

# Air Care Innovation

Bell's unique fragrances and botanicals have the ability to define products aesthetically, functionally and to distinguish brands. Whether it's from the bottle, in-use or providing all-day freshness, we provide creations that consumers will fall in love with over and over again.

## PRESENTATION HIGHLIGHTS

### WELL BEING

**75%**

of all emotions generated every day are due to smell, while mood is improved by 40% when exposed to scent.

(Beautystreams)



### BOTANICALS

**50%**

Increase in air care launches claiming herbal / botanical (Mintel)



### SCENT STORIES

**67%**

of adults that use air care products deem scent an important factor when deciding which air care product to purchase.

(Mintel)



## Fragrance Snapshot

### How Bell Can Support Your Fragrance Needs:



#### Fragrance Expertise

Through innovation, creativity and technology our perfumers build creative expressions that bridge art and science to deliver consumer delight and create brand olfactive DNA.



#### Naturals & Botanicals

Our passion at Bell Flavors & Fragrances has been to create customized natural fragrances botanical extracts that captivate the essence of nature.



#### Trend/Market Data

Our seasoned team of Marketing Specialists can provide the latest in market insights and lifestyle trends.



#### Performance

Whether its raw material studies, unique fragrance delivery systems, driving attributes moisturization and freshness, or malodor neutralization, Bell offers customized solutions to maximize consumer fragrance impression.