



BEYOND SCENT

Fragrance Technologies for Life



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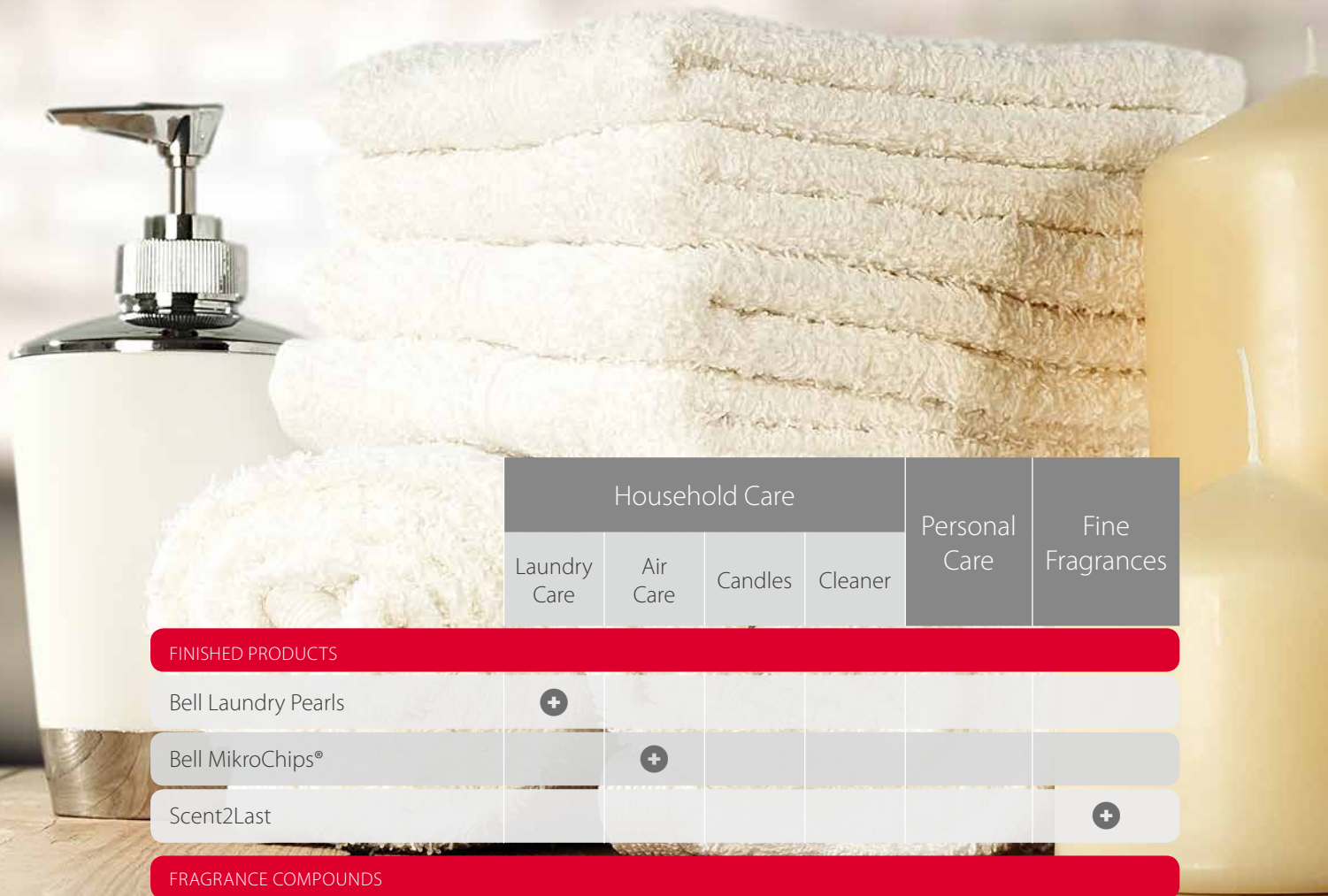
A SCENT OF QUALITY

Broaden Your Creative Horizon

Consumers are increasingly demanding for high quality goods in daily life. There is an observable trend towards convenience, but also to products designed for special purposes. As fragrance is perceived as critical factor when it comes to buying a laundry detergent candle or shampoo, Bell has made it its mission to create the best conditions for its fragrance compositions.

