



**A provocative look, a seductive smile and a breathtaking fragrance - Bell Flavors & Fragrances EMEA presents beguiling scents for sensual women.**

**The perfume market is booming - and this trend will continue for a long time. It is expected that the global market volume of currently USD 38.8 billion will increase constantly by about one billion annually. In Germany, every year around 1.6 billion euros will be implemented in the sub-segment of personal care and cosmetics market - two-thirds of this are women's fragrances, the rest are men's fragrances.**

Women have become more confident. They feel comfortable in their own skin, want to celebrate their sex appeal – with beguiling sensuous fragrances that leave nothing to be desired. With Bell's new creative concept "boudoir glam" all these wishes will be fulfilled unconditionally. Sensual playfulness combined with refined provocation. Fragrances for a woman who knows that she has the world at her feet.

In recent years the Boudoir topic has found its way into many areas of life. Whether it's a bridal boudoir photo shooting, the new femininity in the fashion scene or the unique Paris-Boudoir flair in your own home - there are various possibilities to live the unique Boudoir look. It just requires a little creativity and sometimes maybe some courage. To get in touch with the right taste or rather smell, Bell Flavors & Fragrances has created a Boudoir Fragrance Collection - for all those who love to provoke, to beguile or just to enchant.

***About Bell Flavors & Fragrances EMEA:***

*Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industries, as well as the household care and personal care industries. As a private enterprise with an effective corporate structure, we are in the position to render excellent service and to supply our extensive product portfolio. Bell's affiliated companies in the United States, Canada, Mexico, Brazil and China give us greater flexibility in the world market place and enable us to bring new trends quickly to customer's attention. Our goal is to help our customers to place successful products on the market.*

*Bell Flavors & Fragrances - your competitive advantage!*

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