



## AERON Announces Launch of New Fragrance Warmer Technology in Diffuser Products for Home and Office

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AERON Lifestyle Technology, Inc. Announces New Fragrance Warmer Technology in Company's Belle Aroma® Brand of Diffusers for Home and Office

Product diffuses all fragrance types without a light bulb.

FAIRFIELD, IOWA ? Fragrance diffuser maker AERON Lifestyle Technology, Inc. has announced the launch of an innovative and eco-conscious tabletop fragrance diffuser, signaling a notable departure from traditional designs by eliminating the need for a warming lightbulb.

AERON is a leading maker in the fragrance diffuser segment of the lifestyle products industry, being the first to design an aromatherapy diffuser for in-vehicle use. Operating from the car's 12-volt charger, the Power Car Fragrancer? was the first-to-the-market aromatherapy diffuser for vehicles.

The company's new ScenTrio® Petite wax warmer features resistor heating technology, an innovation that aligns with AERON's sustainability approach to design thinking and responds directly to the increasing consumer demand for environmentally conscious products.

AERON AVP of Engineering and Manufacturing, Patrick Guerin, 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.

?With the fragrance warming technology built-in, the ScenTrio Petite will outlast lightbulb technology, if you will, by many years, actually getting rid of the need for bulbs and bulb replacement, which reduces waste sent to landfills,? Guerin said.

The ScenTrio Petite can be used with wax melts, essential or fragrance oils, and the Belle Aroma® No-Mess Fragrance Tarts®, a longer-lasting fragrance alternative to traditional wax melts.

ScenTrio Petite is presented in elegant, yet durable soft white packaging adorned with Belle Aroma's signature belle flowers. The plastic-free packaging aligns with eco-friendly practices, catering to consumers who prioritize sustainability.

The company is debuting the ScenTrio Petite in three stylish ceramic designs. As designers and manufacturers for national retailers and makers of its own brands, AERON is also available for private and white-label customization of lifestyle products.

AERON's Co-Founder and CFO, Monica Hadley, said with the depth and breadth of the design in mind, the engineering and product development teams came together to introduce this technology in this petite space-saving wax warmer.

Hadley said the ceramic housings of all three ScenTrio® Petites are color and style appointed for mass market appeal.

?Fluted designs in natural colors are on trend now,? Hadley notes, ?so we have our fluted design in taupe.?

?We also wanted a petite version specifically for nighttime use,? Hadley said, ?The LED lighted blue honey-pot design with pierced hole pattern combines feature-rich innovation with a touch of whimsy, the perfect complement to our Petite line of wax warmers.?

Hadley said all three designs add a chic touch to homes, but if she had to choose a favorite, it would be the white diamond model for its elegant, clean look.

After careful user research, AERON designers and engineers chose the features that define the product's value.

ScenTrio Petite has three heat level controls to adjust the heat intensity for your scented medium, whether it be wax melts, essential or fragrance oils, or the Belle Aroma® No- Mess Fragrance Tarts®.

The ceramic housing lends beauty while offering the best heat conduction of the warming fragrance. The removable ceramic fragrance cup makes for easy clean-up of your fragrance choice.

An inline control cord offers accessible operational selections. Four timer settings allow 4 hours to 24 hours of non-stop fragrance release.

ScenTrio Petite has built-in resistor heating that replaces a light bulb to warm the fragrance, leading to waste reduction. The product's energy efficiency is augmented by including a 5V USB-C adapter, guaranteeing optimal power delivery to the device.

ScenTrio Petite is the perfect design for space-saving placement on counters, nightstands, and tabletops.

Founded in 1996, AERON Lifestyle Technology, Inc. has designed, engineered, and manufactured thousands of fragrance diffusers and other lifestyle products for national retailers.

It continues this mission today. In the last five years, it has launched two lines of its own brands of diffusers for home, office, car, and travel, as well as an essential oil collection, No-Mess Fragrance Tarts®, scented resins, and scent diffusers in the Belle Aroma® brand line and AERON Drive Time® brands.

Several of the company's electric diffusers are adaptable to USB operation; a move officials point to in its efforts to encourage energy efficiency in its products.

In addition to its world headquarters in Fairfield, Iowa, the company has operations in Mason City, Iowa, where it recently added a 576-solar panel array and retrofitted the plant's overhead lighting with an LED system as an energy-saving measure. Other AERON locations include Pflugerville, TX; Pachuca, Mexico; Hong Kong, Guangdong; and Shenzhen, China.

About the Belle Aroma Brand

The Belle Aroma® brand manifested through the creative vision of Monica Hadley, AERON co-founder, multi-entrepreneur, accountant, mother, and aromatherapy enthusiast.

Her mission is to create home fragrance experiences that utilize innovative engineering and technologies without sacrificing an elegant aesthetic.

By combining modern, elegant styles with innovative product improvements and offering popular and unique fragrance options, Belle Aroma bridges home décor and home freshening.

Retail and wholesale inquiries are invited at [www.aeronlifetech.com](http://www.aeronlifetech.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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