

Evolution made a very good job building a bio-mechanism that will adapt our emotional state to the environment and circumstances we face in real time. Modern life overloads this mechanism, cluttering our system and throwing us out of balance, manifesting in phenomena such as discomfort, stress, drowsiness, etc.

Moodify uses the same evolutionary tools to balance and optimize your wellbeing and performance. Based on over a decade of neuroscience and olfactory research into these natural triggers and reactions, Moodify developed a family of active scents that leverage the power of our evolutionary bio-mechanism.

Moodify's active scents address different challenges using specific olfactory channels:

Moodify White eliminates the perception of malodor *commercially available

Moodify Blue optimizes your stress level *under development

Moodify Green increases alertness *under development

Moodify Red enable emergency awakening *beta stage

Moodify White

You can't layer over bad odors.

Whether you're in a car, hotel room or a crowded elevator, perfumed "air fresheners" make the air anything but fresh. The only real way to stop smelling stench is...to help our brain ignore it!!

We've deconstructed the odors and designed molecules that counter the foul ones, so your nose won't sense them. Instead of trying to overpower the malodor we eliminate the perception of it. Cigarette smoke, body odors, old car smells are all cancelled out so we smell anything but them.

Moodify White can be placed in a diffuser (passive or active), aerosol or incorporated into an air conditioning system and can be infused with a unique, signature scent developed specifically for a brand.



Moodify was founded in 2017 and has an **exclusive research and commercial agreement with the world renowned Weizman Institute**. Headquartered in Tel Aviv, Israel, **Moodify was selected for Capsula, a TAU & the Israeli Government accelerator**, and is a part of the Renault-Nissan Mitsubishi Alliance TLV Innovation Lab, TLV CityZone and DriveTLV innovation Center for Smart Mobility.