



The Power of Scent

Boosting Satisfaction and Sales in Your Clinic

As soon as pet owners' step into your veterinary clinic, their senses are immediately engaged. The sterile smell of disinfectant and the sound of barking dogs may be what initially catches their attention, but have you ever considered how the power of scent could impact their experience? Scent marketing may just be the missing piece in boosting client satisfaction and sales in your veterinary clinic.

Scent marketing, also known as olfactory marketing, is a technique that aims to create positive emotional responses in customers by using specific scents. The sense of smell is closely linked to memory and emotions, and scent marketing can therefore have a significant impact on customer behaviour. Creating an inviting and soothing environment is crucial to shaping owners' perceptions of quality, minimizing aggression, and reducing perceived wait times.

Research has shown that scents can influence customers' perception of a business and their willingness to spend money. In a veterinary clinic, scents that are known to have calming properties, such as lavender and chamomile, can create a more relaxed environment for both pets and their owners. This can have a positive impact on the customer experience, leading to increased satisfaction and loyalty.

Diffusing scents throughout a veterinary clinic can be safely achieved by using diffusers with a veterinary formulated blend of essential oils. A consistent scent should be used throughout the clinic to create a memorable experience for customers.

HOW DO WE KNOW IT WORKS?

There are several statistics that support the effectiveness of scent marketing in increasing sales and improving customer experience.

Studies have shown that scent marketing can increase sales and customer loyalty. For example, a study conducted in a bookstore found that customers spent 20% more time in the store when a simple scent was diffused and were more likely to make a purchase (1).



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Improving Comfort Rooms for Pet Owners Saying Goodbye

Scent marketing can play a significant role in helping pet owners cope with the grief of pet euthanasia. Losing a pet is a difficult experience, and the use of calming scents can help to create a more peaceful and comforting environment for both the pet and the owner during the euthanasia process.

Funeral homes for people often use this technique. Compared to a funeral home that doesn't use scent marketing, mourners who experience the calming and comforting scents are likely to remember the funeral home more positively. They may feel more comforted and supported during the grieving process, which can lead to a more positive experience overall.

For example, the scent of lavender has been found to have calming properties that can help to reduce stress and anxiety. The use of a lavender-infused blend in the euthanasia room can help create a more relaxing and comforting environment for pet owners during this challenging time. By complementing the calming aroma with gentle lighting and cosy furnishings, we aim to alleviate some of the strong emotions that the owner may be experiencing.

It is typical for animals to soil the bedding during the euthanasia procedure. To counteract the clinical odour of hospital-grade detergents, or bodily fluids that may be released by the patient, introducing a scent into the room can be beneficial. This can help to mask unpleasant smells and create a more pleasant and soothing environment for both the pet and their owner. Scent marketing can be a powerful tool in helping pet owners cope with the grief of pet euthanasia. By creating a calming and comforting environment, scent marketing can help to reduce stress and anxiety, and provide a positive, lasting association with the veterinary clinic during such a difficult time.



EMOTIONAL CARE Range

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“Research has shown that scents can influence customers’ perception of a business and their willingness to spend money.”

One study found that customers in a scented environment were willing to pay up to 10% more for products than those in an unscented environment (2). Another study conducted in a casino found that the introduction of a pleasant scent led to a 45% increase in revenue from slot machines (3).

In the hospitality industry, a study found that hotel guests rated their experience as more enjoyable when the hotel lobby was scented, with a 7.7% increase in overall ratings (4). Additionally, the same study found that guests were willing to pay an average of \$10 more for a room when it was scented.

In a veterinary clinic environment, a survey conducted by the American Veterinary Medical Association found that over 60% of pet owners reported feeling stressed or anxious when taking their pets to the vet (5). Using calming scents in the waiting area and exam rooms can help reduce this stress and improve the overall experience for both pets and their owners.

Overall, incorporating scent marketing into a veterinary clinic can be an effective way to enhance the customer experience and increase sales. By using scents that are pleasing to both humans and animals, and maintaining a consistent scent throughout the clinic, a more relaxing and enjoyable environment can be created for customers and their pets.

