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PRESS RELEASE

Arisen from Nature

Bell Flavors & Fragrances EMEA presents Fragrance Trends 2017 / Treasures of Africa, Submarine World, Poppy and a lot of Green

Scents of 2017 are inspired by nature. According to Bell Flavors & Fragrances, a Germany based manufacturer of flavours and fragrances, botanical extracts and ingredient specialties, compositions reminding of the African grasslands, as well as aquatic-fresh notes taking the colourful submarine world as an inspiration, are making up trend topics of the year. Furthermore, poppy, the flower of the year will make its contribution to the variety of scents for fine fragrances, household and personal care products.

Annually, the marketing and fragrance experts of Bell provide an insight in the fragrance trends for the upcoming year. „Among others, our daily work focuses on developing innovative trend concepts for our clients“, says Falco Choynecki, Marketing Specialist for fragrances in personal care products. „Intensive market research, face-to-face customer feedback, as well as extensive product screening help us to obtain an in-depth look in tomorrow´s world and provide us with inspiration for successful, new product ideas.“ Based on a more than 100-years lasting and continuously improved expertise on the world of fragrances, Bell identified four trends for 2017. All come together in one baseline - Arisen from Nature.

Natural Treasures of Africa

Derived from oriental fragrances that have become very popular in the recent years, spicier and herbal-green compositions will reinvigorate the market in 2017. The new fragrances have their origin in typical African plants and spices. Among them woody notes such as the African baobob tree, moringa and the mostly unknown Ethiopian lovegrass that yet fit perfectly in the topic.

Poppy and Watercolour Design

As a counterpart to the spicier notes, sensual-floral creations will find their way to impress consumers in 2017. In the spotlight of the floral compositions shines the poppy with its brightly red blossoms. Mostly standing strong between cornstalks as one of the most beautiful summer companions, the poppy will enhance the product portfolio of each application area. The subtle scent with its slightly sweet nuances reminds of wind-blown corn fields and provides a heavenly holiday feeling. Furthermore, the flower fits perfectly to the watercolour packaging trend this year. The aquarelle design is not only suitable for the strong and at the same time so fragile poppy, it also fits for all floral compositions – whether in air care, laundry care, fine fragrances or in personal care products.



To Protect the Submarine World

Especially when talking about skin care, rich ingredients such as minerals, sea weed or maritime salts in combination with detox attributes play an important role. They will make their contribution in concepts about the life below the ocean's surface in 2017. At the same time, the topic of water will lead to innovation regarding product compositions. In detail, it is about the reduction of the applied amount of water in production processes and formulas. For instance, dry shampoos and so called „one rinse“ laundry care products will experience a higher demand.

It's getting Green - Greenery

With Greenery Bell picks up the Pantone® colour of the year 2017 in its fragrance compositions and concepts. The colour is an additional evidence of the overall topic „Arise from Nature“. The yellow-green colour symbolising vitality reminds of the juicy, young leaves heralding spring. At the same time, Greenery awakes connotation of rainforests known as the green lung of our planet. The colour also represents life, growth and a symbol of a new beginning – all together perfect topics for vitalising and green fragrance compositions.

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 industries, as well as the household care and personal care industries. As a private enterprise with an effective corporate structure, Bell is in the position to render excellent service and to supply its extensive product portfolio. Bell's affiliated companies in the United States, Canada, Mexico, Brazil and China give the company greater flexibility in the world market place and enable Bell to bring new trends quickly to customer's attention. Bell's goal is to help its customers to place successful products on the market.

Contact:

Falco Choynacki
Marketing Specialist Personal Care
E-mail: f.choynacki@bell-europe.com

Website: www.bell-europe.com