



BELL MIKROBURST®

High Performance for Personal and Household Care - Details

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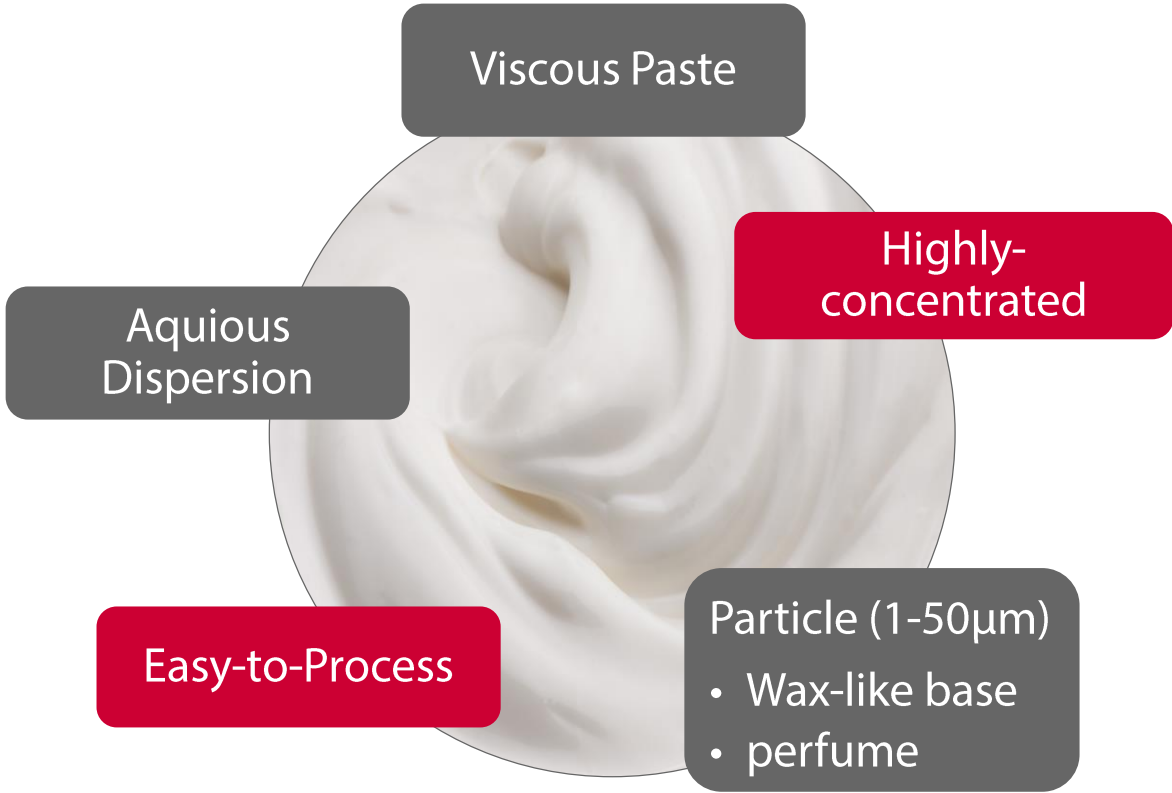
What encapsulation is all about...



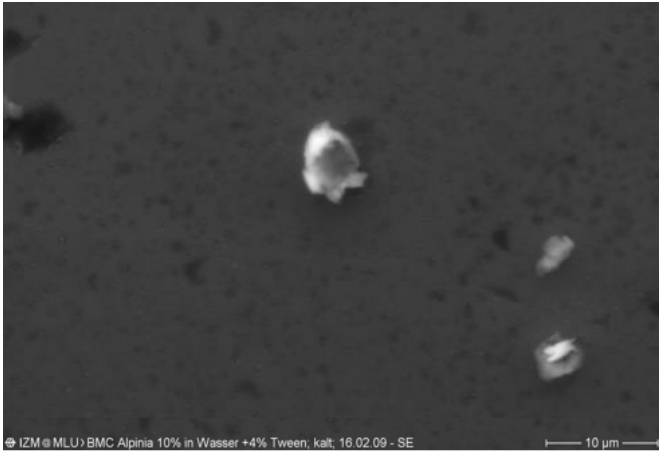
Homogenous Capsules

Recommended for
Personal and Household Care Products

PRODUCT – Bell's Magic Pudding



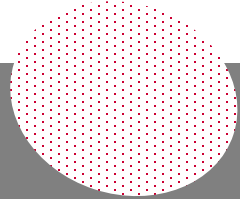
Zoom in ...



FUNCTION – Tiny Particles, Great Effect

Particle Structure

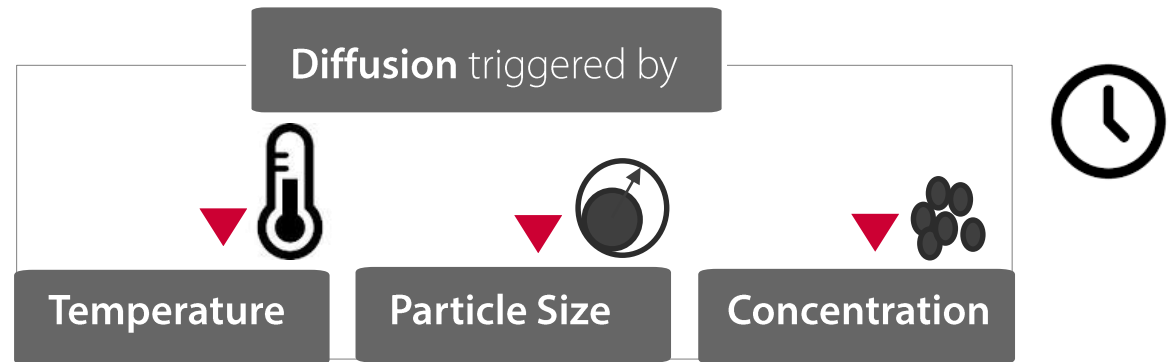
- Rather hard, homogeneous
- Active components and carrier ingredients



