



Just in Time for the Holiday Season, LooLoo, the Touch-Free Toilet Freshener, Launches Limited-Edition Holiday Fragrances

Two Festive Scents Allow Consumers to Keep Their Bathrooms Fresh and Hosting-Ready This Holiday Season

Salt Lake City, UT, November 1, 2023 – [LooLoo](#), the first touch-free toilet freshener, announced today that it is launching two limited-edition scents - a returning fan-favorite, Holiday Spice, and the all-new Christmas Wreath - to celebrate the holiday season. The festive fragrances will allow consumers to freshen up their bathrooms with their favorite winter scents.

Recognized in Good Housekeeping's 2023 Best Cleaning & Organizing Awards as the "Number One Toilet Freshener" and designed to keep your bathroom effortlessly fresh, LooLoo is an essential for the holiday hosting season. Equipped with a bendable arm that adjusts to fit on any toilet, it's simple to set up and adds nothing to your to-do list. Simply sit and LooLoo will automatically eliminate toilet odors with a mist of natural, odor-blocking essential oils. Smart sensors detect when you sit and ensure that LooLoo sprays only the toilet water. With LooLoo, germ spray bottles and unpleasant bathroom odors are a thing of the past.

Made with simple ingredients, LooLoo's Holiday Spice fragrance delivers a warm scent made with cinnamon, nutmeg and a dash of cardamom essential oils. Christmas Wreath provides a crisp scent with a blend of pine, blue spruce and a hint of cranberry essential oils. The two fragrances provide over three months of freshness and ensure the bathroom smells like a holiday haven.

"The holidays are a great time for us to introduce new scents and provide our customers with the iconic fragrances they look forward to this time of year," said Bryce Johnson, Co-Founder and CEO of LooLoo. "As more people get together and host gatherings for the holidays, we're happy to be able to automate one part of the hosting process and keep bathrooms effortlessly fresh. Plus, there's nothing kinder than leaving a bathroom festively fragrant for the next person."

Holiday Spice and Christmas Wreath are available now as fragrance refills on [GetLooLoo.com](#) and Amazon (MSRP: \$19.00). As a partner of [water.org](#), LooLoo donates a year of clean water to someone in need with every purchase, making these buys you can feel good about this holiday season. To learn more visit [GetLooLoo.com](#) and follow LooLoo on social (@GetLooLoo) for the latest news and fragrance launches.

About LooLoo

LooLoo was created to solve a problem that everyone faces on a regular basis: toilet odors, and making good manners "automatic". As the world's first automatic, touch-free toilet freshener, LooLoo



utilizes the latest technology to effortlessly target bathroom odors at their source. And what better way to spread kindness than leaving the bathroom fresh for the next guest? At LooLoo, we not only care about freshening toilets, but also about improving the world's water. For that reason, LooLoo is a partner of [water.org](https://www.water.org) and donates a year of clean water to someone in need with every purchase. For more information visit <https://www.getlooloo.com>.

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