

Lisa Friegle **Shareholder of DOMI sense** Lisa, in your company, you create and market personalized fragrances. What exactly is vour business model, and how does it work? Lisa Kriegler: DOMI sense is a scent marketing company driven by passion. We market room fragrances and scent machines (diffusers) to create a feel-good atmosphere for businesses. We offer around 40 different scents. all based on natural aromas and meeting the highest What makes us special is that companies can approach us to create a custom scent tailored specifically to them. Elements like style, colors, materials, and lighting allow us to highlight a brand and leave a lasting impression on customers. **DOMI SENSE STANDS FOR SCENT MARKETING** "MADE IN AUSTRIA."

For a long time, the sense of smell was overlooked in communication strategies, but it plays a crucial role in creating memorable experiences.

For example, when we detect a hint of cinnamon, we instantly associate it with Christmas.

In this way, fragrances can be used to intentionally evoke emotions. It's no surprise, then, that numerous studies have demonstrated the sales-boosting effects of scent marketing initiatives.

At DOMI sense, we place great importance on quality. All of our aromas are natural and IFRA-certified, which is essentially the "Oscar" in the world of fragrances.

How did the idea of marketing personalized fragrances come about?

Lisa Kriegler:

It all began on vacation when my husband and I arrived at a hotel and instantly felt relaxed and comfortable. We started wondering what it was that made us feel this way and realized: it had to be the pleasant scent.

When our friend and co-partner, Gero Stapelfeldt, came to us one day with the idea of founding a scent marketing company, we were immediately excited. And so, the exciting journey of DOMI sense began.

What fascinates you most about the process of developing a fragrance?

Lisa Kriegler:

Every creation process begins with us getting to know the company, the brand, the product, and,

of course, the personalities behind them, because ultimately, the fragrance should be perfectly tailored to them. From there, we proceed step by step, exploring individual ingredients together. Once we agree on the general direction of the fragrance, we move on to fine-tuning until both sides feel confident that the newly created aroma achieves the desired result.

For me, the most exciting part is getting to know the personalities behind a company. The best moment, however, is when we present the client with a fragrance that perfectly matches their business, and they experience their own "scent happiness" moment.

Which aromas should a feel-good fragrance include?

Lisa Kriegler:

That depends entirely on how you define "feeling good." If we equate it with being calm and relaxed, I would recommend a woody, warm tone or a floral, soft note. Additionally, selecting the right aroma requires considering various factors such as the environment, target audience, and overall theme.

What fragrances do you personally enjoy surrounding yourself with?

Lisa Kriegler:

That really depends on my mood. I tend to gravitate toward woody-spicy aromas that complement my personality. I love it when a fragrance gradually unfolds, allowing you to perceive the individual ingredients, much like a fine cocktail, without the scent ever feeling overpowering.

The Power of scent

What can you do when, faced with the flood of visual advertising, people just start shutting it out? When oversized billboards or large-screen animations in the city lose their effect? When even some pop-up ads on smartphone displays are successfully ignored?

You can use scent.

Scent stays anchored in the mind.

SCENT LINGERS OVER YEARS IN THE MEMORY.

A neural pathway connects the core area of the frontal lobe to the limbic system, which plays an important role in memory and contextual remembering.

One may forget images, names and even tunes, but scent remains in the memory.



ffect of our scents According to branding experts, people remember what they smell much more intensively than what they see or hear. Signature scents sprayed into your rooms with the special DOMI sense diffuser create a sensual and unforgettable experience for your clients and guests. The pleasant atmosphere in the rooms gives employees a boost to their motivation. And if your customers and guests feel really well, they may like to take ONE HAS these exclusive scents home with TO USE THE RIGHT SCENT them. And so we have also developed FOR THE RIGHT AREA: a particularly appealing reseller offer for your signature scent. A feeling of dynamism and motivation in the entrance area gives a warm welcome that customers and guests immediately sense. In the restaurant area, appetite-triggering scent compositions are particularly recommended. In public bathrooms, refreshing citrus scents are very appreciated, while people in the spa area are usually in the mood for relaxation. Reflecting these desires in a scent concept is also good for your company's success.



Our New Arrivals!

