

AromaStick

AromaStick inhalers deliver the scents of 100% organic essential oils highly concentrated for an immediate effect on mind and body.

Manufactured in Switzerland.

The fastest way to signal the brain

There is no faster way to trigger the brain than via our sense of smell. A direct link between the nose and brain assures that smell is processed within milliseconds.¹ Everything that is taken orally or applied to the skin must first be absorbed into the blood stream and takes much longer to have any effect.

The scent molecule

Scent molecules are chemical compounds which our sense of olfaction picks up for interpretation. Most natural odorants encountered in everyday life are complex mixtures of many diverse molecules. This also applies to essential oils which can contain up to several hundred different molecules. The most significant role of scents in humans appears to be the modulation of their behavior.²

How scents are processed

Scent molecules are processed in the olfactory epithelium high up in the nose where they activate olfactory receptors. From here, nerve impulses are sent to the areas of the brain responsible for their interpretation. One of the primary locations is the limbic system, which is responsible for a variety of functions including emotion, behavior, motivation and memory.

The importance of sniffing

The sniff is vital for the transport of scent molecules to the olfactory epithelium in meaningful quantity. By directing airflow to this region, the sniff enhances the detection of odorous molecules in the air. The mechanical stimulation caused by the airflow furthermore increases the sensitivity of our nose, especially when stimulated by weak odors.³

¹Szyska P, Stierle JS, Biergans S, Galizia CG (2012) The Speed of Smell: Odor-Object Segregation within Milliseconds, PLoS ONE 7(4).

²Sarafoleanu C, Mella C, Georgescu M, Perederco C. (2009) The importance of the olfactory sense in the human behavior and evolution. *J Med Life*. 2(2):196-198.

³University of Pennsylvania School of Medicine. "Explaining Why We Smell Better When We Sniff." ScienceDaily. ScienceDaily, 14 March 2007.

Purity, quantity and exposure time

For scents to work in a desired manner, it is important that the inhaled scent mixture reaches the olfactory receptors without loss of quality or quantity. To avoid dilution and contamination with other odors, the scent, therefore, must be applied directly to the nose. Another important factor is exposure time: the longer one is exposed to a scent, the less likely it has an effect. This is called habituation.⁴ Research shows that scents are most effective when delivered directly and at high vapor concentration for a short time.⁵

The patented AromaStick inhaler

To guarantee perfect flow of air around the wet filter for maximum uptake of scent molecules, AromaStick developed a proprietary inhaler with the filter suspended centrally inside the tube. This has the added advantage that the essential oils do not come into direct contact with the tube, avoiding diffusion of the oils into the plastic.⁶

Whereas in the past scents had to be released into a room, or applied to the skin, crossing boundaries, blending with other odors and losing much of their power, with an AromaStick scents can now be delivered directly to the nose, without loss of quality or quantity. Research shows that scents from an AromaStick are three hundred percent more powerful than when released in ambient air.⁷

The AromaStick inhalers are precision injection molded in Switzerland. The inhaler can be taken everywhere, is easy to use and lasts up to six months.

The essential oil blends

Every AromaStick has been developed according to the latest scientific knowledge. All blends use only certified organic essential oils⁸ and contain no additives, carrier oils and artificial fragrances. The effects are the result of 100% pure plant power.

⁴ Rankin CH, Abrams T, Barry RJ, Bhatnagar S, Clayton D, Colombo J, Thompson RF (2009). Habituation revisited: an updated and revised description of the behavioral characteristics of habituation. *Neurobiol Learn Mem*, 92(2): 135–138.

⁵ Inouye S, Takizawa T, Yamaguchi H (2001) Antibacterial activity of essential oils and their major constituents against respiratory tract pathogens by gaseous contact. *J Antimicrob Chemother*, 47 (5): 565–573.

⁶ EU Patent Number 2868314

⁷ Schneider, R. (2016) There Is Something in the Air: Testing the Efficacy of a new Olfactory Stress Relief Method (AromaStick®). *Stress Health*, 32: 411–426.

⁸ Organic Certificate No. 34396 issued by Bio-Inspecta, Switzerland, see also www.easy-cert.com/CH/34396 for current status

The research

The AromaStick blends are thoroughly investigated by RECON Research & Consulting of Germany⁹ for side effects and their effectiveness using measurable parameters such as blood pressure, heart rate, cortisol, blood oxygen levels or cognitive performance markers.¹⁰ Consumers can be assured that when they buy an AromaStick they get what the product promises to do.

