



## PRESS ANNOUNCEMENT

- ▶ **Instant Fresh Air Debuts at The Inspired Home Show, Introducing a New Standard in Odor Elimination**
- ▶ **Innovative Noxban™ Technology Combines Science, Fragrance, and Design to Redefine the Air Care Category**

**Chicago, IL – February 1, 2026 – *Instant Fresh Air***, a newly launched air care brand, is making its debut at ***The Inspired Home Show***, introducing a modern approach to odor elimination that goes beyond traditional air fresheners. Built on advanced odor-neutralizing science and elevated design, the brand aims to redefine how consumers experience clean, fresh spaces.

Unlike conventional products that rely on heavy fragrance to mask unwanted odors, ***Instant Fresh Air*** products are powered by **Noxban™**, a proprietary odor-neutralizing technology designed to bind and neutralize odor molecules at their source. The result is a cleaner-smelling environment complemented by refined, long-lasting fragrances. *"Consumers today expect more from everyday products,"* said Juan C. De Sedas, CEO ***Instant Fresh Air***. *"They want performance, transparency, and design that fits their lifestyle. Instant Fresh Air was created to deliver all three."*

***Instant Fresh Air*** offers a curated portfolio of odor-elimination solutions for a wide range of everyday needs, including home and bathroom spaces, vehicles, fabrics and clothing, shoes and sneakers, and smoke-related odors. Each product is thoughtfully designed to be both highly effective and visually appealing, allowing it to blend seamlessly into modern interiors.

At the core of the brand is a belief that air care should be intentional – not an afterthought. By combining science-backed performance with carefully crafted fragrances and elegant packaging, ***Instant Fresh Air*** positions itself at the intersection of functionality and lifestyle.

***Instant Fresh Air*** is exhibiting at ***The Inspired Home Show***, where attendees can explore the brand's product lineup, learn more about **Noxban™** technology, and experience the fragrances firsthand.

Visit ***Instant Fresh Air*** at Booth N6335



## About Instant Fresh Air

*Instant Fresh Air* is a next-generation air care brand focused on true odor elimination, not odor masking. Powered by proprietary **Noxban™** technology, the brand delivers effective, long-lasting odor control paired with refined fragrances and modern design.

The *Instant Fresh Air* portfolio includes two specialized child brands: *Instant Fresh Fabric*, dedicated to fabric and clothing odor elimination and freshening, and *Instant Fresh Shoes*, designed specifically to eliminate odors from shoes, sneakers, and footwear. Together, these brands allow *Instant Fresh Air* to offer targeted solutions for everyday odor challenges across home, personal items, and lifestyle needs.

*Instant Fresh Air* products are created to elevate everyday spaces through science, simplicity, and style.

For more information, visit [www.instant-fresh-air.com](http://www.instant-fresh-air.com).

## A New Kind of Air Care Brand

*Instant Fresh Air* is a new generation of odor-elimination solutions designed for modern homes, cars, and lifestyles.

We don't just mask odors – we neutralize them at the source, combining advanced odor-control technology with refined fragrances and elegant design. Founded with the belief that air care should be effective, beautiful, and intentional, *Instant Fresh Air* brings premium performance to everyday spaces.

## What Makes Us Different

- Odor elimination – not cover-ups
- Proprietary **Noxban™** Odor Neutralizing Technology
- Carefully crafted, long-lasting fragrances
- Designed to blend seamlessly into modern décor
- Solutions for home, car, personal items, and everyday life

## Discover More

Scan for press materials, images, and product details



## Press Contact

Maria Osorio  
Brands Communications Manager  
Email: [mosorio@aromaquest.com](mailto:mosorio@aromaquest.com)  
Website: [www.instant-fresh-air.com](http://www.instant-fresh-air.com)

Instant Fresh Air is a brand of AromaQuest, LLC, headquartered in Miami, Florida, USA, with products manufactured in Panama.

Access the downloadable press release here:

<https://instant-fresh-air.com/pages/press-release-march-7-2026>