DS 1 CONNECT

incl. Wall Mount

Height: 29,4 cm, Width: 35,6 cm, Depth: 10,2 cm

Weight: 7,34 kg

Electrical Connection: 12,6 V, Power Consumption 7 W

Material: Anodized Aluminum

Colors: White, Black







Scent shapes space

Our scent marketing specialists are happy to advise you on which model of our diffusers is particularly suited to what area, as various factors need to be considered:

- design of the room
- colours and textures
- whether doors and windows are open or closed, and so whether the selected scent will mix with external aromas or not

A good scent adds value to the objects and materials in the room. **DOMI sense aromas shape the room and become one with it.** The perfect way to ensure a feeling of wellbeing in your guests and employees and so to create more attention.

DS SMALL

incl. Wall Mount

Height: 18,5 cm, Width: 13,2 cm, Depth: 7,7cm

Weight: 547 g

Electrical Connection: 12 V, Power Consumptione: 5 W

Material: High-Grade Plastic

Color: Black









IOS

Please scan the QR code or search for "DOMI sense" in the Google Play Store or App Store.

Innovative scent technology

Our diffusers are efficient and smart and use a unique technology, enabling an economic and profit-generating application of scent marketing.

The design is marked by its visual and practical adaptability and the ease of use. The cold evaporation of 100% pure scent compositions ensures a very natural diffusion, as the microscopic scent particles are so light that they spread perfectly through the air.

DOMI sense diffusers

- are fully automatic and programmable
- have a very simple regulation of the scent intensity
- scent up to 400 m² of space
- are in Made in Germany quality
- are 100% maintenance-free
- have a 5-year manufacturer warranty*

DIFFUSOR CLASSIC

without Stand

Height: 20,5 cm, Width: 22 cm, Depth: 20,5 cm

Weight: 4,5 kg

Electrical Connection: 220-240V 50/60Hz

Power Consumption: 9 W Material: Anodized Aluminum

Colors: White, Black











Our pure aromas are created in the world capital of scent, in Grasse in the south of France. Our scent compositions are only brought to market after extensive practical tests, international certification by IFRA and strict quality controls by our specialists.

Scents consist of top, middle and base notes.

TOP NOTE

While the top note hits you with the first impression,...

the middle note combines all the scents (which could consist of more than 100 individual components) and presents the main feature of the scent composition. One only perceives it after the top note has almost dissipated.

MIDDLE NOTE



The base note is what remains at the end. It binds the top and middle notes and lingers for several hours, sometimes even for days.

BASE NOTE

Our scents, your success!

You can select from a large variety of aromas or have a scent designed and created just for you.



Asiawood refreshes with a vibrant top note of zesty orange and cool mint. The heart note blends the floral fragrance of jasmine with the spice of cinnamon, pepper, and pink pepper, giving the scent an exciting, warm depth. The base note of sandalwood, sweet coumarin, and vanilla completes the composition, leaving a seductive, sensual trail that lingers for a long time.

This aroma is sparkling and seductive. It stimulates, refreshes and motivates with its unusual composition. In the top note one finds fruity, green, floral and citrus note combinations, while the middle note is floral, woody, balsamic and radiant. The base note has a wonderfully radiant ambergris, patchouli and white musk scent.





This light, silky-smooth scent motivates and lifts the mood. The top note, particularly sparkling thanks to bergamot and mint, is followed by the middle note of woody and balsamic cedar wood. This is completed by white musk, tobacco and ambergris.



The relaxing and mood-lifting effect of this aroma is due to the woody and green notes in the top note. Lavender and the calming hint of hay in the middle note give this scent its noble and sensual character. Ambergris and musk elegantly round off this composition.

The top note is aldehydic-fresh with a hint of invigorating green notes. In the heart note, delicate white blossoms unfold, accompanied by a gentle rose note that adds a touch of floral freshness. In the base note, the warm depth of guaiac wood enriches the scent, lending it an earthy, soothing effect.





The scent of cedar is soothing and calming and forms the middle note. The top note has an exciting whiff of nutmeg, while the base note concludes with the warming scent of vanilla and leather. Absolutely recommended for spa and wellness areas!

