Aromaology™ II
Pure Essences
LEARNING GUIDE

Please note: Aveda only subscribes to the use of essential oils for cosmetic and well-being purposes. This information is meant to enhance your overall knowledge of the use of essential oils in massage and other wellness services. Any medical uses mentioned should only be used on the advice and under the control of a medical practitioner.
mission statement

“Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.”

—Horst Rechelbacher, founder
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</table>
1. welcome
“We see only when there is light enough, taste only when we put things into our mouth, touch only when we make contact with someone or something, hear only sounds that are loud enough. But we smell always and with every breath.”

– Diane Ackerman, A Natural History of the Senses
welcome

Expectations

*What do you need to learn by the time this course is complete?*
Activity
In the appendix, there is a page entitled “Action Plan Notes”. Throughout this course, write down any “ahas” or ideas you have about implementing Pure Essences. At the end of the day, there will be time for you to create an outline for your 3-month action plan to implement the use of Pure Essences into the spa environment.
2. pure essence program
pure essence program

Main Points
1. The Aveda Pure Essences
2. Aroma Quality and Traceability System
3. Storage Guidelines and Shelf Life

Point 1: The Aveda Pure Essences and available collateral
Aveda Pure Essences are 100% pure, undiluted essential oils—distilled, expressed or extracted from flowers and plants—that help restore our body’s natural balance. According to indigenous herbal medicine, oriental medicine and other healing traditions, essential oils affect the flow of life force in our bodies, helping to balance disharmony of the mind, emotion and body over time. Pure Essences are designed for professional use in Aveda Elemental Nature™ skin care, massage and spa rituals, each one complementing an Infinity, Air, Fire, Water or Earth Elemental Nature™.
pure essence program

Point 2: Aroma Quality and Traceability System

As a pioneer of plant Aromaology™—the science of using aroma to promote personal balance and well-being—Aveda has specifically selected and globally sourced each precious Aveda Pure Essence with certified Organic* and Bio-dynamic** sources, whenever possible. The superior quality of these oils yields greater efficacy to improve overall well-being.

When mixed with Aveda Personal Blends™ or other Aveda professional bases and applied to the face or body, these Pure Essences exhibit a complexity only found in nature, which cannot be reproduced synthetically by a laboratory.

* Inspected by a third-party agency to verify organic authenticity.
** Farming system which is not only organic, but treats the earth as a living organism.

Soil to Bottle™—Aveda’s Unique Traceability System

Aveda Pure Essences are 100% pure, globally sourced, undiluted essential oils. Our unique traceability system establishes a connection with each farmer to ensure the pure essential oil is of superior quality and has not been tampered with or diluted. Like fine wine, these oils are often rare and available in limited quantities. With every bottle, we can identify the specific plot of land from which the starting plant material is grown and processed into the essential oil.

This permits us to monitor natural variations from harvest to harvest. Aveda’s purchase of essential oils from this type of network allows farmers not only to protect their health and the health of the soil, but it further strengthens the community by creating increased employment opportunities as the farm grows.

This promotes farmers to stay on the land, without having to commute to work in the metropolitan areas, and ultimately working towards protection of the land and farming communities. Aveda is setting new standards in the supply chain to ensure that farmers receive a greater profit, so that more money from essential oils sales goes directly back into the community from which the raw material originated.
pure essence program

Point 3: Storage Guidelines and Shelf life:

Storage Guidelines:
1. Aveda Pure Essences should remain in their dark glass bottles, since ultraviolet light can degrade the aroma.
2. Cap tightly to prevent oxidation.
3. Keep oils at low temperatures—50° F (10° C) or below. Oils are best refrigerated during storage. Warm and shake gently before use.

Shelf Life
All essential oils experience a certain level of peroxidation, degradation or cascade reaction continually throughout their lifetime. It is universally agreed that oils with a high content of terpenes, such as citrus oils and pine/fir oils, degrade the most quickly. However, in some cases, such as with Organic Patchouli or Organic Sandalwood, these age-related oxidative changes can lend an appreciable improvement in the odor. The recommendations that accompany the shipments from manufacturers all state that the product is best used within 1–2 years.

