

AERON Introduces Twist on Traditional Wax Melts

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FAIRFIELD, IOWA ? AERON Lifestyle Technology, Inc., an innovator in the aromatherapy and fragrance industry, announces its Belle Aroma® brand scented resin No-Mess Fragrance Tarts®, which last three to four times longer than traditional wax melts and are safer for use with any fragrance warmer, are now available in a resealable and recyclable pouch.

The newly improved scented resin tarts are featured in AERON?s Belle Aroma® brand, a line of unique aroma diffusers, fragrance-infused resins and pure organic essential oils.

AERON Co-Founder Monica Hadley said the Belle Aroma® No-Mess Fragrance Tarts® are designed to create a longer lasting fragrance experience than traditional wax melts and cubes, with fragrance lasting two to eight weeks longer depending on the amount of use of the diffusion device.

?These are not your ordinary wax tarts,? notes Hadley, ?Their scent is longer-lasting, they leave no mess to clean up, and they are safer to use because they don?t melt.?

Hadley explained that Belle Aroma No-Mess Fragrance Tarts® are formulated to hold their shape when warmed on low diffuser settings, and only soften when warmed on higher settings.

?When on low-heat settings, these tarts will soften but not melt, making removal of the softened wax from the diffuser cup a breeze,? Hadley said. ?If it gets knocked over or bumped, even if warmed, the softened tart stays in place in the diffuser cup,? she said.

Other features of the No-Mess Fragrance Tarts® include a proprietary resin composition, translucent colorations chosen to complement the aroma notes, and increased surface area of the tart, to promote faster scent diffusion when warmed.

Belle Aroma® also recently introduced a No-Mess Tart Cup? for even greater ease of use with No-Mess Fragrance or wax tarts in any warming device. The nitrile material ensures even heat distribution and will not bond with the softening tart, even in a higher temperature warmer. The softened fragrance tart can be popped out of the pliable cup and the cup can be reused indefinitely. The No-Mess Tart Cup is durable and dishwasher safe, making clean-up easy and fast.

Belle Aroma?s proprietary selection of fragrance-infused tarts for seasonal and everyday use includes fresh, fruity, floral, and foodie aromas.

No-Mess Fragrance Tarts® are compatible for use in all wax warmers and come in packs of six. The resealable packaging preserves the scent of unused tarts for home, office or travel and is recyclable.

About the Company and the Brands

Belle Aroma® is French for beautiful fragrance and is a signature brand of parent company, AERON Lifestyle Technology, Inc., which invented, patented, prototyped, and manufactured the first ever aromatherapy diffuser for vehicles in 1996. It was marketed through a national major retailer in 2000.

Since then, AERON has designed, engineered, and made thousands of fragrance diffusers and other lifestyle products for home, office, car, and travel. The Company creates innovative ways for users to enjoy the benefits of aromatherapy, with essential oils in the most popular market-tested and consumer-preferred scents.

AERON?s Drive Time® brand features a line of scent diffusers for portable use to relax, refresh, and revive while one travels or is on-the-go.

Products in both lines are customizable to wholesalers and retailers in the U.S. and abroad.

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

AERON Lifestyle Technology, Inc. is headquartered in Fairfield, Iowa, with operations in Mason City, IA; Pflugerville, TX; Pachuca, Mexico; Hong Kong, and Guangdong Province China.

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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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