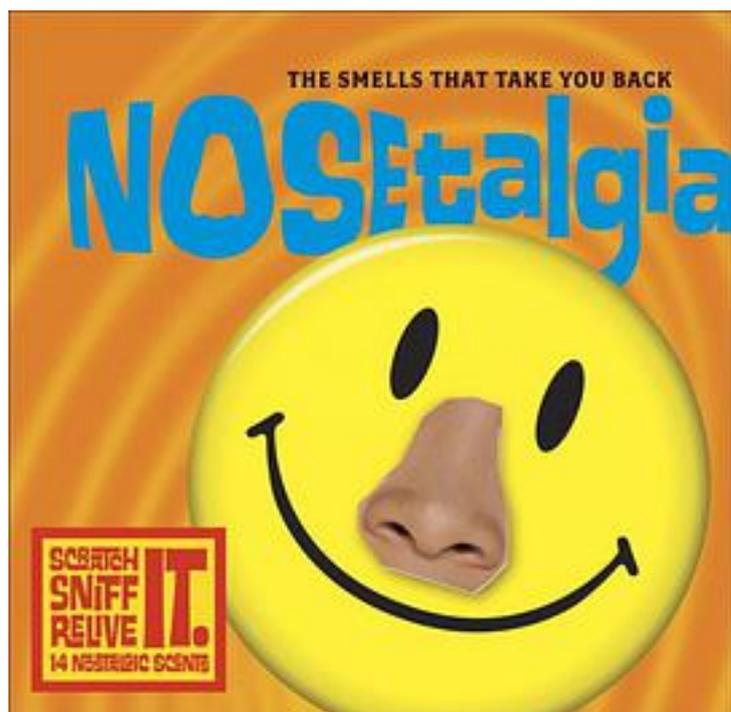


Nosetalgia



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In the hyper-protective, safety-conscious world we live in, we can consider it a badge of honor that as kids we breathed in the deliciously noxious smells of damp mimeograph paper, model airplane glue, Wite-Out, rubber cement, Magic Markers, and Superelastic Bubble Plastic and lived to tell about it. Very few things transport you in time like your sense of smell. It is the oldest, most primal sense and the one most tied to memory. And while we can identify over 10,000 individual smells, it is still the most underappreciated of all our senses. The authors of *Nosetalgia: The Smells That Take You Back* present a way to help release stored and oft-forgotten childhood memories. This unique book features 96 pages of vibrant, full-color photos of a wide variety of

items from the '50s, '60s, '70s, and '80s, from Lip Smackers to Odorama memorabilia. To complete the experience, there are 14 scratch-and-sniff scent spots, from menthol (recalling Vick's VapoRub) to coconut (Coppertone suntan lotion and the smell of piña coladas) and a variety of bubblegums, perfumes, and colognes to help trigger smell memories for the reader. It is a scratch-and-sniff book for grownups who want to relive the glory days of their childhoods. People the world over continue to ride the wave of nostalgia that has swept the entire globe. Nosetalgia will be a coffee-table must-have. It is something people will flip through again and again and will tell their friends about.

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