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## Research to Market



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# Marijuana Abatement Solution

Making good even better



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## Solutions that work



"I knew that we needed a real solution that actually neutralizes the skunky smell of marijuana rather than just another product that merely covers it up like what was already on the market."

- Jim Reding CEO

Have you ever been in any of the following scenarios or known someone who has been?

- Walked down a hotel hallway and been surrounded by a strong odor of marijuana.
- Come home to a house that smells like marijuana.
- Had a "smoke", walked back into a building, and received smirks from co-workers.

If you said yes to any of the above, you're not alone.

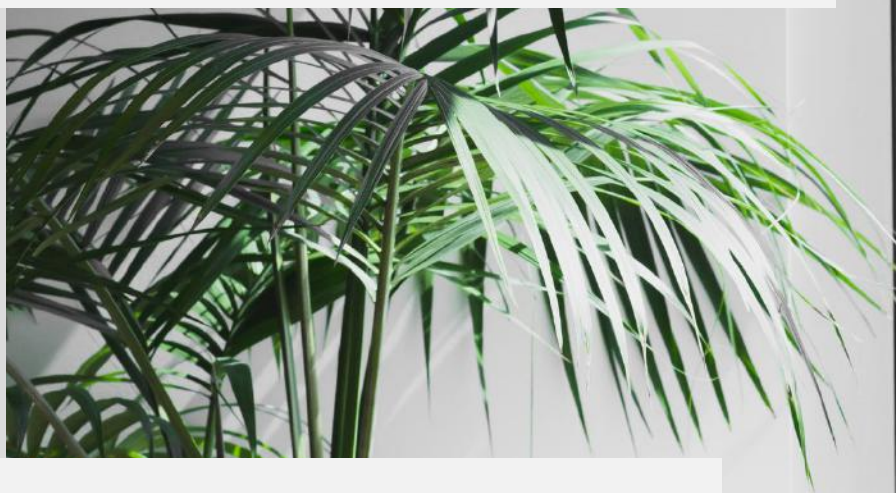
# Background



## Problem

Marijuana cultivation and consumption is rapidly growing industry, with nearly every state having legalized marijuana for medical or recreational use.

Many people, however, find the smell of marijuana unpleasant and intrusive. Marijuana odor can seep through walls and windows, making it difficult for those nearby to avoid its presence. Even worst, marijuana's very specific odor lingers in the air a long time and the smell clings easily to surfaces -- especially fabrics, skin, and hair.



## Opportunity

Businesses and individuals, therefore, have started looking for solutions to neutralize the very potent and unique odor of marijuana. To maintain pleasant environments for all, taking the necessary steps to reduce the smell of marijuana can help make the smell less intrusive.





# Benefits of Marijuana Abatement



For **businesses**, it is important to have a good smelling environment because the way a business smells can have powerful effects on customers and employees. Good scents can even improve focus and productivity in the workplace while reducing stress levels. Interestingly, studies have indicated that certain scents may even help to reduce errors and increase sales. A good scent can also create an inviting atmosphere that customers and employees will appreciate.



For **individuals**, it is important to have a good smelling home and to smell good as well. A good-smelling home can make the environment more inviting and comfortable. A pleasant scent can help create a calming atmosphere and enhance relaxation, while an unpleasant smell, like marijuana, may be distracting or even off-putting.



As a **person**, smelling good can help boost your self-esteem, reduce stress and anxiety, and even have anti-aging effects. Being surrounded by a pleasant aroma can also improve alertness and productivity in everyday tasks. Studies have shown that smelling nice ingredients like lavender oil can reduce blood pressure, while sandalwood can improve cognitive function and anxiety. Additionally, smells like citrus essential oils are known to have anti-bacterial and antifungal properties that can help boost the immune system. Smelling good can thus be beneficial for overall mental and physical health. In addition, being courteous and considerate regarding how we smell is a great way to show respect to those around us and make sure everyone feels comfortable sharing the same space.

# Where To Start?

But how do you know where to start or what products to use to get rid of marijuana smells that may be present in or around your home or business? Marijuana odor abatement solutions should be made based on an informed decision. The solutions should also be cost-effective, environmentally friendly, and efficient for you and/or for your business.

This is why we've compiled information on marijuana trends, **the science behind the smell**, traditional solutions to abatement, and a new and innovative solution that we can't wait to share! Keep on reading to find out!

## **Trends of Marijuana Legalization and Use**

Marijuana legalization and use is clearly on an upward trend. While its status has changed drastically over the past century, marijuana is now widely accepted as a medicinal and recreational substance.

For example, cannabis was widely used for medicinal and recreational purposes in the early 1900s, but numerous states began enacting anti-marijuana laws around this time. By 1937, marijuana was illegal in every state except for medical use.

