

Forward Thinking: You Are What You Eat

Promising culinary ingredients with beneficial health properties emerge as key components in flavored and fragranced products

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According to *phrases.org.uk*, the term “You are what you eat” originated in 1826 with Jean Anthelme Brillat-Savarin, a French lawyer, politician and gastronome who used it in his book *Physiologie du Gout, ou Meditations de Gastronomie Transcendante*. Later the term was used by Ludwig Andreas Feuerbach, a German philosopher, in his essay, *Concerning Spiritualism and Materialism*, 1863. It is believed the English phrase emerged in the 1920s and 1930s when Victor Hugo Lindlahr, an American nutritionist known for the catabolic diet, used it on his radio show. Lindlahr’s book *You Are What You Eat: How to Win and Keep Health with Diet* was published in 1942, which popularized the phrase.

Today, the term is often used by consumer packaged goods manufacturers to market their functional flavored and fragranced products including food, beverage and beauty care products. This phrase helps highlight and communicate beneficial culinary ingredients for the inner and outer body. Caviar, argan oil, yumberry, kombucha and spirulina are a few examples of promising food ingredients that manufacturers and marketers are currently using in products on both sides of the flavor and fragrance industry.

Caviar

According to *1-800-Caviar.com*, caviar contains “about 30% of proteins, practically all of which are digested by the body (it is very rare for animal proteins).” And California Caviar states, “One serving of caviar has an adult’s daily requirement of vitamin B12. It is a great source of protein and has high levels of vitamins A, E, B6, iron, magnesium and selenium. These nutrients have proven to benefit healthy nervous, circulatory and immune systems, as well as combat cancer and heart disease. In addition, it is great for your skin.” Manufacturers and marketers have capitalized on this ingredient accordingly, launching a selection of luxury beauty care products and fine fragrances that utilize caviar.

In 1974, Ingrid Millet, a Parisian aesthetician and biochemist, pioneered the use of caviar in her *Pearl De Caviar Skin Care* range. Today the line includes cleansers, moisturizers, serums, toners, masks and eye products. In the late 90s, the Swiss company La Prairie introduced the *Caviar Collection*, a skin care collection that “combines state-of-the-art science with utter luxury.” According to the company, the formula uses “extravagant and powerful caviar extract and unique sea proteins.” La Prairie’s



recent 2010 introduction is *The White Caviar Illuminating Système*, which features golden caviar extract that is said to lift and firm the skin. Alterna also initiated the use of caviar in hair care with its 2006 *Caviar Anti-Aging Moisture Shampoo and Conditioner* release. The line is available in a variety of stock-keeping units (SKUs), including volume and styling products; Alterna’s newest line extension is *Caviar Anti-Aging Overnight Hair Rescue*, which is described as “a deeply penetrating overnight treatment for damaged hair that repairs while you sleep.”

Another category to recently begin exploring the uses of caviar is fine fragrance. Thierry Mugler’s *Womanity* fragrance is described as “the first sweet and savory fragrance reflecting the new faces of femininity,” which Mane developed using caviar and fig notes captured through a patented molecular extraction technology. In March 2011, the British fashion house Ghost added *Enchanted Bloom* with base notes of “peach, caviar and musk” to its collection, and according to Bell Flavors & Fragrances, the company’s Caviar Luxe accord is No. 5 on their list of 2011’s top 10 emerging fragrance notes.

Argan Oil

Like caviar, argan oil, also known as liquid gold, is a high-end ingredient crossing into both flavor and fragrance. It is manufactured from the kernels of the argan tree found

in the Moroccan forest, and the extraction process from the kernels is difficult and labor intensive, making it one of the world's most expensive oils. However, known for its nutritive and moisturizing benefits, it has long been used by Moroccans as a natural emollient that can be applied to skin, hair and nails.

In 2007, supermodel Josie Maran launched *Josie Maran Cosmetics* using argan oil as a signature ingredient; currently, the line has eye, lip and face products available. Maran continues to expand, and the summer 2011 line extensions include *Self Tanning Cream*, *Sun Protection for Body SPF 30*, *Blemish Clearing Pads* and *Cleansing Oil*. With this kind of exposure, argan oil is gaining momentum in other personal care products as well, including skin and hair products. Lines incorporating the ingredient include Kiehl's *Superbly Restorative Skin Salve with Fairly-Traded Argan Oil*, HSN Signature Club's *A by Adrienne Precious Moroccan Argan Oil Total Skin Care Collection*, Organix *Renewing Moroccan Argan Oil*, Nick Chavez Beverly Hills *Angel Drops with Argan Oil*, *Crème of Nature with Argan Oil No-Lye Relaxer* and Sedu *Anti-Frizz Polishing Treatment with Pure Argan Oil*.

