

# Leading Fragrance Diffuser Designer and Maker Introduces Latest Aromatherapy Diffuser Designed for Cars

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FAIRFIELD, IOWA ? AERON Lifestyle Technology, Inc., a pioneer in the fragrance diffuser industry, introduces the ScentWow® Aromatherapy 12V Diffuser for cars, setting new standards in the world of aromatic experiences on the go.

Lauded for the volume of essential oil that can be loaded into the diffuser, and as a refillable car air freshener, ScentWow® is designed to bring the benefits of essential oil aromatherapy while driving.

Hadley, who heads up the company?s brand development division, said the new product?s name reflects the reaction by users when the oil cartridge of the diffuser is dipped into the wide-mouth bottle of pure essential oil.

The oil saturates the cartridge pad, eliminating the need for direct contact. Once placed back into the barrel,

the unit is inserted into the vehicle's 12-volt charger. Utilizing the radiant core technology of the charger, the essential oil warms, releasing the natural quality of the oils, refreshing, reviving, or creating a calming atmosphere within the vehicle.

Additional ScentWow® features include an indicator light for high and low scent release settings, auto shut off after one hour, and push-button reset.

AERON was founded in 1996 by Monica Hadley and business partner Jeffrey Smith, the first to patent an aromatherapy diffuser made to operate from a vehicle?s 12-volt outlet, the Power Car Fragrancer? by Drive Time.

After securing private label retail accounts with the device, AERON moved into making original fragrance diffusers for customers in the consumer lifestyles market, more recently developing two lines of house brands for that same industry ?marketed under the AERON Drive Time® label of fragrance diffusers for in-vehicle use, www.aerondrivetime.com, and Belle Aroma® brand, a boutique line of fragrance diffusers for home and auto at www.bellearoma.com.

The Belle Aroma® line includes the ScenTrio® Petite Wax Warmer designed for any type of fragrance load, including Belle Aroma No-Mess Fragrance Tarts®; the No-Mess Tart Cup?, Esprit de Fleur? Essential Oil Nebulizer, Essential Breeze® Aromatherapy Fan, Plugables® ScentSlide® scented night light diffusers, Plugables® Fragrance Vase, and Fragrance Wafers?.

In addition to ScentWow, Belle Aroma vehicle scent diffusers include the FlashScent® USB Aromatherapy Diffuser, which can be used anywhere USB ports are found, Medallion ScentSlide® Unplugged for use on vehicle visors or air vents, and the Scent Pendant?, an artisan made filigreed locket and ceramic lotus charm designed to absorb essential oil and passively diffuse scent while hanging from a vehicle rearview mirror. Drive Time car fragrance offerings include the Ergonomic Power Fresh® 12V Scent Diffuser, which warms a fragrance-infused resin, Truck Puck® passive air fresheners, and Aromables® and Fresh Ride® vent clips.

ScentWow® 12-Volt Aromatherapy Diffuser joins AERON?s newly developed ScenTrio® Petite Wax Warmer in launching recently. This innovative wax warmer was designed with sustainability and functionality in mind, which is evident in the packaging and product design.

The ScenTrio Petite Wax Warmer is packaged entirely in recyclable cardboard, and they developed a precision heating method to replace the need for disposable lightbulbs. In addition, AERON?s Associate Vice President of Engineering and Manufacturing said that by placing the fragrance warming heat resistor where the heat is needed inside the device, this model uses 40 percent less energy than if it had a light bulb, as is typical in most wax warmers.

Another newly introduced product from the company is the Esprit de Fleur? Essential Oil Nebulizer. In the last several years, the teams at AERON have gone through several design iterations, changing features to better suit customer demands and creating the most cost-effective version of this diffuser. The design they finalized diffuses essential oils purely, with no need for heat or water, highlights the superior décor talent of their team, and includes several items to assist the consumer in using this nebulizer ? such as a bottle for cleaning the device and a tool to assist in preparing the essential oil.

All products join the company?s growing intellectual property portfolio, including seven utility patents, two design patents, and four patents-pending (two US and two European).

The company?s fragrance diffusers, pure essential oils, scented resins, and other lifestyle products are customizable for white and private labeling.

Consumer direct options are featured on The Gift of Scent, Amazon, eBay, Etsy, and other e-commerce sites.?

AERON?s headquarters are in Fairfield, Iowa, with operations in Mason City, IA; Pflugerville, TX; Pachuca, Mexico; Hong Kong, Guangdong; and Shenzhen, China.

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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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