



WILLIAM THEORELL

SCENT

Scent is designed to inspire people to create and experiment with homemade air fresheners

Most air fresheners that are produced today consist of 88% - 99% water and are being sold in plastic spray bottles. This is a very linear system that creates a lot of unnecessary CO₂ emissions and plastic waste.

Scent is a recyclable glass container, designed to hold a homemade air freshener made from ingredients you most likely already have at home. The half-sphere lid makes it possible to adjust the size of the opening, giving you control of the intensity of the scent.

Hopefully, this project can inspire people to look into other things they can make at home and therefore lowering the CO₂ emissions and the use of our planet's resources.