Casey is a particularly rich scent with numerous floral and fruity aspects. The top note consists of exotic fruits like papaya, pineapple and cardamom, the middle note expresses a variety of floral aspects, while the base note is woody and green.



Club House invites you to dance and be jolly. The top note is fresh and fruity, with the scent of lemon, orange and green notes. The middle note hints at fresh, floral roses. The base note combines ambergris, musk and vanilla and gives the scent its soothing and stimulating effect.



Fresh Figs
Cooling, stimulating, aphrodisiac



With Fresh Figs, you leave an elegant and lingering impression on your guests and cusotmers. The top note of fig scent is expertly complemented by the middle note, consisting of the scent of white roses, and brought to an apex by the base note of ambergris and white musk.

This scent is bottled motivation and concentration! The fresh top note of lemon and bergamot make this very urban scent sparkling and lively. The cedar wood in the middle note and ambergris and patchouli in the base note perfectly complete the coolness of Highspeed!



Hot Power

Motivating, mood-lifting, concentration-boosting

Hot Power stimulates and refreshes with an ozone top note consisting of bergamot and the evergreen clary sage. The middle note, with a playful mixture of jasmine, violet and lavender, is accompanied by sandalwood, moss, musk and ambergris in the base note.



A wild, warm and spicy scent that invites guests to linger. The top note of carnation and decent rose gives a warming tone, supported by the woody, balsamic middle note. A base note of sandalwood and patchouli completes the composition.

Quality lavender aroma composed in the capital of scents - in Grasse! Calming and soothing lavender, lavandin and coriander start in the top note, accompanied by the middle note of geraniums, petitgrain and white blossoms. The effect is rounded off in the base note with camphor, tobacco and musk.





A dynamic scent with a strong motivating effect in its top note. The core is floral and spicy and is nicely rounded off by musk in the base note. A fresh and modern, stimulating aroma.

A refreshing combination of citrus and sweet vanilla mark the scent. The top note contains citrus notes and mandarin, the middle is defined by sweet, warming vanilla and tonka bean. Rounded off with a wonderful caramel aroma!



A scent that puts us in holiday mood and transports us to the Mediterranean. The freshness of the scent starts with the top note, where lemon and mandarin are blended, continues with the fruity, floral middle note and concludes with sweet musk and ambergris.





Woody, bitter and spicy best describes this aroma. The top note already presents us with the aromatic scent of sandalwood and cedar. The high point is reached with the bitter and spicy middle note, while the light base note of ambergris has a calming effect.

Pure Life smells fresh and has the aroma of the sea. This aroma has a concentration-enhancing and motivating effect. This is achieved by the top note of bergamot and green notes. The middle note impresses with the scent of white petals, jasmine and rose. This rich aroma is rounded off by woody notes and floral musk.





Sparkling Fresh unveils its invigorating freshness with a top note of zesty lime and spicy pink pepper. The heart note combines green accords, rose, and lavender, giving the fragrance a floral yet aromatic freshness. In the base note, sweet-bitter licorice meets warm guaiac resin, adding depth and a sophisticated, seductive touch to the scent.



Temptation captivates with an aura of warmth and familiarity. The top note opens with a spicy intensity of clove, immediately conveying a sense of depth and character. The heart note is woody-balsamic, creating a soothing yet powerful presence. In the base note, patchouli and sandalwood merge, their earthy, warm nuances imparting a sensual allure to the fragrance.

The scent of vanilla often triggers child-hood memories and is therefore particularly appreciated. In the top note, it immediately seduces us, while the middle note with its milky aroma lifts our mood. Underneath is a touch of caramel, vanilla and tonka bean.





We developed this aroma for extra relaxation. It has a particularly soothing base note, its intensity formed by the combination of patchouli and cedar wood. The top note, a mixture of stone pine and spruce, and the balsamic, woody middle note invite the guests to linger.



THE WORLD OF FRAGRANCES IS A WORLD OF MAGIC AND MEMORIES.

You can find which of our IFRA-certified fragrances are particularly well-suited to specific industries in this table! Hotel Car Dealerships Food &Beverage

Events

Benefits

We work closely with scientists and the best perfumers to create new scent compositions. Thanks to our long experience, we know the effectiveness of every single essence and and about how to properly combine and apply them. This has a decisive influence on success factors like the length of stay, the mood barometer and the buying motivation of your guests and customers.

