



International PR Text: NIVEA Body

## **Sensory Experiences for a Good Mood**

**Smelling, touching, hearing, tasting – we love sensory experiences. NIVEA Body shows you how integrating them into our everyday life can improve our well-being.**

The smell of cake in the kitchen, a warm hug from a friend, or listening to our favorite song – there is a number of situations where sensory experiences affect our mood, where they make us feel happy or excited. **NIVEA** and **expert Ulrike Ebeling**, founder and owner of Smellbound, explain how people can use sensory experiences to put themselves in a positive mood.

### **Ms. Ebeling, do sensory experiences really affect our mood?**

Definitely! Sensory experiences affect our mood and life every day. However, whether they affect our mood positively or negatively very much depends on whether those specific recalled experiences have been linked to positive or negative memories. We cannot escape or hide from olfactory influences; we smell them in an unfiltered way, and assess them automatically.

### **Can you please provide us with an example?**

Of course! Simply imagine what a nice scent can do. It can, for example, cause you to recall a memory or a nice summer holiday scene and, consequently, improve your mood.

### **How is this possible?**

Fragrances do have a subconscious effect on us. When smelling something, the scent molecules immediately find their way to receptors in our nose. There, they produce signals that go straight into an area of the brain that is called the limbic system.

The limbic system can be seen as an emotional control system: it controls different processes within our body like our feelings such as happiness and love as well as the production of hormones. Furthermore, it influences certain metabolic processes, for example, whether we are stressed or not, or if our immune defense system will manage to fend off the next cold.

Fragrances do reach our subconscious straight away, and they are capable of digging up memories which have been recorded there for a long time. For example, smelling a fresh apple pie can make you think of your family, or the smell of roses can make you recall your first love. Fragrances can evoke pictures in front of your inner eye and will cause you to memorize nice moments and encounters. And this happens completely irrationally and we have no influence over it.



## How can I use sensory experiences to improve my mood?

You should try to recreate experiences that are linked to positive memories. For example, you can smell a perfume that reminds you of your last summer holiday. Also, you can use body lotions with scents that have a positive effect on your mood, so when applying it, it will improve your well-being. The same effect can be caused by different sources such as from nice music – a melody which you like a lot and which will improve your mood as it may remind you of a wonderful time in your life.

### Brighten up your mood with the help of your senses

All of us have had positive and pleasant sensory experiences in our lives. So try to remember the nice encounters, happy moments, and wonderful memories. **NIVEA and expert Ulrike Ebeling give tips on how to use sensory experiences for a good mood.**

- **Call your besties.** Listening to the sound of the voice of a beloved person can instantly lighten up your mood. So get on the phone and call your best friend or a family member like your sister or brother that you haven't talked to in a long time!
- **Enjoy the taste.** Remember the dish you ate for the first time on holiday, something more exotic than what you usually eat? Something, that makes you think immediately of your holiday when passing by a restaurant and smelling this dish? Use those sensory experiences to boost your mood and prepare this meal just for yourself. Take your time to chew, taste and appreciate every mouthful.
- **Look at the stars.** Of course, when getting home in the evening, it sometimes feels more comfortable to stay on the sofa. But there are so many better options than that. Create a sensory experience you will never forget! For example, organize a full-moon picnic – meet up with your best friend or boyfriend and look at the stars. Lovely smells will surround you; you will hear the comforting sound of the wind; enjoy the taste of good food, feel close to a beloved person, and see the beauty of the moon.
- **Take your camera with you.** We take so many selfies and pictures of anything you can think of – now it is time to make your camera (or your smartphone) a special companion again. On a Sunday afternoon, go for a walk in the park, in your neighborhood or in the city. Try to find the extraordinary in everyday life, to change your perspective and to focus on what you really see.
- **Feel the power of nature.** Working in the garden, using your hands, breathing in the fresh air, feeling the soil on your hands and the sunshine on your face will instantly improve your mood. You don't have your own garden? Then get involved in Urban Gardening, a project that is possible in many cities nowadays.
- **Use your nose.** Use fragrances to make you feel happy! For example, take some time for yourself and apply a scented body lotion such as the new **NIVEA Oil in Lotion** range that comes with the fragrances Rose, Vanilla, Cocoa, and Cherry Blossom. Depending on your



mood and well-being, you can choose a different fragrance, as they all have different effects: Rose puts you in a good mood, Vanilla makes you feel calm, Cherry Blossom lets you forget exhaustion, and Cocoa helps you forget a stressful day. Afterwards, you can enjoy the feeling of having smooth and soft skin.

- **Touch it.** Do you remember letting sand run through your fingers during your holidays with your family or friends and how it made you feel relaxed? Or how you used to hug your favorite stuffed animal when you were little and felt a little nervous? Use that experience! Think of materials or shapes that you like to touch, and take them with you. For example, pressing a little ball with knobs you carry with you in your bag can instantly make you feel calmer.

**NIVEA Body Oil in Lotion Rose Scent and Argan Oil, xx ml, RRP €x.xx**

**NIVEA Body Oil in Lotion Vanilla Scent and Almond Oil, xx ml, RRP €x.xx**

**NIVEA Body Oil in Lotion Cocoa Scent and Macadamia Oil, xx ml, RRP €x.xx**

**NIVEA Body Oil in Lotion Cherry Blossom Scent and Jojoba Oil, xx ml, RRP €x.xx**

Dermatologically approved for skin compatibility.

### **About Ulrike Ebeling**

Ulrike Ebeling has been working in the perfume industry for more than 25 years. She used to work for international perfume houses before founding her own business Smellbound in 2012 ([www.smellbound.de](http://www.smellbound.de)). Her company, located in Hamburg, Germany, develops perfume concepts for industrial clients and also produces perfumes. Furthermore, Smellbound has its own perfume collection on the market and offers perfume workshops and scent seminars to private as well as industrial clients.





## **About Beiersdorf AG**

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €6.8 billion in financial year 2016. NIVEA, the world's No. 1 skin care brand\*, is the cornerstone of the company's brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast/Elastoplast. Beiersdorf's wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

*\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2015.*

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