



## **Pfizer Debuts Scented Rogaine Product Line with Surprising Scent Facts from Author Jan Moran at NYC Event**

*"FabulousFragrances" author speaks at New York's trendy Aer Lounge and reveals surprising clinical studies about scent usage and benefits, such as the nose can distinguish 10,000 aroma molecules, and women have a keener sense of smell than men. A Tribune Media NewsCom.com contributor, Moran spoke with a Penn State dermatologist about new scented Rogaine products for women and men.*

Los Angeles, CA ([PRWEB](#)) February 25, 2005 -- Author and fragrance expert Jan Moran appeared in New York City on February 16th on behalf of Pfizer to speak about the benefits of scent in conjunction with the debut of Rogaine's scented products, a hair treatment line clinically proven to regrow hair. The exclusive, aroma-infused event, organized by Edelman Public Relations, was held at the trend-setting Aer Lounge; editors from more than thirty national media publications attended. Dr. Jeffrey A. Miller, a renowned dermatologist and expert on hair regrowth from Penn State College of Medicine, also spoke.

"It was a pleasure to join Pfizer's Rogaine team to talk about the physical and emotional benefits of scent," Moran says. "People naturally gravitate toward pleasant scents. In my opinion, the delightful floral and marine scents in Rogaine's new products, Ocean Rush for men and Spring Bloom for women, will encourage regular use for best results. The agreeable aromas make these products a pleasurable addition to women's beauty rituals and men's grooming routines."

Moran cited numerous clinical studies that support the benefits of scent. Some surprising scent facts from these studies include:

- The human nose can distinguish about 10,000 different aroma molecules.
- People can recall smells with 65% accuracy after one year, but visual image recall plummets to just 50% after only four months.
- Fragrance use can boost self-esteem, reduce stress, enhance memory, and increase efficiency and accuracy
- People perceive those who wear scents as being more attractive, and even slimmer.
- Women have a keener sense of smell than men.
- Aromas act on the region of the brain that is responsible for memory and emotion.
- The sense of smell deteriorates with age. Children have a sharp sense of smell.

Moran is a brand communications consultant and author of the bestselling book series, "Fabulous Fragrances."

Her Fabulous Fragrances.Info, a new web encyclopedia for retailers, researchers, and editors, won a 2004 Stevie Award for Technological Innovation and a coveted honor from Cisco Systems for Operational Excellence in its 2004 Growing with Technology Awards.

For more information, visit [www.fabulousfragrances.com](http://www.fabulousfragrances.com). Fabulous Fragrances II, ISBN: 0-9639065-4-2, \$29.95. Press images and details: [www.fabulousfragrances.com/presskit\\_main.html](http://www.fabulousfragrances.com/presskit_main.html).

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**Contact Information**

**Jan Moran**

Crescent House Publishing

<http://www.fabulousfragrances.com>

760-775-9151

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