

Lova North America To Showcase Drive Time and Belle Aroma Lines At ASD Wholesale Show Las Vegas

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PFLUGERVILLE, TX - August 05, 2019 -
Lova North America, Inc., based in Pflugerville, Texas, will be showcasing the Drive Time® and Belle Aroma? lines at the ASD Market Week Trade Show starting Sunday, July 28, 2019, through Wednesday, July 31, 2019, in Las Vegas, Nevada. Lova designs and manufactures fragrance décor products for the home, car, and office, and their customers include leading distributors, retailers, and wholesalers in North America and worldwide.

ASD Market Week brings the world's widest variety of retail merchandise to just one place. Quality choices at every wholesale price point can be found by retailers at the ASD Market Week show. Whether retailers have a brick-and-mortar business, an online store, or both, the wholesale buying event is something that should not be missed by any retailing company.

Drive Time®, a premier automotive air freshening product line, is being debuted by Lova North America at ASD Market Week.

Drive Time® features products such as The Power Car Fragrancer? (a 12-Volt aromatherapy diffuser that

plugs into the cigarette lighter) for use in cars, trucks, or motor vehicles, using heat in combination with an infused pad of 100% pure essential oils, to actively diffuse the aroma. The Power Car Fragrancer? comes with four individually foil-packed essential oil sachets that can last up to a week. Refills are also available.

Lova is also revealing the Drive Time Aromables® line, a reusable vent-clip air freshener that makes it easy to take good smells on the go. Aromables are initially scent-loaded and come in colors that sparkle?true blue, metallic ruby red, glossy black and glitter-packed brown. Oval thatch design looks elegant on any vehicle dash.

The other line starring at the ASD Market Week Show is Belle Aroma?. The Belle Aroma brand means "beautiful fragrance." Jeffrey Smith, a spokesperson for Lova, says, "Elegant and evocative, from the mode of diffusion to retail presentation, to the aromas themselves."

Leading off the Belle Aroma? line, Plugables® Electric Home Fragrance Diffusers (that work in tandem with Plugables® Fragrance Oils) provide 30 days of long-lasting fragrance diffusion. The Plugables® Fragrance Vase and ScenTrio® Wax Warmer are for diffusing wax tarts, essential oils or Belle Aroma's resin-based wax-tart alternative called No-Melt Fragrance Tarts®.

No-Melt Fragrance Tarts® are an alternative to traditional wax tarts that provide four times the duration of diffusion compared to wax tarts, without the mess. No-Melt Tarts are offered in eight unique flavors: Apple Orchard, Brown Sugar Biscotti, Evergreen, Grape Soda, Mountain Air, Pumpkin and Spice, Sweet French Lavender, and Vanilla Bourbon.

Belle Aroma?s ScentSlide ? diffusers are offered in two versions: The ScentSlide Unplugged? Portable Fragrancer for use in car or on the go, and the Plugables ScentSlide electric diffuser. Both can be used with Belle Aroma Fragrance Wafers? or essential oils.

Belle Aroma Fragrance Wafers? are pierced throughout to optimize airflow, and no fragrance is trapped far from the surface. There are five stock fragrances including Apple Orchard, Tahitian Vanilla, Exotic Teak, For Evergreen, and Mountain Air.

The all-new KeepScent Aromatherapy Car Locket to hang over the rearview mirror, also works with all Belle Aroma essential oils and comes packaged with 3 ml of pure Lemongrass. The lotus-shaped ceramic insert, encased in a filigree locket, was developed for Belle Aroma by Mexican artisans for maximum absorption as the user adds essential oil.

Lova North America's design focus is to integrate a powerful fragrance experience into beautiful décor while also offering affordable customization and ease of use.

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The Gift of Scent

The Gift of Scent offers an innovative selection of fragrance products ranging from electric aroma diffusers for home, office or travel, candles, aromatherapy & essential oils, as well as fragrance products for bath, body and more.

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