

Scents faster than reasoning

Pleasurable or offensive? The increasing use of scent marketing in an array of different experience and consumer worlds is not always welcome, as Elke Kies from Magic Box knows only too well.

Pleasurable or olfactory onslaught? What sort of reception does scenting get in Germany?

In Germany, the overwhelming opinion of the authorities, consumer associations, medical and technical faculties is that the infliction of scent on humans is dangerous. However, the results of current international research do not support claims that olfactory substances are harmful to the human organism.

On the contrary, it is scientifically proven that naturally pure scents actually increase vitality and well-being, particularly helping the respiratory tract to fend off bacteria and dust, strengthening the immune system and warding off the effects of aging. Also proven is their positive influence on hormonal processes and moods, on concentration and relaxation, learning processes and faculty of memory.

Natural, nature identical, synthetic - what are the differences between the various scents and what should we look out for?

Statutory labelling of scents covers the categories natural, nature identical and synthetic. Synthetic scents are molecules that have been invented in the laboratory. These are used by the perfume industry.


When it comes to the scenting of rooms we must make a careful distinction between natural and nature-identical scents. Whereas true and natural plant extracts with their vitamin precursors bear a close resemblance to the human hormonal store, and are all easily decomposed in the body, nature-identical odours are chemically reconstructed molecular structures, that is, synthetic products whose primary task is to provide the olfactory characteristics. If something is labeled 100 % essential oil, that

is a clear indication of the natural purity of a product which you can rely on for harmless, even health-promoting room scenting. All essential oils have antiseptic qualities.

What are the effects of naturally pure products on the human organism?

The right scent composition in the air of a room will enhance the working atmosphere and ability to concentrate. It considerably reduces dips in performance and is indispensable to conference and seminar rooms, for example. If you implement light natural scenting you will keep participants interested, prevent tiredness and poor concentration. The ability of participants to take in information will be maintained at a high level for much longer. Compositions made up of fresh scents like citrus, orange, and herbs that promote decision-making such as verbena, are more suitable than individual scents, as scent compositions appeal to the different scent perception of every individual.

What are the latest trends popular with your clients?

In retailing, particularly, scent is being used to emotionalise products and services by projecting a particular environment. We mainly see scents being used in brand communication and sales promotion. Technical progress means that this is an area which is becoming increasingly important. To stand out from the competition and convey a sustainable brand experience to the customer, marketing specialists are relying more and more on appealing to all the senses. Because scents influence you faster than you can think. *Interview: Annic Kolbrück* 

A good nose

Since 1997, architect and scent director Elke Kies together with her company Magic Box, Special Events, Neuss, has been offering room scenting solutions to hotels, the tourist trade, international trade fairs, events, and for permanent installations, chiefly in the areas of wellness and scenography, and to support marketing campaigns. *ank*