High-performing fragrance delivery systems are key to modern formats in several areas. Therefore, Bell went beyond classic liquid perfume oils and gained extensive experience in the field of solid fragrances. Starting with specifically designed fragrance compounds for candles, the company extended its range of fragrance technologies from air care to laundry care products and even personal care and fine fragrance applications.

Discover Bell's fragrance delivery systems!
We are constantly exploring new options in
cooperation with our customers.



	Household Care				Personal Care	Fine Fragrances
	Laundry Care	Air Care	Candles	Cleaner		
FINISHED PRODUCTS						
Bell Laundry Pearls	+					
Bell MikroChips®		+				
Scent2Last						+
FRAGRANCE COMPOUNDS						
Bell MikroBurst®	+				+	
Bell MikroFilm®	+	+		+	+	
Scenti Master Batch / Pastilles			+			

BELL LAUNDRY PEARLS

Smooth and Bright for Infinite Fragrance

Personalisation and the avoidance of multifunctional products are rising trends in mature laundry care markets. Therefore, scent boosters play an increasing role when it comes to consumers' choice of laundry care products.

Bell Laundry Pearls represent a highly effective laundry perfume in a finished product. The spherical pearls come in bright colours and are added directly into the drum especially for their scent boosting effect. As the patented chips are water-dispersible and designed to dissolve during a washing cycle, the consumer is met with a strong scent upon opening the machine.

Thus, the convenient format complements the consumer's laundry care routine with a product designed exclusively for intense fragrance. Manufacturers on the other hand find an attractive line extension in this easy-to-use laundry perfume.

Application: ⊕ laundry perfume

Product Profile: ⊕ smooth pearls
 ⊕ regular shape
 ⊕ solid structure



Product Advantages:

1. FRAGRANCE

- great Performance
- substantivity
- broad range of intense fragrances

2. QUALITY

- residue-free dissolving
- compatible to all common temperatures
- free of plastics

3. FLEXIBILITY

- formulation according to needs
- controlled fragrance release
- multiple fragrance colour combinations

BELL MIKROCHIPS®

Bringing Air Care Ideas to Life

Europe represents the largest regional market for air fresheners worldwide. One of the major drivers for this growth has been product innovation and portfolio extension. After all, home fragrance reflects lifestyle and personality more than ever.

Bell MikroChips® are a finished product designed for modern air care products both in the home and in professional air care. The structure of the pastilles allows a high level of actives making them very cost-effective for manufacturers.

For the consumer, Bell MikroChips® are an ideal option to experiment with their own her favourite scents. In fragrance lamps or wardrobe fresheners different scents can be mixed in a convenient way. In the field of professional air care, the patented chips are ideal to fill air conditioning systems in public spaces like hotels or in means of public transportation, like trains or airplanes.

- Application:**
- ⊕ home and car: fragrance lamps, electrical airfresheners, closets fresheners, shoe fresheners
 - ⊕ professional: air conditioning systems, vacuum cleaners

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- Product Profile:**
- ⊕ smooth pearls with an average size of approx. 3–6 mm
 - ⊕ combines volatile active and solid carrier material



Product Advantages:

1. FRAGRANCE

- high level of actives
- broad range of intense fragrances

2. QUALITY

- protection of ingredients
- non-oiling quality

3. EASY-TO-USE

- no spilling
- good to dose
- attractive for packaging

SCENT2LAST

Great Fragrance on the Go

In fine fragrances, liquid perfumes dominate in the market, but alternative formats and textures give room to grow and offer differentiation. People look for innovations – especially for on the go. Portable rollerballs, easy-use cushions and solid sticks are trending.

Scent2Last is an intensive perfume cream tapping into this demand for new solid formats. The non-sticky cream can be applied precisely onto the skin and holds just as much perfume oil as otherwise only classic fine perfumes. Over this, the fragrance profile remains more constant over time due to its encapsulated fragrances.

As the cream is good to dose, Scent2Last is ideal for refreshment and may act as portable replacement for a classic liquid fine perfume. The smaller format might also encourage to experiment with new scents.

