



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

#### WELLNESS

**61%**

of US pet owners agree that their pet's happiness and wellbeing is more important than their own. (Mintel)



#### HUMANIZATION

**71%**

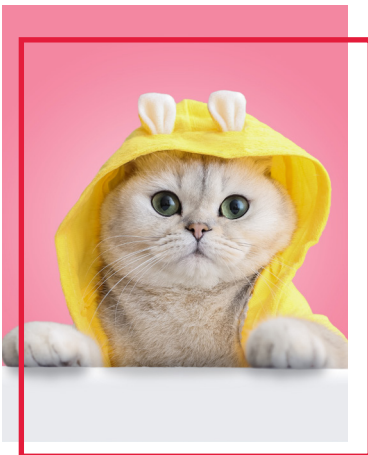
of pet owners consider their pets to be family members. (Euromonitor)



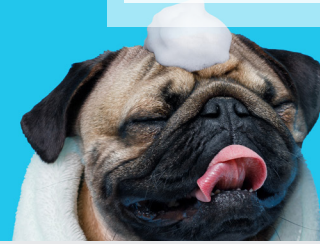
#### SUSTAINABILITY

**68%**

of US pet owners aged 18-34 prefer pet food brands that limit their environmental impact. (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.

Bell Flavors & Fragrances | Feel Nature's Variety®

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