

Scent Science

Indulgent, intricate and intimate - there's much more to a scent than meets the nose. Behind the marketing and advertising appeal of a scent is the science. The human nose is a sensitive organ that can detect more than 10,000 different scents.



There was an astonishing 54 percent reduction in clerical error when workers were exposed to lemon oils.

Russell Brumfield - Whiff



One experiment in a fashion store showed that when 'feminine scents' such as vanilla were sprayed in the women's clothing sections, sales of all female apparel actually doubled.

Martin Lindstrom - Buyology



Fragrances can have a beneficial effect on irritation, stress, depression and apathy, and can further enhance the positive factors like happiness, sensuality, relaxation, and stimulation.

*Stephen Warrenburg (IFF) &
Gary E. Schwartz (Yale University)*

NeoScent

NeoN Group Co Ltd

1213/184 Srivara Town in Town Soi 8/2
Latphrao 94 Wangthonglang Plabpla
Bangkok 10310

Phone: +66 2559 2330

Fax: +66 2559 2350

Email: sales@neongroup.co.th

www.neoscent.com

Scent branding will create an alluring
ambiance and give your clients an enhanced
sense of well-being. Ambient Scenting
increases dwell time, improves
value perception and improves product
and service recall.

All NeoScent machines incorporate a fully
programmable 7 day multi cycle timer
together with controls for scent intensity.

Every NeoScent machine is covered by
a 12 month parts and labour warranty
against faulty workmanship and
faulty parts.



NeoScent
Part of **NEOM
GROUP**

*- Aroma - Memory
- Emotion - Action*

Is **Your** brand memorable?

Create an alluring ambiance and a sense of well being with NeoScent Aroma Branding

83% of all information people receive is visual. But what do we remember best? What we see or what we smell?



The sense of smell has the greatest trigger for memory recall of the five senses

Humans are able to **recall 35% of smells** and associate them to particular memories or situations

Compare this to our capability of only being able to **recall 5% of what we read**

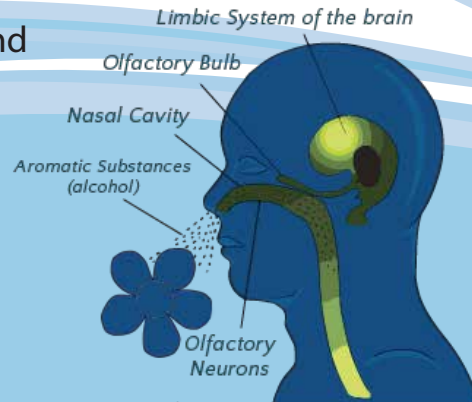


Humans recall smells with a greater accuracy and over a longer period of time than any other sense



Smell is a chemical sense tied to the emotional center of the brain, our limbic system

The limbic system plays a big part in memories and emotional response



Roughly **85%** of communication with the consumer happens via audible or visual media But...

Smell is the one sense you can't turn off

Just as your brand's sight and sound needs to be clear and distinct, so does its smell

Ambient Scenting increases dwell time, improves value perception, and improves product and service recall.

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