

Startup developing fragrant GMO moss to act as living air freshener

Over three years ago ... Antony Evans, CEO of synthetic biology startup company TAXA Biotechnologies, launched a [Kickstarter](#) project to raise money for a provocative new product: genetically modified tobacco plants that [glowed in the dark](#). ... But ... customers still have not received their glowing plants.

After [speaking to Motherboard](#) earlier this year, the entrepreneur appeared before us again ... to show off his latest product: a fragrant moss that's genetically modified with patchouli DNA, in order to act as an air freshener. ...

...The moss should last at least a year, and customers can order it online once it's ready for somewhere between \$40 and \$79 (Evans said the details are still being finalized).

This time, Evan guarantees to get the product out on schedule. "The big difference with the fragrant moss is we've completed the work on the genetic engineering, which is the primary technical risk," he said. ...

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Evans said his products are early examples of a "new future" in which people will engineer their own organisms like they engineer mobile apps today. "Organisms will become the new apps," he said. "This will change the nature of debate about GMOs."

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [The Guy Behind Long-Delayed Glowing Plants Kickstarter Wants to Sell You Moss](#)