

亚马逊商品评论分析报告

ASIN: DEMO-A, DEMO-B, DEMO-C

主 ASIN DEMO-A • 评论总数 5058 • 生成于 2026-09-22

样本星级分布: 5★×2846 • 4★×464 • 3★×431 • 2★×430 • 1★×887, 全部可评分

数据口径: 基于本次实收的5058条评论; 星级占比锚定商品页真实评分; 统计数值由系统按星级确定性计算, 非模型生成; 文字洞察由 AI 基于该样本产出。

执行摘要

78.7%

正面占比

9

高严重度痛点

2 / 8

对标优势维度

优先执行动作

- 在要开头给出强度控制承诺: 按房间大小使用藤条数量。
- 将具体的香调放入标题和A+标题
- 添加A+成分与安全板块, 并显示可见的批号

整体总结

三款藤条香薰套装在商品页口碑均较稳 (4.2-4.4星、正面占比77%-83%、每条1,782-14,631个评分), 买家反复称赞优雅瓶身与永生花呈现, 以及产品表现正常时的香味; 但收集样本被全系列共性的气味问题主导——要么无味/扩香弱, 要么化学气味过浓——同时伴随大量名称与实物不符及复购批次漂移的抱怨。价格上, 3.7oz AromaPure 套装 \$11.98明显低于 \$17.99的 Scentsia Clean Linen 和 \$16.99的 Essenceo White Jasmine 套装, 部分 AromaPure 买家甚至称其为 Capri Blue Volcano 香味的半价替代; 不过, '浪费钱/无味却定价过高'的评论和替换装成本抱怨在三款中均有出现, 因此价值故事必须靠稳定的灌装量和香味强度赢得, 而非降价。

行动清单

• 五点描述

第 1 步

高

当天可改

在要开头给出强度控制承诺：按房间大小使用藤条数量。

依据：约950条评论反馈香味微弱/缺失，而约320条反馈同一产品系列因香味过浓导致头痛——新进入者可通过预先设定准确的强度预期来取胜。

执行清单

标明藤条数量：浴室2根，起居区4-6根。

在页面和瓶身上标明灌装量

添加‘持久稳定，绝不浓烈’的宣称

→ 为C1的950条弱香反馈和C4的320条过浓反馈设定预期。

依据：C1香味极弱或完全无味 • C4香味过浓引发头痛

C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

C4香味过浓引发头痛（约320条评论（主 ASIN 证据1/20条））：The product itself smells great (I got the vanilla cashmere)...

• 标题

第 2 步

高

当天可改

将具体的香调放入标题和A+标题

依据：三家竞品合计约470条评论反馈收到的香味与标签不符（‘洁净亚麻’闻起来像洗涤剂/丙酮，‘檀香’像肥皂）——描述性香调命名是最明显的未满足差异化点。

执行清单

列出每款香型的前调、中调和后调

用香调替换‘逃离’等情绪化词汇

在A+标题中同步相同的香调

→ 解决C5的470条‘与名称不符’的错配

依据：C5香味与名称不符

C5香味与名称不符（约470条评论（主 ASIN 证据10/44条））：It smells more like cheap gardenia room deodorizer.

- A+ 页面 第 3 步 高 当天可改

添加A+成分与安全板块，并显示可见的批号

依据：约70名评论者抱怨没有成分表且包装盒带有危险警告，约110人报告过敏反应，约45人报告油溶解油漆或弄脏家具。

执行清单

- 公布完整成分和载体分解
- 添加通风和表面安全面板
- 为每个瓶子贴上批号贴纸

→ 解决C16的70条无成分表问题和C7的110条过敏担忧

依据：C16安全担忧，无成分表 • C7过敏与呼吸道反应 • C14精油损坏家具和漆面

C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...

C7过敏与呼吸道反应（约110条评论（主 ASIN 证据2/7条））：I kept it on my desk at work, and it made me sneeze every ti...

C14精油损坏家具和漆面（约45条评论）：it damaged the brand new shelf that I put it on

- 图片/视频 第 4 步 高 当天可改

拍摄真实到货图片：包装好的花朵和防漏包装

依据：约160名评论者称花朵送达时被压碎、干枯或远小于图片，约90人报告泄漏、未密封或已使用的到货，集中在两家花束竞品上。

执行清单

- 拍摄包装尺寸下的花艺
- 展示开箱过程和预期饱满度
- 添加‘不适用于涂漆木材’的警告图示

→ 预先解决C12的160条压碎花朵和C13的90条泄漏投诉

依据：C12干花压碎或散落 • C13到货时漏液、已开封或已被使用

C12干花压碎或散落（约160条评论）：The flowers are completely crispy and dry.

C13到货时漏液、已开封或已被使用（约90条评论）：one of the glass tubes for the flowers was broken upon arriv...

- 搜索关键词 第 5 步 高 当天可改

添加已验证的气味控制关键词：浴室除臭剂、猫砂盆、宠物

依据：约350条收集的评论描述该产品被专门购买以消除浴室、猫砂盆和陈腐空气气味，且该主题下无负面反证。

执行清单

- 将‘浴室除臭剂’添加到标题和后台
- 覆盖小浴室和宠物/猫砂盆术语
- 搭配小空间使用宣称

→ 抓住C10的350条气味控制购买意图

依据：C10用于浴室和宠物区域除味

C10用于浴室和宠物区域除味（约350条评论（主 ASIN 证据6/24条））：Adorable on bathroom shelves. Keeps bathroom smelling fresh.

