



„Dream Team“ – 2in1Trend Concept

Fragrances for Dishwashing and Hand soap
incl. Botanical Extracts

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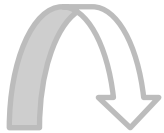
Intro

Is there a certain something you are missing in the kitchen? Indeed: a product that combines dishwashing liquid and hand soap! Bell's fragrance and product concept "Dream Team" offers new fragrance directions in combination with botanical extracts that match hand care criteria, avoiding rough skin. Our recommended ingredients show various skin properties but one thing is for sure: skin care should be individual and meet our personal needs. Only with the right care, your skin is able to look healthy and shiny – even if you are doing dirty dishes.

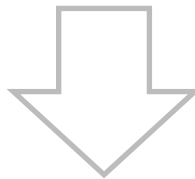
Why did Bell decide to develop a 2in1 trend fragrance concept...?

...due to the fact that

43% to 55% of washing-up liquid buyers in France, Germany, Italy, Spain and the UK use washing-up liquid as a hand soap to remove paint, grease or oil from hands – the highest share in the UK, the lowest in France.



Scope for hand dishwashing products to move into new cleaning areas.



Advantage for companies to generate new business and attract consumers attention with the aim of increasing sales and reputation, esp. development of Brand Loyalty!

Current Market Sample 2in1

Method Company USA

Fragrances: Sea minerals & Sweet water

Price: 5,08 \$

Company news:

let's get plastic out of our oceans

not only does the naturally derived, biodegradable formula in our odor-eliminating 2-in-1 dish + hand soap pull double duty getting your digits and dishes clean, it's also packaged in the world's first bottles made with a blend of recovered ocean plastic and post-consumer recycled plastic. even cooler than that, the ocean plastic used to make these bottles was collected by method employees. true story. learn more about ocean plastic.



The Hand Dishwashing Market

- Turkey, Poland, Russia and Sweden are the key opportunity markets.
- The Dishwashing Products market is most developed in Western European countries with spend per capita highest in Switzerland, Norway and France.
- Switzerland, Spain and Germany are forecast to see the slowest growth rates of -0.2%, 0.1% and 1.2% respectively.
- Poland: Increasing prices stemmed basically from growing interest in more advanced products and rising production costs, including the expenditure on research and development, which to some extent is later passed onto final consumers.

The Hand Dishwashing Market

Fragrance variety drives NPD* and consumer engagement

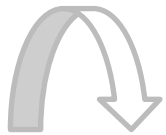
A pleasant fragrance is among the most important product attributes for hand dishwashing products, with new and limited editions a way to maintain consumer interest and engagement.

- 60% of US, 56% of Italian and almost half of UK, Spanish or French consumers enjoy trying new fragrances in dishwashing liquid.
- 95% of products are fragranced – lemon scent driving NPD.
- But escapist scent themes will continue!

The Hand Dishwashing Market

In the spot: ingredients that are inspired by beauty trends, e.g. Argan oil

Starting out in skincare and haircare, argan oil is now becoming popular not just in other beauty markets such as soap/shower products but also in household markets.



Other natural ingredients can be used for household care products.

While skin-friendly claims are well established in the hand dishwashing segment, there is scope for such moisturising/caring formulations to more overtly tap into consumer usage of washing-up liquid as a hand soap, and advertise not only gentleness/moisturising properties for hands, but also the ability to remove bacteria, tough stains, and dirt from hands (e.g. grease, oil).

Bell's Choice: Fruits & Vegetables for Healthy Skin

Nature knows best... enticing us with a beautiful array of colourful, health-enhancing foods.

The bright pigments in fruits and vegetables are an indication of their disease fighting capabilities. They are rich in various nutrients and powerful antioxidants.

Antioxidants guard against free radicals - the minute enemies that speed the aging process.

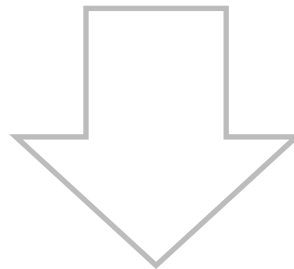
Fruits and Vegetables are one of the most widely available sources of energy on this planet. These sources, when consumed appropriately can be of immense help in enhancing an individual's beauty – from inside as well as applied externally!