In addition to beauty care, argan oil is an up-and-coming culinary ingredient. When ingested, it is said to have health benefits that reduce cholesterol, aid in digestion and stimulate circulation. It is available from distributors such as Argand'Or Moroccan Gold, Belazu, Mustapha's Fine Foods of Morocco and Wild Wood Groves. Described as "nutty and toasty," argan oil is most commonly used in salad dressing, marinades, tajines and couscous, but it is also emerging in desserts.

Amlou is a popular Moroccan spread made with argan oil, and Wild Wood Groves sells *Crunchy Amlou Spread*, an almond paste made with grilled almonds, argan oil and natural honey. Pastry chefs have begun to experiment with this versatile ingredient. For example, in 2008, Alex Stupak, a New York pastry chef at wd~50, won *PastryScoop.com*'s Golden Scoop Award for his *Sesame Argan Oil Meringue Passion Fruit Tart*. Additionally, French chef Claude Colliot serves a lime, clementine and grapefruit with argan-oil-infused caramel dessert at his year-old Paris restaurant. So now is the time to watch as up-and-coming chefs use argan oil in unexpected dishes.

Yumberry

Yumberry, also known as yang mei, Chinese bayberry or red bayberry, has been harvested in China's Zhejiang province's fields for more than 5,000 years. It is high in antioxidants and is said to protect eyesight, reduce cholesterol and help arthritis. The flavor is compared to pomegranate and described as "pleasantly tart with sweet undertones." In 2007, Frutzzo introduced the ingredient in the beverage market in four flavors: *Yumberry*, *Yumberry with Blueberry*, *Yumberry with Cherry* and *Yumberry with Pomegranate*. Yumberry Organic Juice followed suit in 2008 with *Yumberry*, *Yumberry with the Blues* (blueberry) and *Yumberry with Passion* (passion fruit). And this Asian fruit continues to surface

in the ready-to-drink (RTD) market, with tea as one of the newest applications. Introductions include Ti Tonics' *Yumberry Green Tea* and Teavana *Yumberry Wulong Oolong Tea*. It has even made its way into confections with *Raspberry Yumberry Gummy Pandas* by the chocolatier Bissinger's. Additionally, Sensient Flavors noted yumberry as a hot flavor in 2011.

Three years after its initial US launch in flavors, yumberry has also trickled down to personal care and beauty products. Last summer, Victoria's Secret introduced the *Naturally Hibiscus & Yumberry* fragrance in body scrub, lotion and moisture mist products, and Stilla offers *Yumberry Crush Lip & Cheek Stain* that the company claims "is infused with the superfruit—Yumberry! This superduper fruit boasts the highest amount of the most potent antioxidants, is 50 times stronger than vitamin E and 20 times stronger than vitamin C!" Furthermore, Febreze introduced the *Yumberry Sangria* variant as a seasonal 2010 scent in its Home Collection line, and *Clean Scene by Murad* is a current release featuring yumberry as the main active ingredient in its five SKU skin care line. According to Murad, yumberry "is a Chinese superfruit packed with powerful antioxidants that keep your skin balanced and smooth." Keep an eye on yumberry as more of its translations materialize in fragrance and flavor product launches.

Kombucha

Kombucha, often known as mushroom tea, is a culture that is a symbiotic colony of yeast and bacteria. Kombucha tea is made by combining this culture with a mixture of black tea and sugar that ferments between seven and 10 days. It is known to help enhance digestion, increase metabolism, boost the immune system, aid in detoxification, and control appetite, and now there are a plethora of kombucha beverages on the market such as GT's *Kombucha*, *Kombucha Wonder Drink* and *Carpe Diem Kombucha*. However, before niche and mainstream beverage manufacturers began introducing commercialized products with kombucha in the early 2000s, health food enthusiasts brewed their own concoctions. Crepe O Chocolat in San Francisco serves house-made kombucha in pomegranate and cayenne pepper flavors, and Cultured Pickle Shop in Berkeley, which specializes in pickling fruits and vegetables, offers year-round, fresh-pressed celery, carrot, beet and fennel kombucha juice described as "naturally fermented vegetable sodas." And upcoming seasonal flavors include strawberry-oregano kombucha and calendula kombucha. Additionally, kombucha is popping up in frozen sorbet and ice cream. In October 2010, San Francisco's Humphry Slocombe featured a *Pineapple Kombucha Sorbet* while Steve's ice cream in New York partnered with Kombucha Brooklyn to create *Red Ginger Kombucha* and *Urban Passion Kombucha* sorbets.

