



## America's First On-The-Go Aromatherapy Product, PocketAroma(R), Retains Transmedia Group To...

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BOCA RATON, Fla., Nov. 23 /PRNewswire/ -- Relaxation is in the air and the source of it, PocketAroma?? ([www.PocketAroma.com](http://www.PocketAroma.com)), has tapped **TransMedia Group** to see that publicity wafts along with it. The new, palm-sized aromatherapy dispenser pleasantly helps to vaporize stress by emitting the aroma of lavender and essential oil vapors.

"**TransMedia Group** has been retained by this first-of-its-kind product which helps to make stress reduction as easy as 'Squeeze \* Breathe \* Relax'," said **Tom Madden**, TransMedia Group Founder and CEO.

"Some major hospitals have recognized the physical, emotional and spiritual healing power of aromatherapy - particularly lavender - and our media campaign will focus on those findings," he said.

"Our publicity will also demonstrate how spas around the world have long appreciated the soothing benefits of aromatherapy and will educate everyone on the advantages, affordability and now,

portability of a lavender aromatherapy that you can use in traffic, travel, at work or anywhere, and costs only \$9.99."

According to Madden, a key part of the story is that PocketAroma?? was created by an international flight attendant all too familiar with life's on-the-go stresses. Having earned a Bachelor of Science degree in Health Education from **Old Dominion University**, PocketAroma?? Founder & CEO **Maria Kolins** understands the health risks associated with stress. She wanted to find a way to keep her composure while working long hours, adjusting to different time zones and dealing with sometimes difficult passengers.

"A fellow flight attendant got a whiff one day of the lavender scent coming from a cotton ball in my pocket," said Kolins. "After taking a deep breath, he said that he was instantly reminded of a spa and asked if I would make an 'aromatherapy cotton ball' for him and that's when the idea for PocketAroma?? struck."

"Our campaign will underscore that more than ever, people need affordable ways to help them de-stress," said Madden. "With the holidays and the New Year coming up, the media is looking for ideas on affordable stocking stuffers, gifts and 'attitude adjusters,' and PocketAroma?? makes perfect 'news scents'."

**TransMedia Group** is an award-winning public relations and marketing firm serving clients worldwide since 1981.

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