Citrus Notes and Blue Camomile: 1 year
- Organic Bergamot
- Organic Grapefruit
- Biodynamic Orange
- Organic Camomile German Blue
pure essence program

Remaining Notes: 2 Years
Carrot Seed
Organic Cedarwood, Atlas
Organic Clary Sage
Organic Eucalyptus
Organic Geranium
Organic Ginger
Organic Helichrysum
Jasmine Absolute
Organic Juniper
Organic Lavender
Organic Lemon Tea Tree
Organic Neroli
Frankincense
Organic Marjoram
Organic Patchouli
Biodynamic Peppermint
Organic Rose
Biodynamic Rosemary
Organic Sandalwood
Organic Vetiver
Organic Ylang Ylang Complete
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Note
3. spa therapy
spa therapy

**Main Points**

1. Spa Environment
2. Skin Care
3. Massage–Body Care
4. Hydrotherapy and Spa Treatments
5. Nail, Hair, and Scalp Treatments
# spa therapy

**Essential Oil Suggested Blends and Guidelines**
The following are suggested blends and guidelines for the spa environment, skin care, massage/body care, hydrotherapy and spa treatments, and nail, hair and scalp care.

**Point 1: Spa Environment**
To create spa environment blends, mix up a total of no more than 15 drops of 1-3 Pure Essences in 4 fl oz/120 ml of water in a spray bottle. Shake well before each use. Undiluted essential oils may also be used in a diffuser.

**Energetic Spa Environmental Blends:**
The following essences can be used to give an energetic jump start to the day or a refreshing lift at any time: Organic Lemon Tea Tree, Biodynamic Peppermint, Organic Juniper, Organic Ginger, Biodynamic Rosemary, Organic Eucalyptus, Organic Grapefruit and Organic Bergamot.

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**Relaxing Spa Environmental Blends:**
The following essences can be used to generate relaxation throughout the spa at anytime throughout the day: Organic Lavender, Organic Ylang Ylang Complete, Biodynamic Geranium, Organic Clary Sage, Organic Marjoram, Organic Cedar-wood Atlas, Organic Sandalwood, Frankincense and Organic Camomile German.

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**spa therapy**

**Purifying Spa Environmental Blends:**
The following Pure Essences can be used to create purifying blends to cleanse the environment of negativity and/or to clear energy: Frankincense, Organic Cedar-wood Atlas, Organic Juniper and Biodynamic Orange.

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<td>Frankincense</td>
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**Retail Area Blends:**
Citrus oils are often used in retail area blends because of their uplifting properties: Organic Grapefruit, Organic Bergamot, Biodynamic Orange, and Biodynamic Peppermint.

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<td>Biodynamic Peppermint</td>
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spa therapy

**Bathroom and Treatment Room Facilities:**
To create these blends add 15 drops of 1-3 Pure Essences in 4 fl oz/120 ml of water in a spray bottle. To disperse the oils, add 1 tsp. of Personal Blends™ Total Body Cleansing Formula. Shake well before each use. Spray the air, counter surfaces and floors. Wipe clean after three minute.

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<td>Organic Lemon Tea Tree</td>
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Point 2: Skin Care

Aveda Pure Essence Blends for Elemental Nature™ Skin Conditions:
The following Pure Essences can be used for the specific Elemental Nature™ skin condition listed.

- Add 1 drop of Pure Essence to a facial masque
- Add up to 5 drops of Pure Essence(s) per 1 fl oz/30 ml of base for a facial massage blend
- Add up to 5 drops of Pure Essence(s) per 2 fl oz/60 ml of water in a spray bottle for a facial mist


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<thead>
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**spa therapy**

**Infinity/Air Nature blends Pure Essences for Mature/Wrinkled Skin:**

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<tr>
<td>Organic Clary Sage</td>
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<td>Organic Vetiver</td>
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<td>Organic Organic Neroli</td>
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<td>Organic Helichrysum</td>
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<td>Organic Sandalwood</td>
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**spa therapy**

**Fire Nature blends for Sensitive Skin:** Organic Camomile German, Organic Rose, Organic Neroli, Jasmine Absolute, Organic Helichrysum, Organic Lavender and Carrot Seed.

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<tbody>
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<tr>
<td>Organic Helichrysum</td>
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<tr>
<td>Organic Organic Neroli</td>
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<tr>
<td>Organic Rose</td>
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<tr>
<td>Jasmine Absolute</td>
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<td><strong>5 drops total</strong></td>
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<tr>
<td>Carrot Seed</td>
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<tr>
<td>Organic Rose</td>
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<td><strong>5 drops total</strong></td>
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</table>

**Fire Nature blends for Sun-Damaged Skin:** Carrot Seed, Organic Lavender, Organic Helichrysum, Jasmine Absolute, Organic Rose, Frankincense and Organic Neroli.

