

# SOCIAL MEDIA'S FAVOURITE WATER BOTTLE, AIR UP, LAUNCHES NEW STEEL VERSION

The steel bottle that makes water taste good through scent alone

Tastebud trickery: Innovative design and clever neuroscience gives flavour to pure water through smell

air up - the world's only drinking system for flavouring drinking water through scent alone - launches its first-ever stainless steel water bottle. Following the success of air up's original Tritan refillable water bottle, which has received 434.7 million views on TikTok, the steel bottle offers an even sleeker way to stay hydrated, while keeping your water cool for up to 14 hours. Harnessing air up's innovative science, the reusable steel bottle offers a unique way to reach our recommended daily intake of water through a zero calorie, zero sugar, zero additive way to drink 100% pure water which tastes flavoured.

## About air up's new steel bottle

The high-quality drinking system has double-walled insulation, a capacity of 480ml and keeps the contents of the bottle refreshingly cool for up to 14 hours. Perfect for lovers of an active lifestyle, the easily refillable drinking system is available in all black and is compatible with all of air up's 27 aroma pods, which can be purchased on air up's web store.

## What is retronasal smell?

Studies have shown that up to 80% of the flavour we perceive comes from smell, not taste, which is why the smell of food is so linked to appetite and why people hold their nose when they eat or drink something unpleasant. When we eat or drink, flavour-filled air rises up to our nose and takes our senses beyond the five basic tastes of sweet, sour, bitter, salty and umami.

## Where can I buy one?

Following the launch on August 2nd, air up's steel reusable water bottle and flavour pods will be available from the website <https://uk.air-up.com>. The bottle will cost £54.95.

## So how does air up work?

air up harnesses this clever bit of science by infusing flavoured air into every sip of water from the bottle. One of 27 different flavours will be added in bubbles every time you drink and it is this that will give your 100% pure water its flavour. Each pod contains natural flavourings and scents that infuse ambient air with the pure water. These flavours range from Lime and Orange-Passionfruit to Cola and Iced Coffee.

## Who came up with this amazing idea?

The first prototype for air up was developed by Lena Jüngst and Tim Jäger in 2016 and spent three years in development, including a master's thesis on aromas, to combine innovative design and the neuroscience behind the idea and turn it into a real product. Since then, air up has successfully launched in Germany, France, Belgium, Switzerland, Austria, Italy, Sweden, and the Netherlands, with more than two million customers already. Marking the company's most recent third birthday, the drinks pioneer launched in the United States at the end of June 2022, with its U.S. head quarters located in Santa Monica.

**For more information and high-res imagery, please contact [Air-Up@42Bruton.com](mailto:Air-Up@42Bruton.com).**

The logo for 'air up' is displayed in a stylized, lowercase, orange font. The letters are bold and rounded, with the 'i' and 'u' having a unique, slightly irregular shape. The 'a' is a simple rounded shape, and the 'r' is a simple vertical line with a small curve at the top. The 'u' is a simple rounded shape with a small curve at the bottom. The 'p' is a simple vertical line with a small curve at the top. The logo is positioned in the bottom right corner of the page.