

**PR RELEASE - AERWAY - 25th July 2023**

**FOR IMMEDIATE RELEASE**

Introducing AERWAY™: a Revolutionary New Scientific Approach to Fragrance.

[Sydney, Australia] – Acknowledging the scientific aspects of fragrance marks a profound reinvention of the traditional, outdated understanding of the industry - and that is exactly what Australian brand AERWAY™ ([aerway.co](http://aerway.co)) is doing.

No longer confined to aesthetic appeal, AERWAY™'s functional fragrances are recognised for their potential to impact mood, cognition, and well-being. 'This marks a shift from a purely subjective and artistic approach to a science-driven, evidence-based understanding that elevates the role of fragrance in our lives' says Johnny Bhalla, AERWAY Partner explains..

Scientific research has established the direct link between the Olfactory System and the Amygdala, the core of our neural system which is responsible for regulating our mood and emotions, allowing scent to profoundly impact our emotional state. AERWAY™ taps into this powerful neurological link - engineering a fragrance range that is specifically designed to target our mood.

The groundbreaking fragrance company is proud to unveil its innovative range of unisex functional fragrances designed to target specific areas of the human brain. The initial range comes in a collection of three scents, consisting of: Rise+ engineered to increase performance and improve focus, Breathe+ designed to earthy and green scent that allows individuals to de-stress, and promote calm, and Connect+ to stimulate the human body and facilitate deeper connections.

As pioneers in the field of functional fragrances, AERWAY™ is proud to introduce a product that combines scientific credibility with captivating scents. By harnessing the power of scent to influence mood, emotions, and supporting overall wellbeing, AERWAY™ invites individuals to embark on a transformative olfactory journey that transcends traditional fragrance experiences.

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**About AERWAY™:**

AERWAY™ is a revolutionary Australian fragrance brand that engineers functional fragrances using neuroscience to influence mood, emotions, and in supporting wellbeing. The company aims to redefine the traditional fragrance industry by embracing scientific research and offering a range of scents that cater to specific areas of the brain. Through the power of scent, AERWAY™ seeks to enhance daily life and inspire positive experiences. For more information, visit [aerway.co](http://aerway.co).

**Brand Kit**

[Brand Kit here.](#)