

Your Amazing Nose

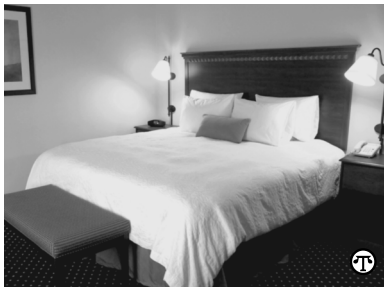
Knocking The “Scents” Out Of Your Life

(NAPSA)—Everyone knows the old saying “the nose always knows.” Whether it’s the smell of fresh cut grass that triggers an old childhood memory or the aroma of fresh baked goods that can only signify the onset of holidays, many people form close mental associations between life events and the smells that accompany them.

Of course, while summer lawns and holiday cookies are likely pleasant examples, what about all the unpleasant odors that waft into our lives? That mystery smell that floods the kitchen whenever the refrigerator is opened, a co-worker’s suffocating cologne choice, leftover cigarette smoke in a non-smoking hotel room—all scents that most would agree need to be eradicated.

In fact, a recent survey by Hampton Hotels revealed that the odor of cigarette smoke remnants was chosen by nearly two-thirds (60 percent) of respondents as the worst smell to be trapped with overnight in a hotel room. Coming in second was strong perfume (14 percent) and sports equipment (14 percent), followed by cleaning products (five percent) and air fresheners with a strong smell (four percent).

Fortunately for the hotel room quandary, Hampton also announced, in conjunction with the survey results, that the hotel chain is removing the scents from its more than 145,000 guestrooms. As part of an initiative called “Non-Scents,” Hampton worked with Procter & Gamble’s Febreze Linen & Sky brand to create a freshening program designed to leave the



An innovative freshening program leaves thousands of hotel rooms smelling like nothing but clean air.

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As further validation for Non-Scents, Hampton’s survey also revealed that a majority (86 percent) of travelers say the smell of fresh air and linens is a better indicator to them that a hotel room is clean—compared to 14 percent who feel that the smell of cleaning products is more indicative.

So with a hotel company ensuring that its rooms are safe zones for sensitive noses, how about other places where smells can be a problem? Following are a few tips on how anyone can knock the “scents”—at least unpleasant ones—out of their everyday lives:

1. Rampant Refrigerator—Forget about any mystery smells—there’s no debate that restaurant leftovers in flimsy containers can cause a stink in your icebox. Aging fruits and vegetables can also be nasty culprits. Start by giving your fridge a spring cleaning, evicting any old residents and wiping down the inside with soapy water. Then, open up a new box of baking soda and place it on the top shelf—the

natural neutralizer will help absorb bad odors for weeks.

2. Stuck Stench—Any smell can turn into a bad one if it lingers in a space longer than it’s supposed to. The fumes that come along with household tasks like cleaning the shower, painting a wall or even cooking dinner can be annoying—and sometimes harmful—if your home isn’t properly ventilated. Make sure to keep air circulating with open windows whenever you are using chemicals or frying food inside. Also, building supply stores carry a wide selection of easy-to-install exhaust fans to help keep the air fresh throughout your home.

3. Weight Room Whiff—Is your fetid footlocker stinking up your professional clothing? To keep your work clothes from smelling like your gym clothes, place a cedar plank at the bottom of your locker and fabric dryer sheets in your pant and shirt pockets before putting them in your cubby. Your co-workers might thank you!

4. Animal Aroma—Have a pendant for pets but not their scent? Although you and your “best friend” may share many similar characteristics, you probably don’t want your aroma to be one of them. Aside from keeping yourself and your home clean and free from the scent of your dog, make sure that you bathe her every other week, brush her teeth daily and clean her ears twice weekly to keep her (and you) from smelling “like a dog.”

So the next time your nose tells you something, pay attention—it knows more than you realize about the world around you.