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PRESS RELEASE

Skin and Hair Go Veggie Fragrances and Botanicals for Natural Cosmetics Lovers

Environmentally and health conscious consumers tend to choose green alternatives when buying shampoos, shower gels or creams. The Leipzig based company Bell Flavors & Fragrances GmbH encourages manufacturers to make use of extravagant product concepts in natural and organic cosmetics. The fragrance house predicts crispy vegetables to be a cosmetic trend, that will shape the natural cosmetic industry in the upcoming year.

Talking about carrots, tomatoes, cucumbers or peppers, most people think about a balanced menu. But there is so much more about vegetables. Due to their rich ingredients, the eatable plants also associated with many positive effects to skin and hair. Inspired by this, Bell's perfumers created new formulations for natural and organic cosmetics.

Sage and Tomato in Love

Fragrances like „Pumpkin & Pink Pepper“, „Tomato & Sage“ or “Green Pepper” are more than just promising fragrance experiences. They arouse curiosity among consumers. Fine scents and accords or spices as well as herbs add that certain something to the compositions. Even corn and sweet potato scents were interpreted in a perfumistic way. The warm and caring fragrances for instance, are perfectly suitable to underline the nutritional effect of a night cream in an olfactory manner.

“We encourage brands to go for extraordinary product concepts,” explains Marketing Specialist Anja Reissig. “Those who want to convince today's increasingly demanding consumer, need to think outside the box and set trends. Vegetable fragrances are a good example to show how the extraordinary can be connected with customer's desire for a more healthy way of life.

A Boom in Nature-related Cosmetics

The natural and natural-related cosmetics industry is a competitive market. Besides certified natural cosmetics, the segment of natural-related cosmetics is a huge playground for all those that want to convince consumers with new ideas and combinations.

According to the industry magazine Cosmetics Business, in 2016, the segment of natural-related cosmetics grew more than the classical natural cosmetics for the first time. Reasons for this can be found in claims such as “from nature inspired”, “Plant-cosmetics” or “95 % natural ingredients” but also in concepts with interesting fragrances. This applies not only to brands, but also to the



private label segment, where limited editions and seasonal products need to be an eye-catcher on the shelves.

Bell's latest fragrance compositions are thought for natural-related as well as for certified natural cosmetics. Additionally, Bell Flavors and Fragrances offers botanicals derived from vegetables, spices and herbs to further upgrade creams, shampoos and co.

About Bell Flavors & Fragrances EMEA:

Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil and China give the company flexibility in the world market place and enable Bell to bring new trends quickly to customer's attention. In 2018, Bell Flavors & Fragrances EMEA celebrates its 25th anniversary in Germany.

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