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<tbody>
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**spa therapy**


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<th>Suggested blends for facial massage not to exceed 5 drops total:</th>
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<tr>
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<tr>
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</tr>
<tr>
<td>Organic Juniper</td>
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</tr>
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<td>Organic Cedarwood Atlas</td>
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<tr>
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<td>Organic Patchouli</td>
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spa therapy

Aromatic Steam Inhalations:

- Pure Essences mix with moist heat (steam) very effectively. Treatments involving steam with essential oils are known as inhalations.
- These can be administered as part of a facial treatment through a steam or applied during a massage/spa treatment by placing steam underneath the face cradle.
- Place 1-2 drops of Pure Essence(s) per treatment.
- For other inhalations, conduct a Sensory Journey for guest preference.

Alternative ways of inhalation:

- During facial treatments, 1-2 drops of a Pure Essence(s) can be applied to a cotton ball and used in one of several ways.
- Place the cotton ball on the guest’s chest directly in the line of the steam flow.
- Place the cotton ball in the lip of the facial steam arm, before it is turned on, for a very effective and pleasant aromatic facial steam experience.
- Place 1 drop of Pure Essence on a tissue and place over the nose. Inhale deeply.
- Alternatively, place three to five drops of 1-3 Pure Essences in a large basin of hot water; place a towel over the head and inhale steam.

*Facial and Spa Equipment vary, so the procedure for adding Pure Essences into the machine and its operation will depend on the manufacturer’s instructions. Please consult your instruction manual for specific directions for your equipment.
spa therapy

Aromatic Compresses:

• Compresses are folded layers of natural cotton, terry cloth, gauze or flannel soaked in water that can be molded to any part of the body.
• Compresses are made with cold water to help reduce irritation or heat in the tissue or with warm/hot water to increase circulation.
• Compresses are treatment-specific and customized to the individual’s needs and conditions by the addition of appropriate Pure Essences.
• Warm aromatic facial compresses are used during facials to help the penetration of Pure Essences in a massage blend.
• Cool aromatic compresses are very effective used on the forehead to cool down the face or head and greatly help relieve the symptoms of headache or stress.
• Unscented cool compresses can be used on irritated skin.
• Sinuses benefit from alternating hot and cold compresses with Organic Eucalyptus or Biodynamic Rosemary.
• Minor breakouts can be soothed by compresses made with Organic Lemon Tea Tree, Organic Juniper, Organic Eucalyptus, Biodynamic Rosemary, Organic Helichrysum, Carrot Seed or Organic Camomile German.
• Never use Pure Essence compresses directly over the eyes.
Aromatic Facial Compress Preparation:

1. Fill a small bowl with either cold or warm water. Accurately measure the amount of water so when the compress is immersed, most of the water is absorbed. A minimum of three 4 x 4 cotton compresses are needed to cover the entire facial area.

2. Add 1-2 drops of the selected Pure Essence(s) and stir the water well to disperse (warm water disperses oils more effectively than cold water).

3. Soak the compresses, until the water is absorbed, squeeze gently, expelling excess water.

4. Apply the compresses directly to the face, leaving the nostrils and eyes uncovered. Leave the compresses on for 5-10 minutes, depending on the treatment.

5. Change compresses as needed to maintain the temperature desired but do not exceed maximum number of drops.
spa therapy

Point 3: Massage–Body Care

Pure Essence Blends for Elemental Nature™ Body and Mind:
The following Pure Essences can be used for the specific Elemental Nature™ body/mind condition listed.

- Add up to 10 drops of Pure Essence(s) per 1 fl oz/30 ml of base for use during massage.
- Add up to 10 drops per 2 fl oz/60 ml of water in a spray bottle for a body mist.


### Suggested blends not to exceed 10 drops total:

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**spa therapy**


**Suggested blends not to exceed 10 drops total:**

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</tr>
<tr>
<td>Biodynamic Peppermint</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>10 drops total</strong></td>
</tr>
</tbody>
</table>
spa therapy

**Massage blends for body massage:**
- Up to 10 drops of 1-3 Pure Essences per 1 fl oz/30 ml of base can be used for body massage.
- Pure Essences can be used to enhance the effects of massage.


