

AERON Lifestyle Technology, Inc. Launches Patented, Waterless, Gravity-Fed Essential Oil Diffuser

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Fairfield, Iowa ? AERON Lifestyle Technology, Inc., the innovators of aromatherapy diffusers for everyone, announces the launch of its patented, gravity-fed, waterless essential oil diffuser, the Essential Breeze® Aromatherapy Fan, as the latest addition to its Belle Aroma® brand.

AERON Lifestyle Technology, Inc. has been in the fragrance diffuser business since business partners Monica Hadley and Jeffrey Smith founded the company in 1996. Smith invented the first scent diffuser to operate from a vehicle?s 12-volt outlet. Using essential oils as its fragrance load, the unique product established a new trend in the scent diffusion industry, becoming the first of many innovative diffusion devices developed by AERON.

The Essential Breeze® features a patented, gravity-fed oil wicking design which provides up to two weeks of essential oil diffusion from each 10 ml bottle, eliminating the need for frequent refilling. The bottle is installed in an inverted position over a pad with a unique wheel and spoke design to maximize diffusion via the fan in

the base of the unit. Since water and heat are not needed in the Essential Breeze®, the user can enjoy pure unadulterated essential oil fragrances throughout an average size room of 132 square feet.

Other features of Essential Breeze® include quiet fan operation, timed settings for diffusion, easy-change pad, and holder, and LED power indicator. Included with the unit is a USB cord and cordless operation option using battery power. The unit is sold in plastic-free packaging and is available in a spa green and bamboo design, or white marble over sky blue. Custom colors and designs are also available.

Hadley said, ?Our task with the Essential Breeze® Aromatherapy Diffuser was to create an aromatherapy diffuser that required little attention on the part of the user. This product idea came to us years ago when we were intrigued by the idea of creating a gravity-fed diffuser that would allow a continuous flow of essential oil diffusion without the necessity of a refill. The Essential Breeze® brings together all the best aspects of aromatherapy without the hassle of traditional, water-based diffusers.?

In its Belle Aroma® brand line, AERON also offers individual 10-milliliter bottles of organic and pure essential oils. Hadley said that standard 5 or 10 ml bottles, fitted with a euro-dropper, can be used with the Essential Breeze® but cautions that some oils are more viscous than others. Belle Aroma® brand pure and organic essential oils have been selected for compatibility with the Essential Breeze®.

Essential Breeze® is marketed under AERON?s Belle Aroma® brand, a specialty line of essential oil diffusers for home, office, car, and travel.

Recent product launches in the AERON Belle Aroma brand line include FlashScent® USB-powered aromatherapy diffuser and the artisan-made Aromatherapy Scent Pendant? ceramic charm essential oil diffuser.

AERON?s Drive Time® brand includes the Power Fresh® 12V Scent Diffuser, Aromables® Vent Clip for vehicle and air venting systems, Truck Puck® scent diffusers for outdoor enthusiasts, Power Fresh® throw-and-go scented resin air freshening pucks, and Fun Fresheners? scented sachet cards.

Products in both brand lines are available to wholesalers and retailers nationwide and abroad.

AERON Lifestyle Technology, Inc. is headquartered in Fairfield, Iowa with operations in Mason City, Iowa, Pflugerville, Texas, Hong Kong, Guangdong and Shenzhen Provinces, China, and Mexico City.

Visit www. aeronlifetech.com, www. aerondrivetime.com, and www.bellearoma.com for product colors,

materials, labeling, and customization options, and other information.

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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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