

☆ Sozio sends you its very best “perfumed” wishes ☆  
☆ for 2011 ☆

## > NEW PRODUCTS



### A « large format » candle by L'Artisan Parfumeur

The perfume house **L'Artisan Parfumeur** developed a new « Mûre et Musc » perfumed candle for the festive season, in a special square format weighing 1 kilo with 4 wicks, and black wax in a black glass. It is variation of the alcohol perfume « Mûre et Musc ». A citrus note on a fruity heart of blackberries and red berries, and a soft white musk trail.



### A new range of fragrances by Jane Packer

**Jane Packer**, the noted British floral designer, inspired by her love of nature and flowers, has just created a new **Iris** fragrance. A chic floral iris jasmine agreement on a woody milky sandalwood background.

This range comes with a body butter and a body cream.



### A new SO'BIO étic® make-up range by Léa Nature

A full range of organic care cosmetics offering a biological, ethical and appealing alternative to traditional care. The organic ecocert perfume is a floral violet-tinged accord with grains of aniseed, on a powdery background.



Two **foundations** – a natural foundation and a long duration foundation – which exist in five different shades.



A **compact powder** which exists in three different shades.



## > INSIGHT INTO THE ROLE OF **KEY ACCOUNT MANAGER**

Exchange with **Catherine Werber**, *Key Account Manager* for Sozio France

### **1 – Tell us about your role as *Key Account Manager* for Sozio France ?**

I am responsible for the development of perfume projects for a portfolio of clients based in France and the Benelux countries. I have a role as “conductor” between my clients on the one hand, and the perfumers, the evaluator and the regulatory department on the other hand. In fact, I manage the entire project in its different phases, thanks to our client’s wishes, my knowledge of the brand, an analysis of the olfactory market trends, the expertise of our evaluator and the creativity of our perfumers, which allows us to create perfume compositions which are tailored to the needs of our clients.

It is a great team project between the client and myself, and between the creative team and myself. The evaluator and the marketing team are invaluable to me for a fair assessment of the perfumers’ creations, and to acquire good knowledge of the market products. Our creations cover a different range of markets : fine fragrance, cosmetics, toiletries, ambience and detergent products.

### **2 – Tell us about the creation of a perfume ?**

Initially, I exchange with the client on the project which he wishes to develop. Sometimes the client has a clear idea of the type of perfume he requires, and sometimes there is a more open request. In the latter case, I have an “advisory” role in the choice of ‘trend’ notes, which suit the client’s range of products. A brief is submitted to the perfumers, detailing the olfactory characteristics as well as the specifications (price/regulations/concentration ...). After the brief, the perfumers’ proposals are examined by the evaluator, and changes are sometimes made. Our regulatory department validates these perfumes with the client’s specifications. After validation, I send the submissions to the client with a price proposal, and our perfumers make some changes if necessary, depending on the observations of the client. The note is “tested” by our clients and after the positive outcome of the tests, will be ordered and then integrated into the final product, and afterwards launched on the market for the pleasure of the consumers.

### **3 – *What can you offer to clients ?***

The long term satisfaction of our clients is at the centre of our philosophy. We work in close partnership with our clients, in order to have in-depth knowledge of their brands, their market and consumers, and provide each client with the best possible tailored perfume creation he needs.

Our market knowledge of alcoholic perfumery, shower gels, face and body care, candles and detergent products enables us to advise the client and accompany him in his choice of fragrance for new developments. Each quarter, we present a new marketing and olfactory study to our clients on a chosen market which defines the main olfactory trends and mix product marketing.

With the development of the organic/ecocert market, we have developed our expertise over the past few years in ecocert perfume compositions, which enables us to propose a range of fragrances (consisting of essential oils and isolates) both for alcoholic perfumes, shower gels and cosmetics, as well as ambience and detergent products.

#### **4 – How important are current regulations for the perfume industry ?**

The perfume industry is subject to a growing number of strict regulations. Our role is to anticipate these changes in regulations and be able to integrate them better. These changes are becoming more and more stringent and involve a number of reformulations in terms of existing notes, linked either to the prohibition of raw materials to be replaced, or a reduction of raw materials in the composition. In some cases, new materials (for example, oak moss) have provided a response to these changes, but there is a real challenge for perfumers for the perfumes of tomorrow.

Clients are turning more and more towards natural and eco-certified materials, which have a bright future ahead of them.

Our main aim is to better meet the expectations of our clients with regard to olfactory creation, given the regulations in existence.

## **> NEW TRENDS**

### **Our latest Olfactory Trends study *Under the Shower* on the shower gels market**

Our latest study **Under the Shower** covers the shower gels market, all distribution channels combined.

The study identifies key olfactory trends and product mix on these circuits by voluntarily separating traditional fragrances from ecocert fragrances.

A set of creative fragrance submissions are proposed at the end of the study.

For more information, contact Catherine Werber: [c.werber@je-sozio.com](mailto:c.werber@je-sozio.com)



## > SOZIO INC. – USA

### New employees within the Sozio Inc. team

Sozio Inc. announces four new employees within its team :

Tejinder Kumar – Perfumer  
Gloria Chester Galdi – Director of Evaluation  
Sheretha Lumpkins – Regional Sales Manager  
Tara de Vita – Controller

### Promotion of Tracey Lundquist as Director Marketing & New Business Development

Sozio Inc. announces the promotion of Tracey Lundquist as Director Marketing & New Business Development. Tracey joined Sozio Inc. in 2009 as Director of Marketing & Evaluation, with over 12 years experience within the fragrance industry.

## > EVENTS

### Sozio France participated in the **NATURAL BEAUTY SUMMIT** (Paris)

Sozio France participated in the **NATURAL BEAUTY SUMMIT** which was held in Paris on 22 and 23 November last. The aim of the summit was to bring together key industry players and address the major issues affecting the natural beauty industry:

- > changing needs of consumers ;
- > development of luxury upmarket ecocert brands ;
- > development of collaborative consumption (recycling/sharing) ;
- > allocation of distribution segments ;
- > sustainable development approach (raw materials, marketing, packaging, fair trade) ;
- > change in labels (COSMOS, ecocert, Natrue ...).

This summit confirms the growing trend of consumers to move towards organic cosmetics (with certification) at the expense of natural cosmetics, with double-digit growth in the next five years on personal care in Europe.

### Sozio Inc. participated in the **ISSA / INTERCLEAN** trade show (Orlando, USA)

Sozio Inc. participated in the **ISSA / INTERCLEAN** trade show, an international industrial cleaning and maintenance trade show, which took place in Orlando (USA) from 9 to 12 November last. This important show brings together the key players in the cleaning industry in order to exchange news on the industry.

... discover the next issue of our Sozio newsletter in Spring ...

