



IT'S DRINK O'CLOCK

Fragrances & Botanicals for Shower & Bath Products

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1. Inspiration Drinks

It's Drink O'Clock



06:30



Start the day with a soothing shower and a cup of hot chocolate.

13:00



For lunch, you can choose to have a soft drink or an iced tea.

16:30



Drink Infused Water to rehydrate after exercising.

18:00



In the cold season of the year a toast is made with mulled wine.

22:00



Meet friends at your favourite bar at the weekend.



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.



Trendy Drink: Golden Milk

Through the power of the turmeric root, the sunny yellow hot drink 'Golden Milk', is said to awaken, strengthen the immune system and curb the appetite.



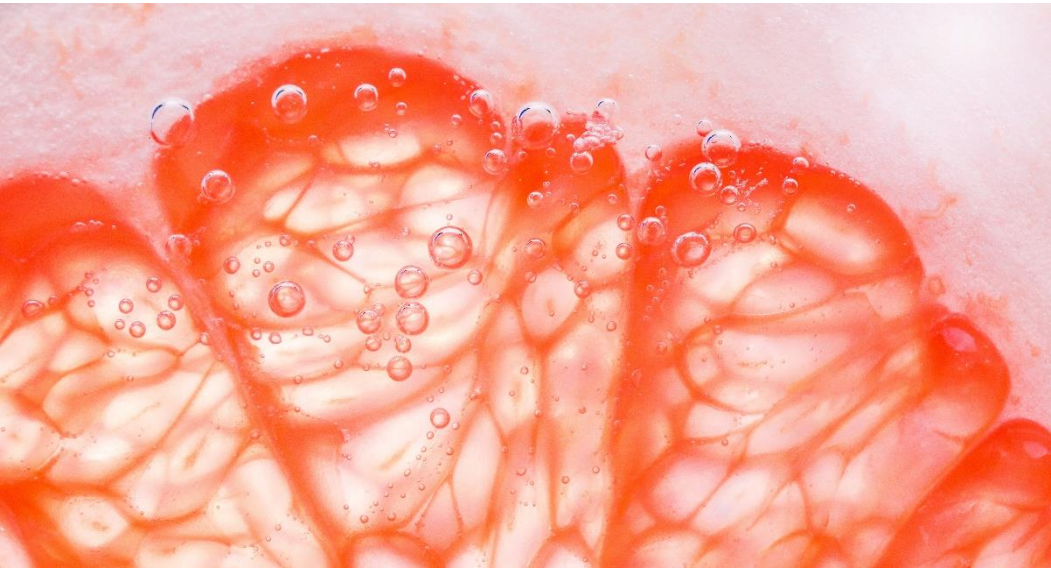
Trendy Drink: Infused Water



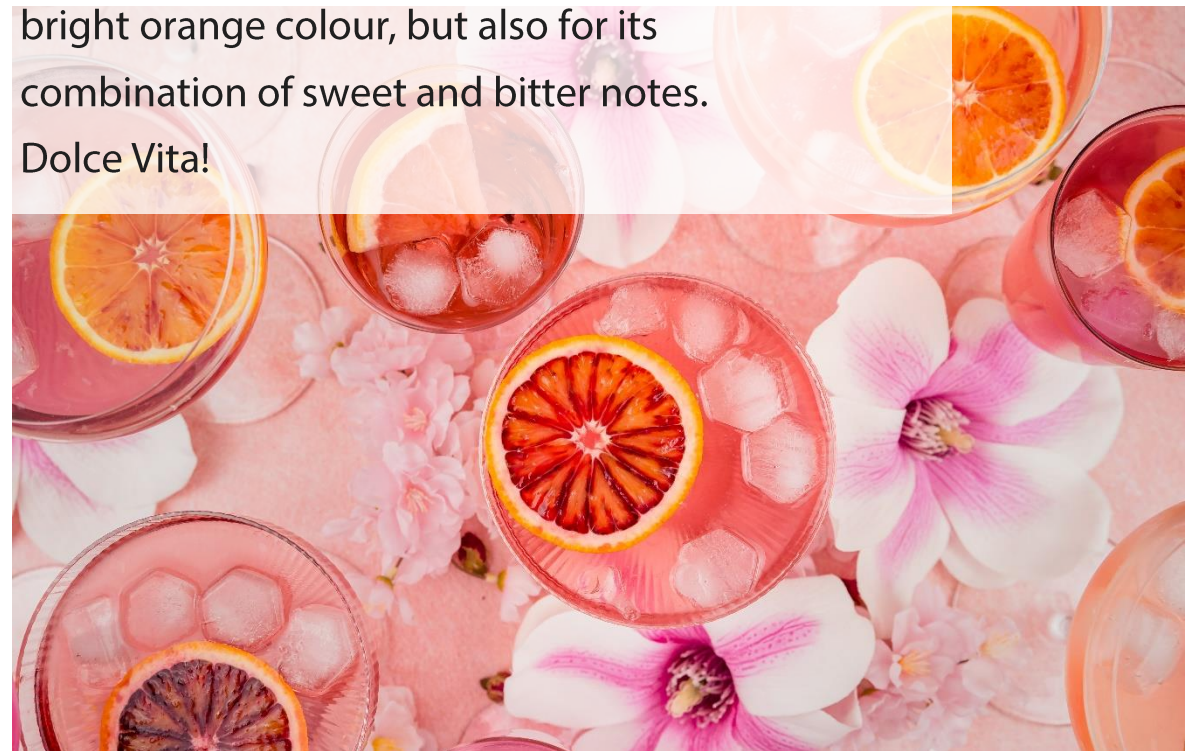
