



AERON Introduces Two New Sustainable Home Fragrance Products: Bijou Fragrance Vase? and Fleur Aromatique?

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AERON Lifestyle Technology, Inc., a manufacturer of home fragrance and aromatherapy products, has announced the release of two new additions to its Belle Aroma product line: the Bijou Fragrance Vase and Fleur Aromatique Fragrance Diffuser. Both products reflect the company?s focus on offering fragrance solutions that combine aesthetic appeal, functionality, and environmentally conscious design.

The Bijou Fragrance Vase is an electric wax warmer that operates without traditional light bulbs, using energy-efficient resistor heat to release fragrance. This is aimed to eliminate the need for bulb replacements, which in turn reduces maintenance for the consumer and helps limit waste. The device also features a built-in LED glow that provides soft ambient lighting, adding to its decorative appeal. Designed to work with Belle Aroma?s No-Mess Fragrance Tarts® as well as standard wax melts, the Bijou offers flexibility in fragrance selection while maintaining ease of use and lifetime savings for the consumer.

Available in five colors?blue, silver, gold, pink-gold, and blue-green?with a handmade mosaic exterior, the Bijou can complement a variety of interior styles. It is powered by a standard 120V outlet and features a rotating three-prong plug with a simple rocker switch for straightforward and convenient operation. By combining a warming function with subtle illumination, it provides a way to enjoy home fragrance while also serving as a decorative accent.

Fleur Aromatique takes a different approach to scenting a space, replacing traditional reed sticks with sculpted sola wood flowers that absorb and diffuse pure essential oil blends. Handcrafted from sustainable, biodegradable wood, the sola wood flower is designed as both a functional fragrance medium and a decorative accent. Unlike reed diffusers that require regular flipping and often rely on synthetic fragrance, Fleur Aromatique uses 100% plant-based essential and carrier oils for a clean, botanical scent experience free from phthalates, parabens, and artificial perfumes.

Each unit includes three essential oil blends with distinct aromatic profiles. On Eagles? Wings® combines almond, lemon, peppermint, pomelo, and tangerine for an uplifting and clarifying effect. Peaceful, Easy Feeling? blends bergamot, ylang ylang, orange, frankincense, and lemongrass for a calming atmosphere. Walking on Sunshine® features camphor, gingergrass, ho wood, bergamot, orange, and cedarwood for a fresh, energizing aroma. The oils are absorbed through a cotton wick and released gradually, providing up to two weeks of active diffusion, followed by a subtle botanical scent that lingers for weeks longer.

Since it requires no flame, heat, or power, Fleur Aromatique can be placed in a variety of spaces, including bedrooms, entryways, bathrooms and offices. Once the fragrance life is complete, the flower can be composted, and the glass bottle reused or recycled. Belle Aroma positions this product as a natural upgrade from traditional reed diffusers, offering longer-lasting scent, a sculptural design element, and a more sustainable end-of-life process.

Fleur Aromatique was recently selected for the Nelly Rodi Trends Gallery at the NY NOW 2025 Summer Show ? an industry recognition from the New York-based creative consultancy known for forecasting design, lifestyle, and consumer trends worldwide. Its inclusion in the curated gallery highlights the diffuser?s alignment with emerging movements in wellness, sustainability, and design-led home fragrance.

Belle Aroma developed these two products to meet different consumer preferences while maintaining an emphasis on sustainability. The Bijou Fragrance Vase is intended for those who enjoy the ritual of wax melting and the visual warmth of a lit device, while Fleur Aromatique caters to individuals who prefer a low-maintenance, plant-based option that functions without power. Both reflect broader market trends toward eco-friendly and wellness-oriented home fragrance solutions.

?With these new Belle Aroma products, we are introducing two distinct ways to bring fragrance into the

home, each designed to align with our customers? growing interest in sustainable living and mindful product choices,? said Monica Hadley, Creator of Belle Aroma and Co-Founder & CFO of AERON Lifestyle Technology, Inc. ?These products were created to offer versatility while maintaining our commitment to quality and environmental responsibility.?

Both products are now available wholesale through Belle Aroma and Faire. They are coming soon to select retailers including The Gift of Scent and Amazon.

About Belle Aroma®
Belle Aroma was founded by Monica Hadley, blending her entrepreneurial vision with a lifelong passion for aromatherapy. The brand?s origins are rooted in Monica?s determination and innovative spirit, shaped by her partnership with inventor Jeffrey Smith.

Monica?s enterprising nature emerged early. As a teenager working at an ice cream stand, she once traded paper dollars for silver coins a young boy used to pay for his cones ? unknowingly beginning a story that would circle back decades later. In her twenties, she helped her brother transform their father?s small sprouting business into a national brand all while growing her accounting firm and raising a family.

Years later, Monica reconnected with Jeffrey ? the same boy from the ice cream stand. Inspired by his sketch of a 12-volt car essential oil diffuser, they co-founded AERON Lifestyle Technology, Inc. and launched the Drive Time® brand. As AERON expanded, Monica identified a market gap: fragrance products were often stylish or effective, but rarely both. In 2016, she launched Belle Aroma® to bridge that divide, offering elegant, sustainable home and travel fragrance solutions, many featuring essential oil options.
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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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