

Customer Support Ruling
Mailing Standards
Headquarters, US Postal Service
Washington DC 20260-6808

Fragrance Advertisement - Periodicals

PS-255 (C024.15)

UPDATED October 1996

This is in reference to the preparation of a "scratch and sniff" advertisement that was being designed for insertion in copies of a bound Periodicals publication.

Domestic Mail Manual (DMM) C024.15 (which embodies the requirements of the Drug and Household Substance Mailing Act of 1990, Public Law 101-493) provides that any matter which is otherwise acceptable in the mails, but which contains or includes a fragrance advertising sample, is nonmailable unless the sample meets the following requirement: It must be sealed, wrapped, treated, or otherwise prepared in a manner reasonably designed to prevent individuals from being unknowingly or involuntarily exposed to the sample. A sample is deemed to meet this requirement if it employs paper stocks with a maximum porosity of 20 Sheffield units or 172 Gurley-Hill units treated exclusively with microencapsulated oils, and is produced so that it cannot be activated except by opening a glued flap or binder or by removing an overlying ply of paper.

A small circular area of a sheet with a "scratch and sniff" advertisement printed thereon has been impregnated with an ink containing a microencapsulated scent which cannot be smelled until the ink is scratched. Since the fragrance cannot be smelled by a reader of a publication containing such an advertisement unless she/he activates the smell by scratching the portion that contains the scent, it will not be necessary to cover that area with a covering that can be lifted or removed. However, it is recommended to help assure that individuals will not be unknowingly or involuntarily exposed to the scent that words such as those which follow be printed adjacent to the impregnated portion of the advertisement: "Scratch This Portion If You Want To Smell This Fragrance."

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Manager