

PHILIPS

Olfapure

Car-aroma diffuser
Select your scent.
Enhance your mood.



**Make every drive
more comfortable**



The smart car-aroma diffuser you need

Make every drive more comfortable with the **Philips OlfaPure 7200** car-aroma 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.

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**.



Superior scent experience



Safer dry-air scent delivery



10 quality French-designed aromas



Natural, safe-to-use ingredients



Ergonomic design



App-controlled system



An innovative car-aroma diffuser

Superior in-vehicle scent experience

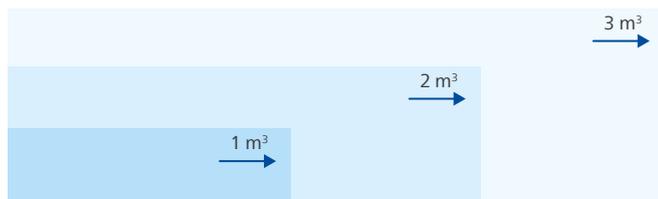
Consistent scent perception without overwhelming smell



Each intelligent scent cartridge includes a memory chip that contains the scent's specific algorithm. The device's software then uses this algorithm to process a set of commands for the optimum release of each fragrance.

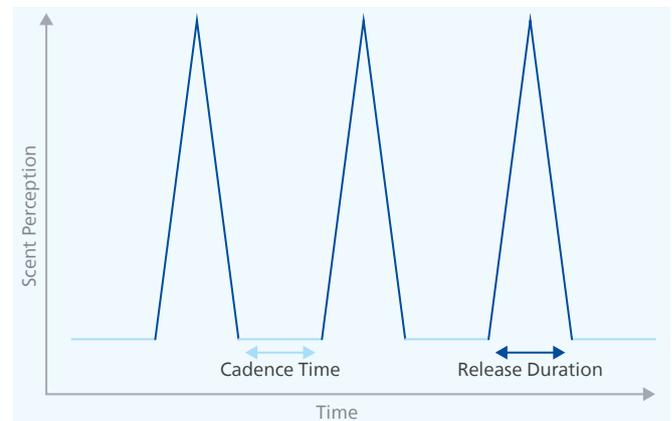
This balanced scent delivery avoids overwhelming smell.

Optimized cabin diffusion



Using an advanced spatial algorithm, the **Philips OlfaPure** releases the optimum volume of scent based on the vehicle cabin size, the speed that particular scent travels through air, and how long it stays in the air (the olfactory linger effect).

Precision scent release that prevents "nose blindness"



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, our **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.

Cleaner, fresher air

Dry-air diffusion technology



The **Philips OlfaPure** 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.

No liquid or oil droplets



Thanks to the dry-air diffusion, the released scent has no impact on interior materials, such as fabrics, leathers and plastics.

Plus, with the sealed cartridges there is no leakage of oils when switching or replacing fragrances.



Four stunning scents on demand

With four plug-and-play cartridge slots, the **Philips OlfaPure** can hold your four favorite aromas from the 10 natural fragrances to choose from in total. Switch instantly to the desired aroma with a quick tap. 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.

Enjoy up to a year* of scent diffusion in your car.

Safer ergonomic design

The **Philips OlfaPure** 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.



* Each long-lasting cartridge will deliver a consistent volume for up to three months, based on a suggested time of use of around 120 hours. Individual use and olfactory perception, intensity settings, and temperature impact the perceived duration experienced.



Natural safe-to-use ingredients

Each fragrance of the **Philips OlfaPure** is crafted in the south of France from high-quality ingredients.

Our fragrances 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.

App-controlled aroma-diffusion system

The **Philips OlfaPure** 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 recognises 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, and warning you when it's time to replace.

The device also works automatically, turning on and off with the car's ignition, so you can focus on driving.



Emotional fragrances



Black Cherry

With long-lasting notes of almond, vanilla, raspberry and caramel, this flavorsome blend of floral fruits is deliciously relaxing.

Key aromas: flavorsome, fruity

Emotional benefit: relax

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC100BLKX1	02070330	8719018020703	8719018020710	10



Jasmin

Sweet tones of jasmine and orange blossom, with a touch of vanilla and honey, help your mind escape to the countryside.

