

## Flashback Friday #12 Bonne Bell "Looking Good"

11-08-2017

This Picture was made in 1978 for Cleveland based cosmetics maker Bonne Bell. It was a fun, fast paced script that tells the Bonne Bell story - *live a healthy lifestyle; look good and feel good. And Bonne Belle products can help.*

This was one of my earlier favorite projects at Cinécraft. I got to shoot some B-roll and edited the film. The film features an original song by Cinecraft's Art Director/Creative Director of that era, Mike Ahren, titled; **Looking Good, Feeling Fine.**

Bonne Bell was founded in 1927 in Lakewood by Jesse Grover Bell and he named the Company after his daughter. Bonne Bell made its market with teenagers and the Ten-O-six line of products for clear, healthy skin. That teenage market also loved their Lip Smackers lip balm. Lip Smackers became Bonne Bell's signature product. They manufactured some 400 flavors of Lip Smackers once upon a time.

When the founder's son, Jess Bell, became President the Company expanded their teenage market into a broader fitness orientated target. Jess Bell was a sports and fitness fanatic. Running was one of Jesse's favorite activities and the Bonne Bell manufacturing plant in Westlake had a beautiful cinder 2 mile wooded jogging track that was featured in this movie. In the Bonne Belle running culture, when someone passed you on the track, you called out, "Looking Good!"

# You're Looking Good" Bonne Bell Promotion - 80's

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Cinécraft Productions, Cleveland's longest-standing production company, presents a Flashback Friday video from our archives. This picture was made in 1978 for Cleveland-based cosmetics maker, Bonne Bell. It had a fun, fast-paced script that told the Bonne Bell story - Live a healthy lifestyle; look good and feel good. And Bonne Belle products can help. The film featured an original song by Cinécraft's Art Director/Creative Director of that era, Mike Ahren, titled "Looking Good, Feeling Fine." Bonne Bell was founded in 1927 in Lakewood by Jesse Grover Bell, and he named the company after his daughter. Bonne Bell made its market with teenagers and the 10.0.6 line of products for clear, healthy skin. That teenage market also loved their Lip Smackers lip balm. Lip Smackers became Bonne Bell's signature product; in all, they manufactured some 400 flavors of Lip Smackers. The second generation of family leadership brought an expansion beyond their teenage market into a broader fitness-oriented target when the founder's son Jess Bell became President. Jess Bell was a sports and fitness fanatic. Running was one of Jess' favorite activities, and the manufacturing plant in Westlake had a beautiful cinder, two-mile wooded jogging track that was featured in this movie. Transcription Cinécraft Productions presents Flashback Friday. We have an excellent staff of very bright and creative people - a wonderful group of younger people - our second echelon, so to speak, that are steeped in our philosophy and our heritage and who believe in Bonne Belle and do have the ability, of course, to help us a lot and to create products and ideas and things that will carry us forward. And we know we could increase our sales and just become an international company, but I think our future is very secure and I think that we will have the ability to come up with new ideas - with new promotional ideas and new products that would be in tune with the times. (song) "You're looking good!"