Our DOMI sense aromas guarantee an atmosphere of wellbeing in all areas of your rooms: from the lobby to the restaurant, and from the guest rooms to the spa and more.

Your company will get more attention, longer and more enjoyable stays by your guests, and you will significantly benefit from the competitive advantages and sales increase.

EXPERIENCE THE
FEEL-GOOD
ATMOSPHERE FOR
YOURSELF AND
BOOST
YOUR SALES!
TRY IT NOW
FOR FREE!







INCREASED SALES

- More attention for your product and company
- Longer customer stay
- Increased propensity to consumet

SCENT MARKETING

- neutralises bad smells Recognition value
- Exceptional scent experience

- **DESIGN & TECHNOLOGY**
- Servicing and maintenance-Made in Germany
- 5-year manufacturer warranty ow scent consumption
- 100% pure aromas

- **FLEXIBILITY**
 - Takes up little space
 - With or without stand
 - Usable with ventilation system
 - Version with wall mount

Juan Amador & & &

3-star chef and member of Relais & Châteaux as well as Les Grandes Tables

How were the 19 aromas selected?

Juan Amador:

We carefully studied the dishes from our kitchen and derived the aromas from them. The composition and production of the scents took a good year to complete. The aromas must be precisely matched to a dish, as the harmony between the dish and the scent is essential. The respective fragrance compositions also reflect elements of the dishes. For example, the fragrance creation Mango Coriander, which we pair with our signature dish – it simply whets your appetite! First, we see the dish, then we smell it, and finally, we taste it. This process and the use of scents are extremely exciting for me.

What are your 3 favorite scents to pair with dishes?

Juan Amador:

For the dish Mar y Montaña, I like to pair a marine scent, such as Seabreeze or Shiny Seaweed. I also particularly enjoy Tomato Leaves. Tomato leaves smell entirely different from the tomato itself, and the scent pairs wonderfully with dishes that naturally feature tomatoes as an ingredient. Finally, Mango Coriander is what I use with our pigeon dish.

"THE FRAGRANCE INSPIRES THE IMAGINATION FOR WHAT IS TO COME."

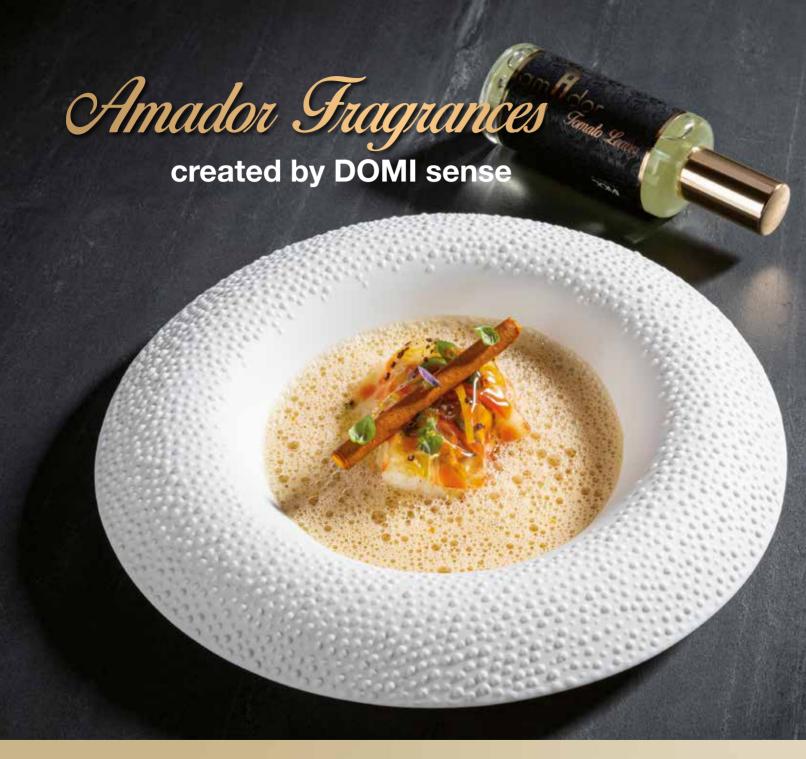
How or where do you recommend your guests or private customers use your fragrance editions?

