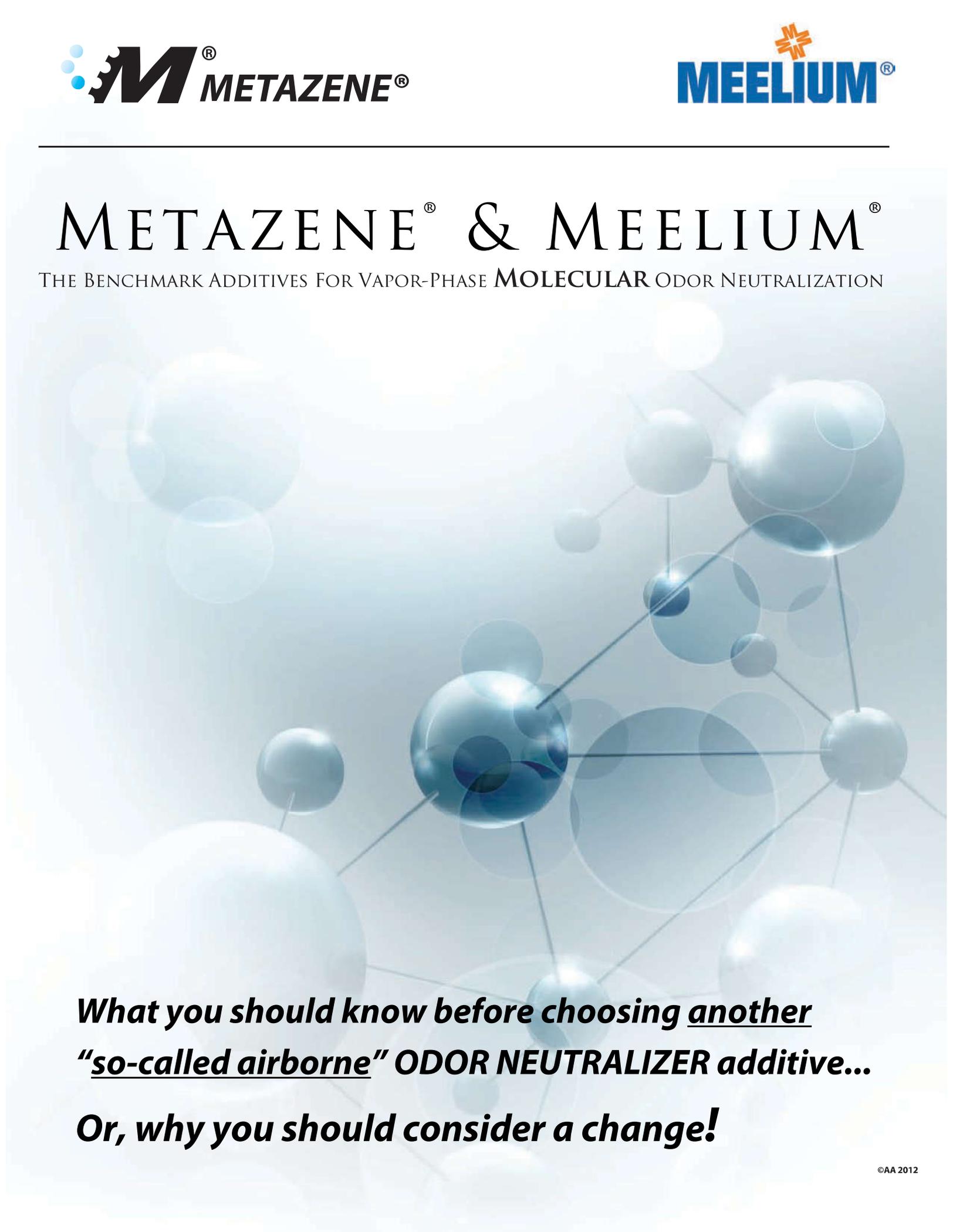


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# METAZENE<sup>®</sup> & MEELIUM<sup>®</sup>

THE BENCHMARK ADDITIVES FOR VAPOR-PHASE MOLECULAR ODOR NEUTRALIZATION



***What you should know before choosing another  
“so-called airborne” ODOR NEUTRALIZER additive...  
Or, why you should consider a change!***

# METAZENE® & MEELIUM®

What You Should Know Before Choosing An Odor Neutralizer Additive and Why You Might Consider a Change

## Choosing a Quality Odor Neutralizer Additive

Since the development of Metazene® and Meelium®, the most widely used odor neutralizer additive, several fragrance manufacturers have entered the market with their own forms of odor neutralizer additives (odor mitigating complexes). Market penetration strategies for these have included primarily 1) that they are lower cost alternatives to Metazene® and Meelium® and 2) they provide instant marketing opportunities for scented product manufacturers seeking to make label claims of true odor elimination.

