



spark<sup>®</sup>  
IGNITES CREATIVITY  
INSPIRES SENSES

 Bell



## GLOBAL BEAUTY

Rituals from around the world are calling on natural modalities with big beauty benefits. These are the breakthroughs that are destined to be classics and help bring out a consumer's one of a kind beautiful.

## URBAN ADVENTURER

The new epicenter of personal care, South Korea, is a hotbed of innovation that extends far beyond beauty balm (BB) creams. Exploring the beauty practices of Korean consumers and their impact on markets across the globe is the inspiration.

## WELLNESS REDEFINED

The new mantra for beauty and all around health. Calling on all that nature has to offer along with unique treatments and fragrances that are good for the body and speak to the soul.

## MANPERING

Step aside ladies, the men are moving in on your turf and they are looking good. From moisturizers to softeners and even balms, men are breaking down the barriers to beauty.

## INDIE SHOPPE

Independent, cool and completely personal, Indie represents small businesses with lots of originality. Indie is flowery, musky with herby influences and a youthful vigor signaling endless possibilities.

## LOOK BACK

A spotlight on last year's trends and their presence in the marketplace. Because resting on our laurels isn't a habit for Bell.

**READY FOR A SNEAK PEAK?** Contact us at [spark@bellff.com](mailto:spark@bellff.com) or 800.323.4387 to request your personal presentation of our 2016 fragrance inspirations.