



AERON Lifestyle Technology® Announces Product Launch of Fleur Aromatique? Single Diffuser Sets

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AERON Lifestyle Technology, Inc. has expanded its Fleur Aromatique? home fragrance line under the Belle Aroma brand with the introduction of new single diffuser sets, offering consumers a simplified way to enjoy passive home fragrance at a more accessible entry point.

The new sets will be available in three signature Belle Aroma fragrances. On Eagles' Wings® is a refreshing blend featuring peppermint, lemon, and mandarin. Walking on Sunshine® is a bright blend combining cedarwood, gingergrass, ho wood, bergamot, orange, and camphor. Peaceful, Easy Feeling? is a calming blend of bergamot, orange, ylang ylang, frankincense, and lemongrass.

The Fleur Aromatique? Single Diffuser Collection pairs a handcrafted sola wood flower with premium 100% plant-based fragrance oils to create a passive fragrance experience. Designed as a natural alternative to traditional reed diffusers, each sola wood flower gradually absorbs and diffuses fragrance without electricity, heat, open flames, or daily maintenance. Each diffuser provides continuous fragrance for up to three weeks,

making it suited for bedrooms, bathrooms, offices, entryways, and other small living spaces.

Each single diffuser set includes one 22 mL bottle of premium plant-based fragrance oil with a wick, one handcrafted sola wood flower, and one natural bamboo collar. The single-diffuser format offers a lower entry point than the existing multi-diffuser collection, giving individual consumers and retailers a giftable option that introduces the line to a broader audience.

“We saw an opportunity to make Fleur Aromatique available in a format that gives consumers more flexibility in how they experience the collection,” said Monica Hadley, CFO of AERON Lifestyle Technology, Inc. and founder of Belle Aroma. “The single diffuser sets also give our retail partners another way to introduce the product, with a lower entry point and the ability to merchandise the fragrances individually.”

The launch reflects a continued focus on home fragrance solutions that combine design with naturally inspired ingredients. The sola wood flowers are handcrafted, and the fragrance oils are formulated entirely from plant-based sources, aligning with the company's broader emphasis on sustainable materials and eco-conscious manufacturing.

“Fleur Aromatique is a good example of the direction we continue to pursue with Belle Aroma—finding ways to make home fragrance simpler while being thoughtful about the materials and ingredients we use,” Hadley said. “The passive format requires no electricity or heat, and the combination of sola wood, bamboo and plant-based fragrance oils gives us a distinctive approach to fragrance diffusion.”

Consumers interested in the new sets can visit TheGiftofScent.com, the company's online retail store, to view the three available fragrances and product details. Retailers looking to add these to their holiday gift selection will find this product at the Belle Aroma store on Faire. The single diffuser format joins the established multi-flower offerings within the wider Belle Aroma home fragrance range.

Belle Aroma is an in-house brand of AERON Lifestyle Technology, Inc., a company specializing in the innovation of home and car fragrances. AERON operates a flagship plant in Iowa retrofitted with 576 solar panels and incorporates bio-resins and recycled materials into its design process. In addition to its Belle Aroma® and Drive Time® brands, the company provides private label and white label services, handling design, formulation, manufacturing, packaging, and distribution for businesses seeking to develop or expand fragrance product lines.

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AERON Lifestyle Technology, Inc.

We turn ideas into ready-to-manufacture designs; raw materials into finished products; and the scents of nature into aromas for home and auto.

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