In the 1960s, marijuana was widely associated with the counterculture movement and began to gain a foothold in popular culture. This led to increased criticism of marijuana laws, leading President Nixon to declare a war on drugs in 1971 and pass the Controlled Substances Act (CSA). The CSA placed cannabis as a Schedule I drug, meaning that it was considered to have no medical value and a high potential for abuse.

In the 1990s, various states began relaxing their marijuana laws, allowing for the medical use of cannabis. In 1996, California became the first state to legalize the medical use of marijuana, followed by Alaska in 1998. By the mid-2000s, several other states had either legalized or decriminalized the possession of marijuana for personal use, mainly because Cannabinoids in marijuana have been linked to several therapeutic benefits, including pain relief, nausea reduction, reduction in inflammation, and improved sleep quality. Studies have also found that cannabis can help with anxiety, depression, and even reduce the symptoms of PTSD.

In 2012, Colorado and Washington became the first two states to legalize recreational marijuana. Since then, more than a dozen other states have followed suit. In 2018, Canada became the second nation in the world to legalize recreational cannabis. The legalization of marijuana has clearly allowed for the creation of a legal cannabis industry that has and continues to expand. Consequently, as the marijuana industry expands, so does the need for **effective odor abatement solutions**. Even with potential medical benefits and more legalized use, marijuana still retains its often, skunky smell.

# What causes Marijuana to Smell



The smell of marijuana is created by organic compounds found in the essential oils of plants. The cause of this smell can be attributed mainly to the **terpenes** found in cannabis plants, which are aromatic compounds that give the marijuana its unique scent. Terpenes interact with other chemicals in the plant and can produce an array of smells from floral, fruity, skunky, earthy, and even diesel-like aromas.



The smell of marijuana is also affected by the growing environment and curing process, with each strain producing its own unique scent. All this combines to make a **strong odor** that can be quite pungent and pervasive when smoked or vaporized. The burning or vaporizing of marijuana can produce additional pungent aromas due to the combustion process. Depending on the strain, this can make it smell even more intense and unpleasant.

In specific, **Prenylthiol**, otherwise known as 3-methyl-2-butene-1-thiol, is an organic sulfur compound found in many plants and herbs, including marijuana. Research shows that Prenylthiol is responsible for much of the distinctive smell associated with marijuana and other cannabis products. It has a strong pungent odor that gives marijuana its skunky and earthy smell.

More interestingly, Prenylthiol's molecular formula is  $C_5H_{10}S$ , meaning it is comprised of 5 carbon atoms, 10 hydrogen atoms, and one sulfur atom. Notably, sulfur is only stinky when it is in certain compounds such as Prenylthiol.

We'll come back to Prenylthiol later as it is important. But don't worry, we'll review the information for you!



# How Can the Smell of Marijuana Be Abated?

Several methods have been proposed and used to try to abate the pungent smell of marijuana.



Clearly, there are ways to try to abate the pungent smell of marijuana, but current solutions are either not cost-effective or only mask smells rather than neutralize or even change the smell.

## Some popular methods include the following:

- Mechanical ventilation involves the use of fans and ducting to capture and exhaust odors. The size, layout, and location of fans and ducts must be carefully engineered to ensure maximum odor control.
- Another popular solution for controlling marijuana odors is air scrubbing. Air scrubbers are devices that utilize various filtration media to catch odors and other particles from the air. They can be used in conjunction with mechanical ventilation systems for more effective odor control.
- The problem with these methods is that they are rather costly.

## Some natural methods include the following:

- Essential oils, such as lemongrass, lavender, and peppermint can reduce odors.
- Candles can also be lit with specially designed fragrances to create pleasant aromas and mask the smell of cannabis.
- The problem with these methods is that they just mask the unpleasant marijuana odor, often creating competing smells in the environment. In essence, they are not very effective in that they only mask, but do not neutralize or even change the smell.



An effective solution would be to not just neutralize or mask but change the unwanted smell. This is not what current on-the-market solutions are able to do. Fortunately, we problem-solved the issue for you and came up with a solution!

Jim Reding, CEO of Aroma Retail, said, *"I wanted to find a solution that stayed true to our pure-grade fragrance standard, which means no synthetic toxins and no volatile organic compounds."* Volatile organic compounds (VOC's) are natural, organic ingredients that are still harmful to people and pets, like pollen that causes allergic reactions. Pure Grade is an important standard to Aroma Retail because many of their customers are businesses, including resorts, where the fragrance oil is being diffused into public spaces without the public's consent.