Drinking water all the time is boring.
And fruit juice is not always the healthiest option!
This has led to the trend of 'Infused Water' or 'Detox Water'!



Trendy Drink: Campari Amalfi



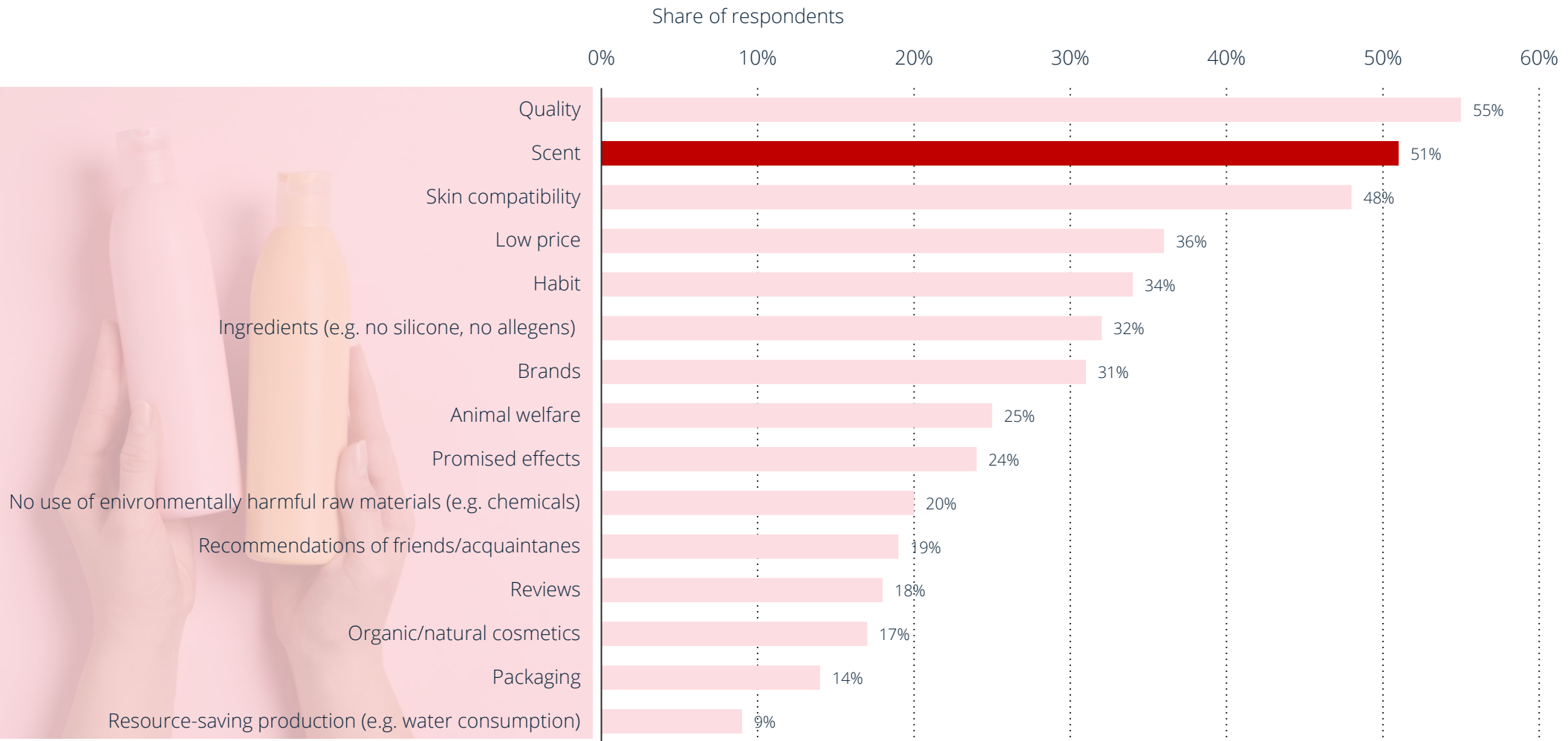
The hottest drink of the summer:
Campari Amalfi. It scores points not only for its
bright orange colour, but also for its
combination of sweet and bitter notes.
Dolce Vita!