Similar to yumberry, kombucha is another trendy ingredient moving into skin care, with notable results. For example, EmergenC Scientific Organics *Kombucha Cleanser* won the 2010 Sheeky's Beauty at Its Best Award. Also, Skyn Iceland's *Arctic Brightening Serum* uses "Kombucha, a natural ingredient well-known for its brightening properties, [to] help to reduce sallow undertones in the

skin,” and Murad *Acne & Wrinkle Reducer*’s formula contains “Kombucha Collagen Defense [that] stimulates collagen production while significantly diminishing its breakdown. With optimal collagen levels restored, skin regains a healthy resilience, fullness and improved barrier.” Expect to see kombucha appear across categories in multiple product applications as its popularity grows.

Spirulina

Spirulina is blue-green algae in a spiral shape that lives in both salt and fresh water. It is rich in protein, vitamins, minerals and GLA (gamma linolenic acid), an essential fatty acid; the most popular form of spirulina is in supplements. However, it also appears in raw foods and do-it-yourself (DIY) recipes such as smoothies, shakes and baked goods.

On the flavor side, Go Raw—Real Live Food offers the *Spirulina Energy Bar* and *Spirulina Super Chips* while Raw Revolution carries the *Spirulina & Cashew Organic Live Food Bar*. Jamba Juice just introduced *Apple n’ Greens Fruit & Veggies Smoothie*, which showcases spirulina as an ingredient in the “green juice,” and Organic Avenue offers a *Blueberry Spirulina Smoothie*. The RTD *Naked Superfood Green Machine 100% Juice Smoothie* has 1,300 mg of spirulina and 50 mg of blue green algae per serving and Odwalla *Superfood* has 1,500 mg of spirulina.

Following a natural progression, spirulina is moving from raw foods into in high-end skin care products, too. For example, Ren *Multi-Mineral Pore Minimising Detox Mask* uses spirulina because of “its essential fatty acids, which helps to encourage cell renewal, reduce pore size, and leave the skin toned and decongested,” while EmerginC Scientific Organics *Spirulina Toner* and *Derma e Glycolic Facial Cleanser with Marine Plant Extracts* both feature spirulina as an active ingredient,

as well. In mass, Yes to Cucumbers *Complete Care Facial Hydrating Lotion* highlights organic cucumbers, spirulina and aloe vera in its formula. Bumble and bumble *Seaweed Shampoo and Conditioner* with “marine seaweed, spirulina and kelp” is a recent hair care example of this ingredient’s beauty product incorporation. Also, although spirulina is not listed as an ingredient, Redken’s new *Nature’s Rescue* collection is “inspired by the ocean and is enriched with plant and marine extracts.” On trend, Bell Flavor & Fragrances predicts the company’s *Brisk Blue Algae* fragrance accord will be one of its most popular in 2011.

Other Culinary Ingredients on the Rise

Caviar, argan oil, yumberry, kombucha and spirulina will continue to be examined for their topical and ingestible health properties as new applications and alternative market segments are concurrently developed. However, mushrooms, black rice and chia seed also are some of the next food ingredients on the rise and are beginning to receive more attention for their health benefits. In addition to gaining popularity in the culinary world, mushrooms, black rice and chia seed are shifting into skin care products such as Grassroots Research Labs *Triple Mushroom Intensive Anti-Wrinkle Eye Cream with Wild Ginseng Root*, Origins *Mega-Mushroom Treatment Lotion*, the Perlier *Black Rice Platinum Skin Care* line, Super by Dr. Nicholas Perricone *O-Mega Moisture Nourishing Cream* with chia, and One Love Organics *Skin Savior Waterless Multi-Balm* with chia seed extract. Watch as consumer packaged goods manufacturers capitalize on these beneficial food ingredients and launch functional flavored and fragranced products based on them, creating unique opportunities for flavor and fragrance houses.