



**Complete Transcript: HALO Talks with Daniel Zimmon  
Posted Sept 30, 2021**

Pete Moore:

This is your host, Pete Moore. And I am pleased and humbled to announce the launch of my one and only book titled *Time to Win Again*, 50 takeaways from playing and watching team sports to guarantee your business success. Those of you who know me personally, and anyone who's listening to halo talks or any length of time, know that I am an avid sports fan and a big believer in the value of team sports. What I've seen over the past 25 years, helping businesses grow raising capital, being an entrepreneur myself in coaching and mentoring executives in the sector. It's the lessons learned on the field perfectly apply to business entrepreneurs, executives, managers, you name it. Every company that's a strong company has got a good team. So quick read. There's also illustrations in there from our good friend market cruelty free cartoons. You go to [integrity, sq.com](http://integrity, sq.com). Enter your email address, and we will send you information on the book and the entrepreneur wars survival kit as well. Be great. Take names, go halo.

Pete Moore:

This is Pete Moore on HALO Talks, NYC. I have the pleasure of having fellow long Islander serial entrepreneur. He's going to teach us about the value of sense and sense Daniel. Welcome to the show.

Daniel Zimmon:

Hey Pete, thank you so much for having me.

Pete Moore:

So you you've known my partner, David Ganulin for a long time. I've been in a lot of boutique fitness concepts. I've been in a lot of our retail stores. I do have a good sense of smell. But why don't you kind of educate us on how the brain works the importance of it and why this is part of your current business mission.

Daniel Zimmon:

Ah, thanks Pete. Well, you know my company NatScent and helps companies use the sense of smell and create branded smells for client experience and an emotional connection. And it's something luxury brands have always done and always paid attention to. Lucky you wouldn't feel it. You wouldn't feel good unless you're in a good smelling place. And when I started this business a couple of years ago, the idea that we were bringing was, Hey, why should only luxury brands get the value and the connection and the people that use them have the sense of smell. So that's been our value proposition and look

sense of smell has always been pivotal in the halo market. Two of the most famous brands that really paid attention to sense of smell and used it to reinforce their brand and create a great experience, our Equinox and soul cycle. I mean, without that grapefruit smell, it's all cycle. As soon as you smell that, you feel like, Hey, I'm part of this, I'm connected to it. And that's really how the sense of smell works. It it's a direct connection to your emotional brain and that's what we help brands and companies do use that connection.

Pete Moore:

So know I start up a new concept or got a current boutique concept. Talk me through you know, how that evaluation is done. These send someone, you know, here's a dozen different, you know, flavors and, you know, tell us what you think resonates or is it, you know, even deeper to go into, you know, what the DNA of your brand is. And then you kind of help kind of coach to them or steer them towards a certain smell. And then what we, or what a certain smells, you know, M and a, if you will.

Daniel Zimmon:

Well, that is exactly what we do. But there's two ways to do it. And, and the funky thing about sense of smell is your experience of smell is really linked to memory and, and, and what you've experienced with it. So sometimes people have really positive experiences of a smell, even though it's a nasty smell, the best example is gasoline, right? No, gasoline is a fiercely bad smell. I mean, it's pretty toxic, but a lot of people, I mean, even, even, maybe even say 50% have a real positive association with that smell,

Pete Moore:

For some reason, I kind like to smell gasoline. I'm not sure what he never really tried to find out.

Daniel Zimmon:

Yeah. Do you like cars or something? Do you like, are you interested in cars? Do you like them? No,

Pete Moore:

I think I just, you know, like when I'm pulling up there for some reason, it's, it's something that I don't, I don't shrug against them. I get some, I was like, yes, I'll be at my guests Garfield up. You know, I know it's a successful venture.

