CLAIMS:

1. An apparatus for diffusing a chemical substance comprising:

a chamber having a diffusing member arranged to diffuse a chemical substance to air disposed within the chamber, wherein the chamber is in communication with an air-inlet arranged to receive air from an exterior of the chamber and an air-outlet arranged to expel air from within the chamber,

wherein the diffusing member is a catalytic burner having a ceramic matrix, the ceramic matrix arranged to be heated by an electric heating element.

2. An apparatus in accordance with claim 1, wherein the chamber is defined by a housing arranged to surround the diffusing member.

3. An apparatus in accordance with claim 1, further comprising a fan arranged to drive air from the air-inlet and through the chamber to be expelled through the air-outlet.

4. An apparatus in accordance with claim 2, wherein the diffusing member is in liquid communication with a container arranged to contain the chemical substance.

5. An apparatus in accordance with claim 2, further including a power conduit arranged to deliver electrical power to the apparatus from a power source, wherein the power conduit is rotatable relative to the housing.

6. An apparatus in accordance with claim 5, wherein the power conduit includes a removable electrical plug member arranged to be connected to the power source.

7. An apparatus in accordance with claim 5, wherein the power conduit includes a rotatable circuit member arranged to form a continuous electrical connection between the power conduit and the apparatus as the power conduit is rotated relative to the housing.

8. An apparatus in accordance with claim 7, wherein the rotatable circuit member is a printed circuit board having a circular conductive track arranged to form the continuous electrical connection between the power conduit and the apparatus as the power conduit is rotated relative to the housing.

9. An apparatus in accordance with claim 1, wherein the catalytic burner is heated to a temperature of between 50 to 80 degrees Celsius.

10. An apparatus in accordance with claim 7, wherein the power conduit includes a detent arranged to restrict the rotation of the power conduit about the housing.

11. An apparatus in accordance with claim 5, wherein the power source is a mains power supply socket.

12. An apparatus in accordance with claim 3, wherein the fan is controlled by a controller to vary the speed of the fan.

13. An apparatus in accordance with claim 1, wherein the chemical substance is an aromatherapy compound.

14. An apparatus in accordance with claim 4, wherein the container is arranged to slidably engage or disengage with the housing.