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Date: 09-01-18

BELLE AIRE CREATIONS

NAMES MELANIE WIDENER, SR FRAGRANCE EVALUATOR

20 YEAR DEDICATED TEAM MEMBER

Belle Aire Creations announces Melanie Widener as Senior Fragrance Evaluator.

Melanie has been integral in the Perfumery and Evaluation Department at Belle Aire. Melanie's excellent interpersonal skills, passion for scents, experience of the consumer fragrance market and knowledge of trends and product categories highly corresponds to the on-going success of Belle Aire.

Belle Aire Creations President and CEO Don Conover said, "Melanie continues to amaze with her passion, loyalty and dedication to the success of this company. We look forward to her contributions as Senior Fragrance Evaluator."

About Belle Aire Creations
Founded in 1982, Belle Aire Creations has grown to become a leading supplier of fragrances and odor management to the air care, personal care, household, pet, automotive and institutional/commercial care industries. Our new TMM, Total Malodor Management® technologies are revolutionizing the way the world manages malodors. We have built our reputation on innovation, customer service and solutions and are committed to the highest standards of quality and sustainability. A partnership with Belle Aire Creations provides winning fragrances to our customers and their products.
For more information, visit www. Belleairecreations.com