Daniel Zimmon:

There you go. Like for like, for me, right when I was a kid, when, when the car needed to get filled up, my dad would take me along. So like my experience with that sense of smell, it triggers those feelings of being with my dad and doing something cool of like Saturday morning, really, really powerful. So that's how scent works. And that's why it's, so that's one of the reasons, I guess, one of the biggest reasons it's so valuable and so meaningful, so even bad smells can have really positive experiences. So you have a. You can take, we have a portfolio of proven fence that have been designed and used and been really successful. And we do a lot of custom for our clients because, you know, because we're a conscious company creating your own custom smell really isn't that expensive. But either way, whatever your smell is when you get intentional and consistent about your smell, even, even if it's fabulous, if they use fabulous to clean your space, unfortunately, there are a lot of other associations with fabulous that come along, it will become your brand.

Daniel Zimmon:

It will trigger the memory of what it's like to be in your business and being your presence. So when you have a great experience soul cycle, Hey you know, it's not, it doesn't exactly fit 57 year old may, but I got to tell you, I enjoy doing soul cycle when I did it. I liked the community of it. The community was really powerful and strong to this day. When I smell that particular grapefruit smell, I'm like, I feel like I'm there. So that's kind of how it works. We can make it easy to pick it out of our portfolio is really simple and tweaking it later works, but it's all about getting intentional about smell and being consistent. And it's effective even at extremely low levels. When it's consistent, you feel like you felt when you met those people like that community. You're part of

Pete Moore:

What, when you talk about the deployment of this, is it, you know, part of the spray bottles that they're using for cleaning? Is it an incense burn? Is it a candle? You know, what, what are the different ways to do it? And what are the, they'll give us an idea on what it, what it costs to develop, what it costs to maintain. And it sounds to me like everyone should have a distinct smell. It's not like you're you know, so forth and you need to spend hundreds of thousands of dollars figuring out. It seems like you're an expert and you know, you can get somebody going relatively quickly.

Daniel Zimmon:

Yeah, well, exactly. I mean, every everything, every place yet you should, you should be consistent. It's really valuable. And the, and the amazing thing about smell is nothing has the leverage per dollar spend on it. You see a lot of companies and people do it in piece by piece, they burn candles, they spray stuff. They use liquid diffusers. The thing about that is it's not any less expensive than going pro with it. It's just, it doesn't work nearly as well. So when you use the pro stuff that we have, I mean, we are, we're a subscription-based company because the partnership of doing it is valuable. We, you know, we, we, we titrate the spaces. We make sure they're right. We give you the highest level of technology and we can do it for \$140 a month per most locations. Some big locations acquire more. We strongly encourage our clients to do an HPAC connection, the same price as standalone. It's just an install. And when you use the pro gear, tiny, tiny quantities, quantities of fragrance, perfectly distributed, always consistent. And, and, and that's really the value prop. So it's, it's less than burning candles, but it's completely effective and exactly the same all the time and no main then.

Pete Moore:

So when you take a look at, you know, some of the things that groups want to focus in on right now is definitely the cleanliness. Whether that's continuous cleaning that they're doing, whether it's hand wipes, that people are using to clean down the machines on their own, I guess, you know, there, there's probably a benefit for, you know, smelling like Clorox and is probably a detriment to it. Smell like Clorox. So, you know, how have you thought through it? We want it to smell really nice, but we also want to make sure people know that a we're scrubbing this place, you know, not just the, the employees, but the members. So what, what are some of the other specific sense that are kind of like smell a little bit medical, but smell a little bit friend friendly. How do you guys think about that in this new COVID age?

Daniel Zimmon:

Yeah. I mean, look, some, some of our clients factor that in, as that we're doing a lot of work in healthcare and a big part of helping companies with their, with their smell profile, with their all factory experience is figuring out what other stuff's going in. Scientifically the idea of covering sense, you know, that's something in our culture that people believe in deodorizers, fresheners. They really don't where

your sense of smell is incredibly powerful. They used to say it was, it was good for like one part per million. Now they're saying a part per billion. So taken care of the stuff that you have in your space that doesn't smell the way you want it to is really important. And associations really count. You make a tree, even a great point. We want it to smell like sanitizers to some degree and, and, and it should, and that's cool, but that shouldn't really be your brand.

