



**BELL MIKROBURST®**

Tiny Particles for High Performance

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A woman with curly hair tied in a bun, wearing a red long-sleeved shirt, black leggings, and white sneakers, is sitting on a dark, rocky surface. She is wearing white earbuds and has a white armband on her right arm. She is looking out over a vast landscape of rolling hills and mountains under a warm, orange-hued sunset sky. The sun is low on the horizon, creating a strong backlight effect.

Encapsulation is all about...  
*Performance*

*Market Demand Encapsulation*



# The Art of Performance

**Encapsulation** technology offers one more **quality** aspect to your product – in terms of fragrance and performance. It meets consumer needs and gives **added value** to your products. Encapsulation plays a growing role in

## Personal Care

- deodorants
- lotions and creams
- hair care

## Household Care

- fabric softeners
- liquid detergent
- scent boosters




Bell offers long-standing expertise in the area of encapsulation technology. Discover Bell's **encapsulation system** Bell MikroBurst®!

# Market Demand and Claiming Opportunity

- Market demands **state-of-the-art technology**
- Consumers look out for **high quality products**
  - encapsulation contributes significantly to higher quality
- Many brands already make use of encapsulation technology and claim it on the packaging
- **Technology claims** can be used for target groups that are less sensitive to other claims (like nice fragrances) → **men**





Encapsulation is all about...

*Fragrance*

*Market Samples*



# Market Samples: Encapsulation in Deodorant



Unilever, UK  
Rexona Men Antibacterial  
Protection; Degree Stress Control

“features **MotionSense**  
technology with motion  
activated protection”



[www.degreedeodorant.com/us/en/innovation/motionsense.html](http://www.degreedeodorant.com/us/en/innovation/motionsense.html)



dm, Germany  
Balea Antitranspirant

„duo **encapsulation system**  
being activated by motion”

Personal Care

# Market Samples: Encapsulation in Deodorant

Personal Care



Unilever, Chile  
Rexona Clinical

"features an  
**encapsulated  
fragrance technology**"



Coty, France  
Adidas Climacool; Adidas  
Adipure

"claimed to have a 'unique'  
formula with **encapsulated  
technology** that activates  
with movement"



Tesco, UK  
Tesco Pro Formula  
for Men

"product features  
the **encapsulated  
fragrance**"



Schwarzkopf & Henkel, Germany  
Fa Divine Moments

"features a **Non-Stop Fresh  
technology**, claimed to offer a  
long-lasting protection for up to  
48 hours"



# Market Samples: Encapsulation in Cream Products



Laboratoires Dr N. G. Payot, France  
Payot Crème N°2

“formula features an ultra-fine texture that melts into skin for natural colour correction and comprises: centella asiatica extract; hyaluronic acid; anti-UV SPF50+ shield to prevent redness from appearing; and **encapsulated pigments, released on contact with the skin** for improved adjustment to the complexion and a tone-on-tone effect.”



M&D Progetti, Italy  
Masterline Professional Beauty

a blend of multi-reflective pigments and particles said to blend into the skin along with a complex of encapsulated vitamins E, A, F and C

Personal Care

# Market Samples: Encapsulation in Laundry Care



dm, Germany



Aldi, Spain



Cora, France



Aldi, France



Lanta, Spain



Carrefour, Belgium

Household Care

# Market Samples: Encapsulation in Laundry Care

Household Care



Dr. Beckmann,  
Austria/Italy/Germany

P&G, Spain



McBride, Spain



Encapsulation is all about...  
*Stability*

*Advantages*



# Benefits of Encapsulation

For Manufacturers

## *Stability*

- Quick evaporation and unsteady fragrance release are solved
- Interactions between actives and other formulation ingredients can be avoided



# Benefits of Encapsulation

## Fragrance

- Improved fragrance impression
- **Long-lasting** impression of freshness
- **Protection** of valuable ingredients



## Performance

- **Controlled** fragrance release upon a certain **trigger** (e.g. body heat)
- Prolonged fragrance **substantivity**

For Consumers

## Conformity

- Available in different variants:
  - formaldehyde-free
  - micro plastic-free
  - cosmos-conform
  - vegan



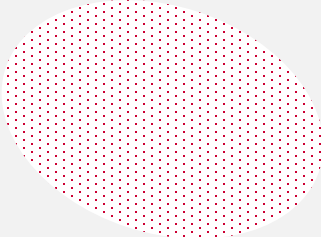
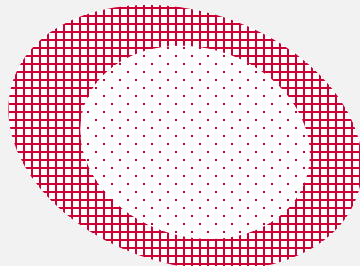


Encapsulation is all about...  
*Overcoming Boundaries*

*Product Qualities*

## Product Qualities

- There are two general principles in encapsulation technology to be chosen between depending on the intended result.

HOMOGENOUS		FRANGIBLE
Personal and Houshold Care	RECOMMENDED APPLICATION	Household Care
New, proprietary technology	PREVELANCE	Commonly used in the industry
Homogenous capsules	STRUCTURE	Capsules like a hen's egg
		

# Product Qualities

HOMOGENOUS	FRAGRANCE	FRANGIBLE
	RELEASE	
triggerd e.g. by heat	DEVELOPEMENT	preasure breaks the shell
continious	EXPERIENCE	at once
prolonged compared to liquid perfume	CONFORMITY	intense (but short) fragrance boost
formaldehyd-free, micro plastic-free		



## Conclusion – What do we offer?



*Stability*

- Excellent encapsulation systems protecting the perfume
- Improvement fragrance quality and shelf-life
- Prevention of head-note losses caused by fast evaporation



*Fragrance*

- Controlled and targeted release



*Performance*

- Modification options of fragrance release profile (immediate burst release vs. extended release)

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