

AERON Co-Founders Share Business Story and Unique Brand Vision on KCRG's Everyday Iowa

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Monica Hadley and Jeffrey Smith, Co-Founders of AERON Lifestyle Technology, Inc., recently appeared on KCRG's Everyday Iowa, where they offered a personal look at the evolution of their company and highlighted what makes their business unique. The segment traced their path from the early days of brand-building to the launch of their online retail store, The Gift of Scent.

Monica and Jeffrey described how their shared commitment has driven the development of their signature product lines, giving viewers a rare glimpse into the inner workings of their operation. They spoke candidly about what inspires them and some of the hurdles they?ve faced along the way. Their open dialogue provided meaningful insight into the heart of their business ventures, making it clear that their story is one of persistence and partnership.

Monica particularly emphasized the significance of their strong community ties, explaining how these connections have molded the company?s mission and values. ?The support we've received from our local community has propelled us forward,? she explained. ?We feel a deep sense of duty to give back and foster

that support.? Meanwhile, Jeffrey laid out future objectives, sharing his enthusiasm about where the company is headed. With plans on the horizon, the co-founders expressed optimism about expanding their reach and evolving their offerings.

During the appearance, the company?s two house brands were prominently featured. The Belle Aroma® and Drive Time® product lines span a variety of aromatherapy, home and auto fragrance creations aimed at enhancing environments with curated scents. Whether looking to evoke calm, energy, or focus, these products are designed with the modern consumer in mind. Monica and Jeffrey elaborated on the process of crafting these products, explaining how everything is tailored to meet diverse consumer desires, aligning with different lifestyle preferences.

Focus then shifted to The Gift of Scent LLC, AERON?s dedicated online retail platform. More than just a storefront, the e-commerce site serves as a curated destination for exploring the company?s wide range of scent diffusers, along with complementary products like essential oils, fragrance oils, and no-mess scent solutions like the Belle Aroma® No-Mess Fragrance Tarts®. Monica and Jeffrey described the site as an extension of their commitment to making fragrance a simple, enriching part of daily life.

?The Gift of Scent is centered around innovative scent diffusers,? Monica explained. ?We focus on designs that are easy to use, mess-free, and beautifully integrate into any space. The site allows customers to discover the right diffuser for their lifestyle, along with the perfect scents to match.?

This thoughtful, customer-first approach shapes the entire online experience?from product selection and design to education and support.

Reflecting on their TV appearance, Jeffrey noted the opportunity it provided to convey their passion for what they do. ?Being able to share our story is invaluable,? he said. ?It strengthens our connection with both our loyal clients and those we hope to welcome into the AERON family.? The segment gave them a platform to not only inform viewers about their brand but also to educate about the operational nuances of a growing business like theirs.

The show underscored the strides AERON Lifestyle Technology is making within the lifestyle and aromatherapy industries. It allowed Monica and Jeffrey to clearly articulate their vision and highlight their ongoing effort to create innovative and accessible products. Their appearance reinforced their dedication to advancing their business while maintaining an open connection with their audience.

Participation in Everyday Iowa reflects the broader mission of AERON Lifestyle Technology and its founders. They remain committed to sharing their experiences, engaging with the community, and spreading awareness about the ethos of their brand. Moving forward, the company remains focused on broadening its

horizons, enhancing its product offerings, and preparing for future growth in the industry.

AERON?s private and white label services, backed by a strong commitment to sustainability, ensure they are well-positioned to achieve this growth. With a clear path ahead, Monica, Jeffrey and the AERON team are poised to continue their work in offering high-quality products that resonate with a broad audience. For more information on their innovation and services, visit AERON Lifestyle Technology?s website.

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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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