



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)

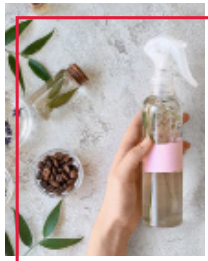


BOTANICALS 50%

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 and 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 of moisturization and shine, or malodor neutralization, Bell offers customized solutions to maximize the consumer fragrance experience.