



THE NEW
COLOURS OF
NATURE

Why organic no longer has to be green

GREEN LIKE LEAVES AND BROWN LIKE MOTHER EARTH'S SOIL – THESE ARE THE COLOURS MOST OF US ASSOCIATE WITH “ORGANIC”. BUT DOES IT HAVE TO BE THAT WAY?

Naturalness and sustainability – without a doubt two of the biggest trends in recent years – have firmly arrived in the mainstream. Today, green is no longer a luxury, but a basic requirement. But take a look around the “clean” marketplace and you’ll notice one thing: any brand wanting to signal their organic credentials almost invariably uses the colours green and brown.

“Herbs and spices, roots and bark – green and brown are visual signals for naturalness that consumers have learned and internalised”, says Lisa-Marie Achilles. “In bodycare products or home care items, the choice of colours also triggers an olfactory expectation: rosemary is herbal and pungent; oud, which is obtained from the resin of the aquilaria tree, is deeply sensuous. Our noses and our eyes work together very closely.”

But nature is also colourful – like blossoms, flowers and fruit. “The joy of colour is now also spilling over into organic products, and it looks particularly attractive in gel formulations such as shower gels or dishwashing detergents”, says Lisa-Marie Achilles.

The new green is colourful, and it is also allowed to be fun. The new colours express pleasure and joy, and even a new opulence. All of this is expressed in inspirational

Out of sight, out of smell?

It's common knowledge that the human brain strives to conflate our sense of smell and that of vision. It's also been shown just how much the eye dominates our perception of things. In the French study “The Colour of Odours”, 54 students of oenology identified a white wine that has been dyed red unequivocally as a red wine and described it with the typical vocabulary. The conclusion of the researchers was that the sense of smell by itself is decision unlikely to provide sufficient information to allow for a consciously reasoned decision (<http://www.daysyn.com/Morrot.pdf>)

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The impact of colours

- Red – Stimulation, energy, passion, but also aggression (“seeing red”).
- Pink – Youth and freshness, romance and femininity; certain shades can appear cheap.
- Orange – Carefreeness, cheerfulness and happiness. Orange is said to stimulate the appetite.
- Yellow – Optimism and joy; too much of it can symbolize jealousy and envy
- Brown – Comfort and cosiness, but it can also look dirty.
- Blue – The colour of the sky and the sea, stands for loyalty and intelligence, but also for coldness.
- Green – Naturalness, but also trust and loyalty.
- White – Signals purity, cleanliness, simplicity and softness.
- Black – Stands for power and elegance, but can also express negativity and evil.

names like Carnation Vacation, Wine Me Up or Merry, Merry Blueberry – names that are simply calling out for a great natural fragrance to underscore them. The colours range from punchy shades of red and orange to violet, and the scent notes from floral to citrusy, from berry notes to modern oriental accords.

The choice of colour depends on how and where it is used.

Orange and lemon, or innovative combinations of lavender and ylang or superfruits like pomegranate, add zing and fresh colours to washing-up liquids, highlighting naturalness. “We have grouped our own concepts for this cheerful naturalness in our rECollection”, explains Christian Lüke. The products in this special collection include a shower gel, delicately and naturally rose-scented with a colour that sits between dog rose and rosehip. With its organic formula and sustainable packaging, it is wonderful proof of the holistic approach and how much fun the new “organic” can be.

“Playful textures, bright modern colours and – most importantly – formats with environmentally clean formulations: these new products put the fun into eco-friendly, they open up a world outside of green and brown – and they add a very strong emotional component to natural products. We’re following this approach to explore nature’s incredible richness – and there’s still so much more to discover!” .



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Vision and taste go hand in hand

Visual stimuli are processed around ten times faster than the stimuli of the taste sensors in the olfactory system. From looking at something edible, the brain forms an impression of what it will taste like – which, in turn, influences the overall perception of the item. This can lead to strange twists, like a group of test subjects who said that hot cocoa tasted best served in an orange mug. The tasters noticed differences in taste when drinking the same cocoa from cream-coloured or red mugs.



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