



Media Release

Bell Flavors & Fragrances EMEA Presents Latest Technology Developments and Environmentally Friendly Fragrances at the SEPAWA Congress

Leipzig 17.10.2019 – From 23 to 25 October Bell Flavors & Fragrances EMEA presents environmentally friendly fragrances as well as latest technology developments at SEPAWA Congress in Berlin. This year, they put the focus on the efficient and sustainable use of resources that enables first-class products, and at the same time helps to protect the environment.

The creation of inspiring fragrances is part of the core business of Bell Flavors & Fragrances EMEA. The company is steadily working on improving its established products to meet the growing demands for functionality and environmental compatibility. Therefore, the Leipzig-based company is now introducing concepts revolving around natural or particularly environmentally friendly fragrances.

To consistently pursue the aspect of sustainability, Bell is also developing its technologies accordingly. They now created a version of their encapsulation system Bell MikroBurst®, that is made of natural ingredients only. In the segment of fine fragrances, sustainability is of increasing importance, too. Here a silicone-free version of the perfume cream Scent2Last was developed. Both applications offer well-known advantages in terms of performance.

Technologies for a better future

Bell MikroBurst® enables particularly efficient use of perfume oils. The encapsulation system protects the ingredients and releases the fragrance continuously, thus, creating a long-lasting, intense fragrance experience. The possible applications are broad and range from body care to laundry care. In the fine fragrance segment Scent2Last is still an innovative alternative format that offers differentiation from customary liquid perfumes. This technology, too, boosts the longevity of the fragrances in use.



Environmentally compatible fragrances

For years, many of Bell's fragrances have complied with the high standards of renowned ecolabels. Besides, they are vegan and free from microplastics. Following the cosmetics regulation, no animal tests have been carried out for their manufacture. In the field of body care, natural ingredients have long been an important topic. Just in time for SEPAWA, the company is now presenting botanical extracts and natural perfumes they developed especially for the application in household care products. Thus, they underline their holistic approach to environmentally friendly solutions.

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 industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customers' attention.

Bell Flavors & Fragrances – Scent up your life!

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