Key aromas: floral

Emotional benefit: escape the routine

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC101BLKX1	02074130	8719018020741	8719018020758	10



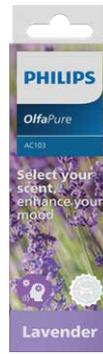
Citrus Garden

Like a Sunday morning stroll through the fruit market, this fresh citrus fragrance will invigorate your mind.

Key aromas: citrus, fresh

Emotional benefit: stay alert

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC102BLKX1	02078930	8719018020789	8719018020796	10



Lavender

Combined with soothing fruity and woody elements of pear and patchouli, and a light pine and white-musk undertone, it brings a sense of inner peace.

Key aromas: aromatic

Emotional benefit: melt away the daily stress

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC103BLKX1	02082630	8719018020826	8719018020833	10



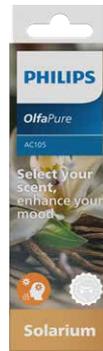
Orchard

Lift your spirits on a dreary day with this delightful mixture of 17 fruit blossoms that envelopes you in wonderful, uplifting waves.

Key aromas: floral, fruity

Emotional benefit: refresh the air

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC104BLKX1	02086430	8719018020864	8719018020871	10



Solarium

Vanilla is combined with fresh and floral notes of bergamot, orange, anise, lavender, and a hint of seaweed and cedarwood.

Key aromas: floral, fruity

Emotional benefit: refresh the air

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC105BLKX1	02090130	8719018020901	8719018020918	10



Ocean Bliss

With a blend of floral and marine aromas, this fragrance evokes the sensation of relaxing on a warm, tropical beach.

Key aromas: floral, marine

Emotional benefit: travel and relax

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC106BLKX1	02094930	8719018020949	8719018020956	10

Functional scents



Malodor Removal*

It replaces any unpleasant odors in your car with a fresh, lightly aromatic fragrance containing vibrant hints of mandarin orange and orange blossom.

Key aromas: floral, aromatic

Emotional benefit: refresh the air



Motion Sickness**

Minty and herbal notes have been carefully combined to create a scent that helps reduce the effects of motion sickness.

Key aromas: herbal mint

Emotional benefit: ease motion sickness

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC107BLKX1	02098730	8719018020987	8719018020994	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC108BLKX1	02102130	8719018021021	8719018021038	10



Anti-V***

A custom combination of natural essential oil ingredients including eucalyptus, laurel, and camphor.

Key aromas: fresh, aromatic

Emotional benefit: neutralize airborne microbes and freshen the air

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC109BLKX1	02106930	8719018021069	8719018021076	10

* Presence of counteractant can reduce perceived intensity of malodor as experienced by participants, who rated intensity of malodor versus overall intensity of mixture in internal tests.

** Effect internally tested with a group of motion sickness sufferers. Participants were asked to read a text on a tablet and a Pop-up message every 1 minute to rate the effect with and without the scent and majority noticed a reduction in symptoms when using the aroma.

*** Tested against airborne pathogens via quantitative suspension test in an independent lab, meeting French government Standard NF EN 14476.





Ordering information

Philips OlfaPure Smart Car-Aroma Diffuser OP7200

Order Entry	GOC	EAN 1	EAN 3	MOQ
OP720BLKX1	02066631	8719018020666	8719018020673	6



Philips OlfaPure Smart-Aroma Cartridges

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC100BLKX1	02070330	8719018020703	8719018020710	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC101BLKX1	02074130	8719018020741	8719018020758	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC102BLKX1	02078930	8719018020789	8719018020796	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC103BLKX1	02082630	8719018020826	8719018020833	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC104BLKX1	02086430	8719018020864	8719018020871	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC105BLKX1	02090130	8719018020901	8719018020918	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC106BLKX1	02094930	8719018020949	8719018020956	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC107BLKX1	02098730	8719018020987	8719018020994	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC108BLKX1	02102130	8719018021021	8719018021038	10

Order Entry	GOC	EAN 1	EAN 3	MOQ
AC109BLKX1	02106930	8719018021069	8719018021076	10