Daniel Zimmon:

You don't want that to be your brand smell. So it's okay to smell a bit like Clorox, cause we're cleaning this stuff, but Hey, our brand is this, it smells clean. It smells sharp. It smells, you know, it's branded up like, are we a Tesla? Are we BMW? Are we all these companies have their own particular branded scent that drives enormous loyalty. Once you're used to, I guess the best example is like the middle east in the middle east people, a Mercedes was the car. Right. And they all, whether it was a taxi or someone that was successful and they all smell like leather, like horse hair, even if it's got vinyl seats. I mean, it's intentional. It's a brand when people get that are used to that, get into another car, it doesn't feel right to be the same with your health experience. If you're used to soul cycle and that smell, when you go to a flywheel, it doesn't smell the same. You know, you feel like it's not right. I mean, I love both of them. I love flywheel, but so that's how powerful it is.

Pete Moore:

Is there a lot of empirical data on, you know, going into a generic retail store and then going into a retail store that has this, you know, ambient scent, does it do anything psychologically to your brain that wants you to stay longer or pay more to yourself, max out your credit card? You know? Well, what are some of the economic incentives?

Daniel Zimmon:

Yeah. Well, I, I can tell you look, cause yeah, like what are the most famous studies is Nike, Nike built an identical store and scented one and didn't scent the other, I forget how many yards apart they were. And you know, one of the problems with descent, businesses, the numbers are so ridiculously high. It's kind of hard to, it's kind of hard to buy into it and it's not necessary. I mean, for a hundred and you know, feeling a little movement to have a great ROI, but Nike's thing, it was like I think their numbers were an 80% propensity to convert, to, to buy 80% higher. And people felt like the value of this stuff, which they're buying exactly the same stuff was 25% better value for their purchase in the scented store than unscented. And Nike's another cool example of the fact that like they're scented, when you walk into the Nike store, you really can't smell it. It's super, super subtle. And apple does that the same way. I mean, if you notice, when you walk into apple store, it doesn't smell like 250 people, it smells like you just opened an apple box.

Pete Moore:

Yeah. Yeah. Interesting point. So how have you been getting traction and what are some of the key relationships or, or key accounts and how do people kind of prioritize, you know, what they want to do here? Cause obviously they could go and do another email blast. They can add personal training, you know, you can say, yeah, that's great. But let you know, like let's, let's actually fix the experience and, you know, smell is one of the sense that census that's, you know, cheap changes in environment. Yeah.

Daniel Zimmon:

Yeah. Well, you know, the great thing that, and the reason I, I kind of started this business is because the value per dollar in scent is so tremendous. Hey, those other things are great and they work, but you know, your most valuable people are the people and the, and the, and the most valuable people to market to are the people that are already your customer, that people, customers, the people that are walking through your door and to be able to give a better impression and to create a closer connection to every single person that walks through your space for \$140 a month. I mean, there is, there is no greater ROI from that. It's why all the great brands of the big brands have always used it in luxury. So the traction we've been getting through the pandemic when a lot of in-person fitness and studios, which we weren't doing much more of before it started we've been doing a lot of work in healthcare.

Daniel Zimmon:

And especially in discretionary healthcare, which is a lot like a fitness club or fitness experience, you decide which club you're going to go to. What, what type of exercise you enjoy? What's it like? So we're working in orthopedics and we're working in dental which is closely related to halo. And, and we're actually moving more into a physical therapy, which is directly related. So look how you feel about your workout and how the value you feel like you're getting that changes, how often you go, it changes how hard you work out. There are like, ah, man, I just go into so much detail. I don't want to, I don't want to overwhelm them.

Pete Moore:

This is great because I want people to understand, you know, how simple it is to get down here and have, you know, create a little more of a brand identity in a direction that, you know, doesn't include the marketing team, trying to come up with some new program. You know, this is, this is ambient. And, you know, if you made it through the pandemic, then you should think about how you can optimize your current location. And this seems like, you know, we didn't have this conversation, we wouldn't be talking about sense. Right. So that's why I want you on the halo, talks for people to start thinking outside the box or, you know, inside the air, if you will, you know, as you think about the future, you know, of indoor and outdoor fitness, and you think about people putting in their own home gyms, we, we work with a group and invest in a company called higher dose, and they've got a distinctive smell to, to their locations there. There's been talk about, you know, having scented candles that people bring home in order to replicate that you know, at their home. So, you know, have you seen, is candles the best way as incense the best way? Is it like a, like a teacher you know, how do you kind of sell? Can you sell the smell, you know, outside of your location? Well,

