



  
**FRIDMAN'S**  
*Awesome Fragrances*  
  
1927

# Home Scenting

Turn your house into  
your family's favorite place

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# **The Secret to turn your House into a Home**

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# The Secret to turn your House into a Home

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In an emotional level, smell is the most powerful of all senses. Therefore, you must be really careful with the smell in your house. For both habitants and guests, the smell will be the first thing they notice when they enter your place. It doesn't matter all the effort you put into keeping your home clean, it won't be worth it if your home gives off an unpleasant smell. Preparing our home to smell good is not something we can forget about, whether we are expecting visitors or not.

Have you ever dreamed about hosting a lot of fun and beautiful events in your house? You can now make it happen with Fridman's Fragrances. Our delicious and highest quality scents will turn your house into everyone's favorite place to be. Your family, your friends, your loved ones will want to spend more time in your place because of the nice atmospheres fragrances can create.



Despite guests, scenting must be used to please the family that lives in the house. It is great and useful when someone is in a bad mood, or when feeling exhausted, when insomnia attacks... You can help your family have a much better quality of life, because feelings, emotions, and attitude have great influence in how the day works out.

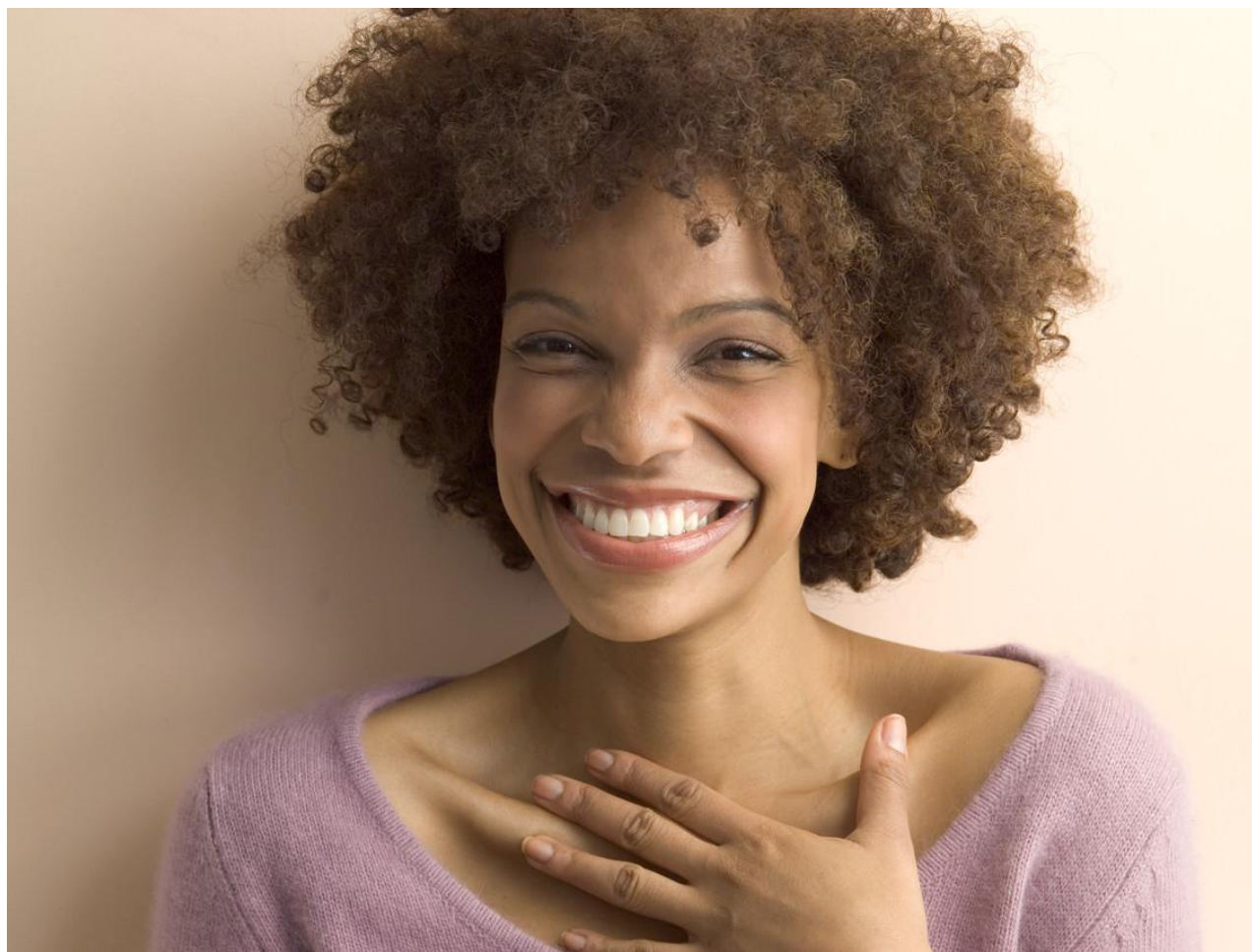
Few experiences are as satisfactory as getting into a place and perceiving a nice scent. We don't mean the smell of cleaning products, but the smell of a strategically used diffuser.

