

Memory Air & The Science Behind Olfaction

The loss of smell precedes all forms of dementia. Olfactory (smell) enrichment has shown to **improve the memory of healthy adults by 226%**, and up to **300% among those with dementia**.



226% Memory Gain in Healthy Older Adults

Adults 65+ experienced an average 226% improvement in memory compared to controls after 6 months of nightly olfactory enrichment with novel, rotating scents. MRI's of participants confirmed a matching ~226% increase in the size and density of a critical memory pathway. **Participants also gained an average of 22 extra minutes of sleep per night.**

University of California, Irvine — Woo et al., 2023 (Frontiers in Neuroscience) · One of the most-cited neuroscience studies of the past 3 years

100–300% Memory Improvement in Dementia Patients

Diagnosed dementia patients who smelled 40 different scents twice daily showed a 100–300% improvement on five standard memory tests, compared to controls after only 15 days. The same group saw over 300% improvement in depression symptoms, highlighting the dual cognitive and emotional impact of olfactory therapy.

Cha et al. (PubMed, 2021) · Key finding: a multiplicity of scents drives the greatest benefit

2–3× Increase in Deep Sleep

Internal testing shows olfactory enrichment with Memory Air doubles or triples deep sleep. It also "defragments" sleep, reducing nighttime wake-ups, which is especially significant for those living with a memory impairment.

Internal data from current Memory Air users, unpublished, under review

Emerging: Glymphatic Clearance of Dementia Waste

New research explores how olfactory enrichment may reduce inflammation of nerves occupying the cribriform plate, normalizing the glymphatic system's ability to expel metabolic waste, like Tau, Amyloid-Beta, etc associated with dementia, during deep sleep.

Preliminary research led by Dr. Micheal Leon · submitted for review, not yet published

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