Establishing new Products

2in1

- Products offer new business options for the producing company.
- Increasing of sales.
- Reaching new target groups.
- Catch conservative consumers attention and convincing them of the additional benefits.
- Creation of new different packaging and design.



Packaging Ideas – The New Kind of “Standard” (Range)



Left to right: Simply Clean (Australia), Liquide Vaisselle (France), Dawn (USA), BEE (UK)

Packaging Ideas – Sensitive or Premium Range



Left to right: Method Company, Bath & Body Works, Palmolive, Legacy of Clean (USA)

Packaging Ideas – The Tube Concept, something for the YOUTH

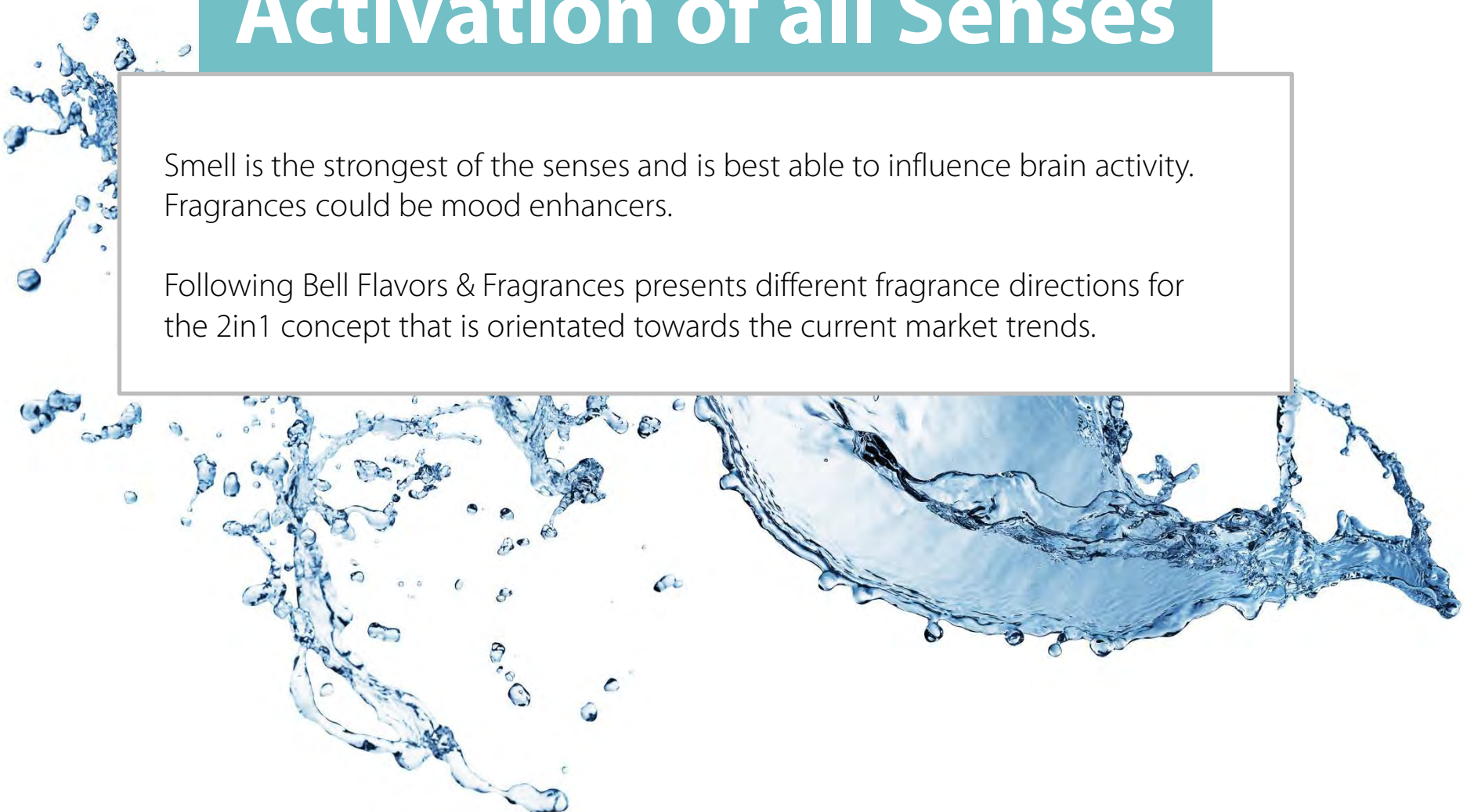


Left to right: Waitrose (UK), earthwise (Australia), Savon Noir Liquide (France), Active Rapid (New Zealand)

Activation of all Senses

Smell is the strongest of the senses and is best able to influence brain activity. Fragrances could be mood enhancers.

Following Bell Flavors & Fragrances presents different fragrance directions for the 2in1 concept that is orientated towards the current market trends.



INVIGORATING



An invigorating mood creates the feeling of rejuvenation. Emotions of a wellness treatment with sea salt and other minerals are connected with both of the following premium fragrances. Dishwashing will be more a pleasure and not only a necessity.

Bell's Fragrance Compositions

0816683 Fleur de Sel