- 五点描述 第 6 步 中 当天可改

用经过测试的数字和每周翻转藤条的卡片替换长效宣称

依据：约260名评论者报告香味在几天内变淡，而油仍剩半瓶，与竞品列表上多周性能宣称相矛盾。

执行清单

- 测试并说明真实扩香周数
- 删除无依据的多周宣称
- 插入“每周翻转藤条”说明卡

→ 修复C2的260条“几天内变淡”可信度缺口

依据：C2香味数天内消散，而非90天 • C11香味持久且性价比高

C2香味数天内消散，而非90天（约260条评论（主 ASIN 证据8/20条））：Smells nice but only for a couple days.

C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））：Has lasted me over two months now and only half used.

- 其他 第 7 步 中 需排期

从第一天起推出可重新密封的瓶子和更便宜的补充装SKU

依据：约100名评论者称无法密封的瓶子阻碍退货，约130人抱怨每30–45天支付全价，包括五星买家要求更便宜的补充装。

执行清单

- 与供应商确定可重新密封的瓶盖规格
- 规划不含花瓶的大容量补充装SKU
- 定位为“替换油，无需新花瓶”

→ 解决C15的100条退货投诉和C19的130条补充装成本抱怨

依据：C15瓶子难以退货或重新密封 • C19价格与替换装成本抱怨

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

引擎 2 • 情感分析

情感占比



优点

- 香味正常时确实能充满小空间，并获客人主动称赞——最常出现在用于浴室、办公室和玄关的 AromaPure Escape/Sandalwood 与 Scentsia Clean Linen/Black Forest 香味中。（提及900次）

“Very pretty and smells divine. Sweet but slightly musky scent that compliments but doesn’ t overpower a room.”
5★ · 2026-09-01

依据：C9香味宜人并获客人称赞 · C10用于浴室和宠物区域除味
C9香味宜人并获客人称赞（约900条评论（主 ASIN 证据4/60条））： My sister came in the bathroom and asked what smelled so goo...
C10用于浴室和宠物区域除味（约350条评论（主 ASIN 证据6/24条））： Adorable on bathroom shelves. Keeps bathroom smelling fresh.
- 优雅玻璃瓶配真实永生满天星被视为装饰升级，而非单纯包装——买家将其放在浴室台面、架子和客房斗柜上，称其适合送礼。（提及900次）

“the preserved flowers make it a beautiful decorative piece as well.”
5★ · 2026-09-08

依据：C8瓶身与花朵装饰精美获赞
C8瓶身与花朵装饰精美获赞（约900条评论（主 ASIN 证据19/54条））： the preserved flowers make it a beautiful decorative piece a...
- 作为浴室、盥洗室和宠物区域除味剂有强验证用例，包括猫砂盆与共用通风道的烟味，覆盖从房车浴室到小型客卫的空间。（提及350次）

“Adorable on bathroom shelves. Keeps bathroom smelling fresh.”
5★ · 2026-09-02

依据：C10用于浴室和宠物区域除味
C10用于浴室和宠物区域除味（约350条评论（主 ASIN 证据6/24条））： Adorable on bathroom shelves. Keeps bathroom smelling fresh.
- 收到好批次时，持久性和性价比获赞——买家反馈香味可留存2-6个月，比精油更持久，价格仅为百货店香薰的一小部分。（提及260次）

“LASTS A LONG TIME, it's been 6 months and still going!”
5★ · 2025-11-20

依据：C11香味持久且性价比高
C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））： Has lasted me over two months now and only half used.

- AromaPure 的 Citrus/Escape 系列被反复描述为 Capri Blue Volcano 香味的低价替代，买家专门为这一相似度复购。（提及60次）

“The citrus is a dupe of Capri Blue Volcano.”
5★ • 2026-02-04

依据：C18与 Capri Blue Volcano 的平替对比
C18与 Capri Blue Volcano 的平替对比（约60条评论（主 ASIN 证据1/5条））：The citrus is a dupe of Capri Blue Volcano.

缺点

- 香味弱或完全无味——单一最大抱怨，涉及每个 ASIN 和每种规格；买家翻转藤条、插入全部藤条，仍只能在几英寸内闻到味道，最集中在 Essenceo White Jasmine/Garden Lavender 和 Scentsia Cashmere Vanilla 变体。

（提及950次）

“The diffuser itself is beautiful and looks great as part of my decor. Unfortunately the scent is very weak.”
1★ • 2026-09-10

依据：C1香味极弱或完全无味
C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

- 化学、酒精样或人工气味（洗甲水、汽油、清洁液、医用酒精味），而非自然香味，最集中在 AromaPure 3.7oz Escape/French Vanilla 以及 Scentsia Clean Linen 和 Eucalyptus & Moss 6.7oz 套装。（提及480次）

“It smells exactly like nail polish remover only worse. Nail polish remover on steroids.”
1★ • 2025-06-05

依据：C3化学、酒精样或人工气味
C3化学、酒精样或人工气味（约480条评论（主 ASIN 证据4/31条））：It smells exactly like nail polish remover only worse. Nail ...

- 到手香味与名称不符——'Clean Linen' 闻起来像廉价洗涤剂或丙酮，'Sandalwood' 像肥皂或 Tide，'Black Forest' 像洗衣液，三个品牌均有出现。（提及470次）

“It smells more like cheap gardenia room deodorizer.”
1★ • 2026-02-27

依据：C5香味与名称不符
C5香味与名称不符（约470条评论（主 ASIN 证据10/44条））：It smells more like cheap gardenia room deodorizer.

- 同一系列中的相反失败：浓度过强，在小空间引发头痛、恶心和眼睛刺激，集中在 Scentsia Clean Linen、Cashmere Vanilla 和 Sandalwood Rose；同一系列出现相反失败，指向批次级灌装/浓度差异。（提及320次）

“The smell is too strong. After being in the garage for a few days we noticed the smell actually radiated through the”
3★ • 2025-11-07

依据：C4香味过浓引发头痛 • C1香味极弱或完全无味 • C6复购批次气味不同或更弱

C4香味过浓引发头痛（约320条评论（主 ASIN 证据1/20条））：The product itself smells great (I got the vanilla cashmere)...

