



PET SALON ELIMINATES STUBBORN MALODORS THROUGH SCENT

The pet groom salon, 7-Paws, specializes in haircuts, trimming, creative styles. The studio is highly experienced in handling 'Singapore Specials' and has worked with different shelters to provide many pets with their first ever groom.

Pet businesses have a common enemy - stubborn pet odours. These smells create an unpleasant store atmosphere and deter customers from lingering and shopping.

7 PAWS
pet grooming | pet retail



DUE TO THE NATURE OF THE BUSINESS, HAVING PET ODOUR IS UNAVOIDABLE. HOWEVER, THIS DOES NOT MEAN THAT WE CAN LEAVE THESE UNPLEASANT ODOURS UNATTENDED AS WE NEED TO CREATE A CONDUCIVE ENVIRONMENT FOR OUR CLIENTS AS WELL

Kason Damien Zheng
7 Paws

mediaaspects
ATMOSPHERIC SCENT SOLUTIONS





OUR APPROACH

To neutralize pet malodors, we partnered with 7 Paws. Our scent team worked with the brand to choose a scent that complemented their décor and provided high performance odour control. “Green Tea” was the solution.

The scent is a classic soft floral, which creates a peaceful and relaxing atmosphere with notes of jasmine, lily of the valley, and rose. A brightness comes from the fresh notes of orange, lemon, and cassis.

MEETING THE CHALLENGE

The AQ270 appliance was chosen for its sleek wall-mounted design. The programming features allowed our team to set the appliance to match 7 Paws open hours and peak times, ensuring the most effective, user-friendly, and long-lasting scent experience.

HIGHLIGHTS

- THE “GREEN TEA” FRAGRANCE WAS INTRODUCED TO ENHANCE THE BRAND
- THE SOLUTION MATCHED 7 PAWS OPENING HOURS AND PEAK TIMES, ENSURING THE MOST EFFECTIVE, USER-FRIENDLY, AND LONG-LASTING SCENT EXPERIENCE.

mediaaspects
ATMOSPHERIC SCENT SOLUTIONS