

Philips OlfaPure 7300  
Smart Car Aroma Diffuser

**Precise scent release**

No more "nose blindness"  
Safer dry-diffusion technology  
10 French-designed aromas

**LUMOP730BLKX1/50**



## Select your scent. Enhance your mood.

### Fragrances to enhance your driving experience

Make every drive more comfortable with the OlfaPure 7300 precision scent diffuser. Plug-and-play cartridges release an array of French-designed fragrances that help you relax, stay alert, reduce motion sickness, or refresh the air.

**A superior in-vehicle scent experience**

- Choose the right aroma to enhance your mood.

**Safer dry-air scent delivery**

- Dry-air diffusion technology for cleaner, fresher air
- Precision scent release that prevents "nose blindness"

**Up to four natural fragrances in one device**

- Choose from four stunning scents with a quick tap.

**Natural, safe-to-use ingredients**

- Aromas comply with IFRA safety standards.

**App-controlled aroma-diffusion system**

- Safe, rounded design looks great and fits your cup holder.
- Smart device ensures consistent scent experience.
- USB-powered and controllable from your phone

**PHILIPS**

## Smart Car Aroma Diffuser

Precise scent release No more "nose blindness", Safer dry-diffusion technology, 10 French-designed aromas

# Highlights

### Enhance your mood with aroma.

With the Philips OlfaPure 7300 car-aroma diffuser, find the perfect scent to match your mood as you drive. Make every drive more comfortable with a range of scents carefully crafted in France, the fragrance capital of the world. The OlfaPure will diffuse just the right scent, whether you want to relax during a stressful commute, feel more alert on a long drive, ease the symptoms of motion sickness, or freshen the air. And all at the touch of a button.

### Uses dry-diffusion technology

The Philips OlfaPure 7300 uses dry-air diffusion, a more advanced way to release fragrance. Dry-air diffusion works by directing a pressurized airflow over a material infused with a fragrance or an active ingredient. This distributes the fragrance effectively while minimizing the release of particles into the air, resulting in extremely low levels of VOCs (volatile organic compounds) and other undesirable elements. Which means healthier air to breathe, especially for people with respiratory issues.

### Precision scent profile

"Some aroma diffusers constantly drip-feed scent into the air. But when your nose is continuously exposed to a smell, your brain quickly learns to ignore it. This so-called nose blindness means you no longer enjoy the scent. To avoid this phenomenon, Philips OlfaPure uses a unique release mechanism that cleverly adjusts the intensity of the scent. Not only do you avoid nose blindness, but the balanced delivery means the aroma is never overwhelming. Plus, you can choose how much scent is released, so you enjoy just the right level of fragrance on every drive."

### Enjoy four stunning scents.

"With four plug-and-play cartridge slots, the Philips OlfaPure 7300 can hold your four favourite aromas from the 10 natural fragrances to choose from in total. Each fragrance is crafted in the south of France from high-quality ingredients. So depending on how you're

feeling, or what kind of journey it's going to be, you can choose the perfect mood-enhancing aroma at the touch of a button. Each long-lasting cartridge will deliver a consistent volume for up to three months\*. Plus, you'll be reminded when it's time to replace the cartridge."

### IFRA-certified safe to breathe

"The fragrances used by the Philips OlfaPure 7300 have been tested for compliance with International Fragrance Association (IFRA) standards. This ensures that the scent contains the correct proportion of essential oils, and that all ingredients are safe for use."

### Safer ergonomic design

The Philips OlfaPure 7300 is designed with curves in all the right places. Its attractive, ergonomic design is easy to handle, and fits snugly into your vehicle's cup holder. Plus, the device's edges are sufficiently rounded (curvature of >2.5mm radius) to minimize the chances of injury to passengers in the event of a collision.

### Smart aroma-diffusion system

The Philips OlfaPure 7300 is an advanced diffusion system that electronically manages the delivery of each fragrance. When the plug-and-play cartridges are loaded into the diffuser, the system recognizes them. The accompanying smartphone app lets you select your preferred fragrance or schedule it for use at a pre-selected time, while monitoring the volume of remaining scent. The device also works automatically, turning on and off with the car's ignition, so you can focus on driving. After two hours of continuous use, the diffuser automatically turns off.

### Bluetooth and USB connections

The Philips OlfaPure 7300 is a self-contained scent-diffuser system that fits easily into a standard cup holder. Powered by a standard USB connection, the device can be controlled manually or by the app via bluetooth.

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# Specifications

### Marketing specifications

- Product highlight: No more nose blindness
- Expected benefits: Precise scent release

### Product description

- Color: Black
- Designation: Smart Car Aroma Diffuser
- Range: OlfaPure

### Ordering information

- Order entry: OP730BLKX1
- Ordering code: 78002927

### Logistic data

- Quantity in box: 6
- EAN1: 046678002922
- Ordering code (GOC): 78002927

### Weight and dimensions

- Box weight (incl. product) (g): 756
- Product weight (g): 297
- Box dimensions (LxWxH)(mm): 195x151x110
- Product dimensions (LxWxH)(mm):  $\phi 80^* \phi 70^* 160$

### Packaging Data

- EAN1: 046678002922
- EAN3: 50046678002927

### Packed product information

- Pack Quantity / MOQ: 6

### Outerpack information

- Length: 49.5 cm
- Width: 40 cm
- Height: 14 cm
- Gross weight per piece: 5134 g kg



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\* \*\*Suggested use time 120 hours. Individual use, intensity settings, individual olfactory perception, and temperature will impact the amount of perceived use time experienced.