, where I studied math and chemistry before finding the world of fragrance and I learnt the craft during my studies in ISIPCA.

New York is a place where there are no boundaries, no rules and there’s an optimism here. My fragrances always have these three facets: a little bit from Lebanon, a little bit from Paris and the overall energy is from New York.

Q. Do you think a female perfumer brings a different dynamic to a scent?

A. Yes, I think that women understand the power of sensuality and that it is not just about being soft and can evoke this through their creations. Sensuality in fragrance is about knowing yourself and what is pleasurable to you rather than to just attract others – it can do both, but starts with what pleases you.

Q. Do you have favourite notes for creating this tension?

A. As a perfumer, I love to work with a variation of musks to find a balance that define sensuality and addiction. Musk is traditionally used in fragrance to create a 'second skin.' Firmenich has the best variety of musk and each active musk brings a new dimension to our formulas or a new texture to the fragrance.

Q. What keeps you creatively inspired?

A. I'm always creating and like to travel a lot. I'm always carrying my black notebook and writing things down as I go because everything is inspiration. Fragrance can create a new world through our emotions, and I always like to go back to those notes of a combination of scents or notes that inspired me.

Q. How did you feel when Avon approached you to create Attraction For Him and For Her?

A. I've worked with Avon for a long time because I feel they touch women everywhere and I love that.

Q. What was the inspiration behind Attraction?

A. I'm fascinated by addiction and sensuality. Attraction is stronger than just touching or looking at a person. It's in the mind. Fragrance is the same – it's all about the emotion it creates. The best part of a fragrance is when it captures your personal identity and that is being in control of your personality and sensuality.

Q. The brief for Attraction was to develop the male and female fragrances as a pair. Why was this a ground-breaking way to work?

A. The notion of gender is no longer a boundary or limit for our creations. Today, we play with masculine and feminine notes together in ways which allows us to define the signature of sensuality in a new way that is more exciting.

With Attraction we wanted to have a common denominator – like when two people touch. I started by putting in an accord that both a man or a woman would be attracted to. It's a combination of Musk, creamy Wood and a touch of wetness, which was the secret. Attraction went beyond gender in 2015 and today there is nothing more modern.

Q. What was on your moodboard when creating these scents for Avon?

A. A moodboard gives you an idea of the virtual world you want to be in to create, so you can feel the emotion. You see a man, a woman and attraction. It's not about flirting, it's about magnetism. The addiction had to be high, but not dark, and vibrancy was important.

Q. What were the individual notes for Attraction For Him and For Her?

A. When you smell a men's fragrance, it's all about speed. We wanted to bring a lot of vibrancy to Attraction For Him but in a strong way so we added spices like Ginger and Cardamon, and Wood at the back for masculinity.

For Attraction For Her, I added fruity notes such as Blackberry to make it juicy. I wanted it to smell lickable on top! Pink Pepper added vibrancy and florals such as Jasmine brought beauty to the scent. I wanted it to smell sensuous, glamorous, beautiful and optimistic.

Q. Do you think women's fragrances will change given the increased focus on female empowerment?

A. Yes, I do. Women will wear perfume not just to attract but to feel good about themselves and empowered. The notion of sensuality is going to change to what really makes us happy and excites us. I think there will be a stronger connection to smells and how they make women feel, so this will not be just traditional scents but rather a combination of notes that can enhance that feeling of wellbeing for them.

Avon's fragrance wardrobe

Far Away Beyond

Vanilla can often smell too sweet in a fragrance palette. For the first time ever, Avon's expert perfumers have created an Upcycled Vanilla Extract, using 100% upcycled vanilla beans, to create an all new smoky, woody and salty-sweet note. Lending a gourmand aspect to the Juicy Pear, Jasmine and Creamy Sandalwood, Upcycled Vanilla Extract ensures your pulse points are draped in a complex, sophisticated and addictive scent. In a recent blind test, 64% of women preferred Far Away Beyond to the #1 Luxury Fragrance, Chanel Gabrielle, which costs 10 times more.



