

# Assisted Living Facilities: First Impressions Matter!

Assisted living communities use Air Essentials® aromas to maintain a positive experience for residents, families and staff, which begins in the lobby as a first impression and can continue throughout the rest of the facility. As we all know, first impressions are **key** to securing the families' confidence.

## Why Ambient Scenting?

Documented studies have shown how the scents of lavender and jasmine ease stress and uplift moods, while other specific food scents help stimulate people's appetite. For example, a care study revealed how the diffused scent of bread during mealtime at a senior care facility increased residents' perceived quality of life by 10%. Malnutrition also dropped from 37% to 27%.

By stimulating inactive olfactory receptors, scenting helps improve brain function among the elderly. Not only does it induce alertness and improve memory, it also increases calmness and reduces agitation—allowing senior residents to wind down throughout the day, which will enhance their well-being.

Traditional water-based fragrances won't eliminate offensive or unintentional odors sometimes found in assisted living facilities—only special odor-neutralizing aromas can do that. Air Essentials uses high-quality, proprietary odor-remediation fragrances specifically for this purpose, such as Royal Palm, Sparkling Goji Berry, Verbena, and others, that will remove malodors and introduce very pleasant aromas. These proprietary oils when paired with our Wi-Fi or Bluetooth control scent diffusers, give you the advantage to manage scent intensity anytime, anywhere.

Don't lose another family due to malodors. Air Essentials will help you create a clean and inviting environment where residents and their families will want to reside in and visit often.

## Who is Scenting?

The Palace Group  
Capital Senior Living  
Green Courte Partners  
MD Now Urgent Care Centers  
The Lennar Foundation Medical Center  
*...and many other senior living companies!*

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