Aquatic freshness, a salty breeze and cool transparency can be associated with this sparkling fragrance accord. Green mint leaves and lemon are blended with watery elements in a sparkling top note. Waterlilies, dewy fresh peonies, cyclamen and jasmine are supported by a subtle foundation made of cedar wood and musk. Ambery facets highlight the maritime character of the fragrance.

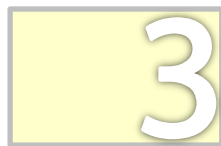
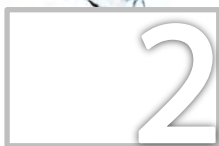
Bell Botanical-Recommendation:

0485699 Botanical Crystal Water A

Crystal Water

It assists in maintaining skin elasticity and a youthful appearance.

Colour Recommendation Final Product:



Bells Fragrances Compositions

8600092 Haute Cuisine

Fragrance symphony of sensual radiance based on a velvety and sweet-powdery base.

Fruity elements harmonize with the luscious floral scent of jasmine, orange blossom, orchid and magnolia based on a foundation of precious woods and musk.

Bell Botanical-Recommendation:

0487378 Botanical Rose blossom A

Rose

Extracts of this delicate flower may be used on all skin types but are often included in products for dry, sensitive, and mature skin.

Colour Recommendation Final Product:



REFRESHING



A refreshing mood creates a positive feeling and the ability to manage the hardest work physically or even mentally. The scent of refreshness is clear, well-balanced and generates a peaceful atmosphere.

Bell's Fragrance Compositions

8600100 Cucumber & Lotusflower

Notes of green leaves and fresh-watery accents of cucumber are blended with floral elements of cyclamen, wild roses and lily of the valley in a composition of refreshing transparency. Fruity nuances of melon and green apples round off the accord being supported by a gentle musk note in the background.