To create the nicest environments, there is nothing better than using professional grade scent diffusers and the highest-quality fragrances. You will surely induce warm feelings and motivate your loved ones in their daily life.



In Fridman's Fragrances, we want you fully understand scenting so that you can fall in love with it just like we did and see the magnificent potential of this technique. Choosing the right diffuser and fragrance depends on the effect you wish to accomplish. Different scents create different feelings and bring back different memories. What do you want your family to remember or think about? What mood do they need in this moment?

With Fridman's Fragrances you will create the best experience for your loved ones. So, fill out our questionnaire and our team of specialists can work out what's best for you.





# **Shift the mood at home with scenting**

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# Shift the mood at home with scenting

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Our five senses connect us to the world around us. We perceive every single detail through our body, so we can use senses to influence our family's emotions at home, our friends' feelings, or even our clients' mood in our business.

It is known as scenting. Nowadays, we are numb to visual and auditory stimuli due to TV commercials, radio ads, print ads, fliers, magazines, and a lot more. So now brands appeal to different ways to approach their customers and to become a top of mind, and one of the most effective ways to do it is through scent marketing. And we can certainly do the same at home. We can help our loved ones feel a lot better during hard times and bad days. We can shift their emotions and give them calm.





The best part about scenting is that certain fragrances can bring special memories and feelings to our mind. It allows us to travel in time to our childhood, to our favorite moments, to very special places... Scents can take us anywhere at any time.

Placing a professional grade diffuser at home can motivate our family and friends to feel great about themselves, their daily life, and makes every accomplishment better. Their feeling can be touched to make them more positive.

The right smell can even help you get better sleep, driving anxiety and worries away. This improves your immune system so you automatically start feeling better. If your family is having difficult times, scenting is a little action you can take to help them. But scenting is not only for bad times, but to induce calmness every day.



Fridman's Fragrances will create the most comfortable and nice atmospheres for your loved ones. For great wake ups every morning, for the best sleep during night, for vitality and focus during the day... Scents have the widest variety of effects in mood that shouldn't be wasted.

Look over for anything your family needs, and carefully define the emotions you want to evoke through scents and get our professional grade diffusers and high-quality fragrances online. Show your loved ones how much you care, with Fridman's Fragrances.





# **Meet the Effects of Scenting in your Home**

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# Meet the Effects of Scenting in your Home

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If you are considering buying scent diffusers but you wonder which fragrance would match your needs the best, this article is exactly what you need. We are about to explain the effects of specific scents so you can choose right.

## 1. Lemon.

This scent is helpful when someone is feeling irritable angry or anxious. It drives all negative feelings away and induces calm and inner peace. It also promotes activeness, energy, and strength of the immune system. It helps you be awake and focus, so it is great for studying environments.

## 2. Lavender.

It is the most relaxing scent. Its properties calm the mind and take negative thoughts away. Lavender is known for helping get rid of headaches and even migraine. It also relieves nervous tension, which makes it one of the best scents to help you go through hard times.



#### 4. Rosemary.

It is your best choice when you want to fight physical exhaustion. It also helps with memory retention, which makes it perfect when studying and reading.

#### 5. Cinnamon.

A great remedy for mental fatigue. It induces a relaxed state of mind, excellent when you need to focus.

#### 6. Peppermint.

It induces concentration and promotes clear thinking. For any work and study environment, choose peppermint! It is great for kids while they do homework and study for exams.

#### 7. Clary Sage, Cypress, Fir, Marjoram, Rosemary and Sage.

This group of scents help relieve sorrow and help people feel relaxed. They don't take the pain away but make it a little easier going through hard times.



