

HARNESS THE PAST WITH THE POWER OF SCENT

*Researchers Say You Can Condition Yourself and Others
to Associate Scents with Experiences and Memories*

It seems to happen out of nowhere -- a certain scent hits you that can bring memories of the past flooding back into your mind. Maybe it's of a special vacation; maybe it's of a childhood experience or an old flame. In fact, a scent's memory inducing quality can be so powerful that it's hard to believe you're remembering a past event and not reliving it.

"There is a very direct connection between emotion and your sense of smell," said Theresa L. White, Ph.D., associate professor of psychology at LeMoyne College in New York. "The first stop for scents and smells in the brain is the olfactory bulb, which is part of the brain's emotional circuit (called the limbic system)."

Although most people have experienced the power of scent in connection with the past, it is also possible to "engineer" scent use to help imprint memories for future recollection and enjoyment. According to White, "studies have shown that it is possible to associate specific scents with experiences, events and people." In effect, individuals have the ability to plan ahead to use scent to create tomorrow's memories.

Whether it's a special event or vacation, or an important personal relationship, a unique scent can be employed as a trigger to recall the good feelings and emotions from experiences people care about. "It's classical conditioning, really. At the time you experience a novel smell, the things going on around you become associated with it," said White.

White continued, "By purposely incorporating a special scent into a personal experience, we come to associate that smell with the emotions that occurred. Weeks and even years later, it is possible an individual will relive the experience they first associated with that scent each time they smell it."

Colonial at HOME™, a leading maker of candle and home fragrance products, has identified an array of simple, easy ways to use the power of scent to create tomorrow's memories:

- **AT A WEDDING:** A wedding is one place where the bride and groom have the opportunity to enhance the memories of their guests in order to make their event a truly memorable experience. "Every couple wants their wedding day to be special," said White. "By incorporating a new and unusual scent into the wedding day the bride

and groom are creating an atmosphere unique to them.” For years, when the couple smells the scent it will trigger positive memories of their day. Colonial at HOME Sweet Pomegranate fragrance is a distinctive scent unfamiliar to most people. Pomegranate was also once known as the “love apple,” making it perfect for this occasion. Couples can incorporate tea lights in Sweet Pomegranate into the overall wedding decor, so that the aroma is present throughout the day. They can also send guests home with an attractively wrapped votive in the same scent, so that they’ll have a constant reminder of the wedding day each time it’s lit.

- **IN RELATIONSHIPS:** The same concept can apply in relationships. “Just as people have signature scents they wear, the scents in their homes can also distinguish them from others,” added White. Lighting candles in unique scents before a first date can bond individuals to those scents. The fragrance notes in Colonial at HOME’s Harbor Mist are sensual and unusual, which makes it a perfect signature scent.
- **ON VACATION:** Prior to a long awaited vacation that’s sure to be a fabulous time, choose a scent to take along that can be the focus scent of the trip. A basket or dish filled with a unique and refreshing scent like Colonial’s Rainwater adds a fragrant element to the room. When back to reality and the stresses of daily life, place the same scent throughout the home for instant reminders of the vacation.

For more information about how scent can affect well-being and Colonial candle and home fragrance products, visit www.ColonialCandle.com. Beginning in November, specific mood-related scent recommendations will also be available on the web site. Colonial candle and home fragrance products can be purchased at specialty home retailers and on the Colonial Candle web site.