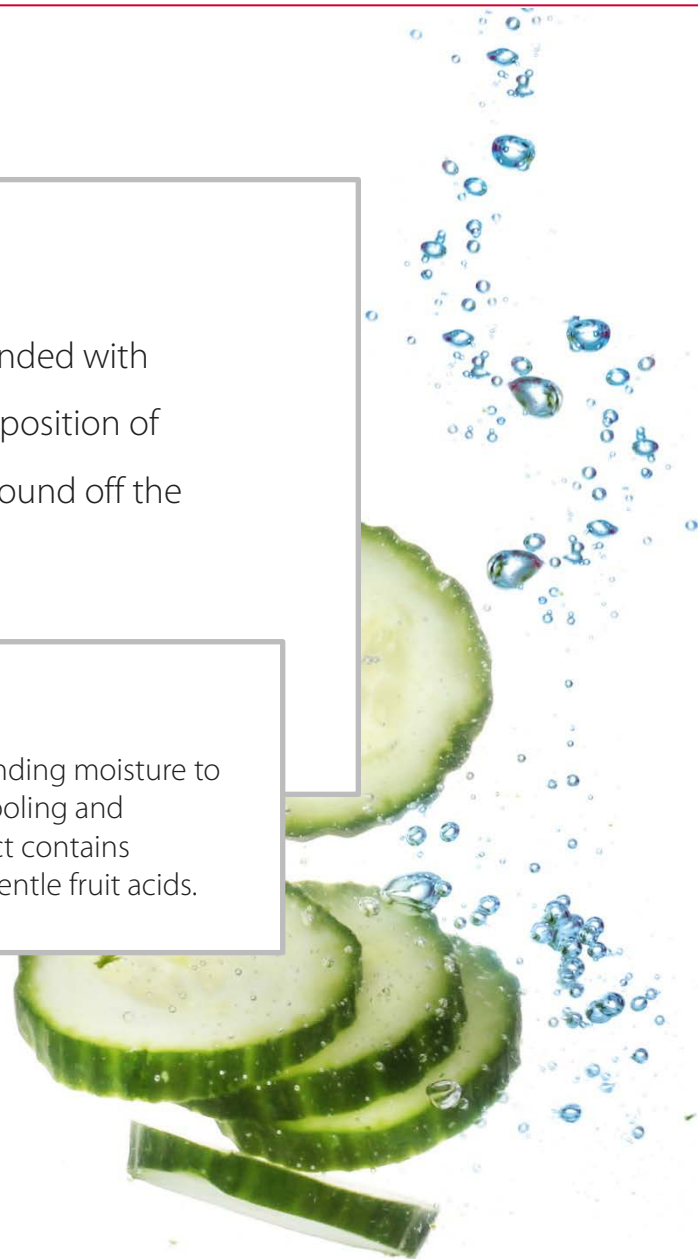
Bell Botanical-Recommendation:

0485742 Cucumber Distillate

Cucumber

Cucumber extract is spending moisture to skin, effects pleasantly cooling and decongestant. The extract contains vitamins, enzymes and gentle fruit acids.

Colour Recommendation Final Product:



VITALIZING



Vitalizing elements or fragrances create new spirit of optimism and persons feel boundless energy. Perfect fragrances to get ready for dirty dishes...

Bell's Fragrance Compositions

8600086 Parsley & Verbena

Fresh verbena and green parsley dominate the top note of this powerful and subtle composition. An outstanding character is given to the green elements by floral nuances of passion flower, lilac and sunflower.

Bell Botanical-Recommendation:

0486372 Botanical Lemon verbena A

Lemon Verbena

creates a calming, healing and toning impact on the skin.

Colour Recommendation Final Product:



Bell's Fragrance Compositions

6100210 Sage & Frozen Mint

A refreshing and vitalizing fragrance composition that mixes watery elements and green notes of frozen mint and herbal sage. A well-balanced citrus accord emphasizes the top note and cedar wood and musk round off this fresh creation.

Bell Botanical-Recommendation:

0485620 Watermint extract A

Mint

What makes mint a beneficial ingredient for skin care is its ability to act as an anti-pruritic agent. That means that its juice can soothe and calm skin that's itchy or infected. Mint contains vitamin A, it may strengthen skin tissue and help reduce oily skin.

Colour Recommendation Final Product:



Bell's Fragrance Compositions

0806481 Ginger & Vanilla

Spicy ginger and creamy vanilla, embedded into a citrus accord of orange and lemon, determine the character of this delicious composition. Sweet and spicy nuances as coconut, honey and clove round off the fragrance .

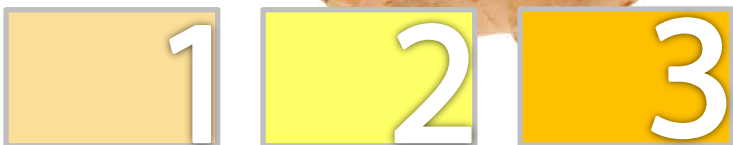
Bell Botanical-Recommendation:

0488064 Ginger root extract A

Ginger

It improves the appearance of your skin by removing toxins and stimulating circulation, resulting in delivery of more nutrients to the skin. The antioxidants prevent damage from free radicals, thus preserving the youthful appearance of the skin. It improves elasticity making your skin more firm and youthful

Colour Recommendation Final Product:



Bell's Fragrance Compositions

6100228 Basil & Pomegranate

A sensual and sunny Mediterranean fragrance where basil and iodized sea salt spray are blended with apple to get a green, moist and refreshing feeling. Then, it is balanced with an apricot and mineral accord to give us a sun warmed skin note wrapped up with musk and a warm sandal accord.

