



Fresh-  
thinking  
technology

  
**AromaGuard**  
Malodour counteractant technology

**CPL**  
AROMAS



# Malodour counteractant technology from CPL Aromas

## The bespoke approach to reducing malodours

Thanks to the millions of smell receptors in a human nose, most of us can distinguish at least one trillion scents. Many of these are likely to be unpleasant malodours. When we smell a malodour, we're not smelling a single scent, but hundreds of component odour molecules mixed together to make up a unique odour.

AromaGuard from CPL Aromas is a targeted and effective malodour-counteractant technology. By matching a specific malodour, it can reduce human perception of that odour and replace it with a desired fragrance. This innovative, completely bespoke technology can be used across many applications, from Personal Care and Household products to industrial and institutional settings. At CPL Aromas we're constantly evolving AromaGuard so that it continues to answer the ever-changing needs of our customers.

## How AromaGuard works

Every odour, pleasant or unpleasant, is different, thanks to all the various molecules involved. Before we can create an AromaGuard product to counteract a malodour we must recreate the bad odour; only when we understand what makes up the malodour can we design a product to reduce it.

AromaGuard works with the odour to counter it, changing the brain's perception of what the nose is smelling. AromaGuard makes bad odours seem pleasant by neutralising the active malodour molecules and replacing them with a pleasant fragrance, be it by chemical combination, physical combination or physical interference.

## Flexibility to meet needs

The potential applications for AromaGuard are truly limitless because its technology has the flexibility to answer our needs as our lives and lifestyles change. CPL Aromas is working with leading brands in the Household, Personal Care and Industrial Cleaning sectors to create tailored and complex AromaGuard formulations to reduce malodours and enhance the consumer experience and environments for millions of people worldwide.

**Scan to explore AromaGuard in more detail on our website.**