C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

- 香味数天内消散，而非宣传的数周/'最长90天'，且瓶内仍剩半瓶——出现在 Essenceo Lemon Eucalyptus 和 AromaPure Escape。（提及260次）

“Smells nice but only for a couple days.”
2★ • 2025-02-24

依据：C2香味数天内消散，而非90天

C2香味数天内消散，而非90天（约260条评论（主 ASIN 证据8/20条））：Smells nice but only for a couple days.

- 复购和后续批次到货时配方不同、更弱或已改变——到2026年抱怨加剧，集中在 Scentsia Cashmere Vanilla / Clean Linen 6.7oz SKU。（提及250次）

“The first order had a strong, noticeable scent. The next two orders had virtually no scent at all.”
1★ • 2026-09-12

依据：C6复购批次气味不同或更弱

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

- 永生花顶饰到货时压碎、干枯、掉屑或远小于图片，尤其集中在 Essenceo Real Flower 和 Scentsia 6.7oz 花朵套装。（提及160次）

“my last two orders arrived with baby’ s breath that was completely crushed and flat”
3★ • 2025-05-29

依据：C12干花压碎或散落

C12干花压碎或散落（约160条评论）：The flowers are completely crispy and dry.

- 价格/替换装经济性引发抱怨——只能买全新套装而非便宜替换装，每30–45天需昂贵更换，以及“只因好看就定价过高”。（提及130次）

“The cons include price, it is expensive to replace them every 30-45 days.”
3★ · 2025-06-21

依据：C19价格与替换装成本抱怨

C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

- 敏感用户出现过敏和呼吸道反应（眼睛发红/发痒、打喷嚏、气喘、头痛），被迫丢弃产品。（提及110次）

“Within a few minutes my eyes were red, itchy and tearing, my nose started to feel stuffy. Major Allergy Attack.”
1★ · 2025-07-26

依据：C7过敏与呼吸道反应

C7过敏与呼吸道反应（约110条评论（主 ASIN 证据2/7条））：I kept it on my desk at work, and it made me sneeze every ti...

- 瓶子开封后无法重新密封，退回运输中精油泄漏，买家放弃退货；部分人反馈退款/客服摩擦。（提及100次）

“Would have sent it back but the bottle would have leaked without the original seal.”
1★ · 2025-01-29

依据：C15瓶子难以退货或重新密封

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

- 到货时漏液、未密封或明显被使用，盒内有油渍和破损玻璃花管——主要集中在 Essenceo 6.7oz 套装。（提及90次）

“Received a USED one, everything OPENED. Liquid spilled everywhere.”
1★ · 2025-11-17

依据：C13到货时漏液、已开封或已被使用

C13到货时漏液、已开封或已被使用（约90条评论）：one of the glass tubes for the flowers was broken upon arriv...

- 包装无成分表，加上盒上危险/警示措辞，引发安全疑虑；部分香成分（琥珀）不适合心脏病买家。（提及70次）

“There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE ANYTHING IN THE BOTTLE”
1★ · 2025-06-08

依据：C16安全担忧，无成分表

C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...

- 洒出的精油会溶解油漆，并永久弄脏架子和台面，因此该瓶存在家具风险。（提及45次）

“do not get it on anything with paint because it will dissolve it!”
1★ · 2025-09-03

依据：C14精油损坏家具和漆面

C14精油损坏家具和漆面（约45条评论）：it damaged the brand new shelf that I put it on

用户痛点

- **高** 无可察觉香味或扩香远太弱，即使在小浴室插入全部藤条也如此——产品可作装饰，但无法作香薰。（提及950次）

“The diffuser itself is beautiful and looks great as part of my decor. Unfortunately the scent is very weak.”

1★ • 2026-09-10

“I bought this for a housewarming gift, but the recipient says she can’t get any fragrance from it.”

1★ • 2025-11-14

依据：C1香味极弱或完全无味

C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

- **高** 化学、酒精样或人工气味，闻起来像清洁液、丙酮或汽油，而非所标自然香味。（提及480次）

“It smells exactly like nail polish remover only worse. Nail polish remover on steroids.”

1★ • 2025-06-05

“It was like something from a poorly maintained gas station bathroom, alcoholic and like no earthly smell”

1★ • 2026-02-23

依据：C3化学、酒精样或人工气味

C3化学、酒精样或人工气味（约480条评论（主 ASIN 证据4/31条））：It smells exactly like nail polish remover only worse. Nail ...

- **高** 香型与名称不符：实际到货香味与标签描述不符（“Clean Linen”闻起来像洗涤剂，“Sandalwood”像香皂，“Black Forest”像洗衣液），使盲买如同抽奖。（提及470次）

“It smells more like cheap gardenia room deodorizer.”

1★ • 2026-02-27

“it smells like Tide detergent or a cleaning product with a slight vanilla note, not at all like what I was expecting”

1★ • 2025-06-15

依据：C5香味与名称不符

C5香味与名称不符（约470条评论（主 ASIN 证据10/44条））：It smells more like cheap gardenia room deodorizer.

- **高** 浓度过强，在小空间或密闭房间内引发头痛、恶心和眼部刺激，有时迫使买家撤下或丢弃产品。（提及320次）

“The smell is too strong. After being in the garage for a few days we noticed the smell actually radiated through the”

3★ · 2025-11-07

“Product is in a pretty container, but the scent is obnoxiously strong. I regret buying this product.”

2★ · 2025-05-31

依据：C4香味过浓引发头痛

C4香味过浓引发头痛（约320条评论（主 ASIN 证据1/20条））：The product itself smells great (I got the vanilla cashmere)...

- **中** 香味几天后便消失，而大部分精油仍未用完，与持久留香宣称相矛盾。（提及260次）

“Smells nice but only for a couple days.”

