



eScent™

Precisely metered fragrance delivery and release

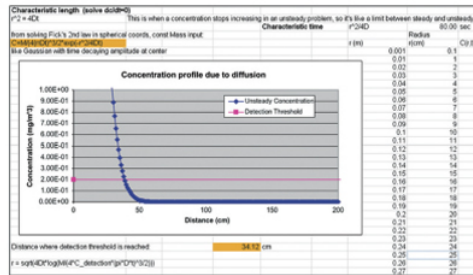
Sensory Design & Technology Ltd is a new fashion spinout from the Central Saint Martins Innovation Centre (University of The Arts London) founded by designer Dr Jenny Tillotson and Professor Andreas Manz, a pioneer of lab-on-a-chip. The company is developing sensory products that change the experience of fragrance, using emerging technologies with the ancient art of perfumery.

Recently established in Cambridge (UK) and pioneering sensory systems of precisely metered fragrance delivery and release, which could replace the unmetered technology of the twentieth century, Sensory Design & Technology Ltd has developed novel technology for wearable devices capable of delivering minute doses of fragrances on demand, in response to user driven stimuli.

The first product is eScent™, a button-size user-worn scent dispenser funded by the Arts & Humanities Research Council, where the frequency and type of delivery is flexible and determined by the user. eScent™ can be disguised in clothing, accessories and jewellery and creates a personal 'scent bubble' around the End User.

What makes this technology novel from existing fragrance delivery methods (e.g. the traditional perfume bottle), is that it offers the user a totally new experience that switches tone and intensity – rapidly, by targeting fragrance to exactly the right place and at the right time.

The technology also insures a localised, non-invasive fragrance delivery method which not only benefits emotional well-being, but is friendlier to the environment and can be less irritable to the skin.



The 'scent bubble' – the science works!

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eScent™
 'Most Improved Team Award'
 RCUK Business Plan Competition
 Chelsea Football Club
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