



# futures Snif

## Fragrance application device

PDD Futures takes trends analysis that little bit further, making the products of the future possible today. Experts from across the company analyse markets, materials, technology and consumers to investigate and inspire the development of new products and services. We then create solid examples so our clients get to see the future on paper, then hold it in their hands.

### Background

What is the future of fragrance? With the market saturated and so many new perfumes being launched, will there one day be as many scents as there are scent wearers? According to PDD the answer is yes, but in a revolutionary way.

Fragrance application has changed little since the glass bottle and atomiser. The SNIF project set out to personalise perfume and make a difference to its delivery.

### Concept

The SNIF fragrance device can be placed anywhere on the body. Dual sensors monitor both the body conditions of the wearer and environmental changes. These readings can then be processed to calculate, combine and release optimal levels of scent.

The fragrance range is sensitive to skin balance and will naturally complement the user's body. A more alkaline skin type might use a more acidic-based fragrance to provide natural balance, and vice versa. When combined with other aspects of skin chemistry the device will deliver scent that is genuinely and individually inspired by the wearer.

Because SNIF is as much an accessory as it is a fragrance it has immense branding potential; for the first time a fragrance product could be visible on the body it perfumes.

### Technology

The device has an ultra-thin profile that gives ultimate comfort. The base material is hypo-allergenic with an electro-textile mesh. The external face contains three fragrance reservoirs that meet to blend the fragrance according to the user requirement. The fragrance is diffused by controlled evaporation using an ASIC chip, printed battery, heat elements and is regulated by skin contact.

An ultrasonic sensor can read the environmental spatial conditions, allowing the controlled release of the fragrance under different situations.

In an enclosed environment in the car or at home, for example, emission can be kept lower. In a more open environment when the wearer is shopping or clubbing, say, then fragrance levels can increase.

On the inner face a thin metallic foil sensor can measure the humidity, temperature, pH and oxygen levels of the skin. All sensory information can be processed using a matrix-formed transdermal delivery system, allowing the fragrance to be blended and control-released.



For more information email [info@pdd.co.uk](mailto:info@pdd.co.uk) or visit our website:

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