However, closer scrutiny of lower quality clones reveals a basis for caution. Many are odorous highly diluted with water and contain components of questionable value. As mentioned above, the knock-offs often utilize simple quats and biocides which are only effective in direct topical contact with surfaces or skin, and then only with significant dwell time. Airborne malodor elimination in the vapor phase is ineffectual. Thus, the use of these compounds in products to be touted as "air" fresheners is neither advised nor appropriate.

Scented product manufacturers do well to conduct a careful inquiry into the products they are currently buying or considering for future projects.

## Choosing Between Metazene® and Meelium®

Like two competing cola brands Metazene® odor Neutralizer Additive and Meelium® Deodorizing Concentrate may be difficult to differentiate but for understanding of some subtle nuances. Proven for decades, both are uniquely effective formulations, the only chemicals of their kinds possessing true deodorant qualities. The deodorizing ability of both has been confirmed beyond any real doubt. On whole and over time, most scented product manufacturers have found that the two additives are nearly interchangeable. So how does one choose between the two? The choice lies primarily with the desired fragrance characteristic of the finished air freshener or odor control product.

Metazene® is virtually odorless, enabling the full character of its paired fragrance to shine through. Therefore, many consider it the additive of choice for high end consumer and retail products. On the other hand, Meelium® exhibits a very slight pleasant distinctive odor which may alter the character of its paired fragrance more than what is subjectively acceptable. However, in view of its tenacious odor neutralizing capability, Meelium® has become a popular choice for inclusion in commercial and I&I products.

As with any product decision testing (including hedonic testing) is critical and will ultimately be the determining factor in the ultimate choice between Metazene® and Meelium®.

Proven effective for decades, Metazene® and Meelium® have been utilized successfully in many national brand air care and odor control products: aerosols, liquid, powders, granules, gels, paper/plastic/polymers, injection molding, solid evaporatory media, sprays, fogs, misting, diffusers, evaporative devices. including: air fresheners, odor neutralizers, laundry products, fabric refreshers and finished manufactured goods. Upon request, either can be added directly to Alpha Aromatics® fragrance bases.

## "Fragrance Plus" Opportunities – More effective finished products. Brand-distinguishing label claims.

Consumer or I&I products aimed at controlling odors or freshening air can be significantly more effective with the addition of either of Alpha®'s true molecular odor neutralizers: Metazene® or Meelium®. Plus, the well documented chemical processes responsible for the efficacy of these products provide a solid basis for brand-distinguishing label claims.

## Effectiveness In the Vapor-Phase Makes the Difference

Developed to work in the vapor-phase to neutralize airborne odors without masking, Metazene® and Meelium® do not require direct contact for efficacy. In fact, neither is prescribed for surface or skin contact. Rather, both brands react to the polar groups associated with typical airborne malodor molecules such as: sweaty (lower fatty acids), fishy (lower amines) and putrid (lower thiols).

In the case of Metazene®, these reactionary processes serve to affect vapor pressure; creating "heavier" molecules which are unable to remain suspended in ambient air. Voluminous technical articles and test data published over decades, as well as positive results of thousands of users attest to the effectiveness of Metazene® and Meelium®.

Other odor mitigating complexes which claim to work "on contact" utilize simple quaternary preservatives or other biocides which actually require direct "surface" contact for any effectiveness. Consequently, they have little or no ability to neutralize airborne odors and therefore extremely limited in effective application.

## 5 IMPORTANT questions to ask (other suppliers) of "so-called airborne" odor neutralizer additives —

- 1.) What is the percentage of water content in their additive?  
**In actuality, a lower cost, may indicate a high water content!**
- 2.) What would their price be without the water?  
**This should reveal the real use-cost!**
- 3.) Does their product actually work in the airborne "vapor-phase" (in ambient air)? if not...  
**Their product may NOT be effective or appropriate for use in: airborne "vapor-phase" odor neutralization; especially if it is a biocide!**
- 4.) Does their additive contain: cationic, quaternary or other type biocides/preservatives?\* if so...  
**Then in actuality efficacy is reliant upon; direct "surface content"**
- 5.) Is their product recommended for skin or (topical) application?\*

\* Ask about Alpha Aromatics®: Dermazine™, 4-Odor™ and Z-Rx™ for skin (topical) applications.

## How METAZENE® & MEELIUM® Work:

