



scent study
Bupa

CHALLENGE

Bupa aims to provide the highest standards of care and service for their residents while ensuring that each resident, their families and friends are treated as individuals. The scent of the facilities needs to reflect the comforts of home - putting at ease the minds of residents and loved ones alike.

SOLUTION

The strategic placement of ScentAir systems delivering familiar fragrances give residents that warm feeling of home. They also do a great job of relaxing visiting loved ones.

REACTION

"We think that first impressions are important and ScentAir is a subtle but effective way of creating a welcoming environment for our visitors. Our residents like to notice the different scents, they particularly like baby powder. Citrus smells create appetite and thirst, as do the smells of bread and coffee."

- Carol Purdy, General Manager- St. Georges Care Home



Bupa was established more than 60 years ago in the UK and is now an international healthcare company with customers in over 190 countries.

scentair™

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