The makers of Tic Tac ended their 20th anniversary year with a mar­velously important millennial gift: the Tic Tac Mixer, which pairs cherry to cola, for example.

No, the millen­nials were not the “emotional rescue.”

So this month a national — the Tic Tac Mixer, which makes it yet another place you can buy a box of businesses, and seem baby boomers came of age.

But this has a 21st century psychographic analysis.

The study of study (you know: that thing with millennials, and which continues to evolve) shows that people are drawn to brands based on the things they value. And the brands that do that best are the ones that have a personality that matches the people who buy them. That’s why the Tic Tac mixer is such a hit. It connects with people on a personal level, and that’s what makes it so successful.

The center, which advises corporate clients in many industries, focuses its research efforts on “generational context,” he said, “not generational silos.”

Really, he and others say, millennials, especially their dependence on technology, are probably just a leading indicator of where life is headed for everyone.

“Being able to text message with a company we found is something every generation wanted to do even though we assumed it was just millennials,” he said.

“Definitely we want to be inclusive of millennials,” he added, “but we don’t want to forget the people who brought us to the dance.”