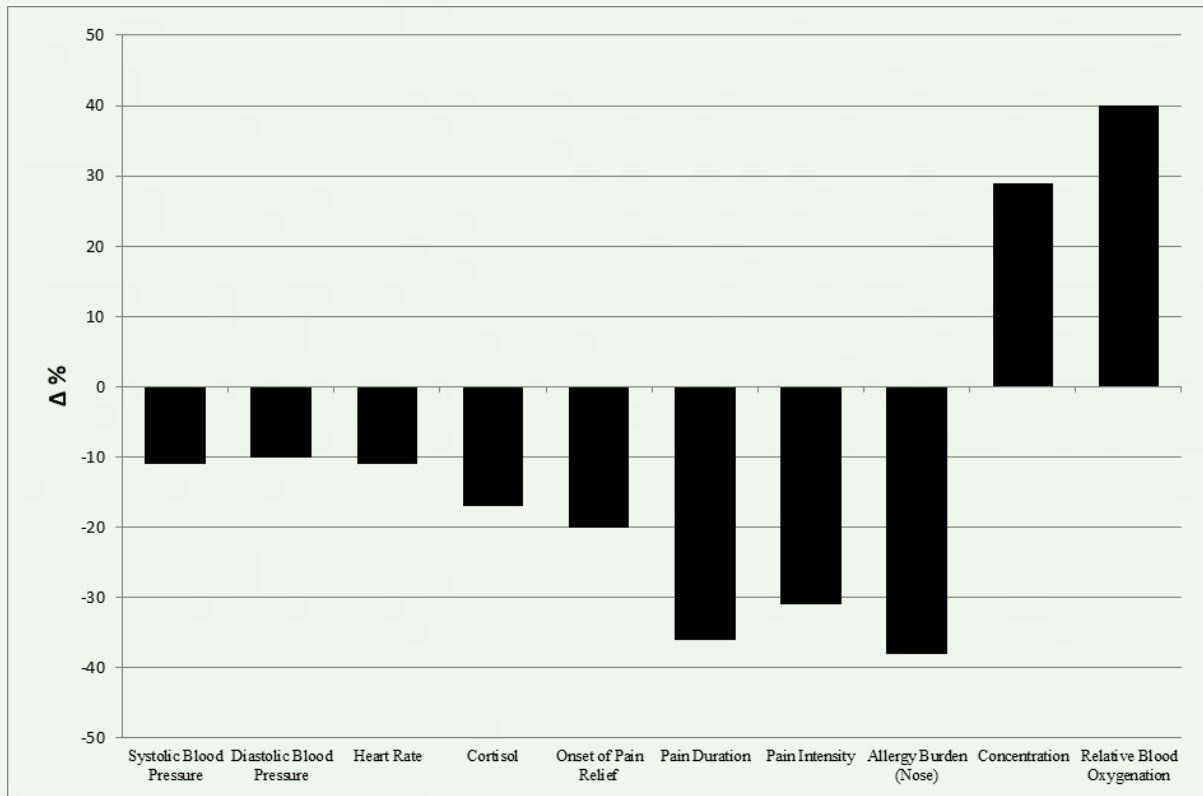


Figure 1. Overview of some of the physiological changes caused by different AromaStick® inhalers; improvements are depicted for the main effects.

⁹ RECON Research & Consulting, Freiburg i. Br., Germany, www.recon-freiburg.biz

¹⁰ Schneider, R. (2016) There Is Something in the Air: Testing the Efficacy of a new Olfactory Stress Relief Method (AromaStick®). *Stress Health*, 32: 411–426 .

Schneider, R. (2016) Direct Application of Specially Formulated Scent Compositions (AromaStick®) Prolongs Attention and Enhances Visual Scanning Speed. *Appl Cognitive Psych*, 30 (4): 650–654 .

Schneider, R. (2017). From Pain to Pleasure: A Newly Developed Essential Oil Inhaler (AromaStick®) Alters Pain Dynamics and Increases Well-being. Results from Two Randomized, Controlled Documentation Studies. *Curr Psychopharmacol*, 6, August.

Schneider R. (2018) A Breath of Fresh Air: Arterial Blood Oxygen Saturation Significantly Increased Upon the Use of an Essential Oil Inhaler (AromaStick). Results from a Prospective, Controlled, Experimental Study Involving Healthy Individuals, *Curr Resp Med Rev*, 14; 1-8.



Summary

Fast – Scents are the fastest way to trigger the brain

Effective – Backed by research

Convenient – Easy to use and take along. No mess, no spillage

Lasts up to 6 months

Direction

Twist open, hold under the nose and sniff through each nostril separately with one nostril closed. Repeat as desired. Not for children under 6 years. Store below 25°C/77 °F

Warning

Essential oils may cause allergic reactions. If irritation occurs get medical advice. Keep out of reach of children.

Important

AromaStick, despite the reported effectiveness, are not a drug and cannot replace a medicine. Their purpose is to provide fast, effective support in everyday situations.

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