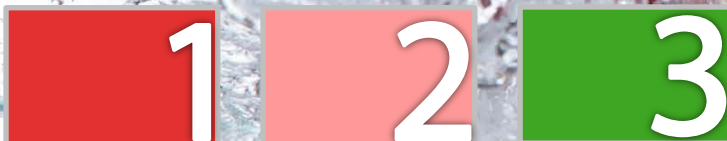
Bell Botanical-Recommendation:

0487621 Botanical Pomegranate A

Pomegranate

The ellagic acid contained in the pomegranate peel effectively prevents the moisture in your skin cells from drying out hence keeping your skin well hydrated and preventing dry skin which can ultimately lead to skin damage.

Colour Recommendation Final Product



Bell's Fragrance Compositions

0811081 Carrot & Vitamin Energy

The vitalising character of this creation is determined by an accord of carrots, apricots and oranges. Floral elements and a voluminous musky background accentuate the rich fragrance bouquet. A green carrot leaves note as well as slightly earthy tones underline the fragrance theme.

Bell Botanical-Recommendation:

0487862 Botanical Carrot A

Carrots

The main advantage of carrots is a high content of beta-carotene. This powerful anti-oxidant helps skin damaged by ultraviolet light to rehabilitate. Carrot is a good antiseptic and is used to cure wounds and cuts. Its oil is a wonderful moisturizing component.

Colour Recommendation Final Product:



Application Formulation



Application Formula LIQSP_GSM_6

DISH WASH LIQUID

Phase	Ingredient	Wt. %	INCI Name	Supplier
A	Water	76,50	Aqua	
	Genapol LRO Paste	12,00	Sodium Laureth Sulfate	Clariant
	Tego Betain F 50	4,00	Cocamidopropyl Betaine	Evonik
	Plantacare 1200 UP	5,00	Lauryl Glucoside	BASF
	Rewoderm LI S 80	1,50	PEG-200 Hydrogenated Glyceryl Palmate, PEG-7 Glyceryl Cocoate	Evonik
	0816683 Fleur de Sel	0,50	Parfum	Bell Flavors & Fragrances
	0485699 Botanical Crystal Water A	0,50	Mentha Aquatica Leaf Extract	Bell Flavors & Fragrances
	Preservatives	q.s.	Preservatives	
	Citric Acid	q.s.	Citric Acid	Ter Hell & Co. GmbH
	Sodium Chloride	q.s.	Sodium Chloride	

Preparation:

Mix ingredients in given order and stir under low agitation. Adjust the pH to 5,5 with citric acid and viscosity with sodium chloride.

Properties:

Appearance: transparent
pH: 5,5

GENERAL REMARKS: Our application formula suggestions have been carefully tested. Liability or warranty for intermediates or finished products based on that are excluded as specified in product liability law. We refer to paragraph 8.3 / 8.5 and 8.7 of our general terms and conditions. The manufacturer will be responsible for testing the finished product.

Application Formulation



Application Formula LIQSP_GSM_10

DISH WASH GEL

Phase	Ingredient	Wt. %	INCI Name	Supplier
A	Water	90,00	Aqua	
	Genapol LRO Paste	5,00	Sodium Laureth Sulfate	Clariant
	Tego Betain F 50	2,00	Cocamidopropyl Betaine	Evonik
	Keltrol CG-SFT	2,00	Xanthan Gum	Kelco
	0806481 Ginger & Vanilla	0,50	Parfum	Bell Flavors & Fragrances
	0488064 Ginger Root Extract A	0,50	Zingiber Officinale Root Extract	Bell Flavors & Fragrances
	Preservatives	q.s.	Preservatives	
	Citric Acid	q.s.	Citric Acid	Ter Hell & Co. GmbH

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