Daniel Zimmon:

Oh man, well, 100% like, you know, the memory factor, they say that a hundred percent of memories have a smell component, right? So high and higher doses. Super cool. A really famous company that's done. That is the way is when hotels. So you go stay at the Wynn in Las Vegas and two weeks after you leave, they send you, they're sent in a candle, the stick by your bed. I mean, it's almost, it's almost diabolical. Every time you walk into your bedroom, you're like, Hey, am I going to go back to the later? Or am I going to go someplace else? I mean, there's no question you're going to go back to the land. So, so companies do it all different kinds of ways. One of the, one of the most famous ones and the, one of the most incredibly powerful stories that most people don't talk about is laundry detergent.

Daniel Zimmon:

I mean, when I was a kid, my mom used tide, right. I can't even really tell you what tide smells like, but I'll tell you this. If like we use some other detergent and I've gotten some cool ones, cause I'm in the scent business, there's this company fray that like is building their laundry detergent based on offering different sense in their laundry detergent. But when we use that phrase stuff, which smells amazing, I don't feel like my clothes are clean because I am so imprinted with tide and there are billions people and there they have like, you know, it's incredibly influential, so higher dose. However they do it, whether it's a, like if they're going to sell and this is done in cosmetics to, you know, think of a Veda, can you think of how Aveda products smell, just have you ever experienced them?

Daniel Zimmon:

It's a really distinctive thing. As soon as you crack over an open a Aveda, anything you're like Aveda, well, it's just as powerful. And just as simple, higher dose can do that too, with a tincture where the cream hand cream, whatever, probably like for me, the advice I'd give them is like, what, what are your, whatever your clients are going to like the most, give them that, like, if you could give them a super hot, great hand cream or creams that they like, man, every time they put that stuff on their hands, they're going to be like

Pete Moore:

Right there by your brand

Daniel Zimmon:

And wanting to be back and thinking about, well, mostly thinking about what is the experience of your brand. And you know, this is kind of a little touchy, but Hey, if your brand experience is fantastic, having a very consistent sentence, scent experience is incredibly valuable. If your brand experiences I'm going to say stinks, do not, do not, do not have consistent smell because it's not going to work.

Pete Moore:

Remind you Maggio the worst part of it. Correct? Yeah. So, so what, what do you what else are you seeing in the space, whether it's from an architecture and design, whether it's programming, whether it's, you know, maybe upgrading locker rooms or, you know, towels, what else are you seeing in, in and around the halos sector? That you're excited about

Daniel Zimmon:

It's experience for me, it's client experience. And I, you know, Hey, the great halo brands and the successful ones, they have great experiences. I mean, why seven, what an amazing experience we're working with this company fit house. It was growing like crazy. It, Y it's just a great experience. You know, it's, it's, it's a community it's connection, it's emotions. And that's why I got into Shen, you know, people's emotions and their emotional brain. That is how people decide how good their experiences, what they want to spend, how they feel, how they feel about other people. It's what really matters. And scent is like an incredible glue that reinforces that experience. And it's not expensive and it's not difficult. So, I mean, that's what, what excites me, I mean, more and more people in businesses, this is what we've been trying to do, right? In luxury. You don't have to sell anybody on it. You're not walking into air mez and have it smell like CVS. It's never happening, you know, I mean, but in, in the regular market and why should it only be luxury people whose brains are neglect are paid attention to and cared for. It's inexpensive to manage fragrance. And it's a crucial part of people's experience. It affects their emotions and what they bring to each other.

