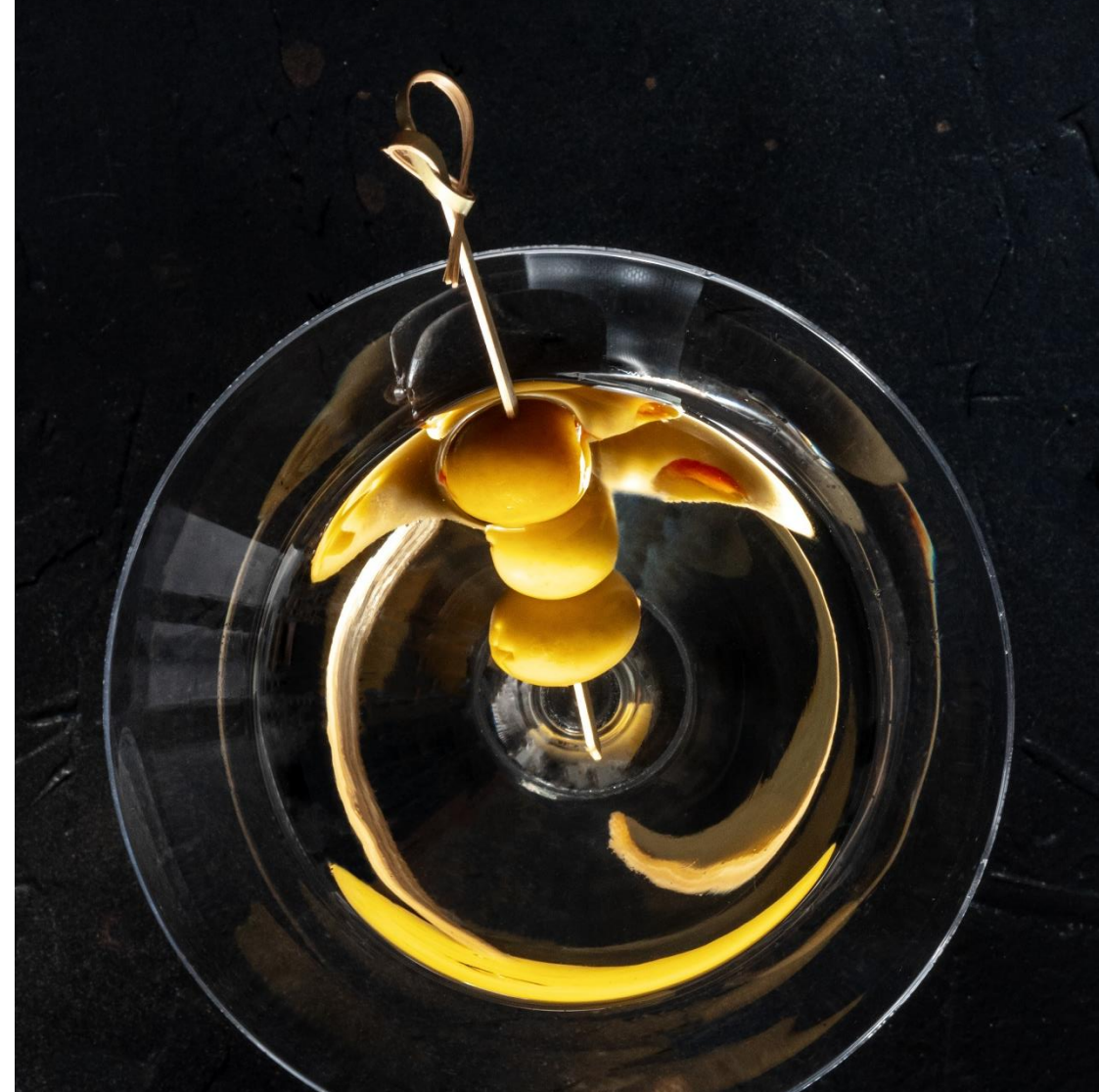




Bell



DAY & NIGHT DRINKS

Fragrances and Botanicals for Men Care Products

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1. Inspiration Drinks

Day & Night

06:30



The day begins with a coffee and a refreshed face.