Application: ⊕ solid perfume cream

Product Profile: ⊕ water-based emulsion
 ⊕ cream like texture
 ⊕ highly loaded fragrance particles



Product Advantages:

1. TEXTURE

- easy to disperse
- non-sticky
- pleasant, smooth skin feeling
- no residues on skin or clothes

2. FRAGRANCE

- great performance
- constant fragrance profile over time
- broad range of intense fragrances

3. PORTABILITY

- easy to dose
- ideal for quick refreshment

BELL MIKROBURST®

Tiny Particles for High Performance

Encapsulation technologies play a major role when it comes to advanced fragrance delivery systems. They do not only allow an above-average dosage of perfume oil, but also protect the valuable ingredients within until being activated.

Bell MikroBurst® comes in two product qualities and offers added value for laundry care and personal care products in terms of intensity, substantivity and means of targeted release.

For an intense fragrance boost, Bell offers frangible capsules that release the fragrance upon pressure, e.g. when getting dressed. Additionally, Bell offers another product quality that focuses on a long-lasting fragrance impression. In this case, the particles are of a homogenous structure which makes them release the fragrance gradually for a long time. Another plus is, that they are completely free from plastics and formaldehyds and thus suitable for personal care as well.

- Application:**
- ⊕ household care: fabric softener, laundry detergent, scent boosters
 - ⊕ personal care: creams and lotions, deodorant, hair care

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- Product Profile:**
- ⊕ highly concentrated aqueous dispersion
 - ⊕ particles of 1–20 µm
 - ⊕ either homogenous (formaldehyde-free) or frangible particle structure



Product Advantages:

1. FRAGRANCE

- broad range of intense fragrances
- high dosage of perfume oil
- constant fragrance profile over time

2. PERFORMANCE

- substantivity
- long-lasting
- targeted release
- protection of valuable ingredients

3. EASY-TO-PROCESS

- stability
- minor interactions with other components

BELL MIKROFILM®

Versatile Compound for Innovative Ideas

Consumers are constantly curious for innovative formats. This applies to personal hygiene as well as washing routines.

Bell MikroFilm® is a solid encapsulation format perfectly suited for different applications. It holds numerous benefits for manufacturers in terms of flexibility. For instance, the thin film can get combined with various carrier materials, such as paper, cloth or plastics. Hence, it allows manufacturers to produce different tailor-made formats, reaching from dryer sheets to rim blocks and others.

Last but not least, manufacturers can choose from a wide range of directions not just in terms of fragrances. The fragrance load can also be adjusted exactly to the respective needs. At the end of the day, Bell MikroFilm® represents a versatile format protecting the fragrance while manufacturing and storage and releasing it in a targeted way.

- Application:**
- ⊕ household care: air fresheners, dryer sheets, rim blocks
 - ⊕ personal care: soap

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- Product Profile:**
- ⊕ solid encapsulation in film format



Product Advantages:

1. FRAGRANCE

- high loading of actives
- intensive fragrance release
- broad range of fragrances

2. FLEXIBILITY

- wide range of possible formats
- flexible fragrance load

3. STABILITY

- encapsulation protecting the fragrance from oxidation

SCENTI MASTER BATCH / PASTILLES

Solid Perfection for Scented Candles

Scented candles are an integral part of home fragrances, as they make people feel comfy at home. This might be one reason why sales of candle air fresheners enjoys solid growth across all European markets.

Scenti Master Batch is a fragrance compound designed exclusively for candles. Thus, the product meets the very special requirements of this application. It allows manufacturers to incorporate fragrances into their product easily and at the same time enhance its overall quality. Another plus for candles with Scenti Master Batch as fragrance compound is their intensity. Different than liquid bases, the product allows dosages higher than five percent. Consumers benefit from a candle that does not lose any oil or fragrance before being lit.

The product is available either as homogenous compound or as pastilles. The latter are even easier to process, due to the loose form and a lower melting point.

Application: ⊕ candles

Product Profile: ⊕ optionally homogenous compound or pastilles
 ⊕ consisting of fragrance concentrate and carrier material
 ⊕ to be incorporated highly concentrated into the candle



Product Advantages:

1. QUALITY

- great burning behaviour
- pleasant handling
- high perfume dosage
- suitable for all usual candle technologies

2. PERFORMANCE

- high scent binding ability
- full fragrance release only when candle is burning

3. EASY-TO-PROCESS

- easy handling, incorporation and portioning
- ideal storage properties
- increased flash point
- non-flammable liquid





Scent up your life.

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