hyscent®

hyscent.com

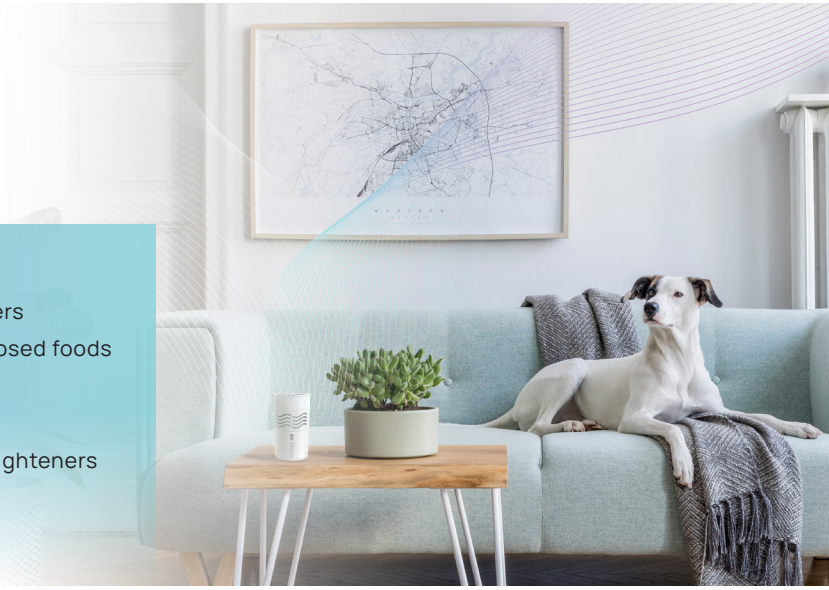
Odoraxe™

Odoraxe™ was designed to organically eliminate malodors at the molecular level and improve indoor air quality (IAQ). All Hyscent refills contain Odoraxe™, a malodor technology scientifically designed and tested to effectively counteract unpleasant odors, actually neutralizing malodors rather than "masking" them. Odoraxe™ is effective against malodors such as tobacco smoke, bathroom smells, body malodor, pet, mildew, kitchen and cooking smells.

Malodor control

The majority of malodors we encounter in our daily lives are caused by a select number of chemical compounds. Some of the major offenders are as follows:

Chemical Compound	Example Odor
Lower Aliphatic Carboxylic Acid (Iso Veric)	Sweaty odors, hampers
Lower Aliphatic Amines	Fishy odors, decomposed foods
Urea	Diapers, pet urine
Lower Aliphatic Mercaptans	Bathroom odors
Aromatic Mercaptans	Cold waves, hair straighteners
Dimethyl Sulfde	Rotten eggs
Nitrogen Containing (Skatole)	Feces
Phenols	Cigarette smoke



Basic terms in malodor control products

Absorption
The claim "absorbs odor" is dependent on the odors coming in contact with the absorbent. For example, baking soda works well in the small confined space of a refrigerator but fails as a room deodorizer.

Odor
Refers to the property of a substance, which makes it perceptible to the sense of smell. Odor has two basic components; intensity and character.Intensity can be high or low, and character can be perceived as pleasant or unpleasant.

Malodor
Is the unpleasant odorous condition caused by a select number of chemical compounds at or above their threshold limit.

Chemical Neutralization
The claim "chemically neutralizes" or "chemically counteracts odor" is the most sought after claim. "Odoraxe™'s" neutralization/ counteraction is a sensory perceived reductive odor process. It signifies nearly complete abatement of a given malodor and is always accompanied by a reduction in the combined odor intensity.

Masking
The claim "masks odors" is currently being perceived as a poor way to reduce malodors.Masking is an additive process. It is the act of changing the character of a malodor by superimposing a dominant but pleasant aroma, resulting in an overall increase in odor intensity.

© 2021 HYSO LLC.

Made in the USA | **Phone:** +1.201.635.9555 | **Fax:** +1.866.682.8078 | **Address: HYSO LLC,** 430 Gotham Parkway, 2nd Floor, Carlstadt, New Jersey, 07072, USA | **Email: info@hyso.com**

hyscent®

How Odoraxe™ works

Counteraction

- Fragrance malodor counteractants share common areas of receptor sites with many of the known malodor causing chemicals.
- Our Perfumers have discovered ways of optimizing the concentration in the atmosphere of the malodor counteractants which are then
- built into the fragrance to interact with the receptor proteins in the
- nose and render or neutralize them, thus making them unavailable to malodor detection.
- No interaction means no signal generation and hence no perception by the sense of smell.

Neutralization

- Odoraxe™ molecule interacts with malodor molecule in the air.
- The malodor molecule distorts and no longer has the precise characteristics to interact with the receptor site.

Raw Material Testing

- We screened inventory of over 1000 ingredients for candidates for testing
- Special attention given to electrophiles
- Rigorous testing protocols developed
- Exhaustive testing of ingredients for efficacy as malodor eliminators

© 2021 HYSO LLC.

Made in the USA | **Phone:** +1.201.635.9555 | **Fax:** +1.866.682.8078 | **Address: HYSO LLC,** 430 Gotham Parkway, 2nd Floor, Carlstadt, New Jersey, 07072, USA | **Email: info@hyso.com**