It makes perfect **scents**

Experience the benefits of scent marketing

Seconds after your customer or client walks through your front door, they've formed an opinion about you, whether good or bad. Scent marketing can play a vital role in helping to create a positive impression for your brand.

Scent marketing is the best-kept secret of many big companies and the most neglected tool in marketing. You see, no other sense is as powerful on our emotions and recall as our sense of smell.

**Aire-Master** successfully brings you this effective tool to add to your marketing strategy. And best of all, it’s affordable even for small companies!

A powerful first impression

Scent marketing enhances a customer’s relationship with a brand by creating positive associations and increases focus.

- **Increase Recall**
- **Evoke Pleasant Feelings**
- **Increase Learning**
- **Create Desire**

**Aire-Master** Odor Control Services will install and maintain a system that’s right for all your scent-marketing spaces — from single rooms to vast indoor environments. See the back to learn more about the many fragrances available and find a signature scent for your brand!
Aire-Master fragrances are unique, complex blends designed for maximum performance with scent marketing in mind. Every fragrance works on three levels: **Top Notes** create the initial impression of the fragrance; **Middle Notes** create the main theme; and **Base Notes** bring depth and solidify the fragrance. With six categories and more than 24 fragrances to choose from, there’s one to fit your brand, space, and theme.

1. **Calming** - Relaxing and soothing aromas to help center your mind and body.
2. **Exotic** - Experience a luxurious tropical getaway with one deep breath.
3. **Fresh** - A deep, clean breath of crisp sunlit, morning air.
4. **Fun** - Relive the joy of childhood with fruity, mouth-watering smells of nostalgia.
5. **Inviting** - The outdoors come indoors and are partnered with warm, sensual nuances.
6. **Romantic** - Nostalgic memories are evoked with the sweet floral scents of springtime.
7. **Uplifting** - Invigorate yourself by waking up the mind and stimulating the senses.
8. **Welcoming** - Grandma’s kitchen is always a place of nourishing warmth and homemade goodness!

**The science behind why it works**

We don’t just mask odors — we eliminate them with proven technology. Our success at odor elimination is due to the addition of **Meelium®** to our fragrance formulas. The science behind it all is simple: **Meelium®** attacks odor at the molecular level and leaves odor-causing molecules odorless. This allows our appealing fragrances to work their magic and you to make an impression on your clientele.

**“While others mask odors, we eliminate them!”**

– Aire-Master