

Trends in Mint, Part 2: Applications

The power of newness

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Looking at existing products on the market, it can be seen that the primary driver of consumer behavior is newness. This newness includes various mint blends along with other traditional non-mint products. The authors have compiled a list of current flavor profiles below. Future demand for these new items will depend on how the new flavors perform on the market after initial launch. Lists of mint and mint-friendly profiles in recent product launches appear in **T-1** and **T-2**.

Additional important effects on the market include the impact from China and India, most significantly the effect of the Multi Commodity Exchange of India (MCX; see **Page 43**).

Mint Profiles

In helping clients achieve a unique flavor twist in their products, the following are some of the profiles the authors' company has worked with. They mention these blends in particular because so many clients are looking for low-cost, high-impact, clean-label, all-natural products:

- A balanced blend of rectified *Mentha piperita* and *Mentha arvensis* oils to give a clean fresh, yet complex flavor. A hint of eucalyptus lifts the peppermint profile.
- A hot blend of highly rectified *M. arvensis* and menthol delivering a very clean mentholic taste.
- A slightly earthy *M. arvensis* blend typical of the South American region with a medium high menthol content.
- A sophisticated and subtle blend of rectified *M. piperita* and *M. arvensis* oils. This mint has a soft creamy flavor profile.
- A mix of highly rectified Indian and Chinese *M. arvensis* oils delivering a very clean and highly mentholic profile.
- A breath-fresh blend similar to a popular mouth-wash profile that has been modified to make it natural and more suitable for sugar confectionery. This profile has a base of three rectified peppermints and menthol, and also contains eucalyptus, cinnamon, spearmint, wintergreen, clove and



Mint profile descriptions found in off-the-shelf survey of products in many oral care brands

T-1

- Fresh Mint (Rembrandt, Biotene)
- Ice Mint (Aquafresh)
- Mint (seen in: Rembrandt)
- Powerful Mint (Listerine)
- Minty Wave (Colgate)
- Wintergreen (Rembrandt)
- Wintergreen Ice (Crest)
- Extreme Herbal Mint (Crest)
- Clean Night Mint (Crest, Breath Rx)
- Gentle Mint (Sensodyne—for children)
- Long-lasting Mint (Crest)
- Spearmint Cool with green tea extract (Dr. Ken's)
- Radiant Mint (Crest)

Mint-friendly profile descriptions found in off-the-shelf survey of products

T-2

- Silly Strawberry (Tom's of Maine—for children)
- Orange Mango (Tom's of Maine—for children)
- Mild Fruit (Colgate—for toddlers)
- Mild Bubble Fruit (Colgate—for children)
- Berry (Oral-B—for children)
- Orange Wow (Burt's Bees—for children)
- Fennel (Tom's of Maine)
- Bubble Gum (Oral-B—for children)
- Cinnamon Clove (Tom's of Maine)
- Cinnamon Fresh (Dr. Ken's)

aniseed. To better please various palates, this blend comes in three variations. The original balances all flavors in near equal measure. The second form of this blend has all the same ingredients, but highlights the cinnamon aspect, making for a complex “cinnamint,” while the third form pares back the cinnamon and focuses instead on cooling wintergreen.

- The last two items are a hot and a creamy spearmint profile. The first is a complex mix of rectified Chinese and American spearmints with a hint of peppermint and menthol to lift the profile and add heat. The second blend offers both Chinese and American spearmints that are complemented with creamy *M. piperita* notes, a natural vanilla flavor, and delivers a robust, well-rounded, soft spearmint profile.

In addition to the enhanced peppermint and spearmint profiles listed above, there is a strong movement toward fruit and other flavors accented with a hint of mint. The profiles listed below have been particularly successful, in the authors’ experience:

- Peppermint and spearmint blend
- Mint and eucalyptus blend
- Wintergreen and mint blend
- Vanilla mint blend
- Cinnamon mint blend
- Mango mint blend
- Cherry mint blend
- Strawberry and spearmint blend
- Lime mint (mojito)
- Lemon mint

Key Ingredients for Fruit-Mint Combinations

If flavorists want to blend their own fruit or fruity/mint combination using peppermint, spearmint and corn mint oils, or other constituents of mint (menthofuran, menthol and menthone), they could easily use one of the materials listed below:

- **Benzaldehyde:** This is typically used to impart a cherrylike flavor.
- **Strawberry furanone (20% PG):** This gives a great ripe strawberry flavor.
- **Raspberry ketone:** This gives a great red raspberry flavor.
- **Cinnamic aldehyde:** This provides a cinnamon flavor similar to “red hot” candy and has an astringent quality.
- **Cassia:** This gives more of a rich, baked cinnamon flavor.
- **Clove stem oil:** This gives a nice spicy clove flavor and has antiseptic qualities.
- **Wintergreen leaf oil:** This gives a cooling wintergreen flavor.

- **Methyl salicylate:** This is the less expensive synthetic form of wintergreen and is used widely in the oral care industry.
- **Methyl anthranilate:** This gives a nice Concord grape flavor.
- **Aldehyde C-18 (coconut lactone):** This provides a nice tropical coconut flavor.
- **Maple lactone (natural):** This is generally used to give a smooth maple flavor.
- **Aldehyde C-14 (peach lactone):** This provides a great peach flavor.
- **Fennel:** This provides a fresh fennel flavor.
- **Anise:** This gives more of a deep licorice flavor.

Gum Profiles

Sometimes, in gum and oral care products, the descriptive title of a product clearly reveals the desired sensory quality—e.g., Powerful, Clean, Gentle, Cooling. Additionally, a huge new trend is flavors that change over time from one profile to another.

One current major theme in chewing gum is to have the user experience be a sensation. Other developments include a fusion of two or more flavors; nutrition delivery; guilt-free dessert replacement; and, in one case, a new celebrity endorsement. Of course, breath freshening remains a major theme as well.

Sensations: Warming (Dentyne—Fire: Cinnamon); cooling (Ice Breakers—Ice Cubes: lemon, berry, mint flavors, raspberry, strawberry smoothie); mouthwatering/saliva stimulating (Orbit—Mist: Mint; Trident—Splashing Mint).

Fusion flavors: Extra—Tropical (citrus/pineapple); Orbit—Strawberry Remix (strawberry/spearmint); Wrigley’s 5—Solstice (wintergreen with a cinnamon twist); and Mentos—UP2U (mandarin/strawberry/spearmint; daylight mint/midnight mint; and berry/watermelon/fresh mint).

Nutrition delivery: Stride—Spark (brand offers B-6 and B-12 vitamins); Vitamin Gum (claims to offer “12 essential vitamins”); and Trident’s Vitality (features vitamin C, ginseng and white tea).

Guilt-free dessert replacement: Wrigley’s Extra brand features *Dessert Delights*, a line of gum with amazingly real flavor profile: Apple Pie, Orange Cream Pop, Root Beer Float, Key Lime Pie, Strawberry Shortcake and Mint Chocolate Chip.

Celebrity endorsement: Professional snowboarder Shaun White has endorsed Stride White Mint, a smooth peppermint flavored gum.

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