

Increase your essential oil sales dramatically with **Aura Cacia's 2 oz. Essential Oil Pre-Pack Display**



Why 2 oz. essential oils?

- According to SPINscan data, four of the top eight best selling Aura Cacia essential oils are found in our 2 oz. pre-pack display.*
- Increase your category sales and offer the consumer a better value per ounce with these select oils.
- Capture the niche market of the "economy size" buyer.

*Source: SPINscan-12 week ending Nov 2, 2002

Why Aura Cacia essential oils?

- Aura Cacia is the market leader in essential oils.
- Aura Cacia offers only 100% pure essential oils.
- We guarantee our customers the most pure essential oils available. Our in-house Ph.D., Dr. Denys Charles, evaluates every batch of essential oils using the most comprehensive testing available, gas chromatography (GC) testing.

2 oz. Essential Oil Pre-Pack Display

UPC 0 51381 91887 3

Contains 3 - 2 oz. oils each of Eucalyptus, Lavender, Tea Tree and Peppermint with a FREE gravity-fed display with Aura Cacia face plate. 12 pieces total.

Dimensions: Length 11.5", Width 8", Height 7" (with product)

Aura Cacia®



pure botanical essence

Contact your Aura Cacia customer service rep today
1.800.437.3301

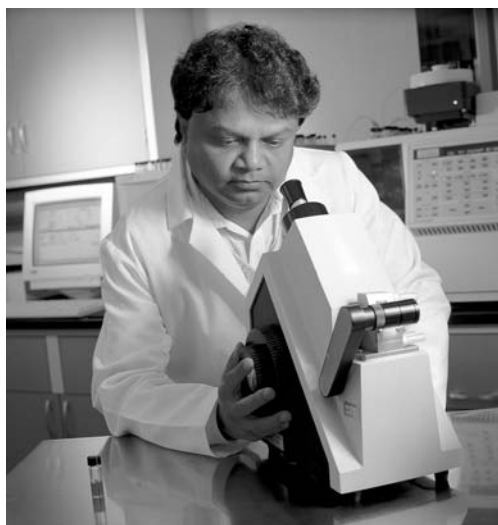
Essential Oil Purity

Art or Science?



Many companies make reference to the term “therapeutic” or use the phrase “therapeutic-grade” when describing their essential oils. These terms are arbitrary as there are no current regulatory or industry systems of grading. In absence of any concrete standards at this time, Aura Cacia leads the industry in setting standards for essential oil purity. We believe that the best way to maximize the therapeutic benefits offered by essential oils is to use the tested, proven quality of 100% pure Aura Cacia essential oils.

Aura Cacia oils must pass a battery of tests to ensure their authenticity, quality and purity. These tests include optical rotation, specific gravity, refractive index and—the most sophisticated of the chemical evaluations—gas chromatography (GC). GC testing can “fingerprint” an oil by determining the relative amounts of the chemical constituents in great detail. In the hands of an expert like Aura Cacia’s Dr. Denys Charles (a Ph.D. chemist who has spent the last ten years studying and analyzing the composition of essential oils), GC testing can reveal incredibly detailed information—even the exact region of the country where the distilled plants were grown! This combination of modern scientific equipment and expert analysis allows Aura Cacia to determine that all its oils are properly identified and pure. This guarantees our customers the most pure essential oils available.



Dr. Denys Charles

Ph.D. (Biochemistry)

Professional and Scholarly Activities

- Chair - Herb, Spice and Medicinal Plant Working Group in the American Society for Horticultural Science, 1994-95
- Associate Editor - Journal of Herbs, Spices and Medicinal Plants
- Lecturer - International Training Program in New Crops: Aromatic & Medicinal Plants (Purdue University)
- Lecturer - Advanced Training in Essential Oils (Purdue University)
- Lecturer - Advanced Training in Essential Oils (State University of New Jersey - Rutgers)
- Member - TAP Committee of NAHA
- Completed the Aromatherapy, Essential Oils and Medicinal Plants Seminar at Orto de Prouvenco, Center de Phyto-Aromatologie, Aurel en Provence, France, 1997
- United States Agency for International Development (USAID). Expert for essential oil training in Kyrgystan, 1997 and Madagascar 2002

Membership in Academic, Professional and Scholarly Societies

- ASHS (American Society for Horticultural Science)
- IFT (Institute of Food Technologies)
- NAHA (National Association for Holistic Aromatherapy)
- NORA (Natural Oils Research Association)
- Sigma Xi, The Scientific Research Society

Reviewer

- Journal of Agricultural & Food Chemistry
- Journal of Herbs, Spices and Medicinal Plants
- Journal of Essential Oil Research
- Canadian Journal of Plant Science

Awards

- 1996, Superior Paper Award from the American Society of Agricultural Engineers for: Benady, M., J.E. Simon, G.E. Miles & D.J. Charles. 1995. Fruit Ripeness Determination by Electronic Sensing of Aromatic Volatiles. *Trans. of the ASAE* 38(1): 251-157
- Awarded more than \$700,000 from Federal, State and private agencies for research and training