

COX

SMELL-A-VISION

GP2 B1

10/27/2016

[A BUNCH OF DIFFERENT PEOPLE SNIFFING]

ITS COMMONLY KNOWN THAT EVERY HUMAN SEES THE SAME THINGS IN A SLIGHTLY DIFFERENT SHADE OF COLOR, BUT DOES THE SAME THING HAPPEN WITH SMELL? HOW DO WE KNOW WHAT WE CAN AND CAN'T SMELL AND WHY HAVEN'T WE BEEN ABLE TO SMELL WHAT WE SEE ON TV YET?

[MUSIC BED]

LESLIE VOSSHALL, ONE OF ROCKEFELLER UNIVERSITY'S SCIENTISTS, STUDIES THIS PHENOMENON. SHE EXPLAINS THAT THE SCENT FIRST TRAVELS TO THE BACK OF THE NOSE. THIS IS WHERE THE OLFACTORY EPITHELIUM IS.

[SCRATCH]

HOLD UP, WHAT IN THE WORLD IS AN OLFACTORY EPITHELIUM AND HOW DO YOU SPELL THAT.

[MUSIC COMES BACK IN]

WELL YOU SEE, OR YOU SMELL RATHER, THE OLFACTORY EPITHELIUM IS A THIN STRIP OF TISSUE IN THE BACK OF YOUR NOSE THAT HAS MILLIONS OF LITTLE SENSORY NEURONS ON IT. WHEN AN ODOR HITS THIS STRIP THE NEURONS OPEN UP AND SENDS THE TYPE OF ODOR IT IS TO YOUR BRAIN.

[MUSIC BED FADES OUT]

NOW, TAKE A DEEP BREATH THROUGH YOUR NOSE. [SOUND EFFECT] WHAT DO YOU SMELL? YOUR ANSWER IS MOST LIKELY, 'NOTHING', BUT YOUR NOTHING, IS DIFFERENT THEN THE PERSON SITTING NEXT YOURS NOTHING AND THE PERSON SITTING ACROSS THE ROOMS NOTHING.

THE REASON FOR THIS IS ALL AS A RESULT OF OUR DNA. DEBRA KELLY EXPLAINS FROM A 2013 STUDY THAT EACH PERSON IS CODED WITH A THEIR OWN SET OF GENES IN THE OLFACTORY SYSTEM. OUR GENES ALL REACT IN DIFFERENT WAYS WHICH MEANS THAT WE ALL ACTUALLY SMELL THE SAME SCENT DIFFERENTLY.

AND THE REASON THAT NONE OF YOU SMELL, WHAT IS COMMONLY PERCEIVED AS 'NOTHING', IS BECAUSE YOUR SENSORS QUICKLY ADAPT TO THE SCENT OF THE ROOM ONCE YOUR OLFACTORY EPITHELIUM OPENS.

[MUSIC COMES BACK IN]

SO HERE'S THE DEAL, YOUR NOSE IS ONE OF THE MOST VITAL PARTS OF YOUR BODY AND IT'S ALSO ONE OF THE MOST FRAGILE. TAKE CARE OF YOUR NOSE. I DON'T WANT TO SEE ANY OF YOU AT THE NEXT HOTTEST -HOT SAUCE COMPETITION STICKING YOUR NOSE IN EVERY DISH, OR IN THE UPCOMING PLAY YOUR NOSE LIKE A TRUMPET CONTEST.

THE INFORMATION IN THIS PIECE WAS FOUND ON BRAINFACETS.ORG, WSJ.COM,  
AS WELL AS KNOWLEDGENUTS.COM. MORE INFORMATION CAN BE FOUND AT  
WHJE.COM

#### SOURCES

<http://www.brainfacts.org/sensing-thinking-behaving/senses-and-perception/articles/2015/making-sense-of-scents-smell-and-the-brain/>

<http://www.wsj.com/articles/SB10001424127887323696404578300182010199640>

<http://knowledgenuts.com/2014/12/15/the-scientific-reason-everyone-smells-things-differently/>