



December 6, 2018

Dear Pamela,



Can you recall the first time you tasted a popsicle, ice cream, or another frozen treat? Perhaps the scent of the scratch-and-sniff stamp we placed on this letter's envelope brought that special childhood memory back to you?

(Go ahead, try the stamp if you haven't already!)

In the mid-60s when scratch-and-sniff technology was first introduced, very little was understood about the science behind the senses of taste and smell. Indeed, it was a visionary group of individuals who came together to create the Monell Center in 1968 with the express goal of addressing this gap in knowledge. Little did we know the far-reaching discoveries that would result over the following 50 years.

For instance, today:

Monell scientists are applying our proprietary taste cell technologies to improve the taste of nutritious plant-based foods and increase children's willingness to take bitter medicines. Our researchers have identified tools to genetically map every type of taste cell so that we can understand differences in taste sensitivity and preferences across individuals and groups. And, we are driving research that will digitize odors so that scents can be applied in new - truly game changing - ways.



It is for these and so many other innovations in taste and smell research over the last 50 years - and for the leading-edge findings yet to come - that we ask you make a contribution of \$50 (or more) to the Monell Center.

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Join me for a moment to imagine how your contribution will propel us toward a time - perhaps very soon - when:

- Your grandson, who has been admitted to the hospital for an emergency life-saving treatment, receives the scent of his mother, which calms and soothes him until mom can get there.
- Your aging father enjoys all the pleasure of salty food without the negative health consequences of consuming excess sodium.
- You create your own aromas and transmit them to others to share an idea or evoke a poignant memory. You even print your own scratch-and-sniff captions to accompany your photo travel diary, your dissertation thesis, or your next PowerPoint presentation.
- Your physician sends your personal odor sample across the country to get an instant second opinion on your diagnosis.

This exciting future is there for us all and Monell is ready to seize - and sense - it with your support.




As Monell celebrates its 50th anniversary, we are witnessing a rising popular interest in the senses of taste and smell. In addition to the U.S. Post Office issuing the first-ever stamp dedicated to the sense of smell, two major museums - the Cooper Hewitt Smithsonian Design Museum and the American Museum of Natural History - recently held major exhibitions to showcase the vital role that the senses play in our lives. This attention spreads knowledge of our work and helps us educate the public about the many powerful ways that smell and taste affect our lives.

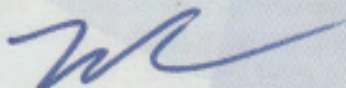
With this growing public awareness comes a newfound opportunity - not just to maintain our 50-year legacy - but to accelerate the pace of our research and apply our work in new and transformative ways.

Please become our partner in this effort by making a tax-deductible contribution of \$50 to the Monell Center this year-end.

Together with you, Monell will translate our research to benefit the human experience and promote life-long health. We will advance our unrivaled basic research toward understanding taste and smell. We will guide policies and inspire products that enable healthier diets, safer environments, and more powerful ways to meet pressing world health challenges.

And, with your support, Monell will expand on the successes of our first 50 years of taste and smell research to truly transform tomorrow. 

With thanks and warmest regards,



Robert F. Margolskee, MD, PhD
Director & President

PS: Make your contribution by December 31, 2018 to receive a tax deduction for 2018.