



FRAGRANCES ON THE GO

Free and Easy with Scent2Last

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Discover the
benefits of Bell's
perfume cream
Scent2Last!

Reason Why

In a fast moving environment, consumers demand for **convenience** in many ways. Even personal care routines are constantly changing. In fine fragrances, many people are looking for **portable formats**.

Bell taps into this demand building on its **long-standing expertise in solid fragrances**.

Scent2Last represents a unique perfume cream that is characterised by great fragrance performance and its smooth texture.



Perfume Categories

As shown on the next page, currently there are three main categories that can be distinguished in fine fragrances: **alcohol-**, **wax-** and **water emulsion based** products. Due to their inherent properties, liquid and wax-based products are limited to certain application fields.

New formats like Scent2Last widen the spectrum or the use of fine fragrances.



Perfume Categories

Alcoholic Solution

- After shave
- Eau de Cologne
- Eau de Toilette
- Eau de Parfum
- Extrait de Parfum

Limiting factors:

- risk of leakage
- alcoholic base
- huge package
- short substantivity
- volatile top notes

Wax-based

- Perfumestick/-can/-jewellery

Limiting factors:

- difficult lubrication on skin due to hard texture
- sticky, oily skin feeling due to slow absorption
- fatty residues

Water Emulsion

- Perfume cream



Advantages:

- to be shown in this presentation!



NOW AND THEN – AN EVOLUTION OF FORMATS

- Perfumes are used since ancient times
- „Packaging“ has always been a great deal
- Vases, bottles and cans always have symbolised a certain zeitgeist

Evolution of Formats

- Early Egyptians: **containers made of wood** and clay
- Ancient Greeks: **hand painted vases** often made in the shape of animals
- Romans: **precious stones** that had been hollowed-out to hold their precious perfumes
- Early Europeans: a wide variety of containers including **porcelain, gold, silver, shells**, semi-precious stones and **glass**.



Evolution of Formats



- Late 1800s: Art Nouveau with **floral** labels and boxing; **crystal bottles** with brass caps and matching gold labels and boxing
- From 1910: perfume bottles of **unusual shapes** like flowers, lighthouses, teapots and many other
- 1920s: **Baccarat** perfume bottles were introduced and were known for their high quality crystal
- During the depression perfume bottles tended to be less fancy and were quite conservative and often made by machine



Evolution of Formats



- After World War II perfume bottles once again became elaborate and luxurious, e.g. with Christian Dior (left: Miss Dior 1951)
- The 1980s brought **plastic containers** that even allowed people to carry perfume in their purse



- Today: bottle designs using **various materials** from color-coated glass, light weight plastics, metal to fabrics enhance the message of signature brands
(right: Ariana Grande Moonlight, Gaultier Scandal – both 2017)





**NOW AND THEN —
PORTABLE FORMATS TODAY**

- There is a rising demand for portable formats
- Alternative formats and textures add differentiation and greater convenience to fragrances
- Solid, pen, jelly and cushions highlight portability and mess-free attributes (less risk of spillage than liquids)

Portable Formats / Perfume Creams



Kenzo Flower by Kenzo Le Cushion Perfumed Jelly

a gentle pressure on the puff releases just enough of the airy gel texture to make the skin "shiver with pleasure"



Clio Healing Bird Perfume Gel

presented in a small and handy 5g tub, includes a pearl element for added shine

formulated with a fragrance-binding technology designed to leave a long-lasting, silky, gentle and non-sticky finish



Library of Flowers Perfumed Crème

extra-rich, triple-scented, long lasting

holding three times the fragrance of the perfume spray version

Portable Formats / Pens and Rollerballs



Thierry Mugler Perfuming Pencil/Pencil

solid wax perfume in a pen format

offers precise and easy application

ideal for topping up scent throughout the day



Black Opium Click & Go Pen

holds a gel fragrance in a glittery limited edition portable "click & go pen"

with a precise brush applicator that delivers the right amount of perfume – ideal for use when travelling



Tamburins Kiss Forever

handy 15ml tube with a carry chain marketed as long-lasting and especially suitable for on-the-go use

applied onto skin, where it melts and spreads in response to body temperature

Portable Formats / Balms



Duke Cannon Supply Solid Cologne Balm

solid cologne concentrated cologne balm in 42g metal tins strongly promoting its convenience benefits

aimed at men who "don't have time to mess around with messy sprays" and who want to "smell good on-the-go"



