

## Fragrance Branding

Research tells us that an ambient scented environment has a significant impact on the behavior of people. From a health perspective, aromatherapy is used for the purpose of improving a person's mood, cognitive function of health, and is accepted and used in discussion with therapists, chiropractors, nurses and doctors.

Recent studies dating from 1993 to present day show that the emotional effects range from – A state of relaxation, a significant decrease in aggression, shoppers prolonging visits and customers recognition just to name a few.

From a business perspective, case studies were conducted in different business environments. These bulletins show a healthy increase across the board in every facet where a fragrance was added.

*Fragrance Branding is the new marketing technology and the way of the future for retailers*



Orchard

### Case Studies

Gulas, Bloch (1995), "Right under our noses: ambient scent and consumer responses" Journal of Business Psychology.

Lindstrom, Martin (2005) 'BRAND sense'

Knasko, Gilbert, Sabini (1990), "Emotional state, physical well-being, and performance in the presence of feigned ambient odour", Journal of Applied Social Psychology

### Fragrances

- Agrumothys (citrus fruit)
- Blue Cedarwood
- Fleur de Verger (orchard flower)
- Pêche Blanche (white peach)
- Marine
- Jasmin
- Piegethys
- Sévilla
- Figuier (Fig tree)
- White Musk
- Amber/Vanilla

### The Process

Each air unit delivers different volumes of air; each specifically designed to cater for different sized areas to treat.

The amount of Gel-O-Dor plates required is determined by the size of the air system.

Guardian Air provides fragrances that will leave a memorable brand experience for your customers. The technology is implemented via your air system or by simple non- intrusive wall attachments.

### Benefits

- Gel-O-Dor lasts for 3 months
- No power required
- 24/7 treatment
- Easily settles into your environment
- Monthly service incorporated
- Eco friendly



Jasmin