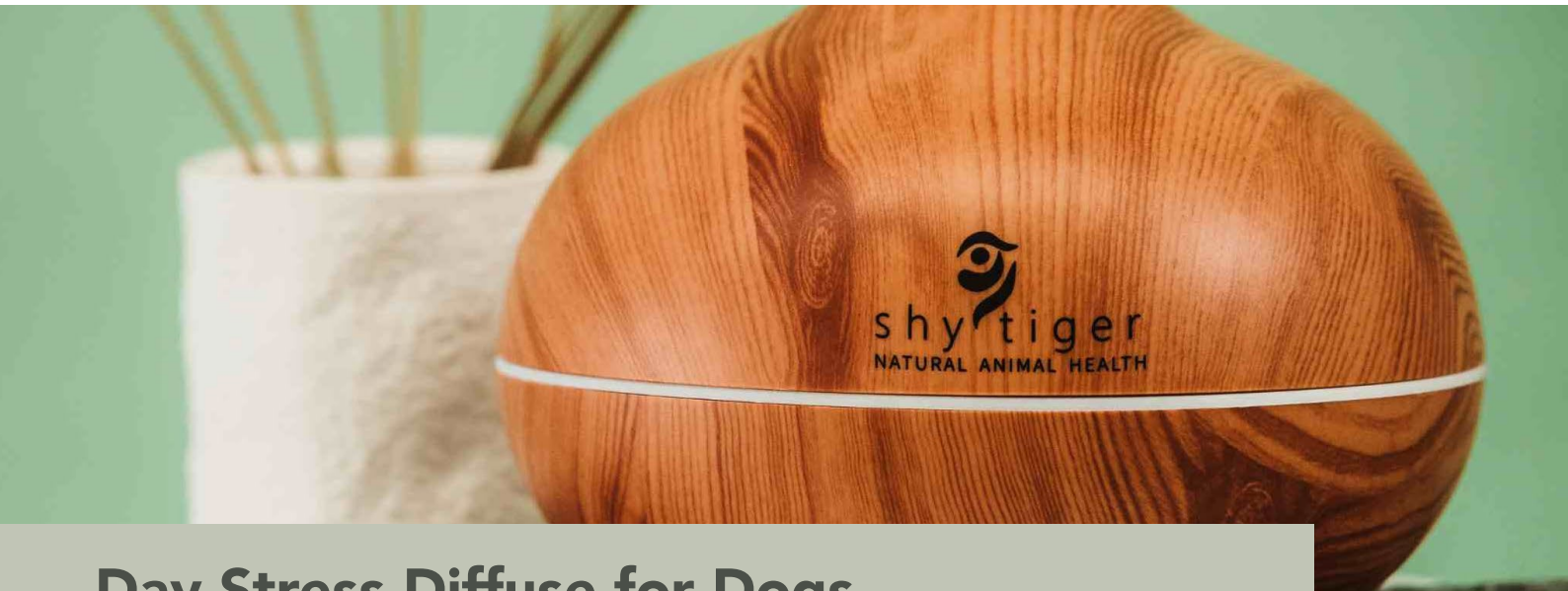
HOW CAN WE HELP?

Our objective is to help establish a tranquil and aromatic ambiance in veterinary clinics. To achieve this, we present veterinarian-formulated essential oil blends that are optimized for a water-based diffuser. These blends incorporate lavender, ylang ylang, and Roman chamomile, which possess anxiolytic properties to soothe your pet’s emotional state throughout the day. Most importantly, these veterinary formulated blends are entirely safe for cats and dogs.

We take pride in upholding the principles of using natural ingredients, sourcing our ingredients meticulously and ethically from the highest quality plant-based sources. Our calming line of products sources the purest Tasmanian-grown lavender essential oil, combined with other premium plant extracts.

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Day Stress Diffuse for Dogs

Lavender Essential Oil (*Lavandula augustifolia*)



Lavender essential oil may exert its anxiolytic effects through its impact on the central nervous system. Lavender contains compounds such as linalool and linalyl acetate that have been shown to have sedative effects on the nervous system. For example, a study by Kim et al. (2011) found that inhalation of lavender essential oil significantly reduced anxiety-like behaviour in mice, possibly through the modulation of the GABAergic system.

GABA (gamma-aminobutyric acid) is a neurotransmitter that has been linked to the regulation of anxiety and stress. Research has shown that lavender essential oil can increase GABA levels in the brain, which may contribute to its anxiolytic effects. For example, a study by Umezu et al. (2006) found that inhalation of lavender essential oil increased GABA levels in rat brains, leading to a decrease in anxiety-like behaviour.

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Day Stress Diffuse for Dogs

Ylang Ylang Complete Essential Oil (*Lavandula Augustifolia*)



Ylang ylang essential oil may have calming and relaxing properties, which could potentially help dogs with anxiety. Ylang ylang essential oil contains several bioactive compounds, including linalool and benzyl acetate, which have been shown to have sedative effects on the central nervous system. These compounds may help reduce anxiety and promote relaxation when inhaled by dogs.

In addition, ylang ylang essential oil has been shown to have a positive effect on the cardiovascular system, which could contribute to its calming effects. A study by Hongratanaworakit and Buchbauer (2006) found that inhalation of ylang ylang essential oil decreased heart rate and blood pressure in human subjects, suggesting a potential mechanism for its calming effects.

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Sweet Marjoram Essential Oil (*Origanum Majorana*)



Sweet marjoram essential oil contains several bioactive compounds, including terpinen-4-ol, which has been shown to have sedative effects on the central nervous system. These compounds may help reduce anxiety and promote relaxation when inhaled by dogs.

In addition, sweet marjoram essential oil has been shown to have a positive effect on the cardiovascular system, which could contribute to its calming effects. A study by Park et al. (2014) found that inhalation of sweet marjoram essential oil reduced heart rate and blood pressure in rats, suggesting a potential mechanism for its calming effects.

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Day Stress Diffuse for Dogs

Australian Sandalwood Essential Oil (*Santalum Spicatum*)



Sandalwood essential oil has been shown to have a positive effect on the limbic system, with some studies suggesting that it can increase alpha waves in the brain, which are associated with relaxation and calmness. A study by Xiong et al. (2008) found that inhalation of sandalwood essential oil reduced anxiety-like behaviors in mice, suggesting a potential mechanism for its calming effects.

In addition, sandalwood essential oil has been shown to have anti-inflammatory properties, which could potentially help reduce anxiety in dogs. Chronic inflammation has been associated with the development of anxiety and other mood disorders in both humans and animals, and reducing inflammation may be a potential strategy for managing anxiety. A study by Srivastava et al. (2010) found that sandalwood essential oil had anti-inflammatory effects in vitro and in vivo, suggesting a potential mechanism for its therapeutic effects in anxiety.

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Peru Balsam Essential Oil (*Muroxylon Balsamum*)



Peru balsam essential oil contains a number of compounds that may contribute to its therapeutic effects, including cinnamic acid, benzoic acid, and vanillin. Cinnamic acid has been shown to have anti-inflammatory and neuroprotective effects, which could potentially help reduce anxiety in dogs. Benzoic acid has been shown to have anxiolytic effects in animal models, although more research is needed to determine its mechanism of action. Vanillin has been shown to have sedative effects in animal models, which could contribute to Peru balsam's calming properties.

A few studies have investigated its potential therapeutic effects in other areas. For example, a study by Tsai et al. (2013) found that Peru balsam essential oil had antibacterial and anti-inflammatory effects in vitro, suggesting a potential mechanism for its therapeutic effects in a variety of conditions. Another study by Costa et al. (2019) found that Peru balsam essential oil had antioxidant and anti-inflammatory effects in rats, suggesting a potential role in the management of oxidative stress and inflammation.

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Day Stress Diffuse for Dogs

Roman Chamomile Essential Oil (*Anthemis Nobilis*)



One of the active components of Roman chamomile essential oil is chamazulene, which has been shown to have antiinflammatory and anxiolytic effects in animal models (Koulivand et al., 2013). Another component, bisabolol, has been shown to have sedative and anxiolytic effects in animal models (Galdino et al., 2012). These compounds may contribute to Roman chamomile essential oil's anxiolytic effects.

A study by Sarris et al. (2015) found that a combination of essential oils, including Roman chamomile, lavender, and bergamot, reduced anxiety in patients with generalized anxiety disorder. Another study by Moss et al. (2006) found that exposure to Roman chamomile essential oil vapor reduced anxiety in healthy volunteers. While these studies did not specifically investigate the effects of Roman chamomile essential oil on dogs, they suggest that it may have anxiolytic effects in humans.

One study by Umezu et al. (2006) investigated the anxiolytic effects of Roman chamomile essential oil in rats and found that inhalation of the oil significantly reduced anxiety-related behaviour. A few studies have investigated its potential therapeutic effects in other areas. For example, a study by Cho et al. (2013) found that topical application of Roman chamomile essential oil reduced skin inflammation in dogs, suggesting a potential role in the management of skin allergies.

In a study by Kritsidima et al. (2011), dogs exposed to lavender and chamomile essential oils in a veterinary waiting room exhibited reduced signs of anxiety compared to dogs exposed to no essential oils.

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