

PRESS RELEASE

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Cure for smelly shoes and sporting equipment.

SmellWell is the smart and effective solution that we have all been waiting for, the cure for all types of smelly shoes and sporting equipment. The product is designed as two small pouches that look, feel and smell fantastic! There is no reason to be embarrassed about smelly shoes anymore. Put one pouch in each shoe overnight and the problem is gone.



“My husband invented [SmellWell](#) as a solution to our daughter's smelly football shoes. We had tried all available products and when nothing worked, he took it upon himself to find a solution. Many products focus on masking the problem with strong perfumes but often make the odor even worse. SmellWell is easy to use and the contents are made from natural and renewable absorbents.” says SmellWell CEO, Ammi Schaffler.

Absorbs moisture – may prevent Athlete's foot

Moisture, heat and dead skin cells create a perfect environment for bacteria and bad smells to thrive in. By absorbing the moisture, the environment is no longer as friendly. “By using SmellWell on a regular basis, you may prevent Athlete's foot which is a common dilemma. According to podiatrists, more than 10% of the population suffers from this reoccurring problem.” says Ammi.

**SmellWell makes all your stuff smell well!**

SmellWell is available in many colors and designs that appeals to everyone. Use them in running shoes, sneakers, boxing gloves, ski boots, golf shoes or in any place that smells bad.

Suggested retail price is 9,95 USD.

Lifetime 3 – 4 months.

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#smellwell #makesyourstuffsmellwell

SmellWell is an effective solution for all types of shoes and sporting equipment. It was invented as a solution to a young girl's smelly football shoes and comes as two small pouches that absorb moisture and unpleasant odor. Since the launch on the Swedish market in June 2014, SmellWell is available in Europe, USA, South Africa, United Arab Emirates and Korea.