

Press Kit 2020

SOOTHINGSCENTS



Who We Are

Soothing Scents is a different kind of medical product company.

We're committed to improving the experiences of nurses and patients, by creating smart, evidence-based nursing products that sit at the intersection of conventional and complementary health care.

Founded in 2004 by a seasoned nurse anesthetist, our hero product, QueaseEASE, is used as a trusted nausea and distress aid in over 1,800 facilities in the US. More recently, it has been adopted by pregnant women, queasy travelers and everyday customers seeking an on-the-go relief remedy that is natural, fast and easy to use.



What We Do

We build:

+ Drug-free vapor blends in personal inhalers that assist with minor side effects experienced by surgery patients, including nausea, distress, fatigue and congestion. They also help patients to manage stress associated with hospital experiences.

+ Dynamic delivery systems that allow nurses and patients to manage these symptoms immediately, conveniently, and safely.

+ Nurse education programs and resources that focus on the future of integrative care.

* All our products are designated nursing interventions that do not replace essential, life-saving medication, and have been developed in accordance with the safety standards of U.S. medical institutions and regulations. They are regarded as a standard hospital supply item, and thus don't require a physician's order.



Our Story, Briefly...

The Soothing Scents story starts way back in 2004, when Wendy Nichols (CRNA, MS, BSN), a 30-year veteran in anesthesiology, looked at blended essential oils as an alternative to isopropyl alcohol prep pads, a common item used by nurses on patients to manage their nausea.

Seeking a solution that was medically safe and scientifically sound, Nichols turned a homemade remedy into a standard hospital supply and later, a thriving business, which Nichols co-founded with her brother Roy Nichols, who currently serves as President and CEO.

Today, Soothing Scents products are used in over 1,800 hospitals, and our ANCC-accredited training program in the Use of Therapeutic Inhaled Essential Oils for the Health Care Setting has helped nurses across the country improve their integrative care knowledge, and better serve their patients.



All natural and
low risk

No sedation or
side effects

No drug interactions
or concerns



Works immediately

Easy to carry

Free of distressing smells

Inhaler technology

Available OTC

Key Facts

Year Founded	Founders	Headquarters	Company Size	Website
2004	Wendy Nichols & Roy Nichols	Newton, Alabama	10 Employees	soothing-scents. com
Product/Service		Distribution		
Essential oil-based nursing interventions queasiness and anxiety solutions for patients nurse training and resources, modern delivery systems for hospitals and facilities.		Direct-to-hospital, B2B, and online. We ship to all 50 states. Also available on Amazon and West Marine stores.		
Trials and Research				
Over 20 independent hospital studies conducted, showing complete or partial nausea relief in up to 80% of patients, shorter PACU stays, and faster onset of action than traditional anti-emetic drugs. Participating hospitals include St. Jude Children's Research Hospital, University of Colorado, Madigan Army Hospital, Bon Secours, Oregon Health and Science University, and others.				



Founder Bios



WENDY NICHOLS
Director of Creative
Development

Wendy Nichols (CRNA, MS, BSN) is a certified nurse anesthetist and the founder of Soothing Scents. She has practiced as a nurse for over 30 years, beginning her career as a trauma ICU nurse and a flight nurse at the University of South Alabama Medical Center, before going on to work as a nurse anesthetist in Hawaii and Maine. While working in Maine, Wendy developed Soothing Scents flagship product, QueaseEASE, for her nauseated patients, and founded the company shortly after. Wendy has also worked for Doctors Without Borders in South Sudan, and recently completed a Master's of Science from the well-renowned HEC business school in Paris, France.



ROY NICHOLS
President and CEO

Roy is the CEO and president of Soothing Scents, overseeing product management, daily operations and business development. An Alabama native and one of the first participants of the University of Alabama's entrepreneurial program, Roy brings his extensive entrepreneurial and manufacturing background to a table of nurses and researchers, and in doing so has built a small kitchen startup into an international operation.

