

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“

Feel beautiful. Be beautiful. Bella Belara™ Eau de Parfum is more than a fragrance – it's a beautiful feeling.

”



**FUN FACT:** The combination of ingredients in a fragrance not only determines how it smells, but also its “staying power” on the skin. Different ingredients come into play in the fragrance at various stages of life on the skin. Perfumers distinguish between the various stages in three ways:

- The top note is the initial impact of the fragrance. These notes “introduce” the fragrance and can last up to 15 minutes.
- The middle note, or heart of the fragrance, unfolds and develops a few minutes after the perfume is applied to the skin. They appear after the top notes disappear and can last throughout the whole fragrance experience.
- The bottom note is the final impression and also the most lasting. It can last several hours after the fragrance is applied.

## PRODUCT POSITIONING

Bella Belara™ is more than a fragrance – it's a beautiful feeling. The exuberant floral fruity eau de parfum captivates immediately. The senses are first treated to a delectable medley of apricot and red nectarine. At its heart, dew-covered rose petals and Moroccan jasmine unfold, while a delightful mix of creamy blonde woods and cool moss linger.

### BENEFITS & CLAIMS

- A floral fruity fragrance
- Bella Belara™ Eau de Parfum Fragrance Notes:
  - Top: Mandarin, Strawberry Leaves, Nectarine, Apricot, Cassis
  - Middle: Rose Petals, Freesia, Lily of the Valley, Ylang, Jasmine
  - Bottom: Blonde Woods, Sandalwood, Vetiver, Moss, Tolu Balsam

### TARGET CUSTOMER

- Customers who like Belara® Eau de Parfum. While Belara® and Bella Belara™ are two distinctively different fragrances, Bella Belara™ is a sister product to Belara®. A sister product supports and builds on the awareness of an existing brand by using a similar name, package or other feature of the original fragrance. Bella Belara™ Eau de Parfum builds on the success of Mary Kay® Belara® Eau de Parfum.
- Customers who like a floral fruity fragrance or fragrances in general
- Customers looking for a nice gift for someone else

### HOW IT WORKS

- The combination of fragrance notes delivers a floral fruity fragrance.

### KEY INGREDIENTS & FUNCTIONS

Fragrance note combination: <ul style="list-style-type: none"> <li>➤ Top: Mandarin, Strawberry Leaves, Nectarine, Apricot, Cassis</li> <li>➤ Middle: Rose Petals, Freesia, Lily of the Valley, Ylang, Jasmine</li> <li>➤ Bottom: Blonde Woods, Sandalwood, Vetiver, Moss, Tolu Balsam</li> </ul>	Imparts a pleasant scent to the skin or cosmetic product.
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------

### APPLICATION

#### *Application Instructions*

Spray freely, where desired on the body.

### CROSS-SELLING OPPORTUNITIES

- Belara® Eau de Parfum
- Mary Kay® body care products