

Guest column: Making sense of scent

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Alison Wells, CEO, Plane Talking Products

Inflight wellness and amenity provision is evolving fast. Passengers are moving away from pre-packaged, one-size-fits-all amenity kits and increasingly looking for onboard experiences that feel more personal, thoughtful and holistic.

Social media shows that traveler's approach long-haul flights in very different ways. For some, the journey is a rare opportunity to switch off, step away from screens and take care of themselves without interruption. For others, it is a chance to focus and finally finish that presentation they have been putting off. For many, it is simply time to rest and catch up on much-needed sleep.

At Plane Talking Products ([PTP](#)), we have been developing amenity programs that place scent at the center of the passenger experience. Scent has a powerful effect on how we feel because our sense of smell is directly connected to the limbic system — the part of the brain associated with emotion, memory and behavior. Unlike other senses, scent can bypass much of our conscious processing, which is why a fragrance can instantly help us feel calmer, more focused or more energized.



Lara Morgan, Founder, Scentered

Lara Morgan, Founder of wellness brand [Scentered](#), who we work closely with at PTP, explains, “Travelers can benefit from using different aromas strategically throughout their journey. Calming blends such as lavender, chamomile and palmarosa can support relaxation and bedtime routines in a new time zone, while more uplifting and refreshing blends such as rosemary, mint and clary sage can help encourage alertness and a sense of renewal during the journey.”

Within an inflight amenity program, scent can help passengers shape the journey they want. By offering carefully chosen scent-based products at key moments during the flight, airlines can create an experience that feels relevant, responsive and different each time a passenger travels.

“At Scentered, we have always believed that well-being should be portable. That is why we created our well-being balms — easy to use and travel friendly. Our solid aromatherapy balm blends Sleep Well, Focus and Escape are compact, spill proof, TSA friendly and easy to use discreetly inflight, perfect for long-haul travel, where passenger well-being, quality rest, mental focus and stress management are increasingly important,” Morgan shares.

At PTP, we believe that scent, combined with a small number of quality amenities delivered to the seat at the right moment, can offer passengers a unique and memorable experience — one that continues to resonate long after the flight.



Scentered's solid aromatherapy balm collection, offers a discreet inflight solution to support well-being, rest, mental clarity and stress relief for passengers