

Fresh Scents®

WHY ACTIVE SCENT GROWS RETAIL SALES.



Retail has a problem. Your customers have a problem. Our 21st century culture has a problem.

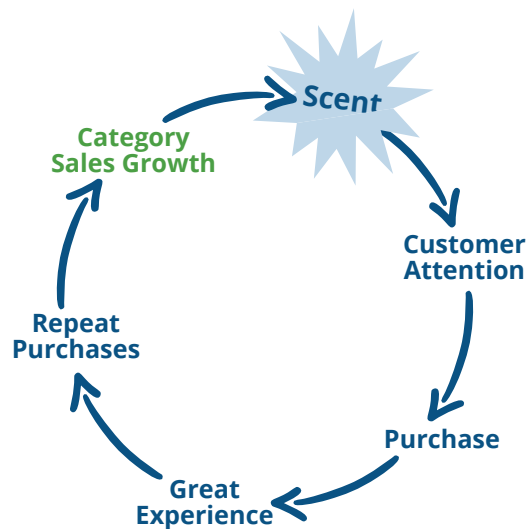
The problem is over-stimulation. More specifically, over-stimulation through images and sound.

The daily volume of images and sounds we consume is artificially high. Instagram. Billboards. Podcasts. Peloton. TV commercials. Personal injury lawyer ad on the side of a bus. 50% off sale signs. Emails. Facebook. YouTube. Ads on YouTube. FaceTime. Snapchat. Bachelorette in Paradise. Music in stores. Music in restaurants. Music in theme parks. Twitter. Air Pods on the subway. Netflix. HBO. Apple TV+. Hulu. Peacock.

It's tough to compete with the deluge of images and sounds daily bombarding your customers. It explains why they don't notice your pretty planogram, bold packaging change, new merchandise lines, or product promotions over the store intercom.

**Your category just needs something to break
through to your customers.
That something is scent.**

Your customers can look away from product advertising and they can tune out background music. They won't ignore scent. Which is why active scent works in retail.



Don't take it from us - take it from our retail partners:

