

Aura Cacia.



*In the mid-seventies, a new lifestyle awareness—what we now refer to as “green living”—was taking shape in many regions of the U.S. One of these areas, the Trinity Alps of northern California, was home to Doug Nowacki, who, in a wilderness cabin at the end of a road, with very little capital, founded Aura Cacia® in 1982. It was literally a cottage industry.*



*It all began in his cabin in Weaverville, where Doug discovered the power of essential oils. While lamenting the lack of available products actually derived from botanicals, he began creating his own, and selling them.*

*Doug was joined in the company by his new wife, Anne, in 1987 and over the next few years, educating consumers about essential oils became their mission. They found the more people learned, the more they demanded essential oils and other natural aromatherapy products.*

*When Frontier Natural Products Co-op bought the company in 1993, Aura Cacia® was well established as the market leader in natural aromatherapy.*



*Aura Cacia® has grown into an all-encompassing aromatherapy brand, with an extensive selection of essential oils, essential oil blends, massage, body care and bath products, kids bath products, aromatherapy diffusers and other essential oil accessories for the home.*

*In 2004, the Aura Cacia® facilities relocated from Weaverville, California, to the heartland in Urbana, Iowa. Today, Aura Cacia® continues as the leader in aromatherapy because of our emphasis on direct sourcing contacts and our industry-leading quality assurance program. Our rigorous testing includes in-house gas chromatography/mass spectrometry testing for all oils, allowing us to provide an authentic guarantee of quality and purity to customers in the face of increasing adulteration—and quality exaggeration—in a fast-growing industry.*

*We're proud of our on-going commitment to offer you authentic, pure aromatherapy products true to Aura Cacia's origin—born in the glorious clean mountain air with the purpose of enhancing life through the benefits of aromatherapy.*

The company name, Aura Cacia®, is symbolic of a house from which the light of truth shines—from the cabin windows under a dark canopy of tall fir trees that blocked out even the moonlight.

1-800-437-3301

[www.auracacia.com](http://www.auracacia.com)

