



# AURA CACIA ORGANIC ESSENTIAL OILS

Consumers have more choice than ever when purchasing essential oils, and their needs are more diverse. Aura Cacia is launching a multi-faceted promotional, merchandising and advertising program to transform your aromatherapy set into the premium destination for organic-minded shoppers.

## SUPPORT INCLUDES:

- Launch of 9 new organic essential oils
- Update of entire line with new graphics and extended content label
- New wooden drawer displays and signage
- Supporting promotional plans
- Retail associate training program
- Digital consumer advertising campaign
- In-store demo support
- Consumer samples
- Updated collateral

**PROGRAM LAUNCH DATE: MAY 1, 2018**



## WHY AURA CACIA ORGANIC ESSENTIAL OILS?

For consumers seeking a lifestyle of natural health and wellness, choosing USDA certified organic provides assurance of most certain natural purity. Distilled from certified organic botanicals and verified from field to you, Aura Cacia Organic Essential Oils are a premium choice for wellness.



**MOVING LIVES FORWARD** with an annual grant program that supports organizations helping women transform their lives.

