### 2015 Annual Convention

**Date:** Tuesday, October 13, 2015  
**Time:** 11:30 am – 1:00 pm  
**Location:** Gaylord National Harbor Resort and Convention Center, National Harbor 10  

**Title:** Essential Oils: A New Opportunity for Front-End Profits  
ACPE # 207-000-15-133-L04-P · 0.15 CEUs  
ACPE # 207-000-15-133-L04-T

**Activity Type:** Application-based  
**Speaker:** Annette Duncan, RPh, PharmD, Wynn’s Pharmacy

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**Pharmacist and Pharmacy Technician Learning Objectives:**  
Upon completion of this activity, participants will be able to:  
1. Discuss therapeutic uses, side effects and contraindications of commonly used essential oils.  
2. Recognize the attributes of a high quality supplier of essential oils.  
3. Outline an effective marketing approach for the essential oils niche in your pharmacy.  
4. Explain various methods for delivery of essential oils and how they can be incorporated into your niche offering.  
5. Observe preparation of several useful essential oil products.

**Disclosures:**  
Annette Duncan declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

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Essential Oils: A New Opportunity for Front-End Profits

Annette Duncan, PharmD

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Learning Objectives

At the end of this program, the participant should be able to:

1. Discuss therapeutic uses, side effects, and contraindications of commonly used essential oils.
2. Recognize the attributes of a high quality supplier.
3. Outline an effective marketing approach for the essential oils niche in your pharmacy.
4. Explain various methods for delivery of essential oils and how they can be incorporated into your niche offering.
5. Prepare several useful essential oil products.
History

**Black Plague** – "Robbers' Blend"

Gattefosse coined the term Aromatherapy in 1937

**Dr. Jean Valnet** focused on best method of application and dosages to provide therapeutic benefit without side effects

**Marguerite Maury** pioneered the topical application of essential oils for their psychological & physiological benefits. Maury also recognized the value of treating the individual and not just the condition.

**Biophysicist Luca Turin** said, “We don't smell with our noses, we smell with our brains, so we should not be surprised that fragrance has a direct effect on our moods.”

Smell vs. The Brain

- Emotions evoked by smells.
- Of the five senses, smell is the only one that doesn't require transmission down a nerve pathway.
- When you inhale an odor, it travels inside the nose and dissolves in the mucous within the olfactory epithelium.
- Olfactory nerves are not protected by the blood brain barrier, so they allow odors to have a direct effect.

Smell vs. The Brain

- Grapefruit and Clary Sage – stimulate the brain to secrete enkephalins (natural pain killers) and produce a general sense of well-being
- Jasmine and Ylang Ylang – aphrodisiac scents
- Marjoram – sedative scent
- Oils used for menopause, weight loss, smoking cessation, palliative care
Regulation (or lack of…)

Essential oils are not regulated by the FDA. We cannot make health claims about Essential Oils (EO). EO have not been proven for prevention or treatment of any illness. Any advice shared today has not been evaluated by the FDA. These products are not intended to prevent, treat, or cure any illness. The use of essential oils is not intended to replace the advice of your doctor.

Quality Suppliers

MS/GC reports available for each batch
Aromatherapist on staff
Test for purity – drop on blotting paper, EO should dissolve and not leave oily patch (exception – Vetiver EO leaves oily patch)
EO harvested from correct geographic regions
EO harvested from correct part of plant

Quality Suppliers

Geographic Region
Lavender – France or Eastern Europe
Tea Tree – Australia

Part of plant
Lavender – flowering tops
Frankincense – resin/gum
Lemon – peel or zest
Cinnamon – bark vs. leaf
Quality Suppliers

- Retail cost for 15ml bottle of EO ranges from $15 to $200+
- Why so expensive?
  - Takes 60,000 rose blossoms to produce one ounce of rose oil
  - Sandalwood tree must be 30 years old and 30 feet tall to be “mature” and ready to harvest for EO distillation.
  - Takes 220 pounds of lavender plant to produce 7 pounds of oil

Quality Suppliers

- Should not say “reconstituted, natural identical, isolate, perfume compound, or aroma” if pure
- Some claim “100% pure,” but are not
- Combination of black pepper and ylang ylang smell similar to carnation (a very expensive EO) and may be “passed off” as carnation

Quality Suppliers

Preferred method: Steam distillation
Do not buy “solvent extracted” EO
EO have 100+ components
Essential Oil Safety by Tisserand and Young lists recommended acceptable ranges of components
Quality Suppliers

<table>
<thead>
<tr>
<th>Compound</th>
<th>Recommended</th>
<th>Actual</th>
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</thead>
<tbody>
<tr>
<td>Linalyl acetate (ester)</td>
<td>30 – 42%</td>
<td>28.18%</td>
</tr>
<tr>
<td>Linalool (monoterpene)</td>
<td>22 – 34%</td>
<td>30.06%</td>
</tr>
<tr>
<td>(Z)-b-Ocimene (monoterpene)</td>
<td>3 – 9%</td>
<td>5.65%</td>
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<tr>
<td>Lavandulyl acetate (ester)</td>
<td>2 – 5%</td>
<td>3.54%</td>
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<tr>
<td>Terpinen-4-ol (monoterpene)</td>
<td>2 – 5%</td>
<td>5.16%</td>
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<tr>
<td>b-Caryophyllene (sesquiterpene)</td>
<td>4.1%</td>
<td>4.03%</td>
</tr>
<tr>
<td>(E)-b-Farnesene (sesquiterpene)</td>
<td>2.4%</td>
<td>2.44%</td>
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<tr>
<td>(E)-b-Ocimene (monoterpene)</td>
<td>2 – 5%</td>
<td>2.68%</td>
</tr>
<tr>
<td>3-Octanyl acetate (ester)</td>
<td>1.1%</td>
<td>1.15%</td>
</tr>
</tbody>
</table>


Reflection

Make a list of questions you would ask a potential supplier.

(Take 3 minutes to share questions.)

Monoterpenes

Effects: refreshing/uplifting, antiviral, energizing, slightly antiseptic, slightly bactericidal

Limonene, Myrcene, a-,b-Pinene, b-Ocimene, d-Limonene, Terpinolene, a-Phellandrene

Found in: Lemon, Orange, Dill, Fir, Pine, Basil, Bergamot, Citronella, Lemongrass, Palmarosa, Eucalyptus, Tea Tree, Fennel
### Sesquiterpenes

**Effects:** antiseptic, bactericidal, anti-inflammatory, calming, slight hypotensors, some are analgesic, some are antispasmodic

- Bisabolene, β-Caryophyllene, Chamazulene, Curcumene, Zingiberene, Vetivene

**Found in:** German Chamomile, Clove, Lavender, Ylang Ylang, Ginger, Vetiver

### Terpene alcohols

**Effects:** antimicrobial (antibacterial, antifungal, antiviral), generally non-toxic, some are balancing to hormonal system, some are sedative/anti-anxiety

- Borneol, Cedrol, Citronellol, Geraniol, Linalol, Menthol, Nerol, Terpinene-4-ol

**Found in:** Spike Lavender, Rosemary, Cedarwood, Rose, Geranium, Palmarosa, Citronella, Lemongrass, Lavender, Peppermint, Bergamot, Tea Tree

### Sesquiterpene alcohols

**Effects:** anti-inflammatory, calming/soothing to nervous system, emotions, & endocrine system, strong affinity for the skin

- α-Bisabolol, Carotol, Daucol, Farnesol, Patchoulol, α-, β-Santalol, Zingiberol

**Found in:** German Chamomile, Carrot Seed, Rose, Patchouli, Sandalwood, Ginger
### Phenols

**Effects:** strong antibacterial, stimulating to nervous system and immune system, stimulates peripheral blood circulation (may help cold hands/feet, stiff muscles)

Carvacrol, Thymol, Eugenol

**Found in:** Oregano, Thyme, Clove

*Substantial amounts or long-term use may cause liver toxicity or skin irritation

### Ethers

**Effects:** strong antimicrobial (antibacterial, antifungal, antiviral), reduce stress, improve digestion, antispasmodic

cis-,trans-Anethole, Methyl Chavicol, Methyl Eugenol

**Found in:** Fennel, Basil, Myrtle

*Substantial amounts or long-term use may cause neurotoxicity

### Esters

**Effects:** antifungal, anti-inflammatory, antispasmodic, relaxing/balancing to nervous system

Bornyl Acetate, Geranyl Acetate, Isobutyl Acetate, Menthol Acetate, Methyl Salicylate, Linalyl Acetate

**Found in:** Pine, Fir, Rosemary, Lemon, Rose, Roman Chamomile, Peppermint, Wintergreen, Birch, Lavender, Clary Sage

*Most are non-toxic EXCEPT methyl salicylate (found in large amounts in wintergreen and birch)
### Aldehydes

**Effects:** antiviral, anti-inflammatory, calming to nervous system, antipyretic

**Citronellal, Citral, Geranial, Neral**

**Found in:** Citronella, Lemon, Melissa, Lime, Ginger

*Potential skin irritant*

### Ketones

**Effects:** wound healing, strong mucolytic

**Camphor, d-, l-Carvone, fenchone, menthone, Pulegone, Thujone**

**Found in:** Rosemary, Spike Lavender, Dill, Spearmint, Fennel, Peppermint, Pennyroyal, Thuja, Sage, Wormwood

### Ketones

EO with low ketone content – normally safe

EO with moderate ketone content – usually safe for external use (Sage, Spike Lavender, Camphor)

EO with high ketone content **should be avoided** in aromatherapy (Rue, Mugwort, Wormwood, Thuja, Pennyroyal)

* Some ketones in high doses are potentially neurotoxic or hepatotoxic.
Oxides

Effects: expectorant, mucolytic, antiviral

1,8 Cineole, Bisabolol Oxide, Bisabolone Oxide

Found in: Eucalyptus, Tea Tree, German Chamomile, Clary Sage

*1,8 cineole has affinity for respiratory system

Lactones

Effects: mucolytic, expectorant

Alantolactone, Isolantolactone, Nepetalactone

Found in: Inula graveolens, Catnip

Furanocoumarins

Effects: phototoxic, antiviral, antifungal

Bergaptene

Found in: Bergamot
**Storage**

Sensitive to heat, light, oxygen  
Keep lids on tight  
Shake well before each use  
Store in original, glass container  
Amber glass is best  
Add jojoba or vitamin E oil to extend shelf life  
Shelf life:  
- Citrus, pine, fir – 1 year (extend with refrigeration)  
- Most others – 2 to 3 years  
- Vetiver, Myrrh – 6 to 8 years  
- Patchouli – 20 years!

**Dilution**

<table>
<thead>
<tr>
<th>Concentration</th>
<th>Drops per ounce of carrier oil</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5%</td>
<td>2-3</td>
<td>Kids, elderly, pregnant women, face</td>
</tr>
<tr>
<td>1%</td>
<td>5-6</td>
<td>Most commonly recommended</td>
</tr>
<tr>
<td>2%</td>
<td>~12</td>
<td>General to strong</td>
</tr>
<tr>
<td>3%</td>
<td>~18</td>
<td>Massage</td>
</tr>
<tr>
<td>5%</td>
<td>~30</td>
<td>Treatment massage, wound healing</td>
</tr>
</tbody>
</table>

Tea tree and Lavender are the only two essential oils that should ever be used undiluted. However, they work even when diluted. (And they go farther, last longer when diluted.) “Neat” refers to using oils undiluted.

**Methods of Use**

Massage/Body Oil: 1 – 2%  
Bath: 3 – 10 drops per tub  
Compress: 5 drops per cup of water  
Inhalant: 3 – 5 drops per bowl of hot water  
Hand/Foot Bath: 5 – 10 drops per gallon of water  
Diffuser (ultrasonic, candle, USB, car)
Reflection

Think of a few practical uses for the different delivery methods. (Specific patient symptoms, issues)

Safety

Do not put in eyes
Do not take by mouth
Caution in pregnancy/breast feeding, epilepsy
Peppermint: Do not use on <2yo. In asthmatic <5yo, may improve or worsen symptoms
Do not use rosemary on <4yo
Tisserand, "There is currently no compelling evidence that any essential oil is dangerous to use in hypertension."
In case of sensitivity, use coconut oil (or other carrier) to dilute.

Carrier Oils

• Examples: Coconut, Olive, Almond, Apricot, Jojoba
• Act as a vehicle for applying essential oils
• Do not evaporate
• Also referred to as fixed oils

(1% dilution: 5-6 drops of essential oil in one ounce of carrier oil)
Balancing (Adaptogens)

- Adaptogen: an essential oil (or herb) that restores balance
- May be stimulating or relaxing
- Many help improve focus
- Provides some normalizing effect on unbalanced physiological processes
- Allows you to adapt to stressful situations

Balancing (Adaptogens)

- Peppermint can relax or stimulate
- Lavender in small quantities can relax; in high concentrations, can stimulate
- Lemon works on the nervous system
- This explains why one essential oil may be found on two different lists with opposing properties
- It's all about balance

Chemotypes

- The same species of plant grown in various conditions, soils, climates, may produce essential oils with different chemical components resulting in different physiological effects
- Rosemary ct. camphor
- Rosemary ct. 1,8-cineole
- Rosemary ct. verbenone
Blending

- Blending two oils together may create synergistic effect
- Lavender + Chamomile = increased anti-inflammatory effect
- Some companies sell blends. It is a better use of the customer’s money to make their own blend. (When buying a blend, they are paying a lot of money for something that is comprised mostly of carrier oil.)

Essential Oils described by Note

- Think of a musical scale
- Top notes: Evaporate quickest, usually within 1-2 hours
- Middle notes: Evaporate within 2-4 hours
- Base notes: Evaporate over several hours, maybe even days. Often come from wood, bark, trees.
- In a blend, you may notice the smell of the top note first and the base note last.

<table>
<thead>
<tr>
<th>Top Notes</th>
<th>Middle Notes</th>
<th>Base Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bergamot</td>
<td>Chamomile (German &amp; Roman)</td>
<td>Cedarwood</td>
</tr>
<tr>
<td>Citronella</td>
<td>Cinnamon</td>
<td>Frankincense</td>
</tr>
<tr>
<td>Eucalyptus</td>
<td>Clary Sage</td>
<td>Ginger</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>Clove Bud</td>
<td>Helichrysum</td>
</tr>
<tr>
<td>Lavender</td>
<td>Geranium</td>
<td>Myrrh</td>
</tr>
<tr>
<td>Lemon</td>
<td>Palmarosa</td>
<td>Patchouli</td>
</tr>
<tr>
<td>Lemongrass</td>
<td>Tea Tree</td>
<td>Vetiver</td>
</tr>
<tr>
<td>Peppermint</td>
<td>Ylang Ylang</td>
<td></td>
</tr>
</tbody>
</table>
Friendly Reminder

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Lavender – Lavandula angustifolia

• Actions:  anti-inflammatory, anti-spasmodic, sedative, calming to the nerves, balancing
• Applications:  restlessness, insomnia, headaches, migraines, burns, scrapes, acne, anxiety
• Muscle Pain Recipe:
  – 2 drops lavender
  – 2 drops rosemary
  – 4 tsp carrier oil
  Gently massage into sore muscles.

Eucalyptus radiata, Euc. globulus

• Actions:  analgesic, antibacterial, antiviral, decongestant, expectorant
• Applications:  bronchitis, sinusitis, nasal congestion, herpes simplex, shingles
• Aching Feet Soak:
  – 2 drops eucalyptus
  – 2 drops peppermint
  – 2 drops lavender
  – 2 drops rosemary
  – 2 Tablespoons dead sea salt or Epsom salt
  Add to 1 gallon of warm water. Should cover just above ankles with room at sides, front, back. Soak for 15-20min.
**Peppermint – Mentha x piperita**

- **Actions:** analgesic, anti-emetic, antispasmodic, carminative, expectorant, stomachic
- **Applications:** nausea, excess gas, IBS, Raynaud’s syndrome, bronchitis, common cold, sinusitis
- **Inhaler Blend for Memory/Concentration:**
  - 2 drops peppermint
  - 3 drops lemon
- Peppermint not recommended in bath

**Tea Tree – Melaleuca alternifolia**

- **Actions:** antibacterial, antifungal, antimicrobial, antiviral, expectorant, immuno-stimulant
- **Applications:** acne, nail fungus, cold sores, cuts, herpes simplex, infected wounds, athlete’s foot, ringworm, colds, flu, bronchitis, ear infections
- **Sinus Congestion Recipe:**
  - 2 drops eucalyptus
  - 2 drops peppermint
  - 2 drops tea tree

**Lemon – Citrus limon**

- **Actions:** antiseptic, astringent, detoxifier, diuretic, immune enhancer, stomachic
- **Applications:** poor digestion, poor circulation, lymphatic congestion, cellulite, anxiety, depression
- **Fatigue Recipe:**
  - 10 drops lemon (in spray, salt inhalant, foot massage oil)
  - 5 drops clary sage
  - 15 drops lavender
Lemongrass – Cymbopogon citratus

- Actions: analgesic, antibacterial, antifungal, antimicrobial, antiseptic, antiviral
- Applications: great household cleaner, muscular aches/pains, sprains, weakness of connective tissue, nervous exhaustion
- Insect Repellent
  - 1 oz distilled water
  - 20 drops citronella
  - 20 drops lemongrass
  - 15 drops tea tree
  - 15 drops cinnamon leaf
  - 1 oz witch hazel