Glossier You Solid Perfume

encased in a weighted metal compact (3g) which is sculpted to fit the curve of the palm and thumb

promoting an "addictively flippable" hinged swivel lid



Derek Lam 10 Crosby stick bar

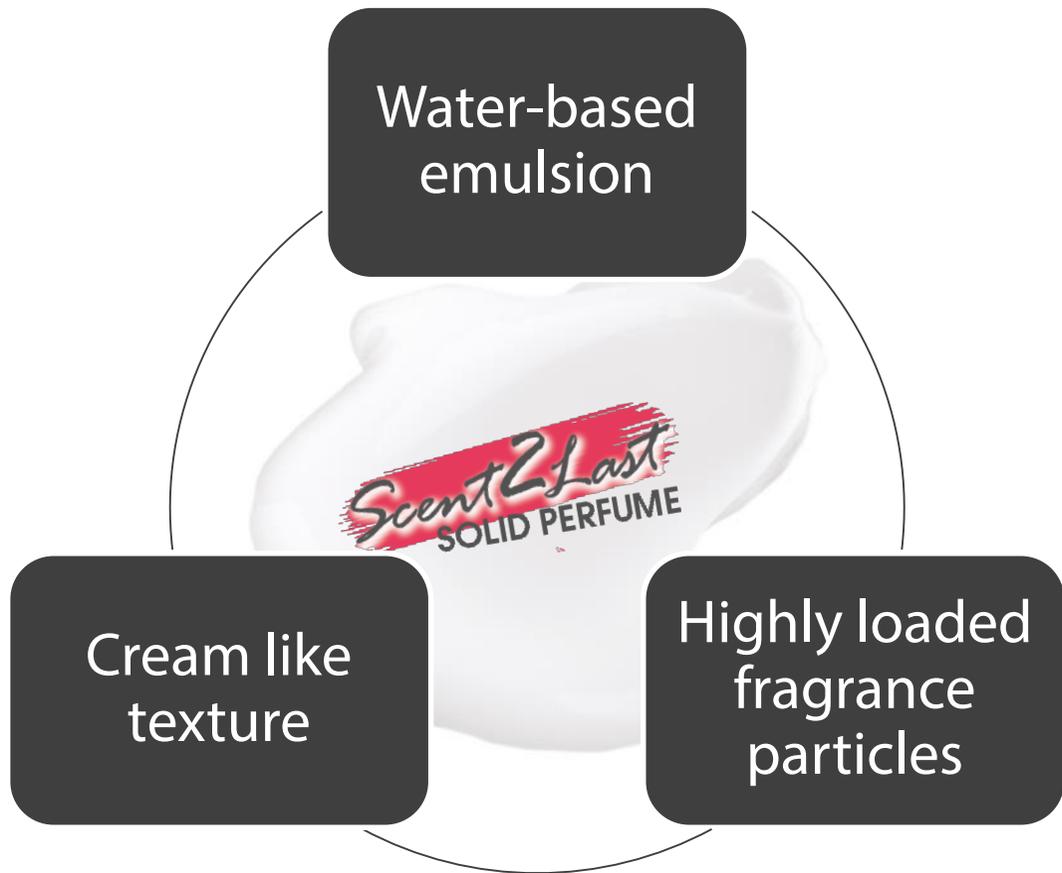
easy-use, "mess-free" and travel-friendly stick bar format



**PRODUCT
PROFILE**

Product Profile

- Scent2Last is a perfume analogue in form of a scented cream
- Scent2Last holds as much fragrance as fine fragrance products



Product Benefits

Texture

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

Fragrance

- great performance due to micro particles
- constant fragrance profile over time

