

# TASTE & SMELL

ARE FAR MORE IMPORTANT  
THAN YOU PROBABLY KNOW



WITHOUT TASTE AND SMELL,  
FOOD ONLY HAS "FEEL."

*Imagine being able to only  
"feel" warm pizza in your mouth.*



The flavor of ALL  
food and beverage  
products (including  
those produced in  
your state) relies  
heavily on taste  
and smell.



The US food  
industry takes in  
almost as much  
money as the IRS  
each year<sup>1</sup>.



Flavor has a major  
impact on  
appetite, eating  
and nutritional  
status.



## Smell & taste are intimately linked with **HEALTH**

- Smell loss is among the earliest symptoms of **Alzheimer's** and **Parkinson's Diseases**
- Smell & taste loss are symptoms of **COVID-19**
- Smell and taste are important for **safety**, warning of spoiled foods, gas leaks and fire
- Cancer chemotherapy causes unpleasant taste distortions contributing to **malnutrition**
- Smell impacts **interpersonal relationships**

**THERE IS NO CLINICALLY EFFECTIVE TREATMENT  
FOR LOSS OF SMELL & TASTE  
& NO ROUTINE TESTING FOR THESE DEFICITS**

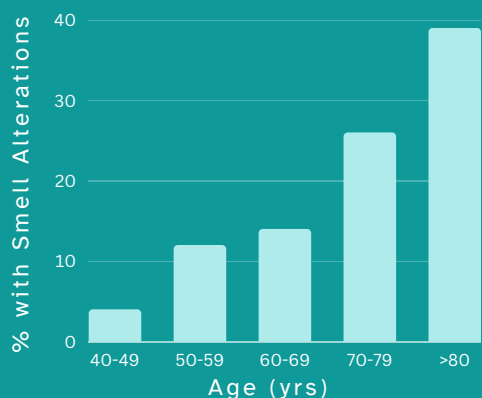
**Most federal funds for research on this topic come from the National Institute  
on Deafness & Other Communicative Disorders- (NIDCD): a part of NIH**

## WE ASK THAT YOUR MEMBER:

1. Write to the Director of NIH to ask that percentage of funds for smell and taste research allocated to NIDCD be increased. This is crucial because even most scientists and physicians don't realize the impact on the economy and personal well-being due to this type of sensory loss.
2. Support the full budget requested by NIH!
3. Support legislation leading to universal taste and smell testing, like there is for vision and hearing

# CHEMOSENSORY LOSSES INCREASED AFTER THE COVID-19 PANDEMIC

## Smell Impairment with Age



- Chemosensory loss from COVID-19 usually resolves in several weeks but ~5% of former COVID patients (hundreds of thousands)— are still suffering from long-term smell dysfunction
- Smell impairment (even in healthy people) increases with aging (see left)

## Based on a Pre-Pandemic 2011 & 2012 survey

~1 in 4

AMERICANS  
OVER THE  
AGE OF 40

report a diminished sense of *smell* or persistent bad smell

~1 in 5

report a diminished sense of *taste* or persistent bad taste

*These numbers are expected to be much higher now...*

- Smell and taste impairment reduces the pleasure of eating and can lead to poor nutrition, a special concern in the elderly or ill
- Taste and smell are critical for safety, warning about spoiled foods, gas leaks, and fire
- We are at a critical juncture for research into taste and smell

## THIS RESEARCH IS NECESSARY TO:

- ▶ Develop effective treatments for chemosensory dysfunction
- ▶ Develop and distribute universal testing to determine the extent of chemosensory loss due to COVID-19 and other illnesses that could impact these senses

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**AChemS**

Association for Chemoreception Sciences