2★ · 2025-02-24

依据：C2香味数天内消散，而非90天

C2香味数天内消散，而非90天（约260条评论（主 ASIN 证据8/20条））：Smells nice but only for a couple days.

- **高** 批次/复购不一致——同一SKU和香型到货后比上次更浓、更淡或完全不同。（提及250次）

“The first order had a strong, noticeable scent. The next two orders had virtually no scent at all.”

1★ · 2026-09-12

“the new scent it is nothing like the cashmere vanilla at all”

1★ · 2025-11-25

依据：C6复购批次气味不同或更弱

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

- **中** 保鲜花装饰到货时被压碎、发脆且掉屑，破坏主要视觉卖点。（提及160次）

“my last two orders arrived with baby’s breath that was completely crushed and flat”

3★ · 2025-05-29

依据：C12干花压碎或散落

C12干花压碎或散落（约160条评论）：The flowers are completely crispy and dry.

- **低** 持续成本：每30–45天更换整套产品，而非使用廉价补充装，令人觉得浪费。（提及130次）

依据：C19价格与替换装成本抱怨

C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

- **高** 对气味敏感的用户和有儿童的家庭出现过敏和呼吸道反应（打喷嚏、眼睛发红/发痒、喘息）。（提及110次）

“Within a few minutes my eyes were red, itchy and tearing, my nose started to feel stuffy. Major Allergy Attack.”
1★ • 2025-07-26
“If you have any allergies even very lightly, I suggest you reconsider purchasing the products from this brand.”
1★ • 2025-03-20

依据：C7过敏与呼吸道反应

C7过敏与呼吸道反应（约110条评论（主 ASIN 证据2/7条））：I kept it on my desk at work, and it made me sneeze every ti...

- **高** 开瓶后无法重新密封，导致退货麻烦或被拒，使买家只能留下不想要的产品。（提及100次）

“Would have sent it back but the bottle would have leaked without the original seal.”
1★ • 2025-01-29
“This stuff is too hard to return because it's impossible to reseal”
1★ • 2025-07-18

依据：C15瓶子难以退货或重新密封

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

- **中** 产品到货时漏液、未密封或为曾被退回/使用过的产品。（提及90次）

“Received a USED one, everything OPENED. Liquid spilled everywhere.”
1★ • 2025-11-17

依据：C13到货时漏液、已开封或已被使用

C13到货时漏液、已开封或已被使用（约90条评论）：one of the glass tubes for the flowers was broken upon arriv...

- **高** 包装上无成分表，盒上却有警示/危险说明，令人担心每天吸入的是什么。（提及70次）

“There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE ANYTHING IN THE BOTTLE”
1★ • 2025-06-08
“The hazard warnings on the back of the box says it all... including to avoid contact with skin, eyes, furniture, etc.”
1★ • 2026-01-12

依据：C16安全担忧，无成分表

C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...

- **高** 洒出或滴落的精油会溶解油漆并弄脏家具表面。（提及45次）

“do not get it on anything with paint because it will dissolve it!”
1★ • 2025-09-03
“it damaged the brand new shelf that I put it on”
2★ • 2026-03-20

依据：C14精油损坏家具和漆面

C14精油损坏家具和漆面（约45条评论）：it damaged the brand new shelf that I put it on

核心诉求

- 批次间灌装量和香精浓度保持一致——既不是无味瓶，也不是浓到令人头痛——并附批号以便追溯。（优先级10/10)

依据：C1香味极弱或完全无味 • C6复购批次气味不同或更弱 • C4香味过浓引发头痛
C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...
C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all
C4香味过浓引发头痛（约320条评论（主 ASIN 证据1/20条））：The product itself smells great (I got the vanilla cashmere)...
- 香型与名称及标示香调完全一致，使买家可凭标签盲买。（优先级9/10)

依据：C5香味与名称不符
C5香味与名称不符（约470条评论（主 ASIN 证据10/44条））：It smells more like cheap gardenia room deodorizer.
- 非化学、低酒精配方，并公开成分表，让买家可放心用于日常室内场景。（优先级9/10)

依据：C3化学、酒精样或人工气味 • C16安全担忧，无成分表
C3化学、酒精样或人工气味（约480条评论（主 ASIN 证据4/31条））：It smells exactly like nail polish remover only worse. Nail ...
C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...
- 持久性可靠，接近宣称的周数/月数，且直到精油用完前香味输出稳定。（优先级8/10)

依据：C2香味数天内消散，而非90天 • C11香味持久且性价比高
C2香味数天内消散，而非90天（约260条评论（主 ASIN 证据8/20条））：Smells nice but only for a couple days.
C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））：Has lasted me over two months now and only half used.
- 香味对气味敏感家庭、儿童和宠物安全（无刺激、不引发头痛）。（优先级8/10)

依据：C7过敏与呼吸道反应 • C16安全担忧，无成分表
C7过敏与呼吸道反应（约110条评论（主 ASIN 证据2/7条））：I kept it on my desk at work, and it made me sneeze every ti...
C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...
- 在浴室、宠物区域和小型密闭房间内可靠消除异味。（优先级7/10)

依据：C10用于浴室和宠物区域除味
C10用于浴室和宠物区域除味（约350条评论（主 ASIN 证据6/24条））：Adorable on bathroom shelves. Keeps bathroom smelling fresh.

- 适合送礼的呈现——保鲜花完好、玻璃无破损、运输中无泄漏。（优先级7/10）

依据：C8瓶身与花朵装饰精美获赞 • C12干花压碎或散落

C8瓶身与花朵装饰精美获赞（约900条评论（主 ASIN 证据19/54条））：the preserved flowers make it a beautiful decorative piece a...

C12干花压碎或散落（约160条评论）：The flowers are completely crispy and dry.

- 可重新密封的瓶身，外加更便宜的补充装/大容量续装，以降低更换成本并支持退货。（优先级6/10）

依据：C15瓶子难以退货或重新密封 • C19价格与替换装成本抱怨

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

引擎 4 • 深层洞察

深层洞察

- **矛盾信号** 同一产品线在香味上出现两极失败

C1（950条评论，1.00负面率）称完全无香味，而C4（320，0.80）称香味过浓并导致头痛；C6（250，0.82，至2026-09持续恶化）补充称复购产品气味不同。同一产品家族出现相反方向的失败，指向批次级灌装/浓度差异，而非单一香型问题。修复批次代码、灌装重量质控和香味强度标注。

依据：C1香味极弱或完全无味 • C4香味过浓引发头痛 • C6复购批次气味不同或更弱

C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

C4香味过浓引发头痛（约320条评论（主 ASIN 证据1/20条））：The product itself smells great (I got the vanilla cashmere)...

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

- **跨簇归因** 批次漂移集中在头号 Clean Linen SKU

C6的17条锚定评论中有12条落在 Clean Linen 6.7oz 商品页（排名第1的藤条扩香 SKU），C1则分散在同系列产品（39条锚定在 white jasmine 6.7oz，14条锚定在 Clean Linen）。这是家族级批次漂移，而非单个坏品：审核近期生产批次、在瓶身打印批次代码，并锁定头号商品页配方。

依据：C6复购批次气味不同或更弱 • C1香味极弱或完全无味

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

• **跨簇归因** 化学气味是配方问题，而非 SKU 问题

C3（480条评论，1.00负面率）在三个任务SKU上分布为15/12/4，因此酒精/化学味是家族级问题，而非单一产品问题；最集中的单一变体是3.7oz Escape（6）。C16（70，1.00）还增加危险标签和成分缺失投诉。行动：去除酒精载体，并优先重新配方3.7oz产品线。

依据：C3化学、酒精样或人工气味 • C16安全担忧，无成分表

C3化学、酒精样或人工气味（约480条评论（主 ASIN 证据4/31条））：It smells exactly like nail polish remover only worse. Nail ...

C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...

• **矛盾信号** 名称与实感差距使同一香型家族分裂

C5（470条评论，0.86负面率）称气味闻起来像洗涤剂或清洁产品，而非其名称所示，而C9（900，0.00负面率）和C10（350，0.00）却称赞同一家族的香氛。C18的 Capri Blue Volcano 对比（5条中4条锚定同一SKU）进一步抬高预期。按字面改写香调说明，并删除未经证实的平替表述。

依据：C5香味与名称不符 • C9香味宜人并获客人称赞 • C10用于浴室和宠物区域除味 • C18与 Capri Blue Volcano 的平替对比

C5香味与名称不符（约470条评论（主 ASIN 证据10/44条））：It smells more like cheap gardenia room deodorizer.

C9香味宜人并获客人称赞（约900条评论（主 ASIN 证据4/60条））：My sister came in the bathroom and asked what smelled so goo...

C10用于浴室和宠物区域除味（约350条评论（主 ASIN 证据6/24条））：Adorable on bathroom shelves. Keeps bathroom smelling fresh.

C18与 Capri Blue Volcano 的平替对比（约60条评论（主 ASIN 证据1/5条））：The citrus is a dupe of Capri Blue Volcano.

• **市场机会** 可重复密封补充装是明确未满足的需求

C15（100条评论，1.00负面率）集中在无法重新密封或退货的瓶子；C19（130，0.43）要求更便宜的补充装，包括一名5星买家；C2（260，0.75）几天内变淡，而C11（260，0.07负面率）称赞留香持久。推出可重复密封补充瓶和大容量补充装，以降低单位成本与退货。

依据：C15瓶子难以退货或重新密封 • C19价格与替换装成本抱怨 • C2香味数天内消散，而非90天 • C11香味持久且性价比高

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

C2香味数天内消散，而非90天（约260条评论（主 ASIN 证据8/20条））：Smells nice but only for a couple days.

C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））：Has lasted me over two months now and only half used.

• **市场机会** 保鲜花广受喜爱，但到货时被压碎

C8（900条评论，0.00负面率）将保鲜花和瓶子视为购买理由，但C12（160，0.67负面率）反馈花被压碎、发脆，C13（90，0.70）反馈到货时泄漏或已开封。主要差异化卖点在运输中受损。用硬质花材内托、覆膜密封瓶盖和经跌落测试的包装修复。

依据：C8瓶身与花朵装饰精美获赞 • C12干花压碎或散落 • C13到货时漏液、已开封或已被使用

C8瓶身与花朵装饰精美获赞（约900条评论（主 ASIN 证据19/54条））：the preserved flowers make it a beautiful decorative piece a...

C12干花压碎或散落（约160条评论）：The flowers are completely crispy and dry.

C13到货时漏液、已开封或已被使用（约90条评论）：one of the glass tubes for the flowers was broken upon arriv...

引擎 5 • 风险雷达

风险雷达

• **口碑** 退款投诉潮 高 平稳

依据：C17客服响应好坏参半 • C15瓶子难以退货或重新密封 • C19价格与替换装成本抱怨

C17客服响应好坏参半（约80条评论（主 ASIN 证据2/5条））：Update: Seller reached out and offered a refund. Excellent c...

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

• **质量** 泄漏或溢出 中 平稳

依据：C13到货时漏液、已开封或已被使用 • C15瓶子难以退货或重新密封

C13到货时漏液、已开封或已被使用（约90条评论）：one of the glass tubes for the flowers was broken upon arriv...

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

• **安全** 儿童患者危害 中 平稳

依据：C7过敏与呼吸道反应 • C16安全担忧，无成分表

C7过敏与呼吸道反应（约110条评论（主 ASIN 证据2/7条））：I kept it on my desk at work, and it made me sneeze every ti...

