AERON Lifestyle Technology® Announces Launch of Patented Plant-Based Plug-In Fragrance Technology

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Pflugerville, Texas - July 01, 2026 -
AERON Lifestyle Technology, Inc. has announced the upcoming launch of Au Naturel, a patented plant-based fragrance technology developed for use in plug-in fragrance systems under its Belle Aroma® brand.

Scheduled for release in Summer 2026, the technology was developed to address a longstanding formulation challenge within the home fragrance industry: enabling plant-based essential oil blends to diffuse effectively through wick-based plug-in devices.

According to the company, traditional essential oils can present performance limitations in many plug-in fragrance systems because their physical properties may interfere with consistent wick-based diffusion. Au Naturel was developed through a multi-year research and testing process aimed at creating a plant-based formulation compatible with existing plug-in fragrance technology.

According to AERON Lifestyle Technology, development of the technology involved multiple rounds of formulation testing and performance evaluation. Research efforts focused on balancing plant-based

ingredients with the functional requirements of wick-based fragrance devices, including diffusion consistency, formulation stability, and compatibility with existing hardware platforms. The resulting patented formulation was developed to support reliable performance while maintaining a plant-based ingredient profile.

"One of our objectives was to explore whether a plant-based fragrance formulation could perform effectively within the plug-in format consumers are already familiar with," said Monica Hadley, Founder of the Belle Aroma brand and CFO and Co-Founder of AERON Lifestyle Technology, Inc. "The project required extensive development and testing, and the resulting technology represents an important milestone in our ongoing fragrance innovation efforts. We believe it broadens the range of fragrance options available within the plug-in category."

The launch comes amid broader consumer interest in ingredient transparency and plant-based products across household and personal care categories. Market researchers have reported continued growth in demand for products that incorporate botanical ingredients and wellness-oriented positioning. Within the home fragrance sector, manufacturers have increasingly explored alternatives that align with these preferences while maintaining product performance, convenience, and compatibility with established fragrance delivery systems.

The Au Naturel technology was developed through AERON Lifestyle Technology's in-house product development, formulation, and manufacturing operations. Company representatives said the project involved extensive testing to evaluate diffusion performance, formulation stability, and long-term compatibility with plug-in fragrance devices. The technology will initially be introduced through a collection of essential oil-based fragrance blends designed for use with Belle Aroma Plugables® fragrance diffusers, with additional fragrance options planned following the initial launch.

The Au Naturel collection is scheduled to become available during Summer 2026. Products utilizing the technology will be offered through Belle Aroma retail and wholesale distribution channels, including BelleAroma.com, TheGiftOfScent.com, and selected online marketplace partners. Wholesale purchasing will also be available through Faire for qualified retailers and commercial buyers.

Founded in 1996 and headquartered in Fairfield, Iowa, AERON Lifestyle Technology develops fragrance delivery systems and related consumer products for home and automotive applications. The company maintains product development, manufacturing, and assembly operations supporting both its owned brands and private-label customers. Through its Belle Aroma® and Drive Time® brands, the company markets a range of fragrance and aromatherapy products utilizing multiple fragrance delivery technologies. In addition to its consumer product portfolio, AERON Lifestyle Technology provides product development, manufacturing, and fulfillment services for retail, commercial, and private-label partners.

For more information about AERON Lifestyle Technology and the Belle Aroma brand, visit BelleAroma.com.

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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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