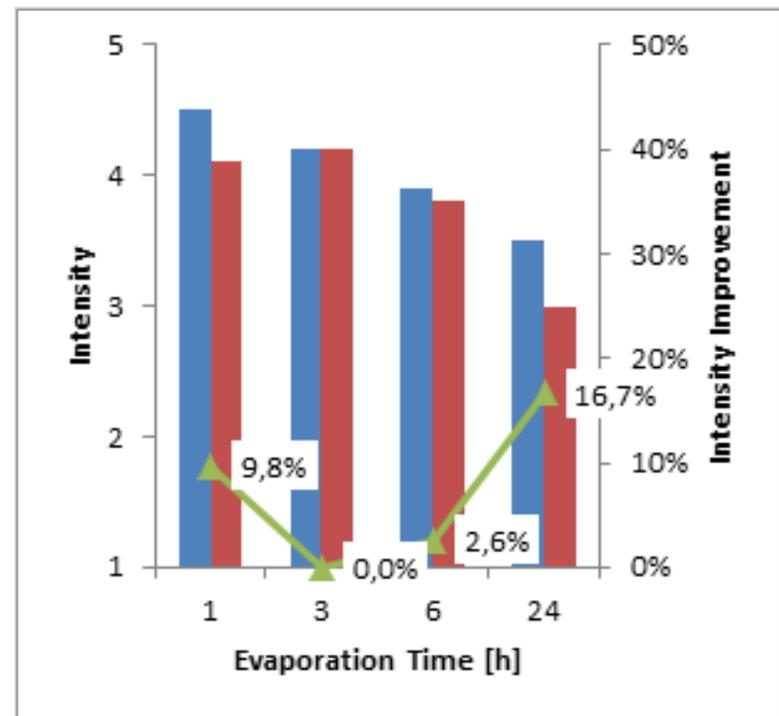
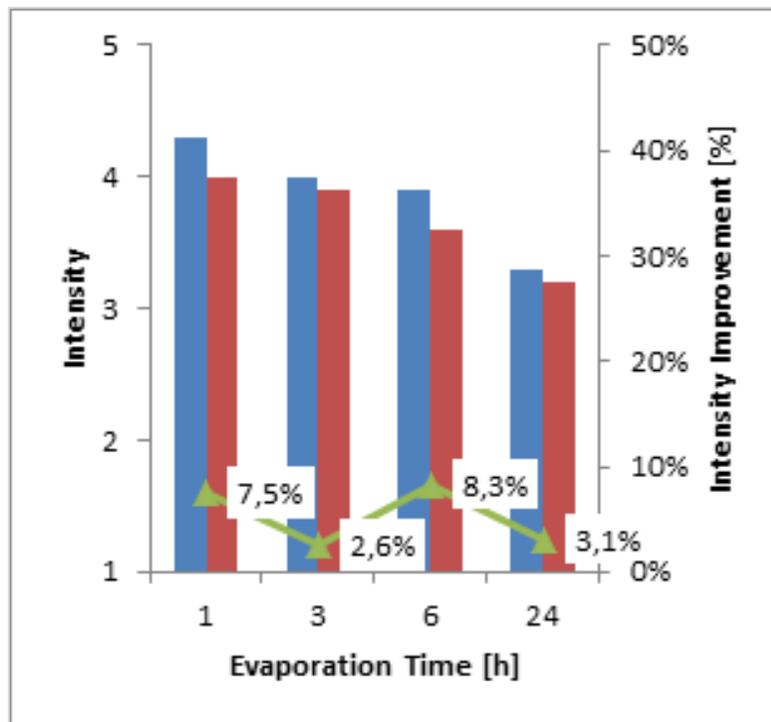
Portability

- easy to dose
- ideal for quick refreshment

Scent2Last is the ideal portable replacement for a classic liquid perfume

Scent2Last vs. Conventional Products

- Intensity comparison of Scent2Last (blue) and EDP (red, left) / Solid Perfume (red, right) on underarms; equal concentration of perfume components and applied quantities





