

Company news

Geneva, 30 September 2025

Givaudan to acquire Belle Aire Creations

Strengthening reach with local and regional customers in the USA

Givaudan, the global leader in Fragrance & Beauty, today announced its intention to acquire Belle Aire Creations, a prominent US-based fragrance house known for its creative expertise and strong regional customer relationships. The transaction is aligned with Givaudan's 2030 strategy to extend its customer reach with local and regional customers.

Since its founding in 1982, Belle Aire Creations has been fuelled by creativity, passion, and an unwavering drive for excellence. From its entrepreneurial beginnings to its current industry leadership, the company has remained a beacon of innovation and growth – always guided by the belief that true success is measured by customer satisfaction.

Belle Aire Creations was founded by three Illinois entrepreneurs – Don Conover Sr., a seasoned expert in perfumery, and brothers Richard and Charles David – who shared a vision to make high-quality fragrance development with more agility. By establishing the company in the heart of the Midwest, they created a central hub that could efficiently serve a broad and diverse range of customers across the country.

Belle Aire Creations has made bold investments in talent, technology, and resources, evolving into a driving force in the fragrance industry. This unwavering commitment to people and progress has fuelled the company's expansion, elevated its reputation, and reinforced its position as a trusted partner to customers across North America.



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Gilles Andrier, CEO of Givaudan, said: "The acquisition of Belle Aire Creations represents an exciting milestone for Givaudan as we continue our journey to deliver long-term sustainable growth. Their strong customer partnerships and entrepreneurial spirit align perfectly with our vision and values."

Maurizio Volpi, President Fragrance & Beauty at Givaudan, added "With Belle Aire Creations, we will further strengthen our offering for local and regional customers in North America where we know there is still significant potential. This acquisition will allow us to combine our global creative resources with Belle Aire Creations' deep regional expertise to deliver winning solutions for our customers. As part of this integration, Stacey David will keep the leadership of Belle Aire Creations, building on her outstanding track record and drive for growth in the critical segment of local and regional customers that will be strongly beneficial to Givaudan."

Stacey David, CEO of Belle Aire Creations, commented: "This is a transformative moment for Belle Aire Creations. With shared values, complementary strengths, and a united vision, we're not just building on our legacy – we're creating something truly extraordinary. Together, we'll amplify our impact, bring even greater creativity to our customers, and expand the opportunities we deliver as we shape the future of fragrance. We're beyond proud of our remarkable team, our incredible community, and the loyal customers who've been at the heart of our journey. The best is yet to come."

While the terms of the deal will not be disclosed, Belle Aire Creations' business would have represented approximately CHF 65 million of incremental sales to Givaudan's results in 2024 on a proforma basis. Givaudan plans to fund the transaction from existing resources and subject to the applicable regulatory processes, the transaction is expected to close by the end of 2025 or early in 2026.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2024, Givaudan employed over 16,900 people worldwide and achieved CHF 7.4 billion in sales with a free cash flow of 15.6%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at: www.givaudan.com.

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About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty crafts inspired fragrances to perfume lives and memories, and develops innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

About Belle Aire Creations

Founded in 1982, Belle Aire Creations® is a premier full-service fragrance manufacturer at the forefront of the industry. Renowned for developing innovative and captivating fragrances, the company skilfully blends scientific precision with perfumery artistry and the compelling art of storytelling. Dedicated to delivering the latest innovations in perfumery and malodour technology, Belle Aire Creations® provides exceptional service and reliability, offering clear solutions to complex fragrance and ingredient challenges. <https://belleairecreations.com>

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