Juan Amador:

I wouldn't recommend fragrances based on rooms but rather according to the seasons and times of day. Lemongrass is the morning scent; when you smell this aroma, you can almost see the sun shining. In the evening, something warmer and spicier is ideal to help the day wind down in a relaxed way.

Spring and summer fragrances should have a refreshing and invigorating quality, like Shiny Seaweed, Seabreeze, or Mojito & Mint. For autumn and winter, warmer fragrance notes are more popular. In that category, we offer Vermouth Juniper, or – for a more exotic choice – Cognac Santal.





DOMI sense and **Juan Amador** collaborated to create this collection of fragrances designed to enhance the culinary experience in the gastronomy sector.

Particular emphasis was placed on using **100% pure aromas**, crafted by some of the **world's finest perfumers**. Every flavor and effect is carefully represented, fully aligning with **Amador's philosophy**.

Menu of the Senses

When did the idea for the "Menu of the Senses" come about?

Juan Amador:

The idea emerged during the creation of the Amador fragrances. As we worked through the development process, we explored the entire palette of aromas and noticed how appetizing these scents were. This sparked the idea of pairing individual dishes or courses with a matching fragrance. The aim was to ensure that the scent would never be intrusive but would subtly create a sense of anticipation for the dish.

To complete the "Menu of the Senses," each course is also accompanied by a carefully chosen musical backdrop – truly a menu that engages all the senses.

Could you share which fragrance editions will be used and which dishes they will accompany?

Juan Amador:

Each dish will be paired with a fragrance essence specifically tailored to it. For the dessert, however, we may reverse the process and create a dessert inspired by the fragrance Peach Star Anise.



Find more information at: www.menuedersinne.com





Leitbetriebe Austria and DOMI sense invited guests to Juan Amador's Menu of the Senses!

"An extraordinary fragrance and culinary event like this deserves to be repeated – this time with an added touch of excellence!" said Monica Rintersbacher, Managing Director of Leitbetriebe Austria.







A heavenly evening where even the angels would have descended!

Toni Faber





The scent of the forest is relaxing and calming. It is what first greets you with this aroma. The middle note is dominated by stone pine. The base note is also woody and resinous, with musk and cedar wood.

This aroma brings freshness and spice to every room. It has a stimulating and motivating effect. The top note is dominated by bergamot and copperwood, while the middle note provides the spicy high point with pepper, warming cinnamon and cloves. Ambergris brings some calm in the base note.





Sweet orange, cinnamon and carnations make the perfect Christmas scent and form the top note of our "Christmas" DOMI sense aroma, accompanied by spruce needle scent, on top of sweet vanilla and a fine woody note.

The exotic mixture ensures a soothing and social atmosphere. The top note impresses with its combination of cardamom, licorice and fig. The middle note is composed of sandalwood, iris and spicy rum, while the base note has hints of cedar wood, tobacco, frankincense and leather.



Kaiserschmarrn begins with a refreshing citrus note that invigorates the senses. The heart note combines cherry blossom, almond, and clove, creating a warm and inviting atmosphere. The base of tonka bean, vanilla, and sugar adds a delicious, sweet depth to the fragrance. An enticing and indulgent scent.





This unusual combination of grapefruit and thyme, already present in the top note, creates a mood-lifting and motivating environment. The floral middle note continues the sense of wellbeing and is complemented by a woody base note.

Lemongrass is particularly refreshing and concentration-enhancing. The top note unites lemongrass, eucalyptus and citrus fruits. The middle note is marked by orange and mint, while ambergris and cedar wood with hints of copperwood form the base note.





Coriander in the top note, together with fresh bergamot, lemon and orange, and mango in the middle note, combined with pineapple and black currant, create a soothing atmosphere, warmly completed by vanilla in the base note.

Mint Lime is a stimulator! Fresh lime and grapefruit in the top note ensure good spirits, an effect continued by the middle note consisting of green mint and peppermint. The base note completes the more sociable aspect with sugar and rum.