09:00



Maximum concentration at work succeeds with a cup of green tea.

12:00



A soft drink goes well with lunch with colleagues.

17:30



After-work toasts are made with beer or a non-alcoholic ginger beer.

22:00



At the weekend, you can end the evening in a bar with a cocktail.

Fragrances Inspired By Beverages

Flash forward to today, and consumers are not only looking for delicious ready-to-drink (RTD) beverages, but also searching for their scents in the fragrances that they purchase.

Influenced by the demand for gourmand scents, fragrances inspired by beverages have become a trend in their own right.

Beverage-inspired scents have left their unique mark on the fragrance market by delivering scents that smell so good that you wish you could drink them.



New Product Launches: Coffee and Green Tea



Bulldog Original Moisturizer contains aloe vera, gold of pleasure oil and green tea.



BLÜTE-ZEIT Men Shower Gel 3in1 Energy with high quality formulation with organic extract of green tea.



Fa Men Body & Hair Shower Gel 2in1 Coffee Burst inspired by aromatic coffee notes.



The Body Shop Guarana & Coffee enriched with Brazilian guarana and Ethiopian green coffee.

New Product Launches: Whiskey and Gin



Bath & Shower Gel
Baylis & Harding
The Fuzzy Duck Gin for men
with pleasant aroma
reminiscent of a high-quality
gin.



Brooklin Soap Company
Gin Tonic Body Wash
with Gin Extract refreshes
with its citrusy,
tart gin scent.



Brooklyn Soap
Company's Whiskey
Body Wash combines
a masculine, tart
scent with the
excitingly intense
note of whiskey.



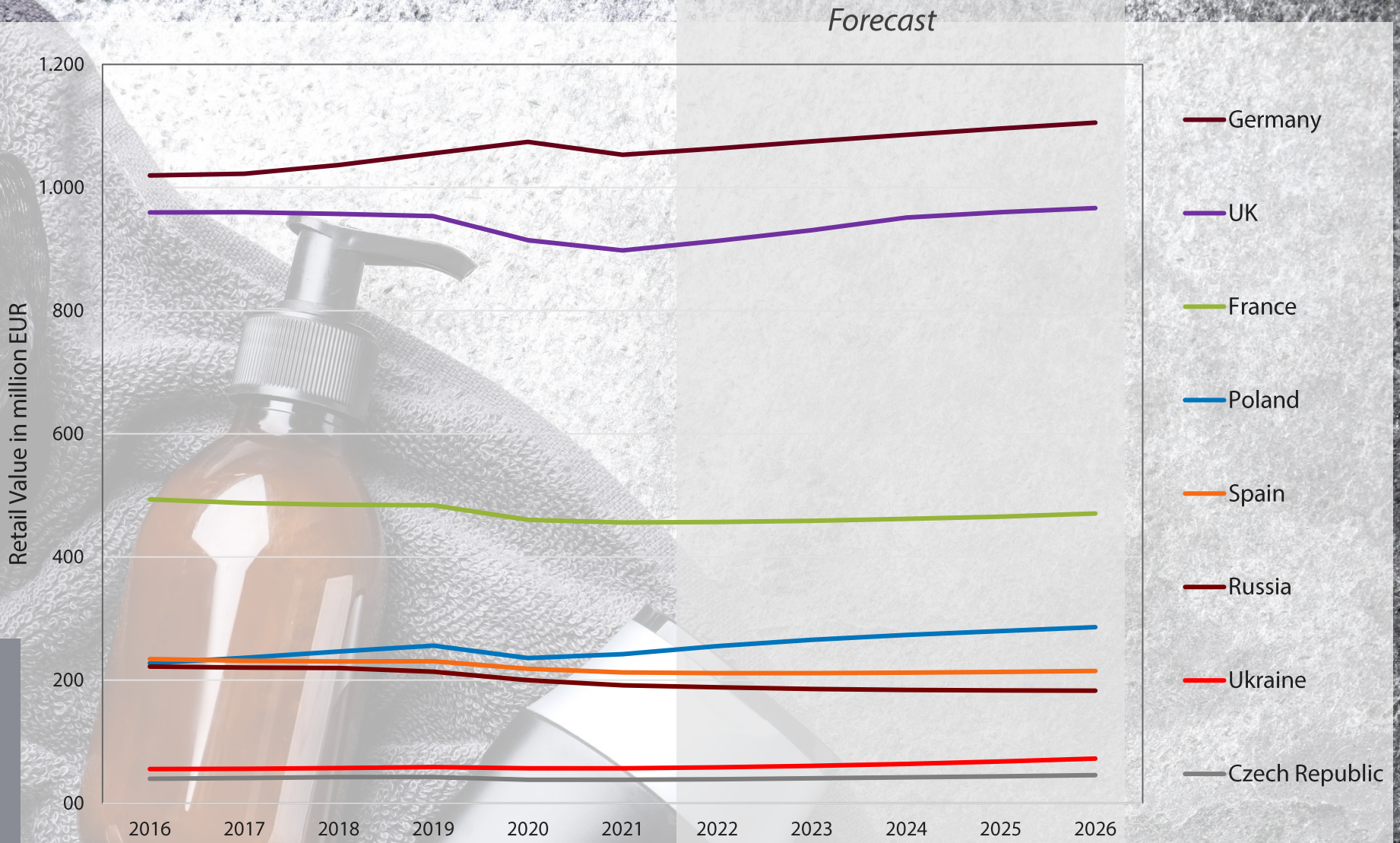
Inexorable 'Smoky
Whisky' shaving gel
by Dick Johnson
with a scent of
whisky, smoke and
tobacco.





