

# Bell Surface Care

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

### HIGH-TOUCH FOCUS

**40%**

of Canadian consumers report disinfecting high-touch surfaces more often.  
(Mintel)



### SCENT IMPACT

**31%**

of surface cleaner users place importance on scent when shopping.  
(Mintel)



### #CLEANING

**500K +**

Electric spin brushes sold on TikTok shop, displaying social media's interest in #cleaning.  
(TikTok)



## 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.

Bell Flavors & Fragrances | Feel Nature's Variety®

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