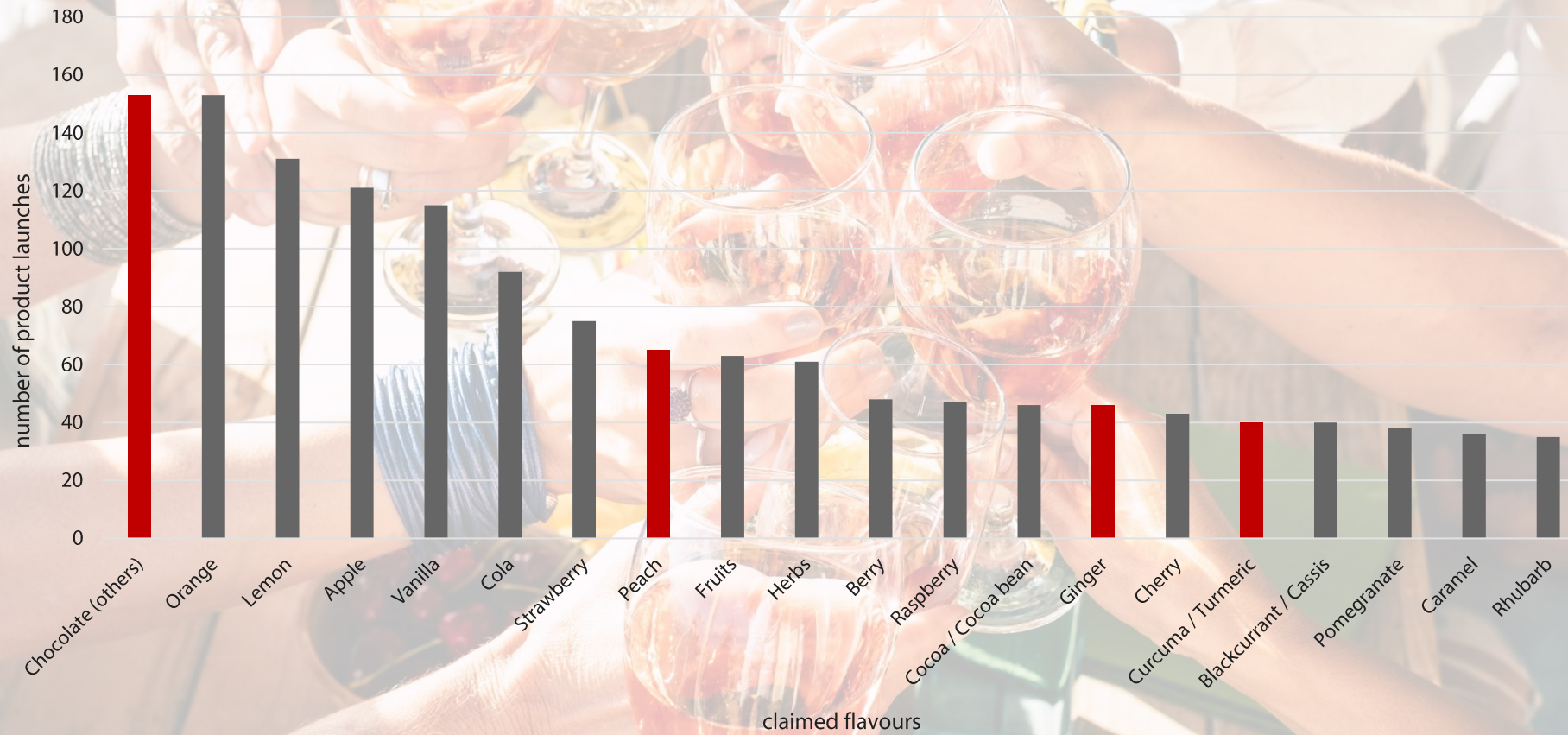
2. Trends for Shower & Bath Products

Purchase Criteria For Personal Care In Germany In 2022



Top Flavours in Germany (2019-2021)

Drinks in Germany:
Top Flavours in Germany 2019-2021



Latest Personal Care Products – Bubble T *Smoothie*



Bubble T - Bubble Bath Milk
Grape, Pineapple, Raspberry, Pear



Bubble T - Smoothie Shower Gel
Mango & Passion Fruit, Lime & Coconut Milk, Peach & Raspberry Smoothie, Blueberry & Dragon Fruit, Banana & Strawberry Smoothie, Pineapple & Kiwi Smoothie

Latest Personal Care Products – Treaclemoon & Philosophy



treaclemoon™

Punch of Wishes
Relaxing Bath Foam

Cup of Positiv-Tea
Worry-reliever Foam Bath

Maracuja Sundowner
Shower Gel with Mango Extract

Blue Ocean Breeze
Shower Gel with Sea Minerals Extract

Pink Pomelo Rose
Shower Gel with Green Tea Extract

philosophy

Melon Daiquiri
Raspberry Sorbet
Señorita Margarita
Shampoo, Shower Gel & Bubble Bath



Latest Personal Care Products – Original Source

INFUSED
WATER



Hydrating Water Infusions from **Original Source** are designed to capture the power of nature. Enriched with fruits and flowers, these shower gels keep skin healthy from **the inside out**. With up to 3 times more moisture and a blend of vitamins and antioxidants, they are the ideal way to detoxify your skin.

Latest Personal Care Products – Baylis and Harding

Cocktails



Baylis and Harding - Beauticology Shower Crème
Pink Lemonade, Lemon Meringue, Unicorn Candy,
Tropical Cocktail



Baylis and Harding- The Fuzzy Duck Hand Wash
Gin & Tonic, Espresso Martini, Ginger & Lime,
Cosmopolitan

Summary

Start your day with a **power kick** for your face. The day cream has a pleasant **golden milk** scent. The **soothing and calming scent of chocolate** envelops you as you apply the body lotion.