2. Trends in Men's Grooming

Sales Development Men Care Products* in Europe, including Forecast

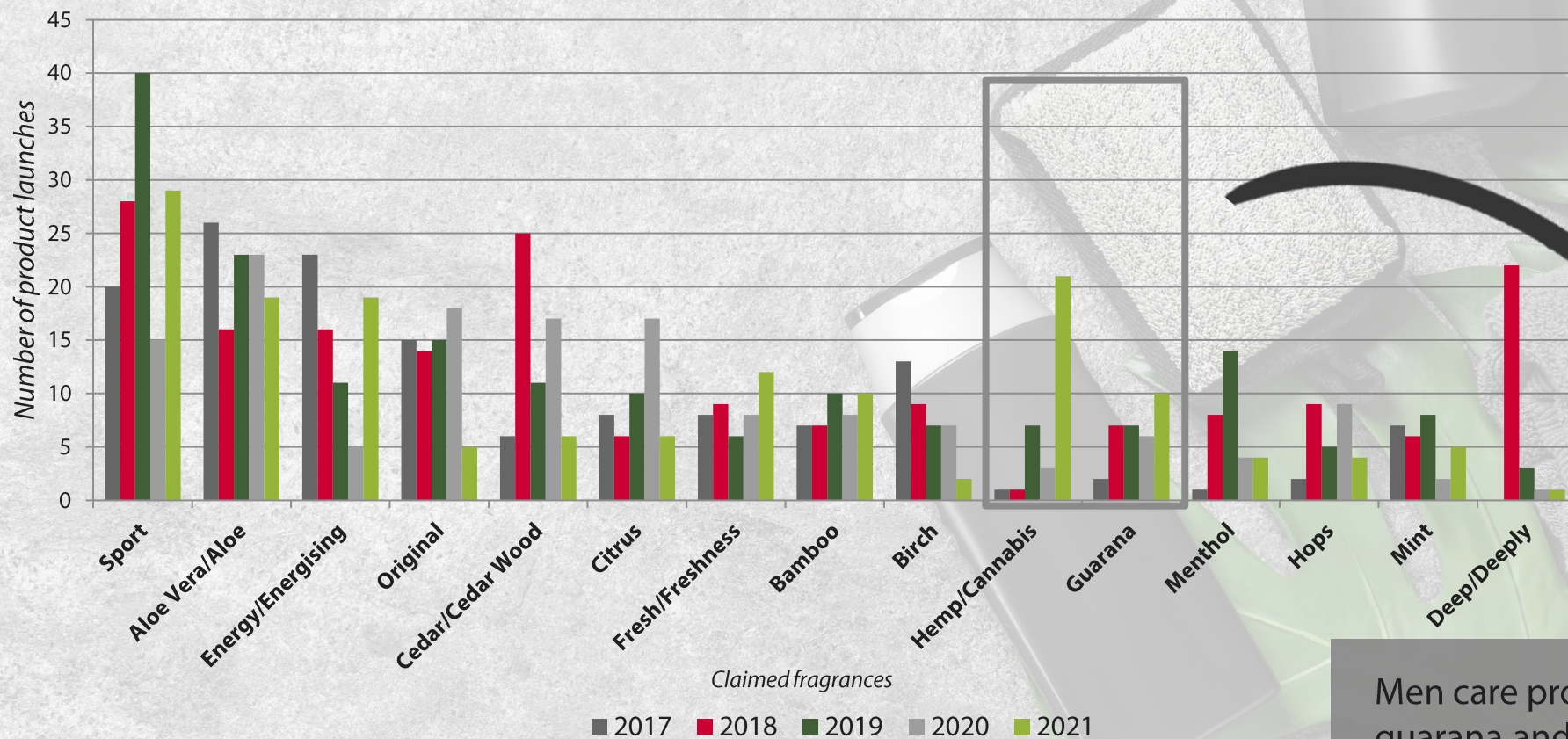


*„Men’s Toiletries“ segment including product categories:

- Bath & Shower
- Deodorante
- Hair Care
- Skin Care

Men Care – Top Fragrances in Europe (2017-2021)

**Men Care in Europe:
Fragrance claims at product launches in Europe 2017-2021***



Men care products with guarana and hemp in particular experienced strong growth.

Guarana

The medical effect of guarana has been known since the 1940s. The fruits of the healing plant from the Amazon promote physical and mental performance and help to reduce stress. However, the vitalising properties of guarana are also used in cosmetics.

Whether used as a cream, body lotion or washing gel, the various substances of guarana have a vitalising and invigorating effect on the skin. Guarana is often used as an ingredient in shampoos. It is said to prevent against greasy hair and hair loss.

Latest Men Care Products – Claim: Guarana

Manufacturers continue to use of guarana in cosmetic products. The ingredients of this fruit have an invigorating and vitalising effect on the skin. The guarana extract contained in shower gels is mainly intended to banish tiredness.



MEN SENSITIV
SHOWER GEL 3IN1
with organic guarana
Lavera



2IN1 FACE & BEARD
WASHING GEL
guarana
Kneipp Men



SPORT SHOWER &
SHAMPOO
with guarana extract
Ombia Men