## 8. Frankincense, Jasmine, Patchouli, and Sandalwood.

This group of fragrances increases self-confidence and self-esteem, so the best is having a little bit of it every day.

## 9. Geranium.

When fighting depression, geranium helps you feel relieved. When being calmed, it is way easier to keep the family together.

## 10. Bergamot.

Anxiety is a common problem nowadays. A lot of people deal with it daily. Use bergamot at your home and office to induce calm to your family and ease your work team.





**Is your store increasingly  
selling less?**

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# Is your store increasingly selling less?

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A business reaches success when it has a great product, a committed team, a well-thought strategy, the right location, and competitive prices. However, as the world population grows, there is an excess of competitors in the market. We are getting saturated of products, brands, and, most of all, advertising.

In this context of saturation, the common marketing strategies are not enough to reach our clients and to gain their loyalty. Building long-term relationships with customers is becoming harder.

If your sales start to fall, don't panic. Probably it is not because your product is not great, but only because your marketing strategy is old-fashioned. Brochures, newspaper listings, and magazines, for example, are out-of-date advertising channels. You are losing clients because you are not speaking their language. Almost nobody is attracted to printed ads anymore. Social media ended an era where advertising was delivered unilaterally. Now the audience participates and gives active feedback to brands.





But in stores, it is necessary to use other strategies to improve your customers' experience and even make them feel like if they are at home. Scent marketing is the best tool to make people want to enter your store, stay longer, and choose more products to buy. In Fridman's Fragrances we help you accomplish that and more.

Scent marketing works through scent diffusers and is a fundamental part of sensory marketing. It uses the sense of smell to build strong, emotional bonds with the brand. Scents have the power to arise feelings and memories, and cause motivation to buy.

The sense of smell is very powerful because our brain can remember a lot of what we smell during life. We can even remember smells from our childhood, and that's when emotions arise. When we remember our grandmother's hugs, our mother's best dish, our father's cologne. When your store has a very particular smell, people remember it and get a certain mood. They feel like they are at home with their long-ago loved ones.



Scent marketing is easy to implement. You've done all the hard work. You already have a store, which is the hard part, and now it is time to see what fragrance goes with it. When choosing a fragrance, think of your product, the message you wish to send, and the customers you want to reach. All these elements are essential for great scenting strategies, so don't forget any.

It is important that you know that scent diffusers sold at supermarkets won't make it. They lack power and are not emotion-focused.

You must acquire a professional scent diffuser to deliver the fragrance in clearly defined patterns and time frames. Get our professional grade diffusers and high-quality fragrances online. Fill out our questionnaire and we will let you know what's best for you, your home, and your business. Shop now in [fridmansfragrances.com](http://fridmansfragrances.com)





# **Why is it important to have a scented environment at home?**

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# Why is it important to have a scented environment at home?

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In the XXI century, we are living always in a hurry, always running, always working. This is not easy for anyone and it leads to frustration and saturation in our daily life.

In this context, it is time to look for powerful and strong strategies to feel our family feel great and have a sense of well-being despite all the activities, pressure, and stress. The sense of smell is the key to get there. It has direct influence in emotions, mood, and therefore feelings.



The background in scenting is the fact that fragrances connect with memory in an amazing way. So, you can motivate people to travel back in time to their childhood or to their happiest moments with scents.

Different scents cause different reactions in people, so you must choose them carefully and wisely. There are moments when your family will need relaxing fragrances, and other times when they will need to be focused and active. It all depends on your very particular needs.

You should also keep the variety of scents to a minimum. It is not about creating a complicated and weird mixture in your environment, but to be specific about the feelings you are trying to reach and the mood you want to trigger. Scent diffusers and fragrances are very powerful tools, so they must be thought-through.



Lavender slows down the nervous system and drives anxiety away. On the other hand, vanilla improves blood pressure and activates the system. Fragrances' effects are truly different from each other, so you should always think about the reactions you want to cause first.

Now that you have decided to use professional grade diffusers in your store, shop online in [fridmansfragrances.com](http://fridmansfragrances.com) You will love our kits with the highest-quality fragrances and the huge difference they will make in your business.





# **Why do you need a professional grade diffuser?**

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# The Secret to turn your House into a Home

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First impressions are incredibly important when we meet someone or enter a place for the very first time. While physical appearances are powerful, they are not as powerful as a smell we perceive from a person or a place. They might be beautiful and nice, but if they give off a nasty smell, no one will be attracted to them. In the case of a house, you can be sure guests won't come back at least in a very long time.

