



STAY ALERT™

Driving Safety Scents™ & Air Fresheners

"It's astounding how much the smell in a car can affect a driver's mood and actions . . . A small cinnamon or mint scented sachet placed in a car could help to keep drivers alert, refreshed and focused."*

***Royal Automobile Club Foundation**

(The European equivalent of The American Automobile Association)

According to a study* done by The Royal Automobile Club Foundation (the European equivalent of the American Automobile Association or AAA), certain fragrances can help drivers with the following:

- Recognizing dangers sooner
- Staying focused on the road ahead
- Forgiving other people's driving errors

Best Scents for Driving*

- Peppermint and Cinnamon: These scents improve concentration and make drivers less irritable.
- Lemon/Citrus and Coffee: These scents help drivers concentrate and think clearly.
- Sea Ozone: The scent of salty sea air may make drivers breathe more deeply, which helps relieve stress, relax the muscles and calm the mind.

According to the study*, the wrong smell may cause:

- Speeding
- Dozing off
- Succumbing to road rage
- Potentially even getting into a serious accident

Dangerous Scents for Driving*

- Chamomile, Jasmine and Lavender: According to the RAC Foundation study, these fragrances make drivers too relaxed – yet amazingly, some car/truck air fresheners on the market today actually have these scents!
- Fresh-cut grass, pine woods and roadside flowers: These scents are also found in some car/truck air fresheners on the market today. According to the RAC Foundation these scents may cause daydreaming, and take a driver's mind off the road and the speed at which they're traveling.
- Fast food wrappers, fresh bread and pastry: People often have these in their cars/trucks; the RAC Foundation study cited these scents as contributing to irritability, and increasing the likelihood of speeding and road rage.

Advantages of Siege Safety Smells™

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| • Promotes Safe Driving | • Fragrances For All Seasons | • Cutting Edge And Guaranteed |
| • Created With Essential Oil Crystals™ | • Looks Attractive In Your Car | • New Fragrance Technology |
| • Appeals To All Ages | • Fun Designs | • Can Be Used In Cars, |
| • Attractively Packaged | • Scientifically Endorsed Scents | • Closets And Lockers |
| • Made With Natural Essential Oils | | |

*Source: **Royal Automobile Club Foundation** study presented at a conference of the Association for Chemical Reception Sciences, Sarasota, FL

Six Month Fragrance Guarantee

Essential Oil Crystals™ are created with a cutting edge new technology designed to keep the fragrance long lasting. This sachet comes with a guarantee that it will maintain its scent for six months from purchase date.



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