



## BIORAS, air freshener

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"New pathways of youth to labour market through lifestyle self-employment"*

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### HOW SANDRA, GERDA AND GRETA STARTED THEIR LIFE-STYLE BUSINESS

At the beginning of the school year, just after joining the Junior Achievement Training Company at school, they had been thinking for a long time about the most pressing global environmental issues and what a simple solution could be to solve them.

Activated carbon products have become very popular these days. That is why the girls recalled from history and biology lessons, that during the war, it was coal that was put on gas masks to protect the person wearing it from the airborne toxic gas. This is how the idea of creating a natural, environmentally friendly air freshener was born. True, it took several months for the final product concept to be refined.





## HOW SANDRA, GERDA AND GRETA DEVELOPED THEIR LIFE-STYLE BUSINESS

They say that for a good six months after the idea of the product was created, girls struggled to find out what natural material activated carbon could not escape. Linen looked attractive, but at first the prototype made the bags smeared with carbon black.

One of the biggest challenges is how to put carbon in it so that the material can breathe and allow it to absorb odours from the environment, while preventing ultra-fine carbon particles from falling out.

Flax was chosen for its naturalness and complete disintegration, but it was necessary to discover the specific density of this material. "Bioras" bags come in two sizes, eliminating unpleasant odours for about 3 months, and in the car for up to 2 months.

"We tried a lot of different materials and we had a lot of stress. It was the first major failure. Did we still want to use some synthetic material? This was unacceptable to us, as we found that the annual amount of synthetic car-mounted "Christmas trees" alone is enough to cover 22,000 football fields! And they are not recycled. Having learned these numbers, we wanted to design a product based on the zero waste philosophy."

## WHAT ARE **THEIR** PLANS FOR FUTURE

Finally, “Bioras” team has developed natural and environmentally friendly air fresheners with activated carbon inside. The charcoal is packed in dense linen bags, and can be refreshed in shoes or a sports bag, placed in a closet or in the car. Of course, carbon does not emit the usual artificial deodorant odours, but it absorbs unpleasant odours and even purifies the air from contaminants.

With every freshener they sold, they closely followed customer reactions and feedback - improving the product based on feedback. For example, they heard customers want smaller bags that could be put on their shoes. They also made intensive experiments, had the courage to speak, to present their ideas.



“Bioras” team is looking forward to continuing development and hopes that small bags for cars will soon be available at gas stations. After graduation, team members intend to spend even more time on this product, further refining it.

## WHAT ARE **“BIORAS” TEAM’S** SUGGESTIONS FOR YOUNG PEOPLE WILLING TO BECOME SELF-EMPLOYED

The biggest lesson learned is that everything can be achieved with enough enthusiasm to work and thus be part of the problem-solving process. Therefore, you first have to believe in yourself and thus let others believe in whatever you do. We believe that many heads can overcome a difficult task better than one.

We wish young people not to be afraid to dream, to take action and to believe in what you are doing. No matter what age you are, what you do and what environment surrounds you, what others opinion about your idea or actions. Just believe and do it!

We wish good luck for **SANDRA, GERDA AND GRETA!**

If you are interested in learning more about **their** business or to get consultation, you can contact them by an email: [greta.sarapinaite@gmail.com](mailto:greta.sarapinaite@gmail.com)