



SMELLSENSE

Know before you go

Hold your breath, pinch your nose, sprint in and out. All stealth-like ways to 'deal' with having to *GO* in a smelly bathroom.

Studies even show various scents affect mood, work performance and behavior. So when you're dealing with unpleasant bathroom odors, it can instantaneously increase anxiety and stress levels.¹ Total *bummer*.

Butt, what if we can save noses everywhere from that pungent smell and make the bathroom experience a bit better?

Introducing Charmin's vision for the future of the bathroom... SmellSense.

SmellSense is an electronic sensor monitoring system that lets you plan ahead and check how the bathroom smells without having to experience it yourself. It is calibrated to detect carbon dioxide or hydrogen sulfide found in a **toot** or **two**. SmellSense notifies you via a GO/NO GO display on the status of the stench and when it's safe to go in.

Unlike nasty bathroom smells, SmellSense won't be around for long. It will be on display at the Charmin GoLab in the Procter & Gamble LifeLab booth at CES 2020. It will not be available for retail sale.

1. Rachel S. Herz, Corrente Schankler, and Sophia Beland, "Olfaction, Emotion and Associative Learning: Effects on Motivated Behavior," *Motivation & Emotion* 28 (4): (2004) 363–83. doi:10.1007/s11031-004-2389-x.