



Bell's unique fragrances and botanicals have the ability to define products aesthetically, functionally and to distinguish brands. Belltanicals® encompass **Botanical Extracts** (the essences of natural plant materials), **Aromatic Infusions** (natural plant essences with a slight odor), and **All Natural Blends** (complex and fragrant compounds made exclusively from natural aromatics).

PRESENTATION HIGHLIGHTS

EFFECTIVE

76%

of US adults agree that natural ingredients offer more functional benefits than artificial ingredients (Mintel)



SAFE

66%

of women in China associate natural ingredients/ingredients derived from plants as safe (Mintel)



GENTLE

40%

of UK consumers typically buy natural/organic beauty & personal care products because they are gentler on their skin (Mintel)



Botanical Snapshot



How Bell Can Support Your Botanical 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 fragrance and botanical solutions to maximize the consumer fragrance experience.

Bell Flavors & Fragrances | Feel Nature's Variety®

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