

Organic

Promoting Organics

# Scentual HEALING

## Essential Oils Keep Shoppers Feeling, Looking and Smelling Fresh

By Nicole Marie Richardson

Aromatherapy's roots can be traced far back into history for its medicinal purposes through the use of scented candles and essential oils. Today, lovers' holidays offer the perfect opportunity to sell aromatherapy products and essential oils.

Once the holidays have come and gone, what will it take to continue to move the product off the shelf? Leading manufacturers suggest that keeping essential oils appealing to shoppers all year long is as easy as showing them all the various medicinal, mental and beautifying benefits of essential oils.

Essential oils offer a number of healing aromatic attributes ranging from moisturizing, cleansing and hydrating skin to helping address more serious afflictions like depression, fatigue, low self-esteem, anxiety and stress.

### Slick Tips

Experts revealed that customers can benefit from incorporating a myriad of essential oils in their daily routines. Essential oils are generally safe, gentle, non-toxic to the body and offer customers an easy way to nurture themselves. Retailers can play an important role by educating shoppers on how to utilize essential oils in their daily lives. But they don't have to figure out all of

the essentials on their own.

Mindy Seiffert, aromatherapy category manager II for Aura Cacia (Norway, IA), which offers an extensive line of aromatherapy products, provides an on-line aromatherapy course for retailers. Through training, she said Aura Cacia educates retailers about the many uses for essential oils, the best ways to merchandise the products and specific suggestions for ways to sell them. Retailers can access the course by visiting [www.frontiercoop.com/wholesale](http://www.frontiercoop.com/wholesale).

Vitamin Retailer pulled together a few of the leading manufacturers of essential oils to share with you some fun ideas for product demonstrations that will leave customers coming back for more.

### Spa Experience

Organic Fiji (Camarillo, CA) wants all of their customers to feel as if they are on an island vacation everyday, said company founder Robert Rogers. He advised retailers to create their own Fijian Island spa experience as a great way to celebrate a store anniversary or some other special occasion. He suggests using creative and colorful displays showing off various products customers will need to continue the party at home, such as Organic Fiji soap, scrubs and lotions, loofas, candles, soothing music CDs, facial buffers, wash clothes, and other spa accessories.

"We take special care to ensure that

our personal care line creates a Fijian Island experience in every product. Samples can be distributed to curious consumers and having educated personnel do demonstrations [gets them excited about the product]," Rogers pointed out.

"Organic Fiji's line of personal care is friendly to shoppers of any age. Kids and their parents, along with couples and singles, will all appreciate an island escape in the middle of their regular daily routine," Rogers explained.

Organic Fiji, a multi-functional, organic coconut-based line, offers a wide range of healing essential oils, noted that the virgin oil could be used in number of facets, such as a deep moisturizer for dry and irritated skin, after sun skin therapy, antioxidant and anti-aging skin treatment, as well as hot oil treatments for hair and body massage, among other possibilities. Rogers added that the medicinal uses for Organic Fiji can extend to soothing everyday itchy skin or more advanced skin ailments like psoriasis and eczema.

### Brown Paper Bag Lunch Series

Dropwise Essentials' (San Francisco) founder and formulator Donya Fahmy makes premium aromatherapy and natural, organic plant-based personal care products designed to promote inner health and outer beauty through regular use.

Fahmy suggested starting a series of consumer seminars that cover topics like safety in personal care products and cosmetics, and using essential oils to improve well-being.

For example, the launch seminar could focus on the different ways customers can reduce their exposure to toxins and support healthy immune system function by using products that are free of pesticides and avoiding harmful chemicals used on the skin. Sessions can be targeted to groupings of essential oils to help customers understand which essential oils are good for different conditions

