

SNIFF&SMILE

Scented mask stickers



Smells like Spring
in a mask.

Always good to keep on safe.



FACE MASKS IN JAPAN AS A CULTURAL CUSTOM

Masks are a cultural custom in Japan.

After the government of Japan downgraded the legal status of COVID-19. Osaka University research results by Prof. Michio Murakami showed that many people continue to wear masks for socio-psychological reasons – including reasons related to ‘relief’ and ‘norm’.

Approximately 33% of Japanese respondents still always wear masks in public, and another 30% wear them situationally. On average, it’s likely that around 65% wear masks sometimes in public.

Japanese consumers are embracing innovative and high-tech face mask designs to match their fashion-forward culture.

On average, each person in Japan is expected to consume 15.17 pieces units of face masks in 2024.

THE PROBLEM



Uncomfortable odors are experienced while wearing a face mask.

Such smells can cause different side effects, such as nausea and headaches.

The wearer may even develop a negative approach towards wearing a mask.



THE SOLUTION



A small, fashionable-colored sticker with a great refreshing smell.

100% safe for use, produced under strict safety guidelines, ensuring it is free from any harmful substances.



THE STICKER



A scent diffuser sticker,
that sticks to the
outside of any face
mask.



FRAGRANCES



Spread scent in different fragrances
works on any textile face mask
Maintains scent for a full day.

Available in an array of pleasant smells.
Enhance your mask-wearing experience.

Easy to apply, versatile.





PRODUCT BENEFITS



- A pampering and refreshing use experience
- Safe for human use
- Distribute the odor immediately after sticking
- Long lasting pleasant scent
- A sticker that is easy to stick and remove from mask while it does not fall off by itself
- Easy to use
- Word of mouth (“WOM”) marketing concept



WHOLESALES



Marketing our product via retailers such as:

1. Convenience stores
2. Grocery stores
3. Pharmacies
4. Home goods stores
5. Small shops adjacent to public transportation hubs hospitals and airports



TARGETING



- **Target Institutions:**
 - **Hospitals:** Enhance patient and staff experience with health-focused branding.
 - **Airlines:** Provide passengers with a branded, comforting travel accessory.
 - **Banks & Financial Institutions:** Strengthen corporate identity through customer interactions.
 - **Corporate Offices:** Incorporate into employee wellness programs for a unified look.
- **Additional Venues:**
 - **Convention Centers:** Offer as part of event packages for attendees.
 - **Educational Institutions:** Distribute to students and faculty as part of health initiatives.
 - **Hospitality Industry:** Provide guests with a scented, branded welcome gift.



PERSONAL BRANDING



- **Personalized Branding:** we offer custom-branded Sniff&Smile stickers for corporate clients. e.g. ANA.
- **Marketing Edge:** Transform a protective health item into a marketing asset, promoting brand visibility with every use.
- **Health & Safety Commitment:** By providing Sniff&Smile stickers, institutions can demonstrate their investment in customer and employee well-being, adding value to their brand image.

SNIFF&SMILE VS JAPAN COMPETITORS



Key Feature	Competitors in Japan	Sniff&Smile
Fragrance Duration	5-8 hours	Up to 24 hours long-lasting scent
Materials	May not prioritize sensitive skin	Premium, skin-friendly materials ideal for sensitive skin
Scent Options	Common scents (mint, lavender, citrus)	Diverse and unique fragrance blends
Design	Basic, functional designs	Customizable and stylish designs
Wellness Approach	Focus solely on fragrance	Combines scent with aromatherapy benefits
Personal Branding	Standard products No customization	Offers personal branding for business clients

Sniff&Smile delivers a premium, customizable, and wellness-driven alternative to competitors, positioning itself as a standout choice in the Japanese market.



SNIFF&SMILE DURING COVID-19 IN ISRAEL

Sniff&Smile was operated mainly with an E-commerce website method – using the Shopify website during the COVID-19 in Israel.

We led many online campaigns; Including influencers in social medias, Morning TV Shows, and more, and succeed selling above 10,000 sheets online to the Israeli costumers.

THANK YOU

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