The afternoon is perfect for a training session. Afterwards, take a **refreshing** shower with shower gel inspired by **infused water**.

After a busy day, it's time for a **relaxing** bath. The scent of the bath additive will remind you of your favourite drink - **Campari Amalfi**? It works! Sparkling and sour, but also fruity and floral - it has it all.

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.

The background of the slide is a light pink color. It features a grid of white, empty shower and bath product tubes. The tubes are arranged in a pattern that is partially obscured by a red banner. The tubes are of various heights and widths, some with caps and some without. The lighting is soft, creating subtle shadows on the tubes.

3. Bell's Fragrances & Botanicals for Shower & Bath Products

FRAGRANCE & BOTANICAL RECOMMENDATION

6400023 BLACK CHOCOLATE

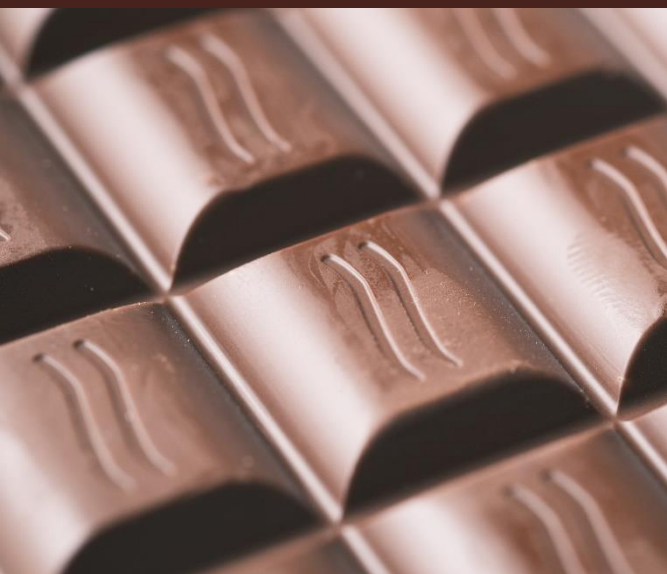
Top:
cacao bean

Heart:
creamy, milk, dark chocolate

Base:
sweet, balsamic, vanilla

0482223 Cocoa Extract A

Benefits according to CosING*:
skin conditioning



FRAGRANCE & BOTANICAL RECOMMENDATION

6102326 GOLDEN MILK

Top:
fresh, ginger, honey

Heart:
warm, spicy, milk

Base:
sweet, creamy, vanilla

0487763 Curcuma Root Extract A

Benefits according to CosING*:
anti-sebum



FRAGRANCE & BOTANICAL RECOMMENDATION

6102340

PEACH ICE TEA & GUARANA

Top:

slightly bitter, guarana, tea leaves

Heart:

juicy, fruity, floral, peach, strawberry

Base:

sweet, balsamic, cane sugar

0488597

Botanical Peach A

Benefits according to CosING*:

moisturising,
skin conditioning



FRAGRANCE & BOTANICAL RECOMMENDATION

6102331 INFUSED WATER

Top:
watery, melon

Heart:
fresh, floral, cucumber

Base:
herbal, rosemary

0485742 Cucumber Distillate

Benefits according to CosING*:
skin conditioning



FRAGRANCE & BOTANICAL RECOMMENDATION

6102332 PEAR PUNCH

Top:
fizzy, apple cider

Heart:
fruity, floral, pear, peach

Base:
balsamic, sweet, vanilla, rum

2340112 Botanical Pear A

Benefits according to CosING*:
skin conditioning,
skin protecting



FRAGRANCE & BOTANICAL RECOMMENDATION

6102336 BELVEDERE SPRITZ

Top:

sparkling, champagne, grapefruit zest

Heart:

fruity, floral, grape, strawberry, rose

Base:

sweet aperitif, honey, musk

2340373

Botanical Grapefruit Peel A (org)

Benefits according to CosING*:

perfuming,
skin conditioning



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