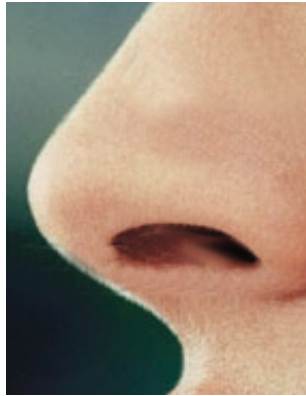


# Scent Technology

By Ronald G. Fink

When you're showing a home to prospective buyers, real estate agents often suggest that you have something baking in the kitchen. This, though, is a difficult task to carry out with vacant apartments. But is the concept of setting an atmosphere by the use of a pleasing scent always desirable? Or is it safer to banish all odors, which might serve as distractions?



"Scent engineers" believe you will buy if the smell is right. Do scents really sell? Scent or odor technology is nothing new. Many marketing plans have included aroma as a selling aid, usually in relation to food businesses. Mall cookie shops are set up with baking ovens in direct access to passersby; the smell of fresh-baked cookies lures shoppers in. Theaters have blown the smell of fresh popcorn through their air vents with reasonably good results. Of course, we have also had the perfume industry, in its never-ending search for the perfect aphrodisiac, offering scratch-and-sniff pullouts.

Recently, the field of scent technology has taken off in a new direction, teaming up with Madison Avenue marketers to develop "selling scents." That's right – odors that promote us to buy, lease, use, or feel good about certain services or products. An "honesty" scent has been created by a Chicago consultant for car salespeople. Wear this scent and you're supposed to smell honest! There is a new-car scent that simulates the odors of vinyl, plastic and glues. Even a gambling scent exists that pumps up the urge to throw the dice.

A number of problems with scent engineering could give this latest marketing ploy a short life. The first is liability, lawsuits from people allergic to the scents used. Also, many people react differently to the same odors. For example, what may smell like "springtime roses" to one person might smell like a funeral home to the next, which could provoke a negative response. Another problem is byproduct odors. Various scents will react with naturally occurring, pre-existing stronger odors that you are in essence trying to mask, and create unknown offensive odors!

The point is, scents can work both ways, and humans are very sensitive to odors. Olfactory persuasion is a crapshoot at best.

Perhaps a better strategy would involve a lack of odor, or producing the fresh, clean smell. No lawsuits, and no one could have an aversion to a scent reminiscent of freshly laundered bed sheets. Will it sell? It can't hurt. How can we safely eliminate odors from areas without adding a cover-up or new odor?

The breakthrough in Advanced Oxidation technologies is a group of oxidants known as Hydroperoxides. Hydroperoxides have been a common part of our environment for over 3.5 billion years. Hydroperoxides are created in our atmosphere whenever three components are present: oxygen molecules, water vapor and energy (electro magnetic). REME+™ also has the ability to super charge these hydroperoxides or ionize them into Ionized-Hydro-Peroxides™.

Ionized-Hydro-Peroxides™ are very effective at destroying harmful microbials in the air and on surfaces. As oxidants, they do this by either destroying the microbe through a process known as cell lysing or by changing its molecular structure and rendering it harmless (which is the case in VOC's and odors). The amount of hydroperoxides required to accomplish this task in a conditioned space is below the level that is constantly in our outside air. The Advanced Oxidation technology has brought the oxidants found in the outside air into the indoor conditioned air. One of the best features of ionized Ionized-Hydro-Peroxides™ is as they settle out of the air they disinfect surfaces. This was validated in a Kansas State University Bio Chamber on stainless steel surfaces, resulting in a 99+% kill on numerous viruses and bacteria.

There is no known case of hydroperoxides ever creating a health risk. Considering we have been exposed to hydroperoxides in nature since the day man stepped on the planet, it is a reasonable assumption that hydroperoxides do not constitute a health risk. Over the past 25 years, RGF has more than one million Advanced Oxidation products successfully used worldwide without a safety problem.

Small generators, costing anywhere from \$500 to \$3,500 can clear a room of existing odors in a matter of hours. Apartment leasing agents have no doubt experienced the loss of potential tenants due to the presence of offensive odors resulting from a past tenant's lifestyle or pets. When you consider that all apartment rental agents deal in the same commodity, perhaps an odor-free unit could give one unit an edge over another.



**Rapid Recovery Unit**

Advanced Oxidation could change the field of scent engineering to that of non-scent engineering.

**Ron Fink** President, CEO, Founder of RGF Environmental Group, Inc. Mr. Fink holds a BSME and has been active in Nuclear Weapon detection for the DIA and Nuclear Power. He holds numerous patents and authored over 70 articles. RGF Environmental Group, Inc. founded in 1985 manufactures over 500 products involving Advanced Oxidation Technology.