

AROMATHERAPY

The Sweet Smell of Fresh Profits

By Steve Okun

The fragrance industry is a multi-billion dollar business built on one thing: SENSORY STIMULATION. Effectively done, the use of distinctive scents motivates... with a simple whiff.

Ever since the carwash industry sold its first scented green tree, operators have found fragrance a solid moneymaker. With the advent of liquid air fresheners, even stronger revenues have delighted carwash and detail operators alike.

Those of us who make it our business to find and implement new profit components for carwashes and detail shops are constantly on the hunt for innovative products and services for resale. Eureka, again! We found this one right under our nose!

Used by healers for thousands of years, it's not new.

Its called AROMATHERAPY and its far from new. As far back as 5000 years ago, man used the essential oils of aromatic plants, herbs and fruits to influence the human body by enhancing health and creating a feeling of well being. Scientific researchers have long been aware of the substantial impact that specific fragrances have on our moods, attitudes, and unconscious motivations in every day life.

Aromatherapy is frequently considered the medicinal practice of applying selective essential oil fragrances to actually affect the soundness of mind and body. These long-thought-to-be therapeutic fragrances are applied directly on the skin or inhaled through the nose. Homeopathic practitioners view aromatherapy as one of the methodologies of alternative medicine and draw a cause-effect connection between ingesting specific fragrances and healthful responses.

Practitioners of this ancient form of medicine successfully used various essential oils to treat such maladies as depression, anxiety, irritability, mental exhaustion, shock and mental stress. Whether to calm or stimulate, aromatherapy offered consequential impact.

Blending Mother Nature and Automobile Interiors

The form of aromatherapy best suited for use in automobiles is the essential oil fragrance that is subtly ingested through the nose. Suppose you could offer your customers a premium fragrance that would smoothly alter their mood. One select fragrance might offer enhanced calming effects to ease an over-stressed driver's mood by stimulating a relaxing response. Or, in the case of a bored, inattentive driver, certain fragrances can refresh and even stimulate alertness.

Your Nose Only “*Knows... What It Knows*”

The sensory learning process imprints an olfactory association between odors and experiences. While many odors cause an uncontrollable innate response, reactions to others are determined by past actions.

How does this all work? Simply stated, tiny sensors located in the nose transmit information to the olfactory lobe in the brain, which determines the sensation of smell. There are some fundamental elements in understanding what we smell, and hence classify as odors.

The brain interprets sensations of pure odors, and combines them with a variety of past experiences to form an associated judgment as whether a smell is sensed as good or bad. Part of the reference determination is based on two primary types: real and imagined. Reality or perception; either way... unfavorable odors still stink!

Even in this technologically advanced age of computerized science, your nose is still the most sophisticated instrument for detecting odors, both good and bad. Recognizing this, the fragrance industry sells over 18 billion dollars of various aromas annually, from perfumes, colognes and scented additives for personal-care products, to food aromas and a myriad of fragrances for health and cleaning supplies. We all rely on our noses for a lot of decision making.

Our nose helps us decide what and where to eat, whether or not we can relax and sleep; it assists in determining what is — or is not — clean, and helps us avoid unpleasant environments. Basically, when making many of your daily quality-of-life decisions... only our nose really knows.

Sensory Manipulation For Sale

Ever wonder why so many successful bakeries innovatively spray strategic whiffs of cinnamon in the air just outside their retail displays... and why department stores atomize cinnamon, pine, and bayberry to intensify the Christmas holiday shopping experience in their stores? Subliminal buying inspiration via your olfactory senses... or more simply put — “motivational smelling”.

Unpleasant odors also have an impact on our decision-making. The natural gas industry adds the fragrance of sulfur to its normally odorless product so a potentially dangerous leak can be unmistakably detected through the permeating “rotten egg” smell that can not go ignored.

Now Your Customers Can Choose Between Air Freshening... Or Therapeutic Intervention

Before the introduction of this aroma-therapeutic upscale offering, there was only one type of air freshener. Whether liquid or wafer, you had one basic product... with one basic price level somewhere between one and two dollars. Most of the operators simply called it “air freshener”.

Aromatherapy is a step above mere air freshening. To some it might even be considered an “attitude adjustment” because it reaches back to the early ages of alchemy, the holistic mind-body connection and the earth secrets of tribal medicine men. Certain scientists would even say “medicinal”. It works for many.

Finally you have two types of fragancing to sell. Instead of asking “would you like it... eliciting a yes-no” answer... you could instead ask “which one”? Now, you have a second choice called AROMATHERAPY.

And by introducing a legitimate choice, your product presentation and pricing differs. You can now offer your customers the traditional air freshener for a couple of bucks... or the distinction of an upscale “mood enhancer” for six or seven dollars.

Perceived values being what they are, cost and story will undoubtedly justify any price disparity. Consequently, marketing strategies are limitless. You are in the unique position to actually be selling "feelings".

Aromatherapy discs are similar to the familiar air freshener wafers currently available, but larger and thicker. The various essential oil discs are individually wrapped and packaged in a handy self-attaching diffuser that enables an easy to adjust fragrance release. That makes them easy to offer to exterior customers because there is no spraying involved. Simply unwrap the diffuser and its Velcro attached almost anywhere in the interior. Quick and easy.

Menu Presentation Tells The Story

By offering a choice in your menu-merchandising, I suggest presenting the two as follows:

- WaferScent AIR FRESHENER – \$2⁰⁰** - Pure perfume-based scent gives your car interior a refreshing fragrance. Dispensed in convenient wafers for easy placement under the seat.
- AROMATHERAPY REJUVENATION - \$6⁰⁰** – Ancient art of applying pure essential oil fragrance that offers therapeutic rejuvenation and balancing of the emotions through organic inhalants. Acclaimed by many as being refreshingly uplifting and stress harmonizing!

Choose from a selection of high quality custom blended essential oils that:

- | | | |
|--------------|-----------|-----------|
| ➔ Relax | ➔ Refresh | ➔ Calm |
| ➔ Invigorate | ➔ Balance | ➔ Wake-Up |

Flexible Pricing

The Aromatherapy product is so unique that you can comfortably price the discs and diffusers according to your individual marketplace demands. Since the fragrance discs are interchangeable with the common diffuser, discs can be sold separately... or bundled with the plastic diffuser. Either way, you can specifically cater to your customer's individual needs.

Aromatherapy discs are meant to offer your customers a supplemental choice, so they can be marketed side-by-side with traditional air fresheners, resulting in substantial sales growth and repeat purchases. And although many carwashes offer the same air freshener product, Aromatherapy enjoys a novel competitive edge because few carwashes are aware of the profitable addition. Seize the opportunity!

Distinguish Yourself... Again!

Most customers take note of the innovative retailers who always seem to have the latest products and services before anyone else. Those operators are perceived as being at the leading edge of their business, and as such enjoy the benefits of leadership and a following.

This is not an "either – or" decision. I urge you to offer your customers both fragrance options. Stay at the leading edge... and enjoy the advantage. Take a great big aromatic whiff... and smell the fresh new profits!