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## Success Drawn from Limitation

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Fresh, crisp, light, airy—all attributes driving the market for fragrances and oils. Right now, anyway. What the future will hold is yet to be defined—obviously. But what we do know, according to industry experts, is that, like the globalization of our food, our perfume scents will not only reflect our immediate environs, but the greater world around us.

The thorn in this rosy picture will be access to ingredients. Again, like our connection to food, allergens play a role and, in a nod to May's topic of herbal ingredients in cosmetic applications, the issue of sustainability is putting a kink in the supply channel for key ingredients. That's where IFRA, the Paris-based International Fragrance Association, comes in. Two years ago, the group heavily restricted the use of oak moss, a green lichen that grows on the bark of oak trees, and one of 174 ingredients on the hit list. (Some in the industry call it a ban-a designation the association denies.)

So what's an industry to do when such popular ingredients become unavailable? Synthetic alternatives are developed and put into play or perfumers try to work around the taboo ingredients. Both instances can lead to shoddy, ill-received scents. What it boils down to is that a little rash or a little overharvesting are simply bad for business.

Or are they?

[Frank Schnitzler](#), a former perfumer and CEO of five different perfume businesses, believes the workarounds will be a boost for the industry.

"The IFRA limits will become an interesting challenge for the perfume industry. Scientists at large perfume groups are required to develop new scent molecules that pose no danger to health, which they have already been doing for years. I do not think that consumers will miss their old scents as tastes in perfume are constantly evolving anyway," said Schnitzler.

After all, as Schnitzler recently [wrote](#) for our [SupplySide Community](#), "the market needs new stimulus."

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