

# AromaStick Slim



CONTROL



MOTIVATION



SUCCESS

**An inspiring scent to help control your weight**

Ingredients: Organic Grapefruit Oil, Organic Peppermint Oil.

Maintaining a healthy or aiming for an ideal weight contributes to increased life expectancy and quality of life. While pharmaceutical and surgical methods are increasingly used to combat obesity, it is lifestyle changes such as exercise and diet which form the cornerstone of a healthy weight management (Wadden et al., 2007).

Influencing appetite and satiety is where the AromaStick Slim can help. Our sense of smell plays a vital role in our perception of flavor with some researchers saying up to 90% of all taste comes from the nose (Spence, 2015). Several studies even suggest that appetite and food intake can be influenced through the use of aromas (Hirsch et al, 1995, Mayer et al., 1999, Ruijschop et al., 2008). Olfaction is directly linked to the centers of the brain responsible for energy homeostasis (the hypothalamus), motivation, and the reward aspect of eating (limbic system and neocortex). These brain centers in turn send and receive signals to and from the gastrointestinal tract, adipose tissue and other organs (Ahima & Antwi., 2008). By utilizing this feedback loop, it appears possible to use scents to trigger not just satiety, but also lipolysis (the breakdown of fats) and thermogenesis (breakdown of molecules by heat) which together play a major role in the regulation of body weight.

The AromaStick Slim contains a blend of essential oils that have shown to influence satiety and through an increase in lipolysis and heat production, a reduced body weight.

Peppermint oil has been subjected to a number of studies, which suggest that regular inhalation can lead to reduced hunger levels and significantly reduced total calorie consumption particularly from saturated fat and sugar (Reed et al. 2007).

Grapefruit oil has shown in a number of animal studies as being capable of influencing appetite and stimulating fat burning when delivered in odor form. Olfactory stimulation led to enhanced sympathetic nerve activity that stimulated fat stores, resulting in an increase in lipolysis, thermogenesis, and blood pressure, and a decrease in food intake (Nijima et al., 2003, Tanida et al., 2005, Shen et al., 2005).

The effectiveness of scents, however, is not just down to the essential oils used. In fact, effectiveness highly depends on molecular concentration in the inhaled air (Buchbauer et al., 1995). The release of odors into ambient air via a diffuser will lead not only to a small amount of therapeutic odor molecules being inhaled, but also to rapid habituation due to constant exposure. As a result, any positive effects there might be are lost or greatly reduced (Chaudhury 2010). When working with scents therefore, an important aspect lies in the delivery method. This is where the AromaStick comes in: it delivers scents in a high molecular concentration directly to the nose. This has the additional advantage in that it forces the user to sniff, which is important for transporting scent molecules to the epithelium in the nose, the region where we “smell”. At the same time the exposure time is

kept to a minimum to avoid habituation. This makes AromaSticks 300% more effective than a scent released into ambient air (Schneider 2016).

Combining the aforementioned essential oils and delivering their aromas directly to the nose, the AromaStick Slim has shown, in a placebo controlled, randomized and prospective documentation study with 40 subjects to suppress appetite and promote weight loss without active dieting or exercising. Daily use of the AromaStick Slim over the course of 30 days, caused individuals to lose on average 1.7kg with greater effects experienced by those individuals who were more motivated to lose weight and deviated the most from their ideal Body Mass Index (>25). The results of the AromaStick Slim were on par with those of other diet and exercise interventions (Singer & Schneider 2017).



Figure 1. Relationship between weight loss and final weight in the Slim group [Singer & Schneider 2017].

The AromaStick Slim contains a blend of essential oils that help control, motivate and achieve success in maintaining a healthy weight.

**AromaStick natural inhalers are not medicines and are not intended to be used in place of medicines to treat, alleviate or prevent a health problem or an illness. The purpose of this product information leaflet is solely to provide an introduction to the AromaStick and the essential oils it contains. AromaStick natural inhalers are intended to improve wellbeing in healthy individuals.**



## References

- Ahima RS, Antwi DA (2008) Brain regulation of appetite and satiety. *Endocrinol Metab Clin North Am* 37(4): 811–823.
- Buchbauer G, Jirovetz L, Jäger W, Dietrich H, Plank C. (1995) Aromatherapy: evidence for sedative effects of the essential oil of lavender after inhalation. *Z Naturforsch* 46(11-12):1067-72.
- Chaudhury D, Manella L, Arellanos A, Escanilla O, Cleland TA., Linster C (2010) Olfactory bulb habituation to odor stimuli. *Behav Neurosci*, 124(4), 490-499
- Hirsch AR, Gomez R. Weight reduction through inhalation of odorants. *J Neurol Orthoped Med Surg* 1995; 16: 26–31
- Mayer SN, Davidson RS, Hensley CB. (1999) *J Adv Med* 12: 13.
- Niima A, Nagai K (2003) Effect of Olfactory Stimulation with Flavor of Grapefruit Oil and Lemon Oil on the Activity of Sympathetic Branch in the White Adipose Tissue of the Epididymis. *Exp Biol Med*, 228(10):1190-2
- Reed JA, Almeida J, Wershing B, Raudenbush B (2007) Effects of peppermint scent on appetite control and caloric intake. *Appetite* 51(2):393-393
- Ruijschop RMAJ., Boelrijk AEM, de Ru, J., de Graaf C., & Westerterp-Plantenga MS. (2008). Effects of retro-nasal aroma release on satiation. *Brit J Nutr*, 99(5):1140–1148
- Shen J, Nijjima A, Tanida M, Horii Y, Maeda K, Nagai K (2005) Olfactory stimulation with scent of grapefruit oil affects autonomic nerves, lipolysis and appetite in rats. *Neurosci Lett*, 380(3):289-94.
- Schneider R (2016), There is something in the air: Testing the efficacy of a new olfactory stress relief method (AromaStick®). *Stress Health* 32(4): 411–426
- Singer N, Schneider R (2017) Investigating the use of a specially formulated odour inhaler (AromaStick®) on weight loss: overview of the results of a two-armed, randomised, controlled effectiveness study *Int J Clin Aromather*
- Tanida M, Nijjima A, Shen J, Nakamura T, Nagai K. (2005) Olfactory stimulation with scent of essential oil of grapefruit affects autonomic neurotransmission and blood pressure. *Brain Res*, 1058(1-2):44-55.
- Wadden TA, Webb VL, Moran CH, Bailer BA (2012) Lifestyle Modification for Obesity: New Developments in Diet, Physical Activity, and Behavior Therapy. *Circulation*, 125(9): 1157–1170.
- 
- 