5. Based on results of blind test among 117 women who tried Avon Far Away Beyond and Chanel Gabrielle and indicated a preference
6. Based on results of blind test among 125 women who tried Avon Attraction for Her and Chloe Nomade

Attraction for Her

Attraction for Her is a tantalising fragrance designed to entice. Tarty pink pepper adds a spicy brightness to top notes of tempting blackberry and voluptuous pear nectar, while the magnetic musk accord is intensified by the exotic elegance of black orchard.

In a recent blind test, women wearing Attraction for Her claimed to feel as attractive as when they tried luxury fragrance, Chloe Nomade, which costs 5 times more .



Attraction For Him

Attraction for Him opens with the aromatic spiciness of fresh juniper, crushed cardamom and ginger root, a known aphrodisiac designed to invigorate the spirit and energise the soul. A tenacious earthiness is revealed through middle notes of Indonesian patchouli and clary sage, which seamlessly blend with the enticing magnetic musk accord to deliver a powerful intensity to this profoundly seductive scent. Finally, the fragrance evolves through the smouldering woody base notes of smoky guaiac wood, cistus labdanum and tonka bean to emit a sensual warmth and an addicting masculinity. In a recent blind test, 61% of men preferred Avon Attraction for Him over luxury fragrance, Victor & Rolf Spicebomb.



Attraction Game

Attraction Game is the first fragrance developed by Avon that uses neuroscience to tap into human connection, developed using ingredients shown to turn you on. After smelling the ingredients in Attraction Game, fMRI imaging – similar to that of an MRI scan – showed activity in all respondents' brains indicating stimulated feelings of pleasure. Attraction Game For Him explores fresh and warm tension, offering a familiar masculine structure with a modern sensual approach. Attraction Game For Her features a sparkling fresh fruitiness on top, contrasted by a floral sophistication. They both leave a long-lasting trail of mystery and magnetism, providing undeniable attraction hour after hour.



7. Based on results of blind test among 114 men who tried Avon Attraction for Him and V&R Spicebomb and indicated a preference

8. Based on a blind test consumer study with 211 participants conducted in April 2022.

9. Based on results of blind test among 113 women who tried Avon TTA Today and Chanel N°5 and indicated a preference

Far Away Splendoria

Far Away Splendoria is a one-of-a-kind limited-edition scent, featuring a unique White Oud accord. While traditional Oud is considered dark and masculine, Avon has created an exclusive White Oud accord for Far Away Splendoria, giving this rare Middle Eastern ingredient a fresh twist. Just as captivating as traditional Oud, but with a more feminine and sensual edge. In a recent blind test, 9 in 10 perfume lovers preferred it over a £200 luxury oud fragrance.



Today Tomorrow Always: Today

Today ignites the excitement of something new and represents the beauty of blossoming relationships. The first impression is bold with a sweet, signature note of neroli – a white floral that perfectly captures blossoming romances – blended with a striking bouquet of butterfly blossoms. Its stunning bottle gives an elegant nod to the now, imperfect but beautiful. In a recent blind test, 69% of women preferred Avon TTA Today over iconic luxury fragrance, Chanel No5.



Today Tomorrow Always: The Moment

Inspired by the power of memory, perfumes and emotions, TTA The Moment combines the highest quality ingredients that symbolize love, have the power to bring back memories, and give a long-lasting scent. With a shared heart of romantic neroli, comforting memories are recalled with key notes of magnolia for Her and lavender for Him. The fragrances are anchored with amber for Her and cedarwood for Him to wrap the wearer in warmth, depth and a prolonged sensual trail. In a recent blind test, women liked Avon TTA the Moment For Her as much as Michael Kors Super Gorgeous , and among men, TTA The Moment for Him was liked as much as Gucci Guilty.



10. Based on results of a blind test among 110 who tried Avon TTA The Moment for Her and Michael Kors Super Gorgeous and indicated a preference

11. Based on results of a blind testing among 117 men who tried Avon TTA The Moment for Him and Gucci Guilty and indicated a preference