

## **Airnov's active packaging range expanded with new flavors of Aroma-Can® drop-in canisters**

MEDIA RELEASE

- **Strawberry and mint flavors join core range alongside orange, lemon and vanilla**
- **Aroma-Can® improves the user experience in a variety of food/vitamin and nutraceutical products by masking or enhancing scents**
- **New flavors become part of Airnov's standard offering, with ability to create new flavors to meet customer demands**

August 26, 2021 – Airnov Healthcare Packaging, a global leader in controlled atmosphere packaging, has expanded its range of Aroma-Can® products to incorporate a wider range of flavors and scents.

Strawberry and mint Aroma-Can® have been added to the lineup of products, which are injection molded with a specially scented polymer compounded into the resin to release over time.

Many nutraceuticals, such as fish oil tablets and valerian root, have inherently off-putting odors that discourage customers from taking the product as prescribed or from re-purchasing. Designed to drop into packaging, Aroma-Can® emit a pleasant aroma made to mask unwanted odors typically found in some herbal and nutraceutical products. They are also used to enhance the customer experience and brand appeal by adding an associated aroma to vitamins, probiotics, and other dietary supplements.

Nicolas Martinez, Global Product Manager at Airnov, commented: "What started as a niche product has exploded thanks to nutraceutical brand owners responding to consumers focusing more on their health and our ability to deliver new, tailored scents to the market in an easily automatable package."

Nicolas Martinez continued "Some herbal supplements work great but just plain smell bad! With many studies showing that the sense of smell is most closely linked with memory, we want our clients' customers to recall fresh-cut strawberries, not sardines, when it's time to take another dose."

In terms of geometry, the Aroma-Can® is the same shape and size as Airnov's standardized 1-gram desiccant canisters, making the product fully automatable and compatible with canister insertion equipment readily available on the market.

The new flavors join the existing core range of orange, lemon and vanilla, with Airnov also able to create new, custom scents to meet specific customer applications.

Aroma-Can® is US FDA compliant for use in nutraceutical and food applications.

For further information, visit the Aroma-Can® product page on the Airnov website: [www.airnov-healthcare.com/products/Aroma-Can](http://www.airnov-healthcare.com/products/Aroma-Can).



*Airnov's active packaging range expanded with new flavors of Aroma-Can® drop-in canisters. (Photo: Airnov)*

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### About Airnov Healthcare Packaging

Airnov Healthcare Packaging is a global leader in shelf-life preservation solutions to protect pharmaceutical, nutraceutical and diagnostic products from moisture and oxygen. This includes drop-in sorbents such as canisters and packets, integrated desiccant systems, and specially designed container-closure systems. Airnov has five manufacturing plants located in France, the U.S., China, and India.

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