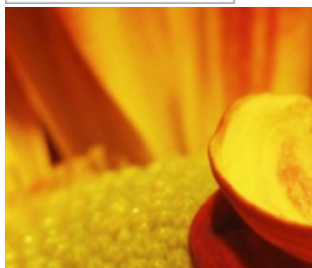




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## [Aroma Diffusers & Aroma Oils](#)

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Scent-ID is an innovative way to involve the strongest of the five human senses in a marketing campaign. It's the art of incorporating scent, perfume, into a powerful tool for marketing and branding.

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### SOLUTIONS

Scent-Id offers scent marketing solution for a wide range of different markets.

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### SCENTS

On one hand we have our aroma oils and on the other hand our 100% natural essential oils.

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### EQUIPMENT

Our diffusion systems utilise cold-air technology to preserve the integrity of our parfums.

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### RESEARCH

Scent marketing is not some new hype but proven by many scientific studies.

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### SALES & RENTAL

Scent-ID does not only sell diffusers, but als offers a wide range of rental possibilities.

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## How scent enhance consumer product memories?

Submitted by [admin](#) on December 15, 2009 – 7:45 pm [No Comment](#)



It may seem odd to add [scent](#) to products like sewing thread, automobile tires, and tennis balls, as some companies have done. But a new study in the *Journal of Consumer Research* says [scent](#) helps consumers remember product information.

“Product [scent](#) may be particularly effective at enhancing memory for product information as a function of its ability to enhance a product’s distinctiveness within its surrounding context,” write authors Aradhna Krishna (University of Michigan), May Lwin (Nanyang Technological University, Singapore), and Maureen Morrin (Rutgers University).

[Scent](#) enhances a product’s distinctiveness, which helps consumers remember it down the line, the authors found. And while ambient (atmospheric) scents seem to boost memory for all the objects encountered in the scented environment (product, signs, lighting, salespeople), it doesn’t much help people remember particular products.

In one study, the authors had 151 participants evaluate pencils that were unscented, scented with pine [scent](#) (common), or scented with tea tree [scent](#) (uncommon). “We found that the memory for the scented pencils was much greater than memory for the unscented pencils, and that this effect was especially pronounced after a time delay,” the authors write. They also found that participants’ memory of the uncommonly (tea tree) scented pencils was more resistant to decay.

In a second study, the authors compared the effectiveness of product [scent](#) to ambient [scent](#). The researchers manipulated whether or not the target product (facial tissues) was scented and whether or not the room was scented. “We find again that when a product is scented, long-term memory for that product’s attributes increases, and further, that product [scent](#) is more effective than ambient [scent](#) at enhancing memory for product-related information,” the authors write.

“Our studies show that product [scent](#) significantly enhances recall of product information, and that this enhanced memory for product information persists over time — for at least two weeks after the time of exposure,” the authors write.

*Aradhna Krishna, May Lwin, and Maureen Morrin. “Product Scent and Memory.” Journal of Consumer Research: June 2010 (published online December 4, 2009).*

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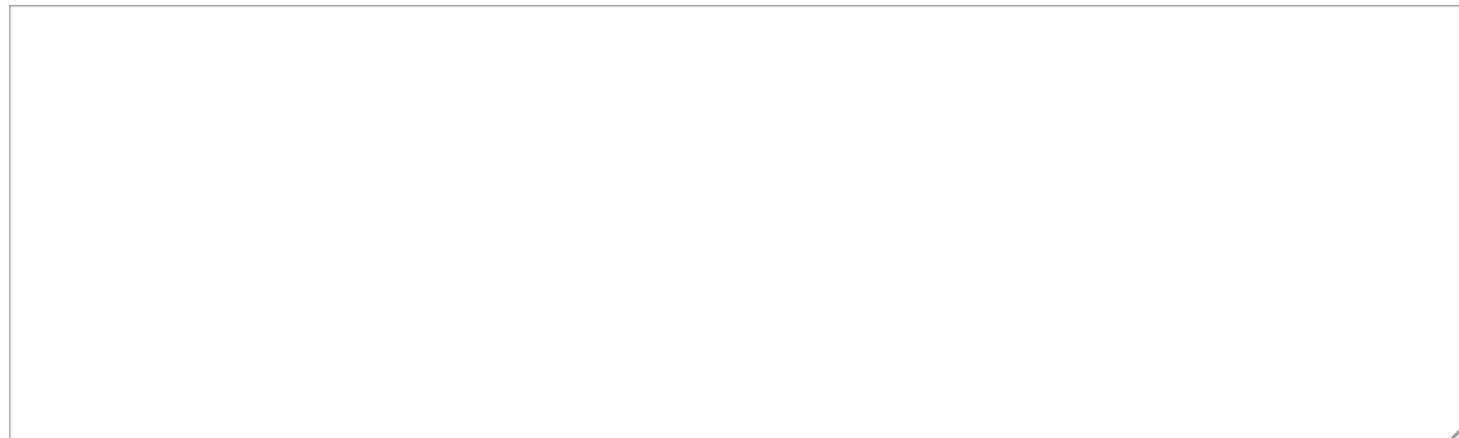
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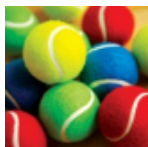


- \* Diffusion of scents and essential oils
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Why are those stalls of fried chicken are always outside, just on that spot where you have to pass round lunchtime... mmmm.. hard to pass, isn't it!? That's no coincidence! It is well-known that aroma ...

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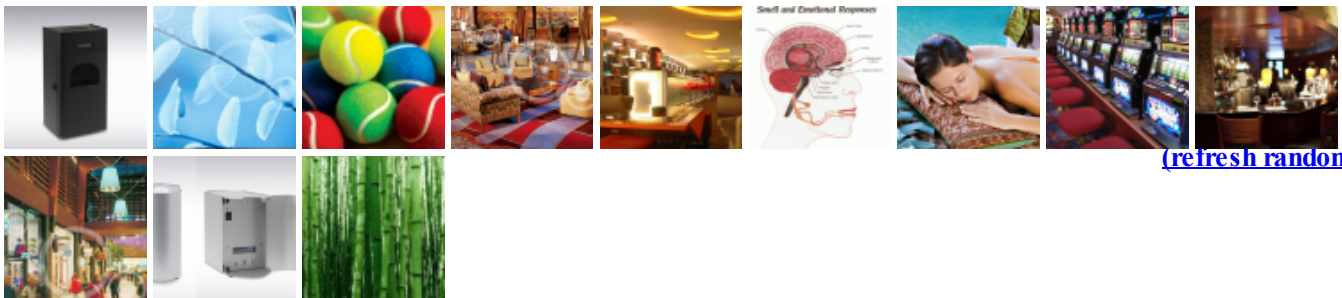
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