Caffeine



It is not only in food that caffeine is valued for its stimulating effect. Caffeine is a real multi-talent when it comes to cosmetics. The active ingredient caffeine (INCI: Caffeine) has a dehydrating effect. It is used, for example, in anti-cellulite creams and in creams to firm the skin around the eyes.

Furthermore, caffeine stimulates blood circulation so that cells are effectively supplied with oxygen and nutrients.

The positive, "invigorating" effect of caffeine is reported in hair shampoos. This is a stimulation of the activity of the hair follicle cells, which can help with hair loss.

Latest Men Care Products – Claim: Caffeine

Depending on the composition/application, caffeine is used in different ways. Caffeine can tighten the skin, slow down skin aging, reduce bags under the eyes and stimulate hair growth in hair care products.



ACTIVE ENERGY
FACE CARE CREAM
with caffeine
Nivea Men



ENERGY
WASH GEL
with caffeine
Balea Men



2in1
BODY & HAIR
with taurine und caffeine
Butcher's Son

Hemp



Ingredients derived from hemp and cannabis are becoming increasingly popular. Cannabinoids use in the manufacture of wellness and beauty products are usually extracted from cannabis or hemp plants. Cannabidiol (CBD) and cannabigerol (CBG) have significant antioxidant, anti-inflammatory and antibacterial properties that qualify them as ingredients with great potential for skin care solutions.

