



## Press Release

July 27, 2020

### **AbScent charity expands as Covid-19 smell loss causes unprecedented demand for support**

The Hampshire-based charity AbScent has appointed a new Executive Director to steer its growth strategy after Covid-19 smell loss led to unprecedented interest in the charity. Since March this year the number of people seeking support from AbScent from around the world has more than quadrupled. The arrival of a new Executive Director will enable it to progress research into the condition, develop patient advocacy programmes and support more people with smell training.



Sarah Oakley joins AbScent from the Macular Society, where she spent 6 years as Head of National Programmes. There she was responsible for the strategic development and delivery of services that provide information, support and practical advice to people affected by macular disease. Sarah brings valuable experience to AbScent that will help shape this important phase for the charity.

*Sarah says: "From working closely with people living with a sensory disability, I know the positive impact the right support and advice can have on mental and physical well being. I'm very excited about bringing this experience to a new organisation and building on the work of AbScent to bring hope and understanding to people affected by smell disorders."*

*Chrissi Kelly, AbScent's founder says: "I'm delighted that Sarah has joined our growing charity. AbScent's vision is a world where smell loss is recognised by the general population as a challenging condition, where patients are fully supported by the medical community and their care circles, and where healing strategies are explored, funded and made available to the world-wide population. Covid-19 has highlighted how devastating it is to lose your sense of smell and, together with Sarah, we intend to continue to do everything we can to provide information, support and research for people around the world."*

For more information on AbScent please visit [www.abscent.org](http://www.abscent.org)

**ENDS**

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**Notes to editors:**

- [AbScent](#) is a UK registered charity No. 1183468 started in 2018 to help people who are experiencing the distressing effects of smell loss.
- Logos and photos can be downloaded at <https://abscent.org/resources/press-information>
- For more information on the latest available research into smell loss visit: <https://abscent.org/learn-us/latest-research-research>
- AbScent's vision is a world where smell loss is recognised by the general population as a challenging condition, where patients are fully supported by the medical community and their care circles, and where healing strategies are explored, funded and made available to the world-wide population.
- The effects of smell loss can be complex and therefore support is necessary from several areas to suit the biopsychosocial needs of the community.
- [Smell Training](#) is a supportive technique for people who have suffered smell loss and has been demonstrated in over a dozen scientific studies to be of benefit for people who have lost their sense of smell after a virus or injury.
- [Smell training](#) is not a cure, but a way of amplifying natural recovery. Every time it is done it stimulates the olfactory nerves and this encourages the nerve to regenerate. It can be likened to physiotherapy for the nose.
- AbScent consists of Founder Chrissi Kelly, Trustees Miriam Block and ENT Simon Gane of the Royal National Throat, Nose and Ear Hospital in London, and an advisory board detailed on the website.

[www.abscent.org](http://www.abscent.org)