

Scentsy Air Purifier

Situation

A fresh approach to fragrance

By the fall of 2021, it was more important than ever to have a clean, comfortable environment at home. After all, a house is much more than just a roof over our heads, it's also the place where we spend time with family, work, rest and play.



Most people spend about 90% of their time indoors, where pollutant levels can be higher than they are outside. In fact, concentrations of some pollutants indoors are often 2 to 5 times higher than typical outdoor concentrations.*

At Scentsy, we have always been committed to designing high-quality, inventive, family-friendly and safe products to “Fill your life with fragrance.” Our flagship Simple System, Scentsy Warmers and fragrant Scentsy Wax Bars, was designed as an innovative replacement for traditional wicked candles, eliminating the need for a flame — and the associated pollutants and risks — to enjoy fragrance at home.

As an extension of that commitment, our product development team began exploring new ways to approach trending air purifier technology. We were already filling the air in homes around the world with fragrance, but what if we could purify it, too? We knew that blending these two functions would result in a game-changing, family-friendly product unlike anything on the market.

To the delight of Scentsy Consultants, customers and new prospects who cared deeply about the air quality of their home, we introduced the Scentsy Air Purifier on Aug. 1, 2021, with the launch of the new Fall/Winter 2021 Catalog in the U.S., Canada, Europe, Australia and New Zealand.

*Source: EPA.gov.

Strategy & Tactics

Clean and beautifully scented

The Scentsy Air Purifier quietly cleans the air around you while also dispersing signature Scentsy fragrance, so your environment is left clean and beautifully scented.

Here's how it works:

1. Air is drawn through a HEPA H13 filter capable of removing at least 99.95% of airborne particles as small as 0.3 microns (µm), including dust, pollen, mold and bacteria.
2. Clean air is then released through Scentsy Pods for the added benefit of instant fragrance.

Features and benefits:

- Use up to two Scentsy Pods to enjoy instant fragrance!
- Choose from three fan settings: Auto mode, Low and High.
- Run continuously or set a timer for two, four or eight hours.
- Air quality indicator light lets you know when particles are detected and when the air is clean. And in auto mode, the Scentsy Air Purifier automatically begins purifying the air when needed.
- Ideal for small spaces up to 200 square feet, like nurseries, bedrooms and more.
- Replacement filters available; indicator light lets you know when it's time to replace.



What are Scentsy Pods?

For instant scent with no-spill fragrance beads in bestselling Scentsy fragrances, Scentsy Pods were originally developed for use with our fan diffuser systems, and they worked seamlessly to add a fragrance experience to the Scentsy Air Purifier. Because Consultants and customers already knew and loved Scentsy Pods, their inclusion immediately added to the Scentsy Air Purifier's value proposition.

Scentsy Air Purifier

The Scentsy Air Purifier holds up to two Scentsy Pods at a time to control fragrance intensity and duration. Each Scentsy Pod fragrance lasts up to 120 hours (approximately one to two weeks).

Reaching a new customer demographic

Everyone can benefit from breathing cleaner, fresher air, but the benefits must outweigh the cost. At a higher price point than our core Scentsy products, \$250 USD, the Scentsy Air Purifier is competitively priced among other air purifying devices, but also offers something they do not: a uniquely Scentsy fragrance experience.



To help entice new customers to make the investment, we made the purchase of a Scentsy Air Purifier eligible for Host Rewards, the free and half-price items customers can earn based on their Scentsy party sales — which also gives customers an added incentive to host a Scentsy party!

We encouraged Consultants to reach out to new customers who might suffer from allergies or live in cities with high air pollution, those concerned about the quality of air in their home, those who already use an air purifier and existing customers who love Scentsy fragrance — especially Scentsy Pods and fan diffusers — and would want to learn more about the new system.

Share and sell the Scentsy Air Purifier

To help educate Consultants on the benefits of the Scentsy Air Purifier so they could effectively share and sell the product with customers, we developed several training and promotional resources, from the catalog and product training guide to educational and promotional videos, plus an exclusive web page that highlights the features, benefits, use and care to better serve customers.

Consumable products increase Consultant opportunity

Not only does the Scentsy Air Purifier itself offer Consultants incredible new sales and income opportunities, but the consumable products needed to keep it running as intended — replacement filters and Scentsy Pods — also create the passive, recurring income that contributes so much to the sustained growth of their business.



Order it through Scentsy Club

Each Scentsy Air Purifier comes with one HEPA filter. Replacement HEPA filters are available for \$35 USD — and they are eligible for Scentsy Club subscriptions along with Scentsy Pods. With a Scentsy Club subscription, customers can get 10% off replacement HEPA filters and Scentsy Pods (on orders over \$30 USD) and other great perks — and it offers Consultants recurring sales from Club orders placed every one, two or three months.

Results

What's better than clean air? Clean and beautifully scented!

Not only is the Scentsy Air Purifier an innovative way to clean the air — and fill it with beautiful fragrance — it's also a game-changing opportunity for Scentsy Consultants to grow their businesses. From the initial Air Purifier purchase to ongoing purchases of the consumable products a customer needs to use it effectively, it ensures lasting income and follow-up opportunities.

From August through December 2021, Air Purifier sales brought in **\$5 million** in new global revenue!

15,487 Scentsy Air Purifiers were purchased with Host Rewards in 2021, a clear enticement for new customers to make a purchase at a higher price point — and an added incentive for them to host a Scentsy party!

The Scentsy Air Purifier is a natural entry point for new Scentsy Club subscribers, which offers Scentsy Consultants recurring revenue. Replacement filters alone are present in more than **2,500 Scentsy Club subscriptions**, offering subscribers cost savings and convenience.

Since launching the Air Purifier, we've had an impressive reach across our social media platforms: more than **1.2 million impressions** and **111,975 engagements**.