C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...

• **质量** 假冒 低 恶化中

依据：C6复购批次气味不同或更弱

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

竞品对比

• 商品页口碑与评论量。：

优势

Scentsia (DEMO-C) 在4,473条评分中为4.4星/83%正面，并在Reed Diffuser Sets中排名第1；Essenceo (DEMO-A) 在14,631条评分中为4.2星/77%正面；AromaPure (DEMO-B) 在1,782条评分中为4.4星/82%正面。三者均超过4.2星，说明该品类核心承诺在商品页层面得到验证——此处的负面偏多样本为配额抽样，不具代表性。

依据：C9香味宜人并获客人称赞 • C11香味持久且性价比高

C9香味宜人并获客人称赞（约900条评论（主 ASIN 证据4/60条））：My sister came in the bathroom and asked what smelled so goo...

C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））：Has lasted me over two months now and only half used.

• 装饰性呈现（瓶身+保鲜花）。：

优势

约900条已收集评论称赞瓶身与花卉装饰，且无负面反证；Scentsia领先（35条锚定提及），Essenceo紧随其后（19条），买家称Essenceo/Scentsia套装“看起来高端”且适合送礼。

依据：C8瓶身与花朵装饰精美获赞

C8瓶身与花朵装饰精美获赞（约900条评论（主 ASIN 证据19/54条））：the preserved flowers make it a beautiful decorative piece a...

• 香味强度一致性（批次间）。：

劣势

约950条评论反馈无味或几乎无味，另有约250条反馈复购产品气味不同，而有约320条反馈相反情况（过浓）。在变体层面，Essenceo White Jasmine 6.7oz套装浓度最高（合并376条评论，33.8%负面），AromaPure的Escape 3.7oz为26.8%负面——同一品牌在两个方向均出问题，表明是灌装/浓度差异，而非某一香型不佳。

依据：C1香味极弱或完全无味 • C6复购批次气味不同或更弱 • C4香味过浓引发头痛

C1香味极弱或完全无味（约950条评论）：I bought this for a housewarming gift, but the recipient say...

C6复购批次气味不同或更弱（约250条评论（主 ASIN 证据3/17条））：the new scent it is nothing like the cashmere vanilla at all

C4香味过浓引发头痛（约320条评论（主 ASIN 证据1/20条））：The product itself smells great (I got the vanilla cashmere)...

• 香型与名称/描述的一致性。：

劣势

约470条评论称实际香味与名称不符，三个品牌均有分布（Scentsia18条锚定提及，AromaPure16条，Essenceo10条）；AromaPure的Citrus与Sandalwood 3.7oz变体以及Scentsia Clean Linen/Cashmere Vanilla 6.7oz变体各获4条锚定投诉。

依据：C5香味与名称不符

C5香味与名称不符（约470条评论（主 ASIN 证据10/44条））：It smells more like cheap gardenia room deodorizer.

• 持久性对比宣称的“最长90天”。：

劣势

约260条评论反馈香味几天内消失或精油在2-4周内挥发，锚定于Essenceo和AromaPure；复购趋势显示该问题到2026年进一步恶化，评论者将其与较好批次2-6个月的持久表现作对比。

依据：C2香味数天内消散，而非90天 • C11香味持久且性价比高

C2香味数天内消散，而非90天（约260条评论（主 ASIN 证据8/20条））：Smells nice but only for a couple days.

C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））：Has lasted me over two months now and only half used.

• 安全性与成分透明度。：

劣势

约70条评论指出包装上无任何成分表且盒上有危险/警示字样，约110条反馈过敏或呼吸道反应；反应反馈集中在Scentsia花卉套装（4条锚定）和Essenceo（2条）。这是该组竞品中唯一无人建立信任优势的维度。

依据：C7过敏与呼吸道反应 • C16安全担忧，无成分表

C7过敏与呼吸道反应（约110条评论（主 ASIN 证据2/7条））：I kept it on my desk at work, and it made me sneeze every ti...

C16安全担忧，无成分表（约70条评论（主 ASIN 证据1/4条））：There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE...

• 包装完整性与开箱状态。：

劣势

约90条评论反馈漏液、未密封或曾被使用/打开的产品，约160条反馈保鲜花被压碎或掉屑；Essenceo占漏液/退货重封投诉的大多数（10条漏液锚定中占6条，8条重封锚定中占4条）以及8条花卉损坏锚定，Scentsia为7条。

依据：C13到货时漏液、已开封或已被使用 • C12干花压碎或散落 • C15瓶子难以退货或重新密封

C13到货时漏液、已开封或已被使用（约90条评论）：one of the glass tubes for the flowers was broken upon arriv...

C12干花压碎或散落（约160条评论）：The flowers are completely crispy and dry.

C15瓶子难以退货或重新密封（约100条评论）：This stuff is too hard to return because it's impossible to ...

• 价格定位与性价比。：

持平

AromaPure最便宜，为\$11.98，被赞为半价的Capri Blue Volcano替代品（5星锚定），但在无味时也被称为“只是好看而定价过高”；Scentsia（\$17.99）和Essenceo（\$16.99）则引发补充装成本和更换周期投诉。价格是合理的进入杠杆，但无法抵消不稳定的香味表现。

依据：C19价格与替换装成本抱怨 • C18与 Capri Blue Volcano 的平替对比 • C11香味持久且性价比高

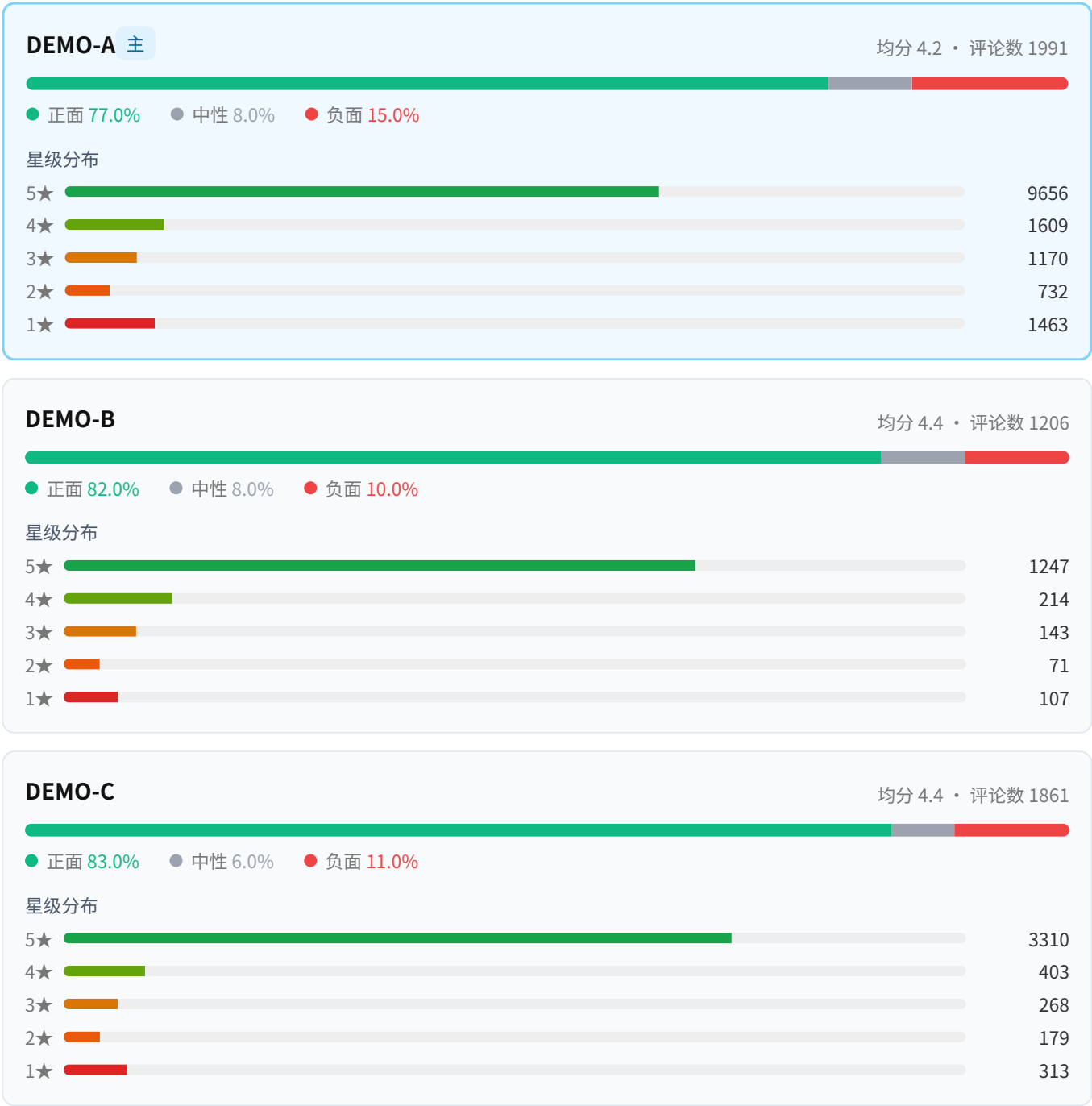
C19价格与替换装成本抱怨（约130条评论（主 ASIN 证据0/7条））：this one is overpriced for simply looking nice.

C18与 Capri Blue Volcano 的平替对比（约60条评论（主 ASIN 证据1/5条））：The citrus is a dupe of Capri Blue Volcano.

C11香味持久且性价比高（约260条评论（主 ASIN 证据0/15条））：Has lasted me over two months now and only half used.

ASIN 对比

以下数值由系统按星级确定性统计（正面 = 4~5 星，中性 = 3 星，负面 = 1~2 星），非模型生成。



附录 · 评论主题聚类

以下主题由 AI 对本次分析的同一评论样本聚类得出，主题名与规模为模型归纳估计（评论数非精确计数）；摘录逐字取自评论原文，星级与日期为被引评论真实值。正文各要点后的「依据」编号对应本页各簇。

C1 香味极弱或完全无味

负面 约950条评论

“The diffuser itself is beautiful and looks great as part of my decor. Unfortunately the scent is very weak.”

1★ · 2026-09-10

“I bought this for a housewarming gift, but the recipient says she can’t get any fragrance from it.”

1★ · 2025-11-14

“I have them both in here and cannot smell them. I have flipped the reeds and followed instructions.”

1★ · 2025-06-16

C2 香味数天内消散，而非90天

负面 约260条评论

“Smells nice but only for a couple days.”

2★ · 2025-02-24

“The scent is great but it was almost completely empty in less than two weeks”

2★ · 2024-09-29

“Smells good for the first day. After that, you can’t tell the difference between this smell and a cup of water.”

1★ · 2026-01-22

C3 化学、酒精样或人工气味

负面 约480条评论

“It smells exactly like nail polish remover only worse. Nail polish remover on steroids.”

1★ · 2025-06-05

“It was like something from a poorly maintained gas station bathroom, alcoholic and like no earthly smell”

1★ · 2026-02-23

“immediately a strong chemical sent that did not smell gentle or anything like the scent name”

1★ · 2026-08-13

C4 香味过浓引发头痛

负面 约320条评论

“The smell is too strong. After being in the garage for a few days we noticed the smell actually radiated through the”

3★ · 2025-11-07

“Product is in a pretty container, but the scent is obnoxiously strong. I regret buying this product.”

2★ · 2025-05-31

“The product itself smells great (I got the vanilla cashmere) but it’s INCREDIBLY STRONG.”

3★ · 2025-05-28

C5 香味与名称不符

负面 约470条评论

"It smells more like cheap gardenia room deodorizer."

1★ · 2026-02-27

"it smells like Tide detergent or a cleaning product with a slight vanilla note, not at all like what I was expecting"

1★ · 2025-06-15

"This is NOT sandalwood! This is a strong detergent smell. If you like Tide Soap, this would be perfect."

1★ · 2025-04-13

C6 复购批次气味不同或更弱

负面 约250条评论

"The first order had a strong, noticeable scent. The next two orders had virtually no scent at all."

1★ · 2026-09-12

"the new scent it is nothing like the cashmere vanilla at all"

1★ · 2025-11-25

"This is my 3rd bottle, and IT SMELLS NOTHING LIKE THE FIRST 2!!!"

1★ · 2025-11-21

C7 过敏与呼吸道反应

负面 约110条评论

"Within a few minutes my eyes were red, itchy and tearing, my nose started to feel stuffy. Major Allergy Attack."

1★ · 2025-07-26

"If you have any allergies even very lightly, I suggest you reconsider purchasing the products from this brand."

1★ · 2025-03-20

"I kept it on my desk at work, and it made me sneeze every time I was near it."

3★ · 2024-11-24

C8 瓶身与花朵装饰精美获赞

正面 约900条评论

"the preserved flowers make it a beautiful decorative piece as well."

5★ · 2026-09-08

"The quality feels solid like high end diffusers. The packaging was sturdy"

5★ · 2025-12-01

"The preserved baby's breath flower adds such a classy touch, and the sleek glass bottle fits right in with our decor."

5★ · 2025-06-14

C9 香味宜人并获客人称赞

正面 约900条评论

"Very pretty and smells divine. Sweet but slightly musky scent that compliments but doesn't overpower a room."

5★ · 2026-09-01

"My sister came in the bathroom and asked what smelled so good."

5★ · 2025-08-10

"by the next morning before work, it was already flooding my bathroom with a luxurious smell."

5★ · 2025-07-18

C10 用于浴室和宠物区域除味

正面 约350条评论

“Adorable on bathroom shelves. Keeps bathroom smelling fresh.”

5★ · 2026-09-02

“The scent is strong enough to completely get rid of bathroom odors, which is exactly what I needed.”

5★ · 2026-03-02

C11 香味持久且性价比高

正面 约260条评论

“LASTS A LONG TIME, it's been 6 months and still going!”

5★ · 2025-11-20

“Has lasted me over two months now and only half used.”

5★ · 2025-09-05

“the smell is subtle, but still present enough to notice even after a month or two.”

5★ · 2025-11-12

C12 干花压碎或散落

负面 约160条评论

“my last two orders arrived with baby’ s breath that was completely crushed and flat”

3★ · 2025-05-29

“The flowers are completely crispy and dry.”

2★ · 2026-03-11

“The flowers were crunchy and brien and looked horrible”

1★ · 2025-11-25

C13 到货时漏液、已开封或已被使用

负面 约90条评论

“Received a USED one, everything OPENED. Liquid spilled everywhere.”

1★ · 2025-11-17

“My product arrived unsealed, had oil stains in the box, and someone had stuffed paper towels inside it.”

1★ · 2025-04-22

“one of the glass tubes for the flowers was broken upon arrival.”

1★ · 2024-10-22

C14 精油损坏家具和漆面

负面 约45条评论

“do not get it on anything with paint because it will dissolve it!”

1★ · 2025-09-03

“it damaged the brand new shelf that I put it on”

2★ · 2026-03-20

“when I took it out I put it on my counter and it left some greasy stains”

1★ · 2025-07-22

C15 瓶子难以退货或重新密封

负面 约100条评论

“Would have sent it back but the bottle would have leaked without the original seal.”

1★ · 2025-01-29

“This stuff is too hard to return because it's impossible to reseal”

1★ · 2025-07-18

“they want me to return the item back when there’ s no lid to secure the oils”

1★ · 2026-02-01

C16 安全担忧，无成分表

负面 约70条评论

“There are NO INGREDIENTS LISTED! THERE COULD LEGITIMATELY BE ANYTHING IN THE BOTTLE”

1★ · 2025-06-08

“The hazard warnings on the back of the box says it all... including to avoid contact with skin, eyes, furniture, etc.”

1★ · 2026-01-12

“I have heart disease. Amber scents aren’ t good for me to inhale on any daily basis.”

1★ · 2025-12-26

C17 客服响应好坏参半

褒贬不一 约80条评论

“Update: Seller reached out and offered a refund. Excellent customer service!”

1★ · 2024-04-01

“I wrote a message on a Scentsia website explaining this complaint, and after 40 days, I never received an answer.”

1★ · 2026-04-27

“I contacted seller to ask if i was missing something. Their response- here’ s how to return it.”

2★ · 2026-02-20

C18 与 Capri Blue Volcano 的平替对比

褒贬不一 约60条评论

“The citrus is a dupe of Capri Blue Volcano.”

5★ · 2026-02-04

“The scent is super similar to the volcano blue smell that I ABSOLUTELY LOVE but half the price.”

5★ · 2026-08-25

“Item came up as a dupe for Capri Blue Blue Volcano. Not one bit.”

2★ · 2024-06-18

C19 价格与替换装成本抱怨

褒贬不一 约130条评论

“The cons include price, it is expensive to replace them every 30-45 days.”

3★ · 2025-06-21

“they gotta make some refill options for the cedar wood that is cheaper than buying a new one every time.”

5★ · 2026-06-17

“this one is overpriced for simply looking nice.”

1★ · 2026-01-22