

AERON Lifestyle Technology Launches Two New Ways to Enjoy Fragrance: The Belle Aroma® Essential Breeze® Max and Scent Slice®

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AERON Lifestyle Technology, Inc., the company behind the popular fragrance brands Belle Aroma and Drive Time®, announced the launch of two innovative new products: the Belle Aroma Essential Breeze Max Aromatherapy Fan and Belle Aroma Scent Slices, a versatile new fragrance medium. Together, these additions reflect AERON?s ongoing mission to deliver fragrance solutions that are effortless, mess-free, and perfectly suited to modern lifestyles.

The Essential Breeze Max builds on the success of Belle Aroma?s original Essential Breeze, a patented aromatherapy fan. The original design uses a gravity-fed system to wick oil to a pad positioned above a fan, releasing fragrance without the need for water or heat.

The new Essential Breeze Max retains that patented technology but incorporates several major improvements. It now features an even quieter fan, a motor engineered for stronger airflow, and a redesigned

fragrance pad that enhances scent diffusion and throw. The device also introduces a Scent Peg option, which allows consumers to use Belle Aroma?s new Scent Slices instead of oils?providing more flexibility and convenience.

Available in Linen and Slate matte finishes, the Essential Breeze Max combines sleek style with practical function. Each diffuser comes ready to use with a Belle Aroma Scent Slice, and refill options are available for continued fragrance enjoyment. Designed for convenience, the Essential Breeze Max can run on 4 AA batteries for cordless portability or via the included USB cord for extended, plug-in use.

Scent Slices are Belle Aroma?s newest fragrance medium?a solid, no-spill alternative to traditional fragrance oils that combines convenience with consistent scent delivery. Designed for versatility, they can be used across multiple AERON products, from Belle Aroma?s Essential Breeze Max, Plugables® ScentSlide®, and ScentSlides Unplugged diffusers to Drive Time Truck Pucks®, AERON?s popular reusable air fresheners for vehicles.

Launching in six bestselling fragrances from both brands, Scent Slices will be available in Bamboo Rain, Crème Brûlée, Thai Orchid, High Range Cedar, Citrus Sky, and Evergreen. With this range, consumers can match scents to their lifestyle?whether refreshing a car, creating focus in a workspace, or bringing comfort to a living area.

The launch of these two products underscores AERON?s commitment to designing fragrance systems that blend beauty, function, and simplicity. By reimagining a customer favorite in the Essential Breeze Max and introducing a new, flexible fragrance medium in Scent Slices, AERON is addressing growing consumer demand for convenience and versatility in both home and automotive fragrance.

?At AERON, our goal has always been to make fragrance part of everyday life in ways that are simple, lasting, and a little bit beautiful,? said Monica Hadley, CFO and Co-Founder of AERON Lifestyle Technology, Inc. ?Belle Aroma brings fragrance into the home with style, while Drive Time makes it easy to keep your car fresh without a lot of waste. With products like the Essential Breeze Max and Scent Slices, we?re just continuing to do what we do best?create fragrance solutions that fit into real life, without the fuss.?

AERON Lifestyle Technology, Inc. is a global innovator in air-care and lifestyle fragrance products. As the creator and owner of the Belle Aroma and Drive Time brands, AERON designs fragrance solutions that balance elegance with practicality, elevating spaces with ease and style. From pioneering plug-in diffusers to mess-free fragrance mediums, AERON?s products reflect the values and lifestyles of today?s consumers. AERON Lifestyle Technology wins ?Best Kept Secret Award?.

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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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