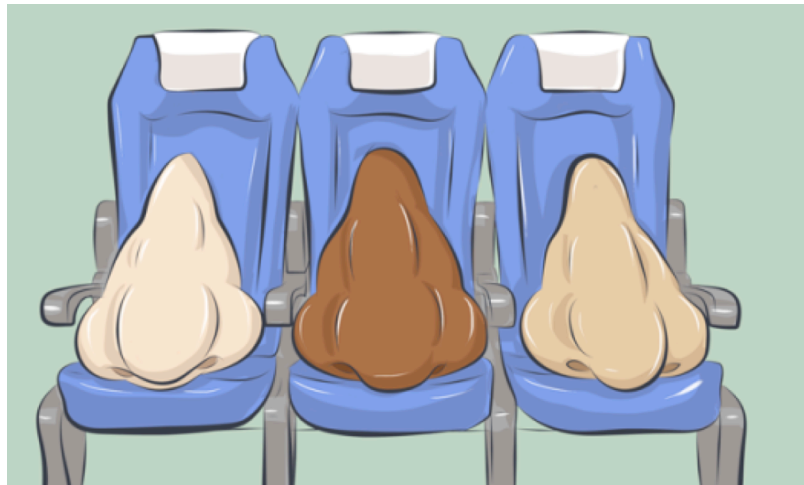


Quick Biz Reading

Aromatherapy in the air

When travelers fly, of course they breath recycled air. Most travelers aren't known to enjoy cabin aromas. Some airlines are starting to pay attention. The VIP airline industry has started to use dry scent technology in their cabins and lavatories (toilets).



Since the technology is new and expensive, domestic flights likely won't smell better any time soon. Here's what high-end travelers can enjoy.

Airlines like Singapore Airlines, All Nippon Airlines and Turkish Airlines already offer their patrons scented towels. But through the development of dry-scent technology these offerings can be used on other international airlines. FIVE, an aroma/branding company markets scents to airlines. Its name comes from the fact that smell is the fifth sense.

Dry-scent technology doesn't depend on liquid or oils to carry scent. Scent cartridges diffuse smells. Passengers don't notice. They sense it at the subconscious level. Passengers simply feel a positive change in mood.

The aroma of white tea and fig appeals to almost everyone. There are some regional preferences. FIVE is testing, customizing and marketing scents. This is the same way that branding companies develop logos that capture an organization's personality.

Other scents that are popular by region include *Warm Bread*, which is popular in Europe. *Black Orchid*, a scent found pleasing in Asia Pacific markets. *Lemongrass* and *Vanilla Bean* is popular with Central and South American passengers. But the clean scent of tea knows no borders.

- ❶ Work with a partner. In Japanese, talk about this story. How much do you remember?
- ❷ With your partner, try to tell the same story in English.
- ❸ Talk about smells/flavors you would like to try.
- ❹ **Take it deeper.** In business, what are other ways you could appeal to customers' senses? *smell, taste, touch/feel, hearing, seeing.*