Bergamot – Citrus bergamia

- Actions: antidepressant, antiseptic, nervine
- Applications: anxiety, depression, insomnia, nervous tension, excess gas, IBS
- Abdominal Cramp Recipe:
  - 9 drops bergamot
  - 3 drops lavender
  - 4 drops Roman chamomile
  - 2 drops sweet marjoram

Grapefruit – Citrus paradisi

- Actions: antidepressant, antiviral, diuretic, lymphatic stimulant
- Applications: sluggish circulation, sluggish lymph, edema, cellulite, weight loss
- Weight Loss Inhaler:
  - 30 drops grapefruit
  - 4 drops lemon
  - 1 drops ylang ylang
**Rosemary officinalis ct. camphor**

- Actions: analgesic, antiviral, stimulant
- Applications: short term memory, leg/muscle cramps, arthritis
- Inhaler Blend for Memory/Concentration:
  - 3 drops rosemary
  - 2 drops lemon
- Caution in epileptics with oils high in camphor

**Palmarosa – Cymbopogon martinii**

- Actions: antibacterial, antifungal, antioxidant, antiviral, wound healing
- Applications: bronchitis, sinusitis, rhinitis, acne, dermatitis, anxiety, restlessness
- Anxiety Recipe
  - 10 drops lavender Make into spray,
  - 10 drops geranium salt inhalant, or
  - 10 drops palmarosa foot massage oil.

**Ylang Ylang – Cananga odorata**

- Actions: antidepressant, aphrodisiac, nervine
- Applications: high blood pressure, tachycardia, anxiety, anger, fright, nervous tension
- Aphrodisiac Recipe
  - Ylang ylang
  - Clary sage
  - Mandarin
**Frankincense – Boswellia carteri**

- **Actions:** anti-inflammatory, antiseptic, antitussive, immune enhancer, nerve, wound healing
- **Applications:** decreased immunity, bronchitis, sinus congestion, scar tissue, wrinkles, anxiety, tension
- **Bruise Gel**
  - 6 drops Frankincense Used on elderly skin
  - 1 oz aloe gel bruises. Rub onto bruise twice daily.

**Clary Sage – Salvia sclarea**

- **Actions:** antidepressant, antispasmodic, aphrodisiac, uterine relaxant
- **Applications:** PMS, cramps, menopause, childbirth/labor, muscle relaxant, anger, mental fatigue, musculoskeletal aches/pains
- **Relaxation/antidepressant massage oil**
  - 2 drops lavender
  - 2 drops sweet orange Mix in glass container. Then add
  - 2 drops marjoram 1 ounce of carrier oil.
  - 2 drops ylang ylang Can also use in bath.
  - 2 drops chamomile
  - 2 drops clary sage

**Vetiver – Vetiveria zizaniodes**

- **Actions:** calming to the nerves, sedative, astringent
- **Applications:** stress, acne, anxiety, depression, insomnia
- **Grounding Bath**
  - Vetiver
  - Cedarwood
Roman Chamomile – Chamaemelum nobile

• Actions: anti-inflammatory, antimicrobial, antispasmodic, calming to nerves, sedative
• Applications: cramps, PMS, anxiety, overactive mind, agitation
• Muscle tension bath
  - Roman Chamomile
  - Vetiver

Clove Bud – Eugenia Caryophyllata

• Actions: analgesic, antifungal, anti-inflammatory, antiviral, assists digestion
• Applications: sciatic pain, toothache, stomachache
• Apple Pie Spice Room Air Freshener
  - 6 drops Cinnamon
  - 3 drops Clove
  - 3 oz high proof vodka
  - Glass spray bottle (with fine mister)

Cinnamon Leaf – Cinnamomum zeylanicum

• Actions: analgesic, antibacterial, antifungal, antiseptic, antiviral
• Applications: colds, flu, bronchitis, muscular aches and pains, neuralgia
• Chest Rub
  - 1 oz jojoba oil
  - 3 drops of eucalyptus
  - 3 drops of lemon
  - 3 drops cinnamon leaf
Geranium – Pelargonium roseum x asperum

• Actions: analgesic, antimicrobial, astringent, hormone balancer
• Applications: jet lag, anxiety, muscle spasms, PMS, menopausal symptoms, mood swings, shingles
• Shingles relief
  - 6 drops lavender
  - 6 drops eucalyptus
  - 6 drops geranium
  - 2 oz jojoba oil

Reflection

Think about your practice setting. List a few patients or patient populations you think would benefit from the use of essential oils.

Questions concerning uses or precautions?

Inhaler

4 drops Eucalyptus globulus EO
4 drops Palmarosa EO
4 drops Peppermint EO

Place inhaler in front of nose and inhale two to three times a day as needed.
Foaming Hand Soap

“Citrus Sunshine”

½ oz liquid castile soap
8 drops Grapefruit EO
6 drops Sweet Orange EO
5 drops Lemon EO
1 oz water

Hand Sanitizer

2 oz Aloe Vera gel
20 drops Lavender EO
10 drops Peppermint EO
10 drops Sweet Orange EO

Foot Soak

“Relaxing Foot Soak”

6 drops Lavender EO
6 drops Tea Tree EO
4 drops Ylang Ylang EO
6 drops Grapefruit EO

Place EO in jar of Epsom salt & baking soda mixture.
Place in warm foot bath, and soak for 10 – 15 minutes.
Reflection

Think of other possible products that could be made.

Why Sell Essential Oils?

• Gives patients a natural alternative
• Brings NEW YOUNG families into the store
• Increase OTC sales

<table>
<thead>
<tr>
<th>Month</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tbody>
<tr>
<td>January</td>
<td>$5,942.81</td>
<td>$5,457.36</td>
<td>$8,924.23</td>
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<tr>
<td>February</td>
<td>$5,554.93</td>
<td>$6,609.19</td>
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<tr>
<td>March</td>
<td>$7,358.47</td>
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<td>April</td>
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<td>$6,374.44</td>
<td>$10,799.86</td>
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<tr>
<td>May</td>
<td>$5,972.91</td>
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<td>June</td>
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<td>July</td>
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<td>August</td>
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<tr>
<td>September</td>
<td>$5,599.87</td>
<td>$7,581.56</td>
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<tr>
<td>October</td>
<td>$6,539.38</td>
<td>$8,706.94</td>
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<tr>
<td>November</td>
<td>$6,058.32</td>
<td>$6,958.22</td>
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<tr>
<td>December</td>
<td>$6,951.17</td>
<td>$11,306.23</td>
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<tr>
<td>Total</td>
<td>$74,958.92</td>
<td>$86,240.38</td>
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</table>

January – June

2013: $36,788.14
2014: $36,499.97
2015: $59,270.53
Marketing

• You must believe in it if you are going to sell it.
  (Try it at home first.)

• At least 1 pharmacist and 1 technician “trained”.

• Be willing to take time to educate your patient.

• Easiest target population: Cough/cold
  (eucalyptus, peppermint, lavender, lemon, etc)

Marketing

• Buy 3, get 1 free
• Sell diffusers, containers, inhalers, carrier oils, epsom salt, witch hazel
  (so patient has everything needed to diffuse, dilute, store, etc)
• RUN OILS IN A DIFFUSER
  Every single day.
  Lemongrass is the favorite at our store.

Marketing

• Offer classes
  • $15 for class, receive $10 off any EO purchased at the class…offer does not roll over to other days.

  • Speak to community groups (senior groups, church groups, etc.)

  • Don’t try to take the doctor’s job. (Chronic use not recommended. Acute care only.)
Facebook Marketing

- Facebook status: “Oil of the Day”… list common uses of that oil
  - (On Valentine’s Day, we advertised Ylang Ylang)
- “Like” and “Share” status to be entered to win…
  - a diffuser, an EO, a goodie bag, etc
- Drawing held at store, post video on FB of winner being drawn

Marketing

- Have testers available
- Place EO on end cap, where YOU can watch them
- When someone is looking at them, go TALK to them.
  Tell them the great things they’ve done for you or your co-workers.
- Have recommendations of your favorite oils/uses.

Marketing

- Slowly educate ALL of your staff through personal experience
  - Make foaming hand soap for restroom
  - Make hand sanitizer to use behind the counter
  - When an employee comes in with a cold, make a concoction for them
  - Teen employees, face masks, acne treatments
  - When they see results, they become salesmen.
Reflection

List a few ways you will market essential oils in your community.

Who will you train?

Where will you place the product?

Most of all...

~Have fun~
~Try new things~
~Aromatherapy is a mixture of science and art~
~Be Creative~

Resources

• www.aromatics.com