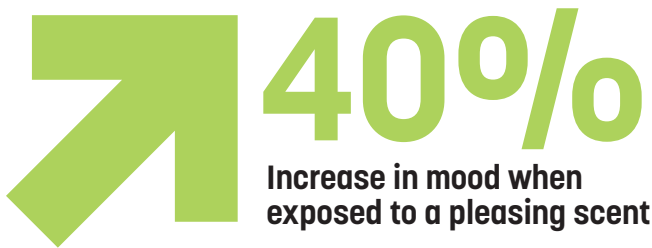


# CREATE A MORE MEMORABLE CUSTOMER EXPERIENCE

SCENT DRIVES SALES, LOYALTY AND SATISFACTION IN YOUR BUSINESS.

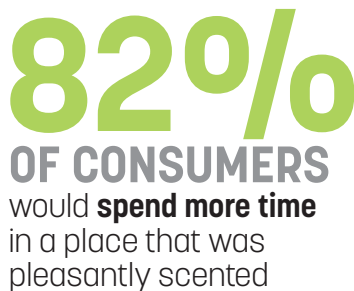
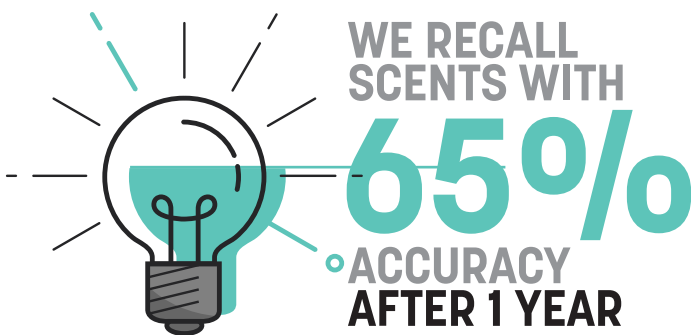
## POWERFUL CUSTOMER CONNECTION

Creating an enduring and powerful consumer impressions is part of doing business today. Your customers' sense of smell is one of the most powerful ways they will connect with your business on an emotional and memorable level.



# 100x

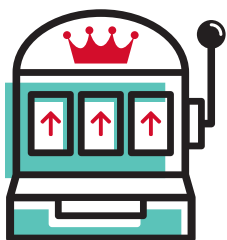
WE ARE 100X MORE LIKELY TO **REMEMBER WHAT WE SMELL** VERSUS WHAT WE SEE, HEAR OR TOUCH



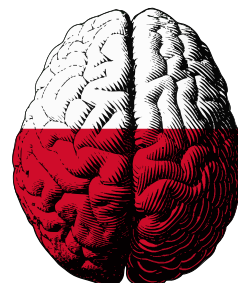
Of consumers would spend more money in a place that was pleasantly scented.



Of our emotions generated everyday are due to what we smell.



A casino study showed a **45% revenue increase** for scented slot machine areas and a **40% increase in dwell time** vs areas without scent.



**SCENT IS THE STRONGEST SENSE LINKED TO MEMORY & EMOTION**