As people have become saturated with visual stimuli for decades, it is increasingly difficult to attract them with common ads nowadays. Brands struggle as people always have their devices with them, but they don't really pay attention to the advertising anymore.

New marketing strategies have become necessary to break this barrier and reach out to people. Brands are appealing to the other 4 senses in order to bond with their customers and create real, long-lasting relationships with them. That's the only way to make sure your clients will be loyal to your products and your brand.





Sensory Marketing uses textures, smells, and even flavors to support the identity of brands. All these elements have different levels of effectiveness, but the most sophisticated and accurate is the sense of smell, because it impacts emotions directly. This means it can make people feel something very specific in the moment they perceive certain smell. It has a direct effect on actions and impulses.

Scent marketing consists of spreading scents in an area and cause feelings in people and motivate them to stay longer and shop. The fragrance must be delivered using a professional grade scent diffuser.

Not all fragrances trigger the same emotions. For this, it is important to choose a fragrance that matches the product or service you are offering, the customers you are trying to reach, and the place where your business is located.



For instance, if you own a funeral home, you should use a relaxing and soothing fragrance such as lavender, and sage to calm down people when they are going through a hard time. But if you own a bakery, cinnamon is an ideal choice, because it evokes a warm feeling as well as a relaxed environment. It will surely make you feel hungry and motivate you to get some bread.

If you are ready to start, get Fridman's Fragrances professional grade diffusers for your store. Shop online now in [fridmansfragrances.com](http://fridmansfragrances.com) Any doubts on which fragrance is the best for your business? Fill out our questionnaire and we will work out what's best for you, your home, and your business.





# **Your House will be Everyone's Favorite Place**

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# Your House will be Everyone's Favorite Place

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We can tell apart at least 10,000 different smells. Unlike the rest of our senses, the sense of smell impacts directly in our emotions and help us understand and translate the world in certain ways and get specific feelings about it.

Nowadays, we can see a tendency to use scenting at home. It can be used to please both occupants and visitors, to hide bad smells, but mainly to cause a positive impact everyone's emotions.

Unconsciously, scents can turn an experience into great or unpleasant. To all this, families around the world are getting scent diffusers to fill their homes with harmony and well-being feelings.



In your home, scents can even improve concentration, strengthen the immune system, and create a warm and comfortable environment that allows you to travel in time to your favorite and most beautiful memories of your life.

There's one thing we know for sure. Scents keep your favorite moments alive for ever.

If you are considering buying scent diffusers for your home, you should consider these facts:

1. Think carefully about your particular needs and the effect you want to cause with scents. Every fragrance has different results, so you must choose wisely.
2. Scents work better if they are meant specifically for activities of events you and your family are going through. It is way different using vanilla and using lavender, so if you have the time, consider the mood of the day before choosing.



3. Always remember temporality. It is fun, it gives us the chance to have variety, and you can match your scenting with your home decoration. During Christmas holidays, use cinnamon-apple smells. We guarantee more than one person will travel back in time to their childhood with this particular scent. It will be an amazing and unforgettable customer experience.

4. Keep your scents simple. Too many smells or heavy combinations will make it unpleasant to stay in that room. If you have a small place, never use more than one fragrance.

Fridman's Fragrances has a wide variety of scents and professional grade diffusers for your home. Our fragrances will help you achieve different effects to give your family a beautiful sense of well-being and create a nice and comfortable atmosphere. Fill out our questionnaire so we can work out what's best for you and your home.



The background of the page is a soft, out-of-focus image of several light-colored roses, possibly pink or white, with green leaves. The roses are arranged in a way that they appear to be blooming and filling the space. The overall tone is gentle and elegant.

# **Professional Grade Diffusers for your Home**

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# Professional Grade Diffusers for your Home

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Scenting is not only meant for large places or huge department stores. You might think it is expensive and unreachable, but we have great news for you.

The key to implement home scenting is to research it thoroughly and to acquire the right equipment to obtain maximum benefit from it. Follow these steps:

1. Determine the best fragrance for your needs. This means choosing them based on your family members' personalities, daily activities, and the events the whole family is going through. For example, peppermint is great while studying and reading the news, as it promotes concentration and clear thinking. Lavender is relaxing so it works great to calm down crying babies and children. Citrus scents boost energy, so they are a great option during the day, but not at night. The fragrance you choose should always be helpful for you and your family.