Mojito & Mint makes you dance and laugh! A refreshing and stimulating scent that improves the mood. Various green notes, mint and citrus play together in the top note. The middle note is floral and fresh. It contrasts with the warm and woody base note, with vanilla and musk.

Oud Wood opens with a fresh top note of lavandin, invigorating and refreshing. The heart reveals floral accents blended with the noble aroma of agarwood, smoky papyrus, and earthy patchouli. The base of warm amber and sensual musk provides a lasting depth and gentle seduction to the fragrance.





When the evening sun shines on the peach trees and the sweet, fruity scent rises up, one feels cosy and warm. This feeling is recreated by this aroma, with a mixture of peach varieties and aniseed in the top and middle notes, rounded off with apricot. Warms the heart like the evening sun.



A spicy-fresh aroma that creates a calming atmosphere. The freshness of blood orange, grapefruit, and mint sets the tone, followed by a heart note of pink pepper, cashmere wood, patchouli, and cypriol. The base note is rounded off with musk, tobacco, and labdanum, adding depth and character to the fragrance.

Private Amber first stands out with the refreshing top note of ambergris and bergamot, enthuses with the middle note consisting of Peru balsam, orchids and patchouli, before rounding off with benjamin, tonka bean and the beloved vanilla.





This fragrance essence evokes the feeling of vacation, relief, and pure relaxation with an invigorating and refreshing breeze. The fresh, marine-floral top note transitions into a floral-fresh and balsamic heart note. Amber and cedarwood complete the maritime fragrance profile, adding warmth and depth.

Salty sea air feels so close with this aroma. Floral sea freshness in the middle note raises the spirit, while the woody base note of moss and musk gives this scent its calming effect.



Spicy Ginger Blossom opens with a sparkling top note of bergamot and pink pepper. The heart note blends warm ginger, white blossoms, red berries, black pepper, cinnamon, and nutmeg into a spicy composition. The base of patchouli, musk, amber, and woody notes adds depth and sensuality. A vibrant, seductive fragrance that captivates and delights.





The sight of water lilies usually delights us as the pleasant floral scent reaches our noses. In this aroma, we combine the scent of water lily and watermelon in the top note with the floral scent of lily of the valley in the middle note. The base note maintains the summer feeling with coconut, vanilla and sandalwood.

The scent of tomato leaves is composed of mandarin, black currant and melon in the top note. Green notes, rhubarb, coriander and mint form the heart, while the base note consists of fig and galbanum. Together, this creates the unmistakable scent of fresh tomato leaves.





A BEAUTIFUL FRAGRANCE IS LIKE A SILENT GREETING FROM NATURE. You can find which of our **IFRA-certified fragrances** are particularly well-suited to specific industries in this table!







Attractive Packages

With our package offer, you remain independent as you don't tie up any capital. Additionally, we ensure greater flexibility by keeping your devices technically up-to-date at all times.

Take Away

One-Time Costs for Purchase

- Diffusers of your choice
- A fragrance package of your choice

Carefree

Monthly Installments

- Diffusers of your choice
- A fragrance package of your choice
- Duration as per agreement





Become a Reseller!

There's nothing more delightful than giving your guests and customers the chance to take the scent of their wonderful experiences with them. We offer this opportunity through our Reseller Package.

With this package, you can provide your valued customers with your unique Signature Scent to take home. A premium flacon filled with your specially created fragrance serves as a lasting reminder of their time with you.

For effortless home fragrance, the Signature Scent comes with matching diffuser sticks and is presented in a high-quality box, complete with your branding.







DOMI sense

Quality

Our aromas are 100% pure aromas, are IFRA-certified and fulfil the highest international standards.

& I:

Our wide experience across various sectors and our global references are your guarantee for the success of the DOMI sense Business aromas.

Reliability

Our systems are made in Germany, fully maintenance-free and come with a warranty of 5 years.

Selection & Exclusivity

Our perfumers create the most unusual and effective scent compositions with unique, distinguishing features. We can also work together to create an exclusive DOMI sense Signature aroma for your company.

REQUEST PRICING OF CAREFREE PACKAGES!



The carefree package includes the diffuser, fragrances for the selected duration, a service fee for the scent marketing concept, and a 5-year full warranty.









NO. 1

SCENT MARKETING

EXPERTS!