

Nose exercises, why we need them post COVID.

Tuesday 21 February, 2023

Aluxury, a British luxury fragrance brand, was founded by Andrew Gaugler after he lost his sense of smell for over six long months in March 2020. The loss of smell was due to COVID-19, leaving the founder feeling disconnected from the world around him. However, this experience led him to discover the importance of smell and the power of olfactory training.

In 2022, Andrew decided to create [Aluxury](#), a brand that emphasises the importance of smell and its role in our daily lives. Aluxury fragrances are designed to evoke emotions, memories, and experiences that are unique to each individual. By exercising our sense of smell, we can reconnect with the world and create more meaningful experiences.

"Smell is one of our most powerful senses, yet it is often overlooked and undervalued. Our sense of smell is linked to our emotions and memories, and it has the power to transport us to a different time and place," said Gaugler. "I founded Aluxury to help people rediscover the importance of smell and its impact on our well-being."

Aluxury's fragrances are crafted using only the finest ingredients, including essential oils and natural extracts. They are designed to create a sensory experience that can enhance your mood and overall well-being.

"During the pandemic, many people lost their sense of smell and it hasn't been the same since. That's why it's important to exercise our sense of smell and rediscover the power of scent and its impact on our well-being," said Gaugler.

Aluxury's product collection is designed to help people reconnect with the world and rediscover the power of smell. Their collection includes [luxury candles](#), [reed diffusers](#), [essential oil blends](#) and a waterless [electronic oil diffuser](#).

Along with their focus on creating luxury home fragrances, they are making a statement with their stance on sustainability. All their products are vegan, cruelty-free and come in eco-friendly FSC-approved packaging.

"By exercising our sense of smell, we can enhance our daily experiences, improve our mood, and reconnect with the world around us.", said Gaugler.

For more information about Aluxury and its products, visit their website at <https://aluxury.co.uk>.

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