

AERON Lifestyle Technology Adds Aromatherapy Scent Pendant? to Belle Aroma® Brand Lineup, Artisan Made Essential Oil Diffuser

January 13, 2021

Pflugerville, Texas - January 13, 2021 -
Fairfield, Iowa? AERON Lifestyle Technology, Inc., the home and car fragrance innovators, announces the launch of a new essential aromatherapy diffuser for use in cars and other small spaces.

Developed for AERON?s boutique brand, Belle Aroma®, the Aromatherapy Scent Pendant? is an artisan-crafted filigree locket with a delicate lotus flower charm diffuser inside. Users apply organic essential oil, included in the package, to the ceramic charm to produce aromatherapy diffusion.

AERON Director of Product Design Angie Garrison said AERON designers worked carefully with crafters in Mexico to perfect a ceramic formulation that retains the essential oil drops, making the Aromatherapy Scent Pendant? charm an AERON exclusive. The lotus flower represents the company?s commitment to cultivating all-natural aromatherapy products. ?We wanted to create a refined artisan-crafted aromatherapy product with all-natural materials for drivers who want the benefits of aromatherapy in their car,? Garrison said. ?It?s a chic option to the usual car diffuser products.? Belle Aroma® Aromatherapy Scent Pendant? is sold with a 2.5-milliliter bottle of pure organic peppermint or lavender essential oil. Users dose a few drops of oil onto the

charm to create aromatherapy as vehicle airflow pushes scent from the charm.?

?We chose two of the most in-demand organic and full-strength essential oils to complement the driving experience,? said AERON Brand Manager Renee Ward. ?Lavender is well tested for its calming properties, and peppermint essential oil is known for enhancing mental clarity and focus. Each oil features characteristics that create the desired effects for the stresses of driving.?

The locket features a satin ribbon for placement over vehicle rearview mirrors.

Garrison said the pendant is an ideal passive aromatherapy option while driving, as well as for use in other small spaces such as closets and bathrooms.

?We?re getting interest from big-box retailers, wholesalers, and distributors, as well as convenience stores who are looking to expand their home and car fragrance options, especially in the area of aromatherapy.?

?The Aromatherapy Scent Pendant? is definitely not your usual scent diffuser? Garrison noted. ?We?ve responded to the needs of users who are becoming more sophisticated in their desire to bring the benefits of aromatherapy into their lives.?

Other products added to the Belle Aroma ® line by AERON Lifestyle Technology in 2020 include Plugables® ScentSlide?, an electric fragrance diffuser with an on/off switch and LED light; ScentSlide? Unplugged vent and visor clips, both for use with essential oils or scented resin; and FlashScent® USB Aromatherapy Diffuser for use anywhere a USB port is found.

AERON was at the forefront of diffusion of aromatherapy with the launch of its patented Drive Time® Power Car? Fragrancer, the first-of-its-kind aromatherapy diffuser exclusively for driving use, in 2000.

Since then, AERON has expanded operations globally as it designs, engineers, and manufactures thousands of fragrance diffusion devices of all types, and other lifestyle products for national retailers and wholesalers. The company holds several patents and patents pending for original invention and innovation, claiming a leadership position in the fragrance diffusion industry.

Belle Aroma® Aromatherapy Scent Pendant? product inquiries invited at www.aeronlifetech.com and www.bellearoma.com

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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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