Our Products



Aromatic Inhalers

Personal aromatic inhalers containing a proprietary essential oil blend formulated to address one of five concerns: morning sickness (EXPECTING), motion sickness (QueaseEASE), medical-related queasiness (QueaseEASE), mental clarity (FOCUS) and anxiety reduction (STILL).

How it works:

+ *Twist to raise the cap, place under the nose and inhale.*

The oil vapors travel up the olfactory system of the nose to the central nervous system to interrupt the nausea feedback cycle. It also works to calm the gastrointestinal tract.



Other Blends



QueaseEASE (peppermint, spearmint, ginger, and lavender)

For general queasiness. Developed for perianesthesia/postoperative use in hospitals.



STILL (ylang ylang, bergamot, sweet orange, and lavender)

For anxiety management.



FOCUS (peppermint, cinnamon, eucalyptus, rosemary and clary sage)

For mental clarity and focus.



EXPECTING (peppermint, ginger, lemon, lime, lavender)

For morning sickness.



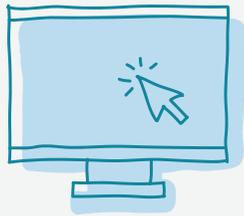
CLEAR (lemon myrtle, tea tree, lemongrass and eucalyptus)

For congestion associated with colds and allergies.

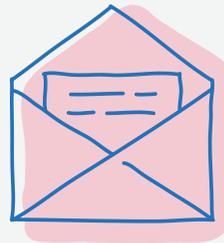
Other Products

	<p>QuickTAB A 72-hour disposable tab version of our aromatic inhaler range, available in STILL or QueaseEASE blends. Available for B2B and hospitals</p>		<p>Clippy A clip-on compact version of our aromatic inhaler range, which lasts up to 21 days once opened.</p>
	<p>DuoBAND An anti-bacterial P6 acupressure band to alleviate nausea when applied to the wrist. Can be paired with Clippy clip-on inhaler for optimal effect.</p>		<p>Diffusers and Accessories An offering of room diffusers, tote bags, and other accessories.</p>
	<p>Use of Therapeutic Inhaled Essential Oils (TIEO) for the Health Care Setting The first ANCC-accredited online training program for essential oil therapy in the medical setting. The course, free for all registered RNs in the U.S. provides skills training in the use of TIEO as a designated nursing intervention. programs.soothing-scents.com</p>		<p>EO Singles Available in 10 different scents for individual use (5ml or 30ml available.)</p>

Where to Buy



Online
soothingscents.com



Direct Order



Amazon



West Marine
Stores

Customer Information

Serves over 1,800 hospitals nationwide | Primary orders: PACU, emergency department, labor and delivery, oncology
Notable facilities include St Jude Children's Research Hospital, the Mayo Clinic, Maine General, University of Colorado, Cleveland Clinic.



Media Assets



Logopack



Bio Photos



Brand Photos



Product Photos

DOWNLOAD

Testimonials from Nurses



"What I love about QueaseEASE is that it's an affordable, non-toxic intervention that is compatible with every other form of treatment. It should be used early and often to treat peri-operative nausea."- **Cynthia Ramirez, CRNA, MSN, RN, Queen's Medical Center, Honolulu, HI**

"QueaseEASE is my first line of defense when my patient says they feel nauseated."
- **Pam Chandler, RN, Ambulatory Surgical Unit, LincolnHealth Miles Hospital, Damariscotta, ME**



"As a nurse, my ultimate goal is to make my patient's experience the best it can be. That's why I love QueaseEASE."- **Melissa Brown, RN and Clinical Nurse Supervisor, Ambulatory Surgical Unit, LincolnHealth Miles Hospital, Damariscotta, ME**

Research Highlights



UMass Lowell School of Nursing, December 2018

In a randomized study comparing QueaseEASE® to conventional medication, **PONV relief** was achieved within **7.8 minutes for QueaseEASE®** users compared to 66.8 minutes for patients given anti-emetics.