**FRAGRANCE
PROPOSALS**

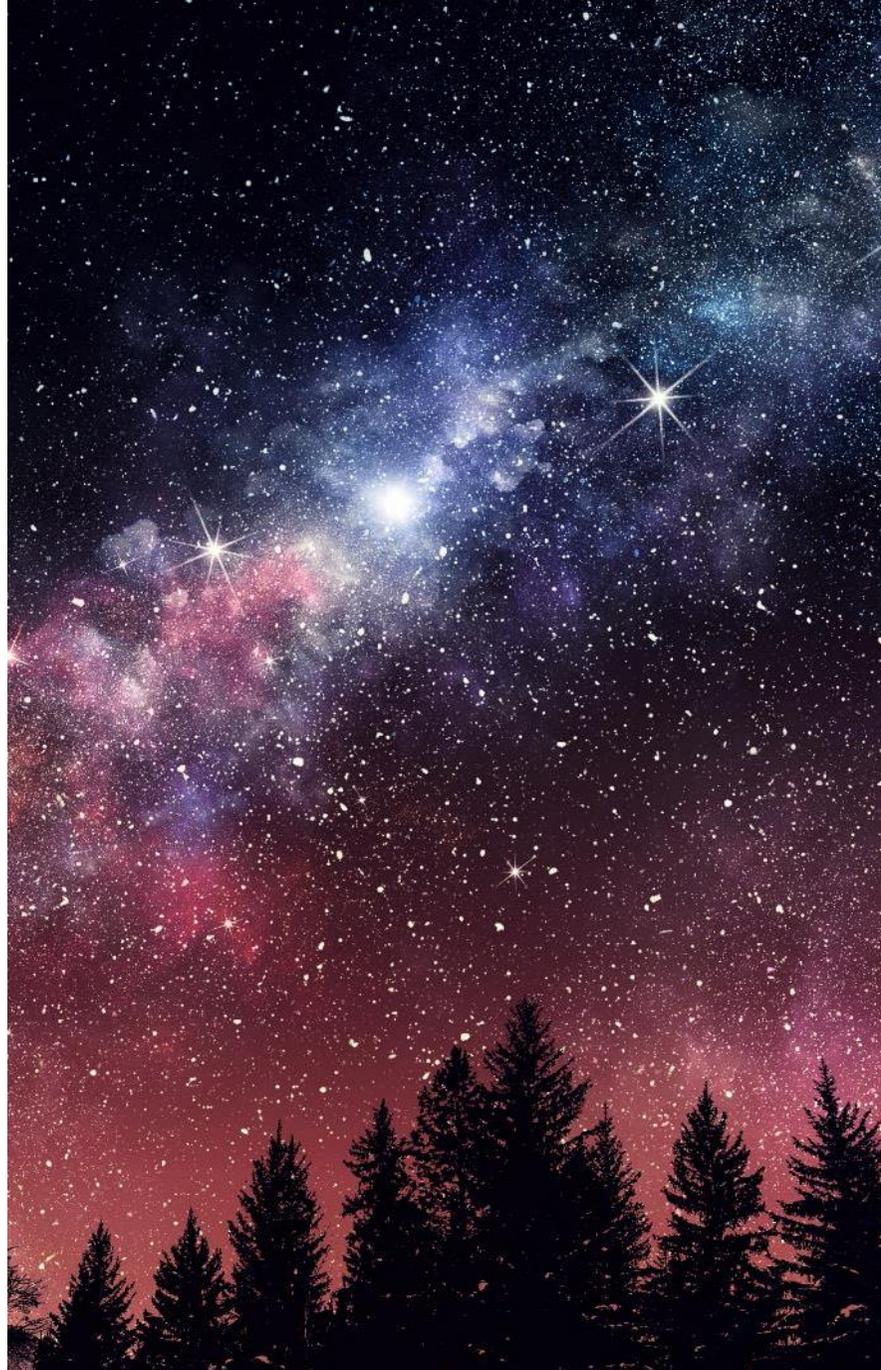
7000403 Scent2Last

Sparkling Night 2

This floral-oriental perfume resembles a radiant diamond, making each moment something special. An opulent floral bouquet of tuberose, jasmine and rose contrasts with a sparkling-green and fruity elements of melon, peach, pineapple and violet leaves. Tangerine unites the fruity, floral and sweet notes of the composition. An accord of modern musky notes gives a warm and long-lasting fragrance impression. Ebony, sandalwood, ambergris and vanilla, completed by sweet-spicy notes of tonka, evoke the impression of sweetness.

Ingredients:

AQUA, PARFUM (LINALOOL, D-LIMONENE, CITRONELLOL, COUMARIN, GERANIOL, HEXYL CINNAMAL, HYDROXYCITRONELLAL, BENZYL BENZOATE, FARNESOL, BENZYL CINNAMATE, BUTYLPHENYL METHYLPROPIONAL, CITRAL, GLYCERIN, HYDROGENATED POLYDECENE, CETEARYL ALCOHOL, ISOPROPYL PALMITATE, PEG-40 HYDROGENATED CASTOR OIL, HYDROXYPROPYL STARCH PHOSPHATE, BUTYROSPERMUM PARKII, PANTHENOL, INULIN LAURYL CARBAMATE, TOCOPHERYL ACETATE, ETHYLHEXYLGLYCERIN, XANTHAN GUM, SODIUM EDTA, LACTIC ACID, C.I. 15985, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROCINNAMATE



7500376 Scent2Last Green Basics Men 2

Radiant fresh bergamot and bitter green grapefruit blended with elegant cedarwood and maritime amber dominate this fresh fragrance that gives a very natural impression.

Transparent floral nuances and a hint of black currant accentuate the middle note, while watery coolness of melon and green mint enhance the activating character of the fragrance.

Ingredients:

AQUA, PARFUM (LINALOOL, D-LIMONENE, BUTYLPHENYL METHYLPROPIONAL, CITRAL, BENZYL BENZOATE, GERANIOL), GLYCERIN, HYDROGENATED POLYDECENE, CETEARYL ALCOHOL, ISOPROPYL PALMITATE, CETEARETH - 25, HYDROXYPROPYL STARCH PHOSPHATE, BUTYROSPERMUM PARKII, PANTHENOL, INULIN LAURYL CARBAMATE, TOCOPHERYL ACETATE, ETHYLHEXYLGLYCERIN, XANTHAN GUM, SODIUM EDTA, LACTIC ACID, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROCINNAMATE



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