Homogenous Capsules

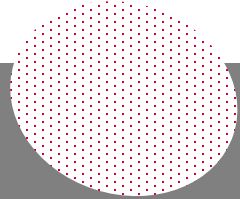
Function

- **Continiuos** fragrance release



ADVANTAGES – Outstanding Performance

STABILITY	Encaps protect valuable ingredients
PREVELANCE	New proprietary technology
PERFORMANCE	Designed for continuous release that can be triggered upon certain heat sources
FLEXIBILITY	Works in every concentration, therefore suitable for various applications
FRAGRANCE	Long-lasting substantivity in comparison to liquid fragrances



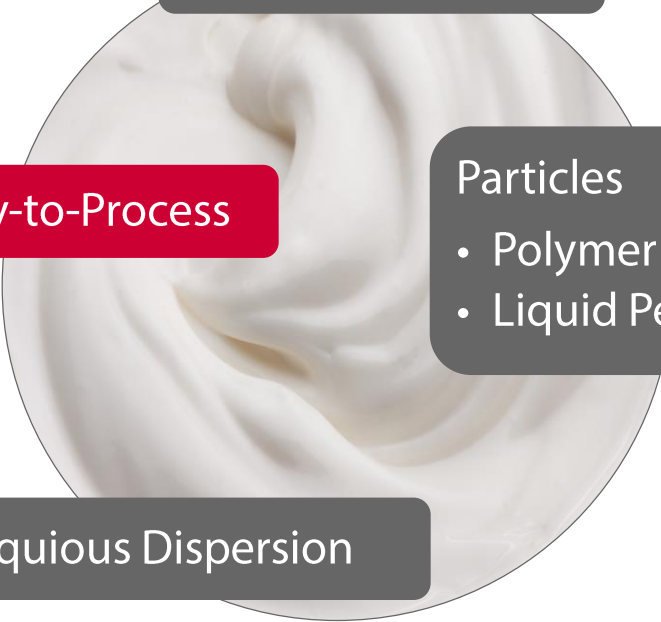
Homogenous Capsules



Frangible Capsules

Recommended for
Household Care Products

PRODUCT – Bell’s Other Magic Pudding



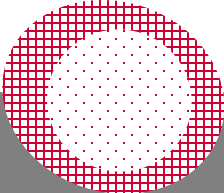
Viscous Paste

Easy-to-Process

Particles

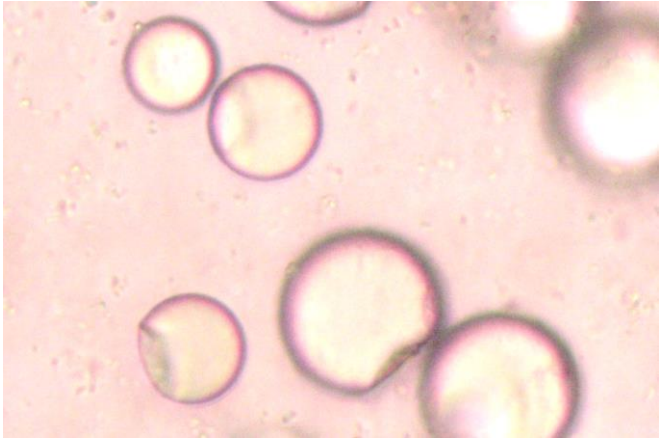
- Polymer Shell
- Liquid Perfume Core

Aquious Dispersion



Frangible Capsules

Zoom in ...



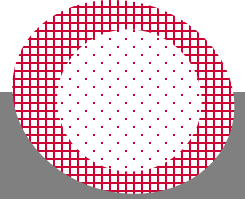
FUNCTION – Tiny Particles, Great Effect

Particle Structure

- Rather hard
- Entrapment of liquid fragrance in the center of a spherical capsule
- Polymer shell

Function

- **immediate** fragrance release



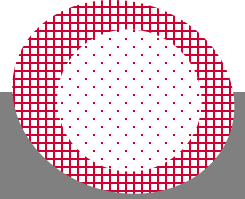
Frangible Capsules

Immediate
Fragrance Release

Release upon **pressure**

ADVANTAGES – Outstanding Performance

STABILITY	Encaps protect valuable ingredients
PREVELANCE	Proven technology with successful market products
PERFORMANCE	Designed for quick and intense fragrance release triggered by preasure
FRAGRANCE	Fragrance boost , even after a longer period of time



Frangible Capsules

Contact

Peter Rabke
Application Manager Household Care
E-Mail: p.rabke@bell-europe.com
Phone: +49.341.9451.1506

Bell Flavors & Fragrances
Schimmelstrasse 1
04205 Leipzig, Germany
www.bell-europe.com

