

Smell, Your Least Appreciated Sense

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Your emotions are directly tied to the smells you experience. Join Rachel as she takes you on a tour of how smell affects the lives of everyone, from finding your spouse to survival. Enjoy her tips on using your nose to enhance your life. Dr. Herz is a leading expert on the psychological science of smell. Her published books include “Why You Eat What You Eat”, “The Scent of Desire” and “That’s Disgusting”. She’s written numerous research papers and articles and has been a guest on shows including “On Point” and “Science Friday”. Dr. Herz is an adjunct faculty member at Brown University and Boston College and she advises many companies about enhancing consumer experiences.