



OUT OF OUR FIVE SENSES,  
SMELL IS MOST CLOSELY LINKED  
TO MEMORY AND EMOTION.

**TRUE!**

Unlike other senses, the sense of smell uniquely links to memories through the memory and emotion centers in the brain (the amygdala and the hippocampus). This is known as the Proustian memory effect, where fragrances produce more emotional and evocative memories than other sensory-linked memories.



FRAGRANCE DOES NOT PROVIDE  
ANY SCIENTIFIC BENEFIT.

**FALSE!**

In addition to providing a pleasant scent, researchers at Brown University Medical School found that fragrances are beneficial by increasing positive emotions, decreasing negative mood, and even reducing stress.



THERE ARE NO SAFETY  
STANDARDS FOR AIR FRESHENERS.

**FALSE!**

Safety and wellbeing are at the center of how air fresheners are designed. Air fresheners are subject to rigorous regulatory and safety standards. When used as directed, they are safe for families, pets, and the environment. For example, in the U.S., fragrance is regulated by multiple government agencies and dozens of state and federal laws.



AIR FRESHENERS CAN HELP  
IMPROVE COGNITION AND MOOD.

**TRUE!**

Research published by the Monell Chemical Sciences Center, Umea University, and others shows that malodors (a.k.a. lingering bad smells) in the home can make it hard for you to concentrate, create stress, and put you in a bad mood if left untreated. Studies have also shown that when malodor is removed and a pleasant scent is added, it can have positive benefits related to mood, stress reduction, and memory enhancement.



AIR FRESHENERS ONLY MASK BAD  
ODORS WITH HEAVY PERFUMES.

**FALSE!**

Certain air fresheners can actually capture and alter the molecular structure of odor molecules so they don't smell. These ingredient technologies include cyclodextrin, made from starch derived from corn and potatoes, and can trap odor molecules to prevent them from traveling throughout your home.



USING NATURAL FRAGRANCE IS  
THE ONLY SAFE WAY TO GET OUR  
HOMES TO SMELL GOOD.

**FALSE!**

Fragrances are comprehensively tested for safe use in consumer products and are regulated by multiple government agencies. Fragrance ingredients can come from a variety of sources. They can be composed of naturally-derived ingredients, they can be synthetic ingredients designed to be identical to those found in nature, or they can be nature-inspired synthetic materials. For example, the smell of natural vanilla is thanks to a compound called vanillin. Vanillin can be naturally derived from the vanilla bean or it can be produced synthetically. Whether natural or synthetic, the vanillin molecule is the same. All fragrance ingredients, whether natural or synthetic, are subject to regulations and evaluations designed to help protect consumer safety and the environment.

THERE IS NO WAY FOR US TO  
FIND INFORMATION ABOUT THE  
FRAGRANCES THAT ARE INSIDE THE  
AIR CARE PRODUCTS THAT WE USE.

**FALSE!**

There are many resources that consumers can use to find more information about the science and safety of fragrance, such as The Fragrance Conservatory ([fragranceconservatory.com/](http://fragranceconservatory.com/)) or the Fragrance Material Safety Assessment Center ([fragrancematerialsafetyresource.elsevier.com/](http://fragrancematerialsafetyresource.elsevier.com/)).