Oregon Health and Science University, April 2017

Oregon Health and Science University conducted a limited size clinical trial of QueaseEASE® to test efficacy and patient satisfaction. Findings showed **85% of users** had **total relief of nausea** and were **satisfied with QueaseEASE®**



Stephens Memorial Hospital, January 2014

A study conducted at Stephens Memorial Hospital showed that 90% of patients using QueaseEASE® had relief from their nausea, with 50% experiencing complete relief.

Contact

Press and media

Kelly Doune

press@soothing-scents.com

646-864-7237

General inquiries

info@soothing-scents.com

1-888-393-7330

Headquarters

119 Lee Boy Road

Newton, Alabama

36352

Social Media

Website: www.soothing-scents.com

Facebook: facebook.com/soothingscentsinc

[soothingscentsinc](https://facebook.com/soothingscentsinc)

Twitter: @soothing_scents

Instagram: @soothing_scents

LinkedIn: linkedin.com/company/soothing-scents-inc

[soothing-scents-inc](https://linkedin.com/company/soothing-scents-inc)



Wendy Nichols

SOOTHINGSCENTS



About Wendy

Wendy Nichols (CRNA, MS, BSN) has worked in nursing for over 30 years, beginning her career as an ICU trauma nurse and flight nurse and later as a chief nurse anesthetist at hospitals in Hawaii and Maine. She is the founder of Soothing Scents, a medical product company that creates innovative drug-free nursing interventions to improve patient outcomes.

Today, Wendy works as an educator, writer, and head of creative development at Soothing Scents, in addition to her continued work in the OR. She holds a Bachelor of Science in Nursing from the University of Alabama, a diploma in Nurse Anesthesia from the Manley L. Cummins School of Nurse Anesthesia, and an M.S. in Innovation and Entrepreneurship from the renowned HEC business school in Paris, France.

Wendy is passionate about bridging the gap between conventional patient treatment and evidence-based complementary health care, and creating educational opportunities for health care professionals interested in modern patient therapies.

Wendy Nichols
Founder of Soothing Scents

Speaking Topics

Wendy speaks to nurses, students, and the public on the following subjects:

- + Essential oil-based integrative health care
- + Nursing innovation, and the bridge between conventional and alternative care offerings
- + Business and entrepreneurship in nursing
- + Anesthesia
- + ICU trauma nursing
- + Delivery systems and product design

Appearances and lecturing

HIPAN annual
meeting appearance
2014 - 2018

Magnet Conference
2015 - 2019

ASPAN Conference
2008 - 2019

Mayo Clinic Integrative
Health Conferences
2016 - 2019

Testimonials



“Wendy has become a leading expert on the use of inhaled essential oils in health care. Her desire to bring forward current, evidence-based data regarding the use of essential oils into the medical community has made her a valuable resource for nurses across the nation.” - **Stephanie Carver, BSN, RN, nurse consultant**

“Wendy’s interest in patient comfort is unparalleled. She has used her knowledge of aromatherapy to develop, test, and refine effective combinations to reduce nausea in the perioperative setting and enhance patient comfort across multiple settings. I recommend every health professional familiarize themselves with the array of Soothing Scents products, and ensure they are available in their practice settings.” - **Nell Tharpe, CNM MS FACNM,**



Book Wendy

01

Seminars, workshops
and lectures

02

Media interviews
and comment

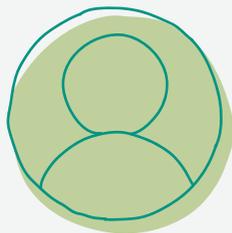
03

Keynote and guest
speaking events

04

Panels and trade
show speaking

Contact



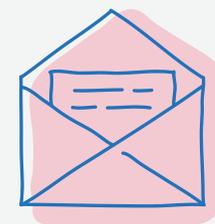
Kelly Doune



Publicity Lead



press@soothing
scents.com



646-8647237

Media Assets



Headshots



**Product
videos**

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