

# AROMA | HAUS CATALOG



## SCENT MARKETING

"Exploration is really the essence  
of the human spirit "  
- Frank Borman -

SPRING | SUMMER

2024

THEAROMAHUS.COM

# Table of CONTENTS

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## Brandstory 03

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We develop customized sensory marketing strategies that will ensure that you stand out above your competition.

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## Scenting Program 04

---

We will scent your space with your signature fragrance, then develop a line of scented products curated exclusively for your brand.

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## Wholesale Catalog 06

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Scenting systems, Exclusive Aroma Haus diffuser oils, branded products for you to sell in your shop or to gift to your guests.

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## Order Process 13

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Interested in the process? We explain it all here.

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## Contact us 15

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Feel free to reach out to us with any questions or to set up a meeting to learn how we can elevate your guests' experience and create positive outcomes for your brand.





# *our* brand story

Because of the often intrusive, and predictable, nature of traditional marketing tactics, consumers have become over-exposed and desensitized to conventional ad strategies making it difficult for brands to capture the attention of their target market. These growing obstacles have prompted marketers to innovate and evolve their unique position in order to remain competitive.

At The Aroma Haus, we develop customized sensory marketing strategies that will ensure that you stand out above your competition. The Aroma Haus is more than scent,



we are an investment into the perception of your brand. Our highly mastered sensory marketing strategy will not only enhance your customers' experience with your brand but will keep your business top of mind.

*Alexandra Nolan*

President | The Aroma Haus

# SCENTING program

Scent is an unparalleled experiential trigger that can instantly elevate the perception of your brand in the eyes of your guests as it is most closely linked to memory. A scented space creates a greater emotional involvement for guests and while some businesses do scent their establishments, they miss the mark when it comes to linking their signature scent to a greater marketing strategy that will help to ensure experience recall, brand recall, and word-of-mouth outcomes from your clients.



Once you choose a signature fragrance, The Aroma Haus will scent your space using one of our commercial grade diffusers.

Then, we will develop a line of scented products curated exclusively for your brand.

With your very own private line of scented products, your guests can re-experience your brand again and again on a more intimate level, in the privacy of their own home.

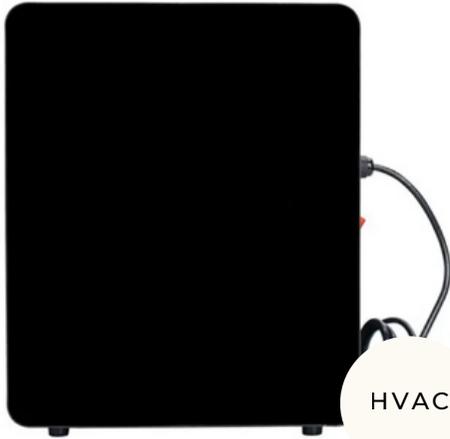
## THE STATS

According to hospitality consumer research by  
Business Impact of Scent Report and S. Stolberg

- 91% of consumers said a pleasant smell had a positive impact
- 67% of consumers say a pleasant smell would make them feel more patient and relaxed
- 69% of customers say that a pleasant smell would improve their perception of the brand
- 45% increased revenue from guests in scented casinos as players spend 45% more in a scented environment
- 40% improvement in mood when a pleasant scent is experienced, critical for reducing anxiety

First impressions count. Because smell will provide your clients with a sense of comfort, orientation, and familiarity before the visual role is fully established, implementing a scented sensory strategy will enhance the immersive experience and perception of your brand.

# SCENTING SYSTEMS



## HAUS DIFFUSER

Scents up to 20,000 sq ft. Power Source: Electric, Control: Bluetooth or LCD Screen, 1000ml oil, Dimensions 15x12x6 in

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PRICE : \$299



## SUITE DIFFUSER

Scents up to 1200 sq ft, Power Source: Electric, Control: Bluetooth, 237ml diffuser oil, Uses: Lobby, Patio, Gym, Spa

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PRICE : \$99



## MINI DIFFUSER

Scents up to 400 sq ft, Battery Operated, Control: Bluetooth, 60ml diffuser oil, Uses: Bathroom, Meeting Room,

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PRICE : \$65

## LIBRARY

**1 BLACK CYPRESS**

Luxury and elegance is illustrated in earthy notes of Moso bamboo, black musk and Japanese cypress.

**Bamboo, Musk, Cypress**

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**2 HER**

A warm fragrance that evokes a delicate antique rose, white musk, and sweet vanilla in a delightful oriental melody.

**Rose, White Musk, Vanilla**

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BEST

**3 SAFFRON CEDAR**

The lustrous jasmine and enlightened saffron blended with cedar and fir gives this fragrance an element of sophisticated warmth.

**Saffron, Jasmine, Cedar, Amberwood**

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**4 EGYPTIAN OAKMOSS**

Notes of orange, grapefruit, and hints of sage provide a clean crisp opening while sweet lavender, oakmoss, amber, and tonka add a light floral warmth to the heart of this fragrance.

**Green Citrus, Floral, Wood**

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**5 BAJA CACTUS**

Refreshing blend of fresh flowers and light coconut with a soothing musk and sandalwood base

**Green Citrus, Floral, Wood**

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**6 BUBBLY**

An invigorating scent that combines champagne with notes of fresh berries and citrusy tangerine to produce a fragrance that is refreshing and refined.

**Champagne, Fresh Berries, Tangerine**

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## LIBRARY



BEST

## 7 NEROLI NOIR

Mysterious black tea, bergamot, and deeply prominent fig paired with light harmonious floral notes makes this fragrance sophisticated and versatile.

Neroli, Black Tea, Fig Leaf

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## 8 SEA ORCHID

An elegant blend of soft floral notes and marine highlights, with additional crisp citric notes, lush sea grass, lily, and jasmine create an energetic, lively scent.

Sea Salt, Freesia, Amber

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## 9 SERENE SAGE

Beautiful complexities of wood and sea notes, composed of ambrette seed, sea salt, sage, and crisp grapefruit.

Sage, Sea Salt, Grapefruit

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## 10 THYME &amp; TEA

Fresh and spirited, this fragrance combines white tea and citron paired down into the relaxing bottom notes of bergamot and thyme.

White Tea, Bergamont, Thyme

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## 11 SUGARED CITRUS

Tropical fruits, juicy sugared citruses, and delicate blossoms form a very delightfully refreshing aromatic accord.

Tropical Fruit, Vanilla, White Flowers

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BEST

## 12 VELVET VETIVER

A crisp vetiver fragrance further complimented by a wondrous blend of mandarin, ginger, bergamot, iris, vetiver, sandalwood, and musk notes.

Bergamont, Iris, Vetiver

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CANDLES

# LINE SHEET



BEST

### THE LUXE

13 oz candle custom branded with your scent and label, tin vessel.

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PRICE : \$12



### THE MINI

8 oz candle custom branded with your scent and label, tin vessel, available in black and white.

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PRICE : \$8



### THE BABY

4 oz candle custom branded with your scent and label, tin vessel, available in black and white.

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PRICE : \$6

BEST



### THE VICTORIAN

9 oz candle, does not include a branded label, glass vessel

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PRICE : \$18



### THE ROCKS

13 oz candle with lid, does not include a branded label

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PRICE : \$18

*We have a base label that we use. If you would like to customize your label using your own graphic design team, we will print their design for your product. See example in the Infina product above.*

# LINE SHEET



## THE RETRO



\$18 | 9 OZ | Glass Vessels

# CUSTOM LABELS

PROVIDE YOUR PREFERRED DESIGN AT NO EXTRA CHARGE



## OUR BASIC LABEL

We provide a basic label co-brand design with your brand name or logo with all of our retail product programs.



## CUSTOMER DESIGNED LABEL

We understand that branding is everything. If you would like your in-house team to custom design your label, there is no additional charge to send the design to us to print.



OTHER SCENTED PRODUCTS

# LINE SHEET



### LINEN SPRAY

8 oz of your signature scent in linen spray form. This is available in industrial sizes for turndown service.

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PRICE : \$12



### MINI LINEN SPRAY

.33 oz of your signature scent in linen spray form. This is available in industrial sizes for turndown service.

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PRICE : \$8



### MINI DIFFUSER OIL

1.7 oz of your signature scent for your guest to take home for their home diffuser. Includes your label. *\*less concentrated than the commercial grade oil*

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PRICE : \$18



### MINI PERFUME

.33 oz of your signature scent in a glass rollerball bottle to be used on the body as a perfume.

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PRICE : \$10



### ROLLERBALL PERFUME

1.7 oz of your signature scent in a glass rollerball bottle to be used on the body as a perfume.

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PRICE : \$20



### CAR DIFFUSER

Your signature scent in a car diffuser complete with your logo to be hung on the rear-view mirror

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PRICE : \$8

*We have a base label that we use. If you would like to customize your label using your own graphic design team, we will print their design for your product. See example in the Mini Diffuser product above.*

RETAIL PRODUCT LINE

# LINE SHEET



## AROMA HAUS SIGNATURE CANDLES

8 oz | Soy Wax | Made in the USA

Elevate your retail offering with our Aroma Haus Signature Candles — a curated collection of clean-burning, hand-poured soy wax candles designed to transform any space with luxurious, layered fragrance. Each candle is crafted with premium fragrance oils, 100% soy wax for a cleaner, longer burn, and a lead-free cotton wick to ensure a toxin-free experience your customers will love. Available in all Aroma Haus scents

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PRICE : \$12 - Min QTY 12 per fragrance



# INDUSTRIAL SIZES

Want to use your products during turndown service? We now offer industrial sized products as a cost saving bulk option.

## LINEN SPRAY

Want to use your products in the spa and during turndown service? Or perhaps you would like to create samples for your clients? We now offer industrial sized products as a cost saving bulk option.

Linen Spray \$20



# Order Process

## Step 01

We will work together to choose your signature scent. You can choose from our fragrance library or create a custom scent. If you already have a scent, our perfumers can duplicate any scent for you.

## Step 02

If you choose to have a scent recreated or fully developed from scratch, we will schedule a follow-up meeting once our perfumers have completed the project for you to smell and confirm the sample fragrance. *(additional charge)*

## Step 03

We will implement your commercial grade diffuser and train your staff on how to operate the Bluetooth app which controls the scenting equipment..

## Step 04

Now it's time to stock your shelves. We will deliver your opening order of scented, branded products. You can reach out and place reorders at any time!



## Further Customization

While The Aroma Haus provides a very exclusive sensory strategy for your brand, we do have options to further customize. Our scent development package allows you to fully create your fragrance from scratch. This ensures that you will be the only client in the world with your signature scent.

Want to further brand your product labels outside of The Aroma Haus base label? We will work with your graphic designers to provide sizing requirements so that they can develop a fully branded product label. Then, we will print and apply to your products at no extra cost!



# Testimonials

“

The Aroma Haus was able to match our scent perfectly. They were so professional. I felt they could handle the whole package. We didn't have to go to a bunch of different places to get what we needed.

”

Doug Browne -  
The Peabody Hotel

“

We decided to partner with The Aroma Haus wanted to provide a unique experience for our customers. Just in the few weeks we have had our scent implemented, customers have been super enthused!

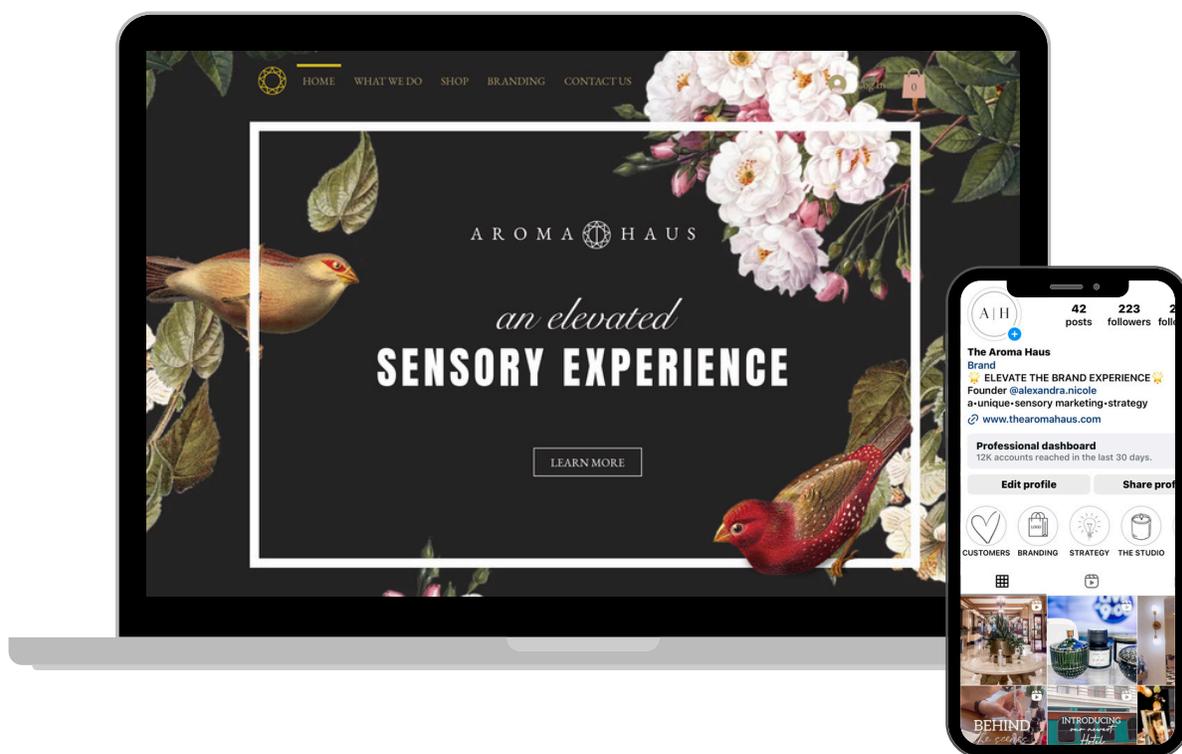
”

Robbie & Fannie Weinberg  
- Paradox @ PECO





# Join Us Online.



If you would like more descriptive information about our exclusive fragrance oils or scenting systems, visit our website or email us! We are also posting our newest projects over on Instagram!

[OUR WEBSITE](#)

[OUR INSTAGRAM](#)

# LET'S GET STARTED!

Are you ready to start your scenting journey with The Aroma Haus?

The first step is just a click away. Click the button below to tell us a little more about your scenting needs and to schedule a call with one of our sensory experts.!

[CLICK HERE TO SCHEDULE A CALL](#)

Hello! My name is Alexandra Nolan and I am the President of The Aroma Haus. Thank you for considering our female owned small business to help with your scenting needs. We look forward to working one-on-one with you to choose a scent that matches the personality of your brand.

*Alexandra*

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[www.thearomahaus.com](http://www.thearomahaus.com)

