

## **Valeo and Moodify Collaborate to Bring an End to Car Malodor**

*Valeo and Moodify announce their first collaboration, bringing to market a ground breaking solution to car malodor which marks the coming of the digital scent revolution.*

LAS VEGAS ([PRWEB](#)) January 06, 2020 -- [Valeo](#) and [Moodify](#), an Israeli company that develops advanced scent solutions for improved personal performance and well-being, are announcing their first collaboration. Together, they will bring to market a ground breaking solution to car malodor.

The solution is based on the smart diffusion of a special scent, Moodify White, based on 10 years of research at Israel's top technology research institute. Moodify White is especially attractive because it effectively masks the perception of foul smells in cars, including cigarettes, mold, and decay. Moodify White is made entirely of environmentally friendly, hypoallergenic, and non-intrusive compounds. The first version of Moodify White will be released in early 2020, and will be available in samples in Valeo and Moodify's exhibit area at CES.

Prof. Dr. Georges de Pelsemaeker, Health and Wellbeing Director at Valeo, commented: "Combining Valeo's deep knowledge of the automotive industry, and its expertise in cabin air quality solutions, together with Moodify's technological capacity, enables us to bring to market an ultimate solution to bad smell in cars, a problem that pains the entire automotive supply chain."

"Moodify White is the harbinger of the digital scent revolution. For hundreds of years, scent problems were addressed with a simple add-more-perfume approach. We bring neuroscience and chemo-signals to the table. With our unique technology, any scent solution could be tailor-made as easily as printing documents," said Yigal Sharon, CEO of Moodify. "I am fortunate to collaborate with Valeo, which gave its indispensable automotive domain expertise and professionalism, and thankful to our investors Toyota AI Ventures and Next Gear Ventures that back us and make this happen."

### **About Moodify**

Co-founded in 2017 by Yigal Sharon and Dr. Yaniv Mama, Moodify develops unique active scents that enable people to improve their performance, enhance their well-being and increase their safety. Based on more than a decade of research at the Weizmann Institute of Science in Israel, Moodify's scents affect the olfactory sense in a non-invasive and safe manner. Headquartered in Tel Aviv, Israel, Moodify is backed by Next Gear Ventures and Toyota AI Ventures.

### **About Valeo**

Valeo is an automotive supplier, partner to all automakers worldwide. As a technology company, Valeo proposes innovative products and systems that contribute to the reduction of CO2 emissions and to the development of intuitive driving. In 2018, the Group generated sales of 19.3 billion euros and invested 13% of its original equipment sales in Research and Development. At December 31, 2018, Valeo had 186 plants, 21 research centers, 38 development centers and 15 distribution platforms, and employed 113,600 people in 33 countries worldwide. Valeo is listed on the Paris Stock Exchange.

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