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**Suggested blends not to exceed 10 drops total:**

<table>
<thead>
<tr>
<th>Blend</th>
<th>Drops</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
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</tr>
<tr>
<td>Frankincense</td>
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</tr>
<tr>
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<td><strong>Total</strong></td>
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</tr>
<tr>
<td>Organic Lavender</td>
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</tr>
<tr>
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**Spa Therapy**


**Suggested blends not to exceed 10 drops total:**

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<tbody>
<tr>
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</tr>
<tr>
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<tr>
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<tr>
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</tr>
<tr>
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<td></td>
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**Suggested blends not to exceed 10 drops total:**

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<thead>
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<td>Organic Juniper</td>
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<td>Organic Lavender</td>
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<table>
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</thead>
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<tr>
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<td>Organic Sandalwood</td>
<td>4 drops</td>
</tr>
<tr>
<td>Organic Vetiver</td>
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**10 drops total**

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</thead>
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<tr>
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<td>Organic Lavender</td>
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**10 drops total**

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<td>Organic Marjoram</td>
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**10 drops total**


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<tr>
<td>Organic Grapefruit</td>
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**10 drops total**

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<td>Organic Lavender</td>
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</tr>
<tr>
<td>Biodynamic Orange</td>
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</table>

**10 drops total**

<table>
<thead>
<tr>
<th>Suggested blends not to exceed 10 drops total:</th>
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</thead>
<tbody>
<tr>
<td>Organic Ginger</td>
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</tr>
<tr>
<td>Organic Eucalyptus</td>
<td>3 drops</td>
</tr>
<tr>
<td>Biodynamic Rosemary</td>
<td>3 drops</td>
</tr>
</tbody>
</table>

**10 drops total**
Aromaology II—Pure Essence

Spa Therapy

Aromatic Body Compresses:

- Warm body compresses are used for relaxing muscles and joints.
- They are effective before a massage to relax and warm up the tissue.
- They are effective after a massage to help the penetration of the chosen Pure Essence blend.
- Keep warm by covering the compresses with a dry towel.
- Cold body compresses are used for stressed muscle groups and sunburn.
- Compresses may be stored in the refrigerator or kept cool by rubbing ice over the surface.
- Muscles and joints can benefit from compresses made with Biodynamic Rosemary, Organic Ginger, Organic Eucalyptus, Organic Helichrysum and/or Organic Lavender.
- Sunburn can benefit from compresses made with Organic Helichrysum, Carrot Seed, Organic Lavender, Organic Camomile German and Biodynamic Peppermint.
spathterapy

**Aromatic Compress Preparation:**
1. Select the appropriate size bowl for the compress and fill with the accurately measured amount of hot or cold water. (The body compresses can be hotter than the facial compresses, because the skin of the body is not as sensitive.)

2. Add up to 5 drops of the selected Pure Essence(s) and stir the water well to disperse (warm water disperses oils more effectively than cold water).

3. Soak the compresses, until the water is absorbed, squeeze gently, expelling excess water.

4. Apply the compresses on the body and leave on for 10-15 minutes, depending on the treatment.

5. Change compresses as needed to maintain the temperature desired, but do not exceed maximum number of drops.
Point 4: Hydrotherapy and Spa Treatments

- Pure Essences can be integrated into the Spa Hydrotherapy facilities very effectively with wonderful therapeutic results.
- Facilities will vary from spa to spa. Always check with your equipment manufacturer for instructions and whether you can or cannot use Aveda Pure Essences or other Aveda products in your spa/hydrotherapy equipment.

Sauna and Steam Treatments:
- Sauna and steam treatments may have a stimulating effect on body.
- Pure Essences can be used to enhance the effects.

Sauna Preparation:
- Add 2-5 drops of Pure Essences and blend in 1 quart/1892 ml of water. Pour over the hot rocks approximately every 15 minutes.
- Note: Always follow manufacturer's directions for the use of essential oils in the sauna.

Suggested blends not to exceed 5 drops total:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Eucalyptus</td>
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</tr>
<tr>
<td>Biodynamic Rosemary</td>
<td>2 drops</td>
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<tr>
<td></td>
<td><strong>5 drops total</strong></td>
</tr>
<tr>
<td>Organic Ginger</td>
<td>2 drops</td>
</tr>
<tr>
<td>Organic Cedarwood Atlas</td>
<td>3 drops</td>
</tr>
<tr>
<td></td>
<td><strong>5 drops total</strong></td>
</tr>
<tr>
<td>Organic Lemon Tea Tree</td>
<td>3 drops</td>
</tr>
<tr>
<td>Organic Juniper</td>
<td>2 drops</td>
</tr>
<tr>
<td></td>
<td><strong>5 drops total</strong></td>
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</tbody>
</table>
Spa therapy

Steam Room Preparation:
- The most effective way to infuse Pure Essences into a steam room is to prepare an Aveda spray bottle with Pure Essences and water and mist into the air every 10 minutes or as often as needed.
- Use up to 15 drops per 4-ounces/120 ml of water in a spray bottle.

Suggested blends not to exceed 15 drops total:

<table>
<thead>
<tr>
<th>Blend</th>
<th>Drops</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Organic Juniper</td>
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<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>15 drops total</strong></td>
</tr>
</tbody>
</table>
spa therapy

Baths:
- Heated baths increase circulation, soothe aching muscles and soften the skin.
- They may be used alone or in addition to another body treatment.
- Start with 1-3 drops per tub; do not exceed 5 drops.
- Be cautious: certain essential oils can be irritating to the skin including: Organic Bergamot, Biodynamic Peppermint, Biodynamic Orange, Organic Grapefruit, Organic Ginger, Organic Lemon Tea Tree.
- It is important to dilute the Pure Essences or chosen blend in a carrier base for effective and safe application. You can use the Personal Blends™ Total Body Cleansing Formula or Aqua Therapy Formula.
- Mix Pure Essence and base, fill tub and add blend, swish water and enter.

Exfoliation Treatments:
- Body exfoliation treatments come in a variety of forms that create mechanical stimulation on the skin.
- They are beneficial in preparing the skin for another product or treatment.
- The body exfoliation treatment removes the accumulated surface skin cells of the stratum corneum, and enhances the penetration of subsequent product applications.
- The exfoliation can be performed with dried herbs, salt, brushes or mitts.
- This is most effectively performed in a hydrotherapy facility or wet room, but may be done in a dry room.
- Single Pure Essences or the customized blend can be added to create a pleasant or refreshing aroma to further benefit the skin.

Body Exfoliation Preparation:
- Up to 5 drops of Pure Essences may be added to 1 fl oz/30 ml of base.
- Mix directly into the Personal Blends™ Body Polish Formula or mix into the Professional Massage Oil and use with the Aqua Therapy Formula.
- Refer to the skin care or massage/body care blends for specific blends.
Point 5: Nail Hair and Scalp Treatments

Nail Care:

Suggested blends not to exceed 6 drops total:

<table>
<thead>
<tr>
<th>Essential Oil</th>
<th>Drops</th>
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<tbody>
<tr>
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<td>Organic Sandalwood</td>
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</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tr>
</tbody>
</table>

Body Cleansers and Shampoos:
- The Personal Blends™ Total Body Cleansing Formula makes an excellent carrier base for Pure Essences.
- Aromatic cleansing blends are a wonderful addition to hand and foot soaks, especially in manicure and pedicure treatments.
- Add up to 5 drops of Pure Essence(s) per 1 fl oz/30 ml of cleansing base.
**spa therapy**


<table>
<thead>
<tr>
<th>Suggested blends not to exceed 5 drops total:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Lavender</td>
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<tr>
<td>Organic Helichrysum</td>
</tr>
<tr>
<td><strong>5 drops total</strong></td>
</tr>
<tr>
<td>Organic Clary Sage</td>
</tr>
<tr>
<td>Organic Bergamot</td>
</tr>
<tr>
<td><strong>5 drops total</strong></td>
</tr>
<tr>
<td>Organic Cedarwood Atlas</td>
</tr>
<tr>
<td>Organic Marjoram</td>
</tr>
<tr>
<td><strong>5 drops total</strong></td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Suggested blends not to exceed 5 drops total:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biodynamic Rosemary</td>
</tr>
<tr>
<td>Organic Ginger</td>
</tr>
<tr>
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</tr>
<tr>
<td>Organic Juniper</td>
</tr>
<tr>
<td>Biodynamic Rosemary</td>
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<tr>
<td>Organic Eucalyptus</td>
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<tr>
<td>Organic Lemon Tea Tree</td>
</tr>
<tr>
<td><strong>5 drops total</strong></td>
</tr>
</tbody>
</table>
**spa therapy**

**Hair and Scalp Blends:**
- Pure Essences can be used to benefit hair and scalp.
- The Personal Blends™ Total Body Cleansing Formula is an excellent shampoo base. Use 5 drops of Pure Essences per 1 fl oz/30 ml of base.
- Professional Massage Oil can be used as a scalp massage base. Use up to 10 drops per 1 fl oz/30 ml of base.


