



BC FRAGRANCE
& AROMATICS MFG. CORP.

SERVICES

THIS IS A STORY OF TWO SISTERS

...who always raided their mother's perfume cabinet

Bernadette and Caroline, thus "BC", have always been fond of fragrances. Bernadette is a Professional Perfumer and handles the company's sales and operations while Caroline, a graduate of New York's Fashion Institute of Technology, is in charge of marketing. Both are very much in love with fragrances; both very much committed to share their fragrance ventures and discoveries with you.

With only 10 fine fragrances in 2009, the brand now carries more than 300 scents for perfumery, personal care, household and industrial products. Our fragrances have likewise been used by several brands, hotels and properties.

SM Malls nationwide, The Bellevue Hotels Group, Ramada Manila Central, Ortigas & Co. showrooms, Hotel Centro in Puerto Princesa and Azalea Residences nationwide are just some of our clients who have created the perfect ambiance in their hotels and spaces by using BC Fragrance's custom blended scents and cost-effective scenting systems specially designed for their properties. Zen Zest, Central Affirmative (Aficionado), Tomato Clothing, Giordano, Golden ABC Group are just some of the brands that have used our fragrances for their fragrance products.

SERVICES

OLFACTIVE BRANDING

FRAGRANCE DEVELOPMENT

PRIVATE WORKSHOPS



We, at BC Fragrance, are committed to sharing our passion for fragrance, allow everyone to enjoy its beauty and art, provide superior but affordable fragrance products and be the leading innovative and service-oriented fragrance company in the Philippines and eventually, the world.

OLFACTIVE BRANDING

The sense of smell is the most powerful and most underrated sense. So powerful, in fact, that **the sense of smell is 10,000 times stronger than our other senses** (we can detect more than 350,000 chemicals) and that 75% of human emotions are generated by the sense of smell.

Creating a signature scent that conveys the brand's values and essence establishes an unconscious and unforgettable connection that traditional media cannot do.

After all, in a competitive business environment where brands have an increasingly difficult time differentiating themselves, scents play a vital part of brand communication to attract consumers, generate more revenue, improve customer satisfaction, enhance the perception & recall of the brand and deepen brand loyalty.



THE PROCESS

The creative process designed and directed by our perfumer, Bernadette Lim, involves a meticulous study of a brand including its' history, imagery, colors, target market, space, design and elements of the sites to be scented.

Once immersed, she will translate your brand's essence into a unique scent identity that enriches your customer's brand experience, whether it be a temporary or permanent physical space, event or product (candles, sprays, etc).

Bernadette is the nose behind the scent identities for ABC Hotel Group, Azalea Residences Hotel Baguio, Azalea Residences Hotel Boracay, The Carmen Hotel, Hotel Centro Palawan, I'M Hotel Makati, Grab Express offices in Metro Manila, Golden Phoenix Hotel, Ford EDSA & Makati Showrooms, Nailandia Chain, SM Supermalls' Prestige Lounges, Red Planet Hotels, and other notable properties in the Philippines.

THE SCENTS & PROFESSIONAL SOLUTIONS

BC Fragrance can provide end-to-end delivery of manual solutions and automated diffusion systems for spaces as small as 10 sqm to ballrooms and event halls 500sqm for locations within the Philippines.

Fragrance oils, room sprays, linen sprays and candles for housekeeping use are likewise available.

With over 700 fragrances currently in our inventory and access to a fragrance library of over 10,000 materials & fragrance references, you are sure to have a signature scent that can considerably distinguish itself apart from common fragrances.

All fragrances made by BC Fragrance use materials exclusively from France and provided with safety sheets (MSDS and IFRA Certificates).

FRAGRANCE DEVELOPMENT

We create and develop unique fragrances that will bring your brand, product or space to life.

You'll work directly with our perfumer, Bernadette, who will create and adjust your brand's fragrance to match your vision. As an experienced Perfumer & Fragrance Specialist in the Philippine fragrance industry since 2007, Bernadette can help guide you in various areas of fragrance development, from developing briefs, establishing the right odor profiles to fit seamlessly into your brand & project and creating bespoke scents, whether you need a fragrance for a special event, an entire new line of products or a new retail store, hotel or even office space.

Some of the products that we create fragrances for include:

FINE FRAGRANCES

Perfume
Eau de Parfum
Eau de Toilette
Cologne
Body Splash / Mist

PERSONAL CARE PRODUCTS

Shampoo & Conditioner
Soaps
Bath Gel
Body Lotion

HOUSEHOLD PRODUCTS

Room, Linen & Pillow Sprays
Reed Diffusers
Candles
Detergents & Cleaners
Fabric Softeners



THE PROCESS

We manage the fragrance development process right from the briefing stage to evaluating submissions and guiding towards a finalized formulation.

These fragrances are worked over the course of a few months and aren't created within a workshop format but we include our clients into the process as much as possible.

It is, after all, a fragrance custom made for you and your brand.

This includes:

- ◆ *Discussing and refining your fragrance concept*
- ◆ *In-depth research about your requirements*
- ◆ *Creation of Fragrance Brief*
- ◆ *Presentation of suggested materials and its benefits / effects (especially for natural formulations)*
- ◆ *Bespoke fragrance development*
- ◆ *Feedback to perfumer of changes to make to the fragrance*
- ◆ *Fragrance range evaluation / olfactive mapping for future product developments*
- ◆ *Technical and regulatory documents for your bespoke fragrance, if needed.*

The fragrance developed exclusively for brands and businesses are private labels and not attached to the BC Fragrance brand when a Non-Disclosure Agreement is present.

NOTE:

This is a fragrance development service which means we don't get involved in any design work such as packaging and branding and will only work with you on the fragrance itself.

We can, however, suggest designers you can approach depending on your design concept. We also have access to trusted and experienced personal care / household products manufacturers to produce your finished products for you, should you require their services. Minimum Order Quantities (MOQ) vary depending on the manufacturer.

REQUEST A CONSULTATION TODAY!

If you're interested in creating a custom fragrance for your brand, email us at sales@bcfragrance.com

What to expect in Consultation sessions:

Prior to your consultation date, you will be sent a detailed questionnaire regarding your project. You are **REQUIRED** to send your answers to a questionnaire 7 days prior to your meeting date.

During your consultation session, our perfumer will give an assessment and present a thorough brief for the new development including:

- ◆ *Brand and project background*
- ◆ *Creative direction*
- ◆ *Storytelling where relevant*
- ◆ *Suggested materials and its benefits/ effects (especially for natural formulations)*
- ◆ *Limitations or expectations of fragrance compound*
- ◆ *Target cost*
- ◆ *Visual direction to match the fragrance*

PRIVATE WORKSHOPS

We hold private workshops, from intimate gatherings to corporate events, which can be arranged at our studio or at your chosen venue.

Minimum of 3 participants to book.





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