2. Get a professional grade diffuser to maximize the effect of your strategy. The ones you can get at the supermarket won't make it. They are not designed to impact on an emotional level.

3. Always take care of your diffuser and give it maintenance. You will surely make it last longer and its effect will still be powerful over time.

4. Less is more. Simple scents are very powerful if chosen correctly. If you mix multiple fragrances the effect will be the opposite, people won't stand to be inside your house.



5. Place your diffuser correctly. It needs space to spread the fragrance, instead of being blocked by furniture or walls.

6. Keep a large stock of fragrances. This way you will make sure you never run out of scents and will always be prepared to help your family when needed.





**Create unforgettable  
experiences with  
Fridman's Fragrances**

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# Create unforgettable experiences with Fridman's Fragrances

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At Fridman's Fragrances we are scenting experts, and we offer the highest-quality, professional grade diffusers for home and business.

Our diffusers automatically spread the fragrances at certain hours and days. You program it according to your needs.

The greatest part of using professional grade scent diffusers is that the experience of being at home transforms completely. The environment changes, the mood changes, and the coexistence improves notably, in a very positive way. Visits always notice and enjoy fragrances, so your home will become their favorite place to be, since they are having a great and pleasant experience.

Sometimes they don't even notice what's different, but the fragrances impact and motivate them anyway.



Each fragrance has a different effect on the environment, so it is very important to choose wisely. Some scents are meant to strengthen the identity and personality of brands, for example. That's when you get into a store and you quickly identify its classic smell. Anytime you perceive that smell somewhere else, it will remind you of the store and the brand.

Other fragrances are meant for people to feel relaxed and stress-free. Those are the scents we recommend for residences, because home should always be a place where we can feel safe, calm, and happy. It must be the most comfortable and cozy place to be.

Some other fragrances cause specific reactions in people. Some of them are great for energy and activeness, so they are perfect for those days in which we have full agenda and have no time to stop. Others help people calm down, so they are excellent when someone in our family suffers anxiety problems. Some scents even help with concentration, so they are commonly used during study time or for home office.



A great example of the effects of fragrances are restaurants, bakeries, and grocery stores. Owners usually spread fragrances that make people hungry, so they tend to buy more than they originally planned.

As you can see, there are many options and ways to use Fridman's Fragrances professional-grade diffusers. It all depends on the feelings you want your loved ones to perceive and in their daily-life particular needs. So, you should choose your fragrance wisely and pick an excellent diffuser to have success in scenting.

If you are ready to implement it in your home, we are ready to send to you everything you need. Shop online in [fridmansfragrances.com](http://fridmansfragrances.com) and get amazed by the fast effect of scents in your family and friends' mood. So fill out our questionnaire and our team of specialists can work out what's best for you and your family.





# **Professional grade scent diffusers for businesses and offices**

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# Professional grade scent diffusers for businesses and offices

Scents help with stress relief at home, as it consists of spreading delicious fragrances in areas to make them cozier and more comfortable for are loved ones. It shows caring as it brings well-being feelings. But what is the difference between a conventional diffuser and a professional grade diffuser?

Conventional diffusers are usually ultrasonic, which means they rely on water to form a mist to spread the scent. This kind of diffuser is good for a desk or a very small space, but they are slightly inconvenient because they need constant refilling and they don't have much reach.





Professional grade diffusers are different. First, they do not use water, they have a deposit to fill directly with special fragrances. They are more powerful and can have a lot more reach, which increases if you place them in the air conditioning system. Additionally, they automatically spread the scents in the dates and times that you program.

Show your family how much you love them and how much you care with a professional grade diffuser for your house. In Fridman's Fragrances, we have exactly what you need.

Scents create comfortable, beautiful, and well-being atmospheres for everyone who visits your place. Create an unforgettable experience for the people you love the most. Scents can reach their deepest emotions and memories and make them feel relieved and happy. Your home will be a real and cozy refuge for them.



All fragrances have different effects in the mood of people. If you have any doubts about what fragrance to choose, fill out our questionnaire and our team of specialists will work out what's best for you and your family, based on your needs and your personal taste.

Get our high-quality scents and professional grade diffusers online. Shop in [fridmansfragrances.com](http://fridmansfragrances.com)





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fridmansfragrances.com

