



Belle Aroma® Brand Tops Its Product Line with Nitrile Cup for Easy Cleanup of Wax Warmers

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FAIRFIELD, IOWA ?AERON Lifestyle Technology, Inc., owner of the Belle Aroma® and Drive Time® brands of fragrance diffusers, has invented a nitrile cup that makes the removal of scented waxes and resins from wax warmers easier and more user-friendly. AERON has been designing, engineering, and manufacturing fragrance and aromatherapy diffusion products for home, office, car, and travel for more than twenty years. The No-Mess Tart Cup? offers a solution to a common customer complaint about wax warmers ? the clean-up process.

AERON Co-Founder and CFO Monica Hadley, who directs AERON?s brands division, said the company?s market studies identified what customers were missing in their fragrance warming experiences. ?Our No-Mess Tart Cup? solves a pain point for wax warmer users,? Hadley said. ?They want an easy way to remove hardened wax stuck in the warmer. With our cup, there is no prying, scraping, or chiseling of hardened wax or resin. Hardened wax will pop right out.?

The No-Mess Tart Cup is made of silicone?s sister, nitrile, which was engineered by the AERON team for the proper hardness for pliability, notes AERON?s Associate Vice President of Design, Chris Young. When the warmer is on, the nitrile allows the scent to diffuse while preventing the warmed wax from seeping through?a feature lacking in silicone cups.

Appointed in a soft white and featuring a unique petal design, Hadley said the No-Mess Tart Cup? is designed to fit perfectly in the company?s Belle Aroma® electric warmers? ScenTrio® Petite Wax Warmer and Bijou Fragrance Vase?but can be used in any wax warmer. The shape of the cup allows the fragrance medium to receive the optimal amount of heat for both scent throw and easy removal of wax, once cooled.

For the most optimal experience, Hadley recommends using the Belle Aroma No-Mess Fragrance Tarts® with the No-Mess Tart Cups as these products were designed to work in tandem. The No-Mess Fragrance Tarts are fragrance-infused resin that will hold their shape when heated on a low setting, and last 3-4 times longer than wax melts while creating a more consistent fragrance experience. These fragrance tarts fit perfectly in the No-Mess Tart Cup which is durable enough for repeated use and dishwasher safe.

Hadley said she is very proud of the new nitrile cup protector.

?It seems so simple and straightforward, but we took years experimenting to get every element of this product just right ? material, shape, size, and color. It?s a great accessory for our various wax and resin warmers,? Hadley said.

No-Mess Tart Cups? will be retailed on Amazon, Etsy, and TheGiftofScent.com. Wholesale or customization inquiries can be directed to https://bellearoma.com/wholesale-inquiries.

Founded in 1996 by Monica Hadley and Jeffrey Smith, AERON Lifestyle Technology, Inc. is headquartered in Fairfield, Iowa with six other locations for assembly, packing, filling, and manufacturing in the U.S., Mexico, and China. For over 20 years, AERON has built and sustained a tradition of innovation and invention, designing and manufacturing thousands of fragrance diffusion products.

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.

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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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