Latest Men Care Products – Claim: Hemp

CBD skincare with cannabidiol, derived from the hemp plant, is an ongoing trend that has been gaining traction in the cosmetics industry in recent years. Thanks to its many benefits, new cosmetic products based on this ingredient are constantly appearing.



Hops

A close-up photograph of several green hop cones (Cone of Hops) hanging from a vine. The cones are bright green and have a textured, bumpy appearance. They are surrounded by green leaves with serrated edges. The background is a soft, out-of-focus green, suggesting a hop field.

When it comes to hops, many people think of beer. The bitter substances contained in hops give beer its typical bitterness. The effects of this creeping plant have also been used by the cosmetics industry for some time. With its soothing and anti-inflammatory properties, hop extract makes a perfect choice as THE new better-aging power substance. High in phytohormones, it stimulates the skin's collagen production and is often used in products for dry and mature skin.

Latest Men Care Products– Claim: Hops

Hops extract has turned out to be a genuine beauty talent. Known for its soothing, anti-inflammatory properties, hops is used to improve skin texture.



Summary

A man with dark, wavy hair is shown from the chest up, leaning over a sink. He is wearing a white t-shirt. His hands are cupped under a running faucet, and water is splashing over his face and hands. The background is a blurred image of another person's face, possibly a woman, looking towards the man. The overall scene is set in a bathroom or a similar indoor space.

The day begins with a **freshness kick** for the face. The day cream smells pleasantly of a cup of **green tea**.

Work out at the gym. Then take a shower and inhale the **scent of a delicious soft drink** while applying the body lotion.

Shower after a hard day and smell like a **gin tonic**? That works! Tart, woody but also fresh, it's all there.

From herbs, spices and other fine nuances, we have created perfume compositions that are **olfactorically** reminiscent of your **favourite drink**. To complement our fragrance creations, we offer matching botanical recommendations.



3. Bell's Fragrances & Botanicals For Modern Men Care Products

FRAGRANCE AND BOTANICAL RECOMMENDATION

6102328 GREEN TEA SHOT

Top:

refreshing, green, bitter, peppermint

Heart:

herbal, floral, fruity, tea leaves, ginger

Base:

soft, balsamic

0487110

Botanical Green Tea A

Benefits according to CosING*:

antioxidant,
moisturising



FRAGRANCE AND BOTANICAL RECOMMENDATION

6400186

BLACK TEA & CARDAMOM

Top:

citric, fruity, cassis

Heart:

warm-spicy, Black Tea, ginseng, cardamom

Base:

balsamic, sweet, woody, oriental, vanilla, patchouli, sandalwood

0486702

Botanical Cardamom A

Benefits according to CosING*:

strengthening,
perfuming



FRAGRANCE AND BOTANICAL RECOMMENDATION

6102343 DISCO COLA

Top:
sparkling, cola, orange, ginger

Heart:
fruity, herbaceous, cola

Base:
spicy, sweet, vanilla, cinnamon

0487712 Botanical Guarana A

Benefits according to CosING*:
skin conditioning,
strengthening



FRAGRANCE AND BOTANICAL RECOMMENDATION

6102322 GINGER BEER

Top:
sparkling, ginger, rhubarb, grapefruit

Heart:
fruity, nectarine, apple blossom

Base:
malt, vanilla, musk

0488064 Ginger Root Extract A

Benefits according to CosING*:
skin conditioning,
strengthening



FRAGRANCE AND BOTANICAL RECOMMENDATION

6102327

CRAFT BEER & HEMP LEAVES

Top:

green, hemp leaves, mint

Heart:

herbaceous-floral, hops, apple

Base:

woody, musk

0488489

Botanical Hops A (spec)

Benefits according to CosING*:

antiperspirant,
skin protecting



FRAGRANCE AND BOTANICAL RECOMMENDATION

6102319 Gin Basil Smash

Top:
lime, basil, pink berries

Heart:
gin, coriander, ginger

Base:
cedar, vanilla, pine

2340122 Botanical Juniper A

Benefits according to CosING*:
perfuming,
skin conditioning



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