

The Power of Scent: 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.