



WOW: Word Of the Week

Aroma

April 9, 2025

To avoid luggage fees that are constantly increasing, I traveled with only a carryon and a personal item on my last mission trip. On the departing flight, about two-thirds of the weight of the carryon was Bibles. The carryon was significantly lighter on the return, but there was still room to bring back eight bags of Doña Adela, a favorite Dominican coffee! An important lesson! When you carry coffee in your carryon, everything else develops a coffee aroma!

Aroma. There are other similar words, synonyms—fragrance, scent, odor, smell. Some words are usually used positively, others more often negatively. Could we add the word, stink?

The Bible describes us as the aroma of Christ—the word used in 2 Corinthians 2 is plural. We are better aroma together than separately. When we were younger, my wife and I loved to browse candle shops. Among other things, we enjoyed the smell. When we purchased a candle (or two) for our home, they did not have nearly the same impact! One candle cannot hold a candle to hundreds of candles!

The same principle works with my coffee. My experience says that one or two bags of coffee in my luggage is much less likely to “flavor” the rest of my luggage!

And, the same principle works down at the church house. We are aroma more powerfully in combination. I was talking to a friend at the gym last week. He is a person of faith, and we were talking about how much the flavor of Jesus is present because there are numerous people who are not afraid to wear their faith openly—to be the aroma of Jesus.

Paul also writes in the 2 Corinthians text that the same smell is positive for some and negative for others. To some who are being saved we are the fragrance of life; to others who are perishing the odor of death. An interesting lesson is seen in the original language. The same word is used for fragrance and odor. We are not responsible for how others respond to the aroma of Christ; we are only responsible to be the aroma of Christ. And we do that best together!

As you go out into the world this week, among all kinds of people, don't forget to put your smell on. Perhaps I should have chosen the word cologne, referred to as smell-um-good in my family as I was growing up! Let us be the aroma of Christ—together!