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PRESS RELEASE

Fragrances & Botanicals Inspired by Mother Nature Bell at in-cosmetics Global 2018

Right in the middle of the Fragrance Zone of in-cosmetics Global 2018 in Amsterdam, Bell Flavors & Fragrances EMEA will present innovative concepts with ingredients for all kinds of personal care products. From 17 to 19 April, the Germany-based company will present fragrances and botanical extracts that are either fully natural or based on treasures from Mother Nature. Come and let Bell inspire yourself at stand no. P41!

The almost endless variety of natural ingredients has motivated the perfumers and application technologists of Bell Flavors & Fragrances EMEA to create extraordinary fragrances and botanical extracts for both, natural and conventional personal care products. At in-cosmetics Global 2018 in Amsterdam, Bell will inspire cosmetics manufacturers with compositions for skin, hair and body care that remind of nature.

From Local to Exotic – Fragrance Trends 2018/19

This year's fragrance trends issued by Bell refer to local landscapes on the one hand and exotic notes on the other. Consumers with a balanced, healthy lifestyle will fall in love with fragrances making one think of Northern European landscapes or a fine cup of tea. Others who are rather looking for exotic ingredients will be keen on unconventional Asian citrus fruits.

For in-cosmetics Global 2018, in addition to a synthetic range, Bell's perfumers have developed completely natural fragrances that ideally match innovative natural cosmetics.

The Evolution of Super Food – Super Grains

Super Grains are full of power for health and beauty. This subtype of the currently very trendy Super Foods stands for precious nutrients, naturalness and balance. Bell's botanical experts have developed five new extracts from ancient whole grains and millet. Those are perfect add-ons for nourishing hair care, creams and lotions as well as moisturising shower gel. The according fragrances interpret grains like spelt, teff and sorghum in a perfumistic way.

Inspired by Trees – Fragrances for Men Care

Trees generally symbolise strength, stability and vitality – attributes that fit well to products for men. Thus, Bell offers fragrances for male grooming inspired by classic trees like oak, maple, birch or chestnut. The concept includes accompanying botanical extracts recommended in combination with each fragrance.



Fresh from Nature – Further Concepts to be Presented

In addition, Bell will showcase a selection of further concepts for personal care applications at in-cosmetics Global 2018. Inspired by fascinating Arctic landscapes that let consumers think of purity, freshness and unspoilt nature, botanical blends such as “Polar Lights” or “Arctic Blue” complement e.g. skin care products perfectly. With that, Bell continues the current trend towards Scandinavian lifestyle like Hygge and Lagom.

For absolute naturalness, Bell’s perfumers have developed vegetable-like fragrances suitable for completely natural personal care products. At the Bell stand, cosmetics manufacturers will have the chance to smell extraordinary compositions like “Tomato & Sage”, “Parsley & Spinach” or “Pumpkin & Pink Pepper”.

To complete the spectrum of applications for personal care, Bell will bring along new flavour creations for oral care. Classic minty-fresh creations satisfy traditional flavour preferences whereas innovative combinations like “Matcha & Peach” or “Green Tea & Jasmine” target more adventurous, nature-loving consumers seeking for new ways to get fresh breath.

The Background – Naturalness Becoming Mainstream

Particularly in Germany, natural and organic cosmetics have gained high importance in the beauty & personal care industry within the last years. But also all over Europe, beauty and personal care products with a natural positioning are loved by consumers. According to Mintel GNPD, 55% of recent new product launches on the European personal care market (skin care, hair care, soap & bath) claim to be somewhat or fully natural or plant-based. Moreover, GlobalData states that the megatrend “Vitality & Balance” is still in the growth phase in the personal care sector.

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, China and Singapore 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.

Contact: **Anja Reissig**
Marketing Specialist Personal Care
a.reissig@bell-europe.com