

AERON Lifestyle Technology Secures Eleventh Patent with Innovative FlashScent® USB Aromatherapy Diffuser

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FAIRFIELD, IOWA ? December, 2024 ? AERON Lifestyle Technology, Inc., a pioneering name in the aromatherapy market since 1996, proudly announces its latest utility patent award, US 12083251, for the groundbreaking FlashScent® USB Aromatherapy Diffuser. This new patent elevates AERON's total to eleven, underscoring its commitment to innovation and excellence in fragrance diffusion technology.

Founded by visionary partners Monica Hadley and Jeffrey Smith, AERON made waves in the aromatherapy industry with their first 12V aromatherapy diffuser designed specifically for vehicles. This initial innovation led to the awarding of their first two patents, establishing a legacy of creativity and technical advancement that has propelled the company forward.

Engineered for portability and convenience, the FlashScent USB Aromatherapy Diffuser transforms any USB-enabled environment into a space infused with soothing essential oils. Designed with modern users in

mind, the FlashScent features dual scent intensity settings, an auto-shutoff function for safety, and a rotatable USB connector, ensuring compatibility across a wide range of devices and locations.

Each diffuser includes peppermint or lavender essential oil samples and replaceable felt pads, offering a seamless introduction to the world of aromatherapy. With a single oil application lasting up to seven days, the FlashScent delivers consistent fragrance with minimal effort. Whether enhancing a workspace, elevating a travel experience, or creating a calming atmosphere at home, this product embodies the brand?s commitment to making aromatherapy accessible and versatile for today's dynamic lifestyles.

Paul Gandy, General Counsel for AERON Lifestyle Technology, Inc. expressed enthusiasm about the patent award, stating, ?The United States Patent and Trademark Office (USPTO) granting a utility patent for AERON?s Bella Aroma® brand FlashScent® invention is yet another validation of the design creativity and technological innovation of the AERON Company. Our diverse team?comprising engineering, design, finance, executive management, marketing, sales, legal, and other sectors?has played a crucial role in expanding AERON?s intellectual property portfolio. This achievement is a testament to our collective efforts, and we are all incredibly proud of our latest addition to our growing IP portfolio.? The IP portfolio at AERON includes patents for multiple car diffusers that use the 12V plug, a compact personal air purifier, a vehicle cup air purifying device and an aromatherapy fan. To learn more about the company patents, visit www.aeronlifetech.com/patents/.

AERON Lifestyle Technology has established itself as a leader in the fragrance diffusion industry, boasting decades of experience. Since its inception, the company has expanded significantly, with manufacturing facilities located in Guangdong Province, China; Mason City, Iowa; Pflugerville, Texas; and most recently, Hidalgo, Mexico. This global footprint allows AERON to meet growing consumer demand while maintaining high-quality standards.

The company?s commitment to sustainability is evident through its initiatives aimed at reducing its environmental impact. In 2022, AERON retrofitted its flagship plant in Mason City, Iowa, with 576 solar panels and LED lighting to replace its incandescent bulbs, significantly decreasing its carbon footprint. Their research into bio-resins and post-consumer recycled plastic means they use less of the environment in their products and design with the lowest power consumption in mind. Additionally, AERON prioritizes eco-friendly packaging, minimizing waste and resource use throughout its product lifecycle.

With the FlashScent® USB Aromatherapy Diffuser, AERON Lifestyle Technology continues its tradition of innovation, setting new standards in the aromatherapy space while enhancing the everyday experiences of its users. As the company looks to the future, it remains committed to delivering high-quality, sustainable products that resonate with customers around the world.

For more information about AERON Lifestyle Technology and the FlashScent® USB Diffuser, please visit their website at www.aeronlifetech.com.

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For more information about AERON Lifestyle Technology, Inc., contact the company here:AERON Lifestyle Technology, Inc.Jeffrey Smith(641) 472-9643contact@aeronlifetech.comAERON Lifestyle Technology, Inc.505 N 3rd StFairfield, IA 52556(641) 472-9643 https://www.aeronlifetech.com/press-releases

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.

Website: https://www.aeronlifetech.com

Email: contact@aeronlifetech.com

Phone: (641) 472-9643