# Air Up’s Scent-Flavored Water Bottles Making Waves in UK Schools



**Air Up’s Scent-Flavored Water Bottle Gains Popularity in UK Schools**

Munich-based startup, Air Up, co-founded by Lena Jüngst, has seen its scent-flavored water bottles become a popular item among schoolchildren in the UK. Originally launched in 2019, the product was designed to encourage health-conscious consumption by using scent pods that trick the brain into thinking plain water has flavors like cola or fruit juice. The bottles came to prominence after going viral on TikTok.

Air Up's bottles, which retail starting at £30, use circular pods placed on the neck of the bottle. When drinking, the process draws both water and air through the pod, releasing aromas from natural ingredients like fruits, herbs, and spices. This method allows for a sensory trick where 80% of the perceived flavor comes from the aroma.

Although initially aimed at Gen Z and millennials, the product has seen significant sales among parents buying for their children, making up 60% of their UK consumer base as of 2021. The brand offers nearly 30 different pod flavors and estimates the cost to be approximately 33p per liter of flavored water. The rapid growth of Air Up, turning over €200m in 2023, has also caught the attention of investors, including PepsiCo and actor Ashton Kutcher.

Despite its popularity, there are concerns about the impact of new product developments on consumption culture, which may undermine the refill and reuse principles of traditional refillable water bottles.