### Suggested scalp massage blends not to exceed 10 drops total:

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<th>Blend</th>
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<tbody>
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</tr>
<tr>
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</tr>
<tr>
<td><strong>Total</strong></td>
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</tr>
<tr>
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</tr>
<tr>
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<tr>
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</tr>
<tr>
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<tr>
<td><strong>Total</strong></td>
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</table>
**spa therapy**

**Fire Nature Blends for sensitive scalp conditions:** Organic Camomile German, Organic Rose, Organic Neroli, Jasmine Absolute, Organic Helichrysum, Carrot Seed, and Organic Geranium.

<table>
<thead>
<tr>
<th>Suggested blends not to exceed 10 drops total:</th>
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</thead>
<tbody>
<tr>
<td>Organic Lavender</td>
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<td>Jasmine Absolute</td>
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<td>Carrot Seed</td>
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<td>Organic Rose</td>
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<td>Organic Helichrysum</td>
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**spa therapy**


<table>
<thead>
<tr>
<th>Suggested blends not to exceed 10 drops total:</th>
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</thead>
<tbody>
<tr>
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<td>Organic Grapefruit</td>
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<tr>
<td>Organic Lemon Tea Tree</td>
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<tr>
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</tbody>
</table>
4. blending skills and safety
blending skills and safety

Main Points
1 Safety
2 Blending Factor
3 Blending Tips

Point 1: Safety
1 Do not use Aveda Pure Essences undiluted; do not apply directly on the skin.
2 Do not take internally. If accidental ingestion occurs, please consult your local Poison Control Center.
3 Keep all oils away from eyes.
4 Keep out of the reach of children.
5 Conduct patch test with Aveda Pure Essences diluted in base on inner arm for sensitivities. Wait 24 hours before wider application.
6 Beware of photosensitizing effects of some citrus oils—do not apply to sun exposed skin.
7 In case of irritation, flush with Professional Massage Oil.
8 Please consult a physician before using Pure Essential oils during pregnancy.
9 Keep away from direct heat, open flame or light.

Potential Toxicity
Toxicity is a term used to describe the potential of a material to produce harmful effects when introduced into the body through ingestion, inhalation, or absorption through the skin. The greater the toxicity, the lesser the quantity of material required to produce a deleterious effect.

Essential oils have a long history of safe usage. However, they are moderately toxic. The old saying “all is poison, nothing is poison” illustrates the importance of dilution rates. Table salt is essential for human life and is relatively harmless, yet drinking large amounts of seawater can cause dementia and death.

Note: It is extremely important to always follow the dilution guidelines
blending skills and safety

**Point 2: Dilution Rates**

*Facial Compress or Aromatic Towel:*
1-2 drops per basin (up to 8 liters or 2 gallons) of water. Avoid eye area.

*Facial Masque:*
1 drop per application.

*Facial Mist:*
Up to 5 drops per 2 fl oz/60 ml of water. Shake well. (.25%)

*Facial Massage:*
Up to 5 drops per 1 fl oz/30 ml. (.5%)

*Body Massage, Body Moisturizer, Body Masque and Body Exfoliation:*
Up to 10 drops per 1 fl oz/30 ml. (1%)

*Hydrotherapy Tub:*
Up to 5 drops per tub. For sensitive skin add Pure Essence to 1/2 pump of Personal Blends™ Total Body Cleanser before adding to water. Refer to each oil for individual cautions. Body Compress: up to 5 drops in a basin of water (up to 8 liters) for small area treatments.

*Body Mist*
Up to 10 drops per 2 fl oz/60 ml (.5%)

**Note:** These dilution rates only apply to adults only. Do not use Pure Essences on children.
blending skills and safety

Point 3: Blending Factor
