

Philips OlfaPure 7200  
Smart Car Aroma Diffuser

#### Precise scent release

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

LUMOP720BLKX1



## Select your scent. Enhance your mood.

### Fragrances to enhance your driving experience

Make every drive more comfortable with the OlfaPure 7200 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.

#### **Safer dry-air scent delivery**

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

#### **A superior in-vehicle scent experience**

- Choose the right aroma to enhance your mood

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

- Choose from four stunning scents with a quick tap

#### **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

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

- Aromas comply with IFRA safety standards

# PHILIPS

# 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: OP720BLKX1
- Ordering code: 02066631

## Logistic data

- Quantity in box: 6
- EAN1: 8719018020666
- Ordering code (GOC): 02066631

## Weight and dimensions

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

## Packaging Data

- EAN1: 8719018020666
- EAN3: 8719018020673

## Packed product information

- Pack quantity / MOQ: 6

## Outerpack information

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

# Highlights

## Enhance your mood with aroma

With the Philips OlfaPure 7200 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 7200 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

Choose from four stunning scents with a quick tap

## IFRA-certified safe to breathe

Aromas comply with IFRA safety standards

## Safer ergonomic design

Safe, rounded design looks great and fits your cup holder

## Smart aroma-diffusion system

Smart device ensures consistent scent experience

## Bluetooth and USB connections

USB-powered and controllable from your phone



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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.