## Aroma Retail's Problem-Solving Process

**Remember we said we'd come back to Prenylthiol? Here it goes! Just stick with us because the chemistry of the stinky marijuana smell is important to understand.**

**Here's a quick review:**

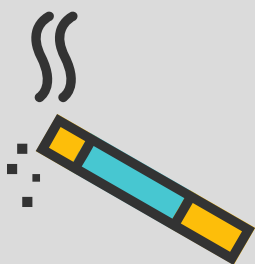
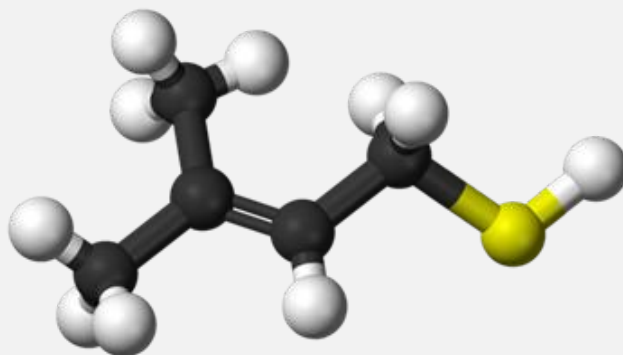
**Marijuana can smell skunky because of a chemical molecule called Prenylthiol, which is comprised of 5 carbon, 10 hydrogen, and 1 sulfur atom.**

**The sulfur is what stinks when it is in a compound combination like Prenylthiol.**

*"My fragrance development team, focus groups, and a number of expert panelists were able to prove to me that our solution works because the three scents that we have developed so far actually **change** the way they smell when they are exposed to the malodor; this can only happen when scent **molecules** are combining rather than just competing with each other."*

- Jim Reding CEO

Here's what the  
Prenylthiol compound  
looks like:



To find a safe, natural neutralizer, we searched for desirable scent molecules that would be attracted to the radical sulfur atom AND smell wonderful after combining with it.

**And guess what? We found some!**

So far, we have found three rare and natural scent molecules to neutralize the skunky smell of marijuana, and we continue to look for more!



## **Solution: The Canna-less Line from Aroma Retail**

Using our discovery, we have created three fragrances available for diffusion.

These fragrances can naturally and scientifically neutralize the odor of marijuana for your home or business environment. The best part is that these scents are cost-effective, environmentally friendly, and work naturally and efficiently. In fact, we just want to pause to emphasize that ALL our products, including the ones we are about to present, are made of high-quality and affordable organic and hypoallergenic essential oils.

Ready?

Here are the three fragrances with descriptions of how they work, smell, and combat -- or rather work with -- any unpleasant marijuana smell in your home or business.

**Peach By The Gram** is a result of our discovery that, as peaches ripen, they release marijuana odor-neutralizing scent molecules.

Without the marijuana smell present, **Peach By the Gram** smells like a fresh, unripe peach.

When it combines with the marijuana smell, it neutralizes into the smell of a ripe peach.



**Matchajuana** is a result of our discovery that, when exposed to sunlight, ground green tea (i.e., Matcha) releases a marijuana odor that neutralizes scent molecules.

Without the marijuana smell present, **Matchajuana** smells like freshly crushed green tea leaves. When it combines with the marijuana smell, it neutralizes into the smell of freshly brewed matcha tea.



**Reefresh** is a result of our discovery that, when blooms transform into citrus fruit, they release marijuana odor-neutralizing scent molecules. Without the marijuana smell present, **Reefresh** smells like a combination of zesty unripe citrus with a light, floral background. When it combines with the marijuana smell, it neutralizes into a combination of a heavier floral scent with a light but ripe citrus background.





# Summary



We started by noting that marijuana odor abatement solutions for businesses and individuals should be made based on an informed decision. The solutions should also be cost-effective, environmentally friendly, and efficient for your home or business.

We then presented the history and trends showing how marijuana popularity and use have grown. We also discussed that the problem for individuals, homes, and businesses is the unpleasant smell of marijuana can linger for a long time. Last, we shared with you our very cool discovery of a cost-effective, environmentally friendly, and powerful solution to abating marijuana smells through The Canna-less Line from Aroma Retail.

## **Mission accomplished!**

Our three fragrances -- Peach By The Gram, Matchajuana, and Reefresh -- smell wonderful whether the smell of marijuana is present or not.



# Next Steps

With that, what are you waiting for?

Whether you are needing a solution for marijuana smell abatement for yourself, your home, or your business, be one of the first to use this **revolutionary solution!**

Find out more by going to **[www.AromaRetail.com](http://www.AromaRetail.com)**. And, check out our awesome diffusers here. Depending on the size of your space, you can purchase scent machines to cover the different square footage.

Stop wondering and/or stressing about how to get rid of pungent marijuana smells once and for all and contact us today at [care@AromaRetail.com](mailto:care@AromaRetail.com) or 702-780-7370

*The Smelly Bar*



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