Pete Moore:

I mean, another interesting Allah area that, that probably you're going to get calls from over time would be, I mean, some of these meditation apps or like a Headspace or something, you know, where you can actually like get into the zone that, that they want you to get into. And then you want to get into and probably sent, this is probably one of the ways that you could quickly get into that environment, even though it's on your own,

Daniel Zimmon:

Oh, 100%. And you can, you know, you can create your own personal one if there's like an incense that you, that you like, or even a home. I mean, we do a lot of homes to a home, but a home diffuser, we have a home line too, that gives you the high high-technology diffusion rather than, you know, the, the ultrasonic ones are, I think the particles are like 300 microns where the cold nebulized stuff, it's one to two microns. So you use much, much less fragrance, but it's more all factually active. Yeah, that, stuff's huge. What's that super cool. One in Chelsea Inscape, you walk into that place and man, it smells, you know, like meditation, you walk into a yoga studio, smells if they're burning a lot of incense or something. I mean, here's another super sensitive one from my childhood, but one of the most famous uses of scent identification, the Catholic church to walk into a church, it smells like incense. It doesn't smell like, you know, for breeze.

Pete Moore:

Good point, good point. So how do, how do people get in touch with you? Or what can a test out of this information? I'm assuming the computers don't have the ability to emanate senses yet, but I didn't think that was a good business idea where you can like load a laptop for certain fragrances and, you know, you can hit a button. It would actually like come out with some scented air, but that's probably something that'll happen in the future. I personally

Daniel Zimmon:

And believe it or not, I have read that and people have produced chips that print sent for that and, and cell phone experiences to add that. But yeah, I mean, we're not sent.com reach out to me on LinkedIn. What part of our bet part of our value prop is where we're founder tech, founder level of tension, and we're staying at that staying that way. We personally survey and do everybody's set up ourselves and yeah, it's pretty cool. Like oh, I said subscription based. We don't do contracts either now need it's monthly. It, Hey, you know, I've loved being in this business because it works for great people and cultures and it's, it's a pleasure to help them create more connection and create more leverage on the great stuff they're already doing. So

Pete Moore:

I'm sure you should be focused on several different types of markets where it might be, you know, almost more of a no brainer than in our sector. So thanks for spending time with us and making sure that this proliferates as it should. So in closing, you got any good quotes, business quotes or personal quotes that they like to that you could share with us.

Daniel Zimmon:

I mean, you want to sent one or like,

Pete Moore:

And he said, you want to give me a day, you know, give me an unscented one.

Daniel Zimmon:

Oh man. I mean, I have so many that I love, but like thinking of it, it's hard to come up with one. I mean, scent wise, I think of like, you know, our sense of smell is directly connected to our emotional brain, our perception of safety and value. It's our most influential yet most neglected sense. And that's my, that's my sent one. I mean, I mean life. Wow. My favorite one is where is where we're responsible for everything we do in everything we allow. That's my favorite one, but I don't know if it really fits. I mean, I don't know.

Pete Moore:

I think it does. I look, we got a lot of entrepreneurs here that you know, we talked to that say, I should've, could've, would've done that. And it's like, well, you did something and you know, it was your decision then. So either dig out of it or ride it, you know, one of the two.

Daniel Zimmon:

Yeah. I mean, like, you know, I'm part of conscious capitalism and I love, I love the idea and I've seen the value of it and I see it and hear it from the people on, on halo talks, the companies and people that are, that are successful, that are most successful, are the ones with VAT, balanced value propositions that care as much for the world. They're their clients, the people in their organization. I mean, that's, what's beautiful and, and it, and it works no matter what it eventually works when you really care and love the planet, the people you're serving the people in your organization and yourself, beautiful things happen. Yeah.

Pete Moore:

No, when somebody tells me that they're, you know, that they you know, start cursing, you know, a client or something, or, you know, say all this decline, doesn't get it. So that's, that's on you. Like you pick them as a client, you know, they didn't, they weren't going to themselves to you and say, Hey, can you find me a solution? You got a solution that you are to deploy now, educate them back it up, you know, it's on you. So I'm with you on that. Awesome. Well look forward to meeting up in person here to all of our health club and boutique operators. Anytime you have an environment let's make it smell the way it should smell to increase your revenue, increase the experience and talk to Daniel, and we're going to make this place smell better and you'll look better on the process. So fluffy soon,

Daniel Zimmon:

Sign up. Thank you so much, Pete, for having me. And it's a pleasure to talk to you and love to help!