



AERON Lifestyle Technology, Inc. Awarded 10th Utility Patent for 12-Volt Aromatherapy Diffuser

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FAIRFIELD, IOWA ?AERON Lifestyle Technology? has been awarded a U.S. utility patent, No. 11980702, for its ScentWow® Aromatherapy 12V Diffuser for vehicles.

AERON introduced the ScentWow Aromatherapy 12V Diffuser in 2023, adding to its comprehensive line-up of fragrance diffusers for home, car, office, and travel that set new standards in the world of aromatic experiences on the go.

As a refillable vehicle air freshener, ScentWow 12V?s unique oil wicking design is applauded for the amount of essential oil it can accommodate, giving drivers a long-lasting aromatherapy experience.

Company Co-Founder and CFO Monica Hadley, who heads up the company?s brand development division, said the new product?s name reflects the reaction by users when the highly absorbent cartridge of the diffuser is dipped into the wide-mouth bottle of pure essential oil sold with the product.

?In our market testing, several participants observing the fragrance loading process exclaimed ?wow? when they saw how much essential oil was absorbed into the fragrance cartridge,? Hadley said. ?And that?s how our most recent invention in essential oil diffusion in cars received its name.?

The oil saturates the cartridge pad, which is attached to the end cap, eliminating the need to touch the oil pad itself. Loaded with fragrance and inserted into the vehicle?s 12V charger, ScentWow features a radiant core to diffuse the fragrance. Depending on the essential oil chosen, drivers report feeling refreshed, revived, and calmed for the drive.

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

AERON General Counsel Paul Gandy said the patent represents another milestone for AERON, reflecting the company?s ongoing dedication to innovation and leadership in the aromatherapy field.

?This patent underscores AERON?s mission to enhance the well-being of its customers, safeguarding their trust and impacting positively their health through cutting-edge solutions. AERON?s customers can look forward to the benefits of its patented technology, knowing they are receiving the best in aromatherapy solutions,? he said.

Gandy also noted the patent award is a testament to the commitment of AERON?s Intellectual Property Team and the creative spirit of AERON?s ScentWow inventors. In addition to Hadley, those include AERON?s Director of Innovation Jerome Clock, Associate Vice President of Engineering and Manufacturing Patrick Guerin, and former Product Designer Ellora Hans-Price.

?It also ensures that AERON?s customers will profit from the unique and protected features of the product,? he said.

AERON was founded in 1996 by Hadley and business partner, Jeffrey Smith. Smith was the first person to patent an aromatherapy diffuser that operates from a vehicle?s 12-volt outlet. After securing private label retail accounts with the Power Car Fragrancer® in 2000, AERON moved into designing, engineering, and making original fragrance diffusers for national retailers, and in recent years, launched two of its own house brands.

The company?s Drive Time® brand features a line of versatile and portable USB, 12-volt and passive fragrance diffusers primarily for in-vehicle use.

Belle Aroma® is AERON's boutique line of fragrance diffusers for home, office, vehicle and travel.

In addition to the ScentWow 12V Aromatherapy Diffuser, the Belle Aroma® line-up of products includes No-Mess Fragrance Tarts® and a No-Mess Tart Cup? for use in any type of fragrance warmer, electric night light diffusers, passive diffusers for use on vehicle visors or air vents, an artisan-made filigree locket with a ceramic lotus shaped charm inside that absorbs and diffuses essential oil.

Rounding out the comprehensive line of aromatherapy and fragrance diffusers are tabletop fragrance diffusers for around-the-clock essential oil diffusion: Esprit de Fleur? Essential Oil Nebulizer, ScenTrio? Petite Wax Warmer and Essential Breeze® Aromatherapy Fan.

Belle Aroma and Drive Time brand lines are available on Amazon, eBay, Etsy, and TheGiftofScent.com and at retailers around the country.

In addition to its house brands, AERON continues its firm roots in the design and manufacture of customized products for national wholesalers and retailers in white and private labels.

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

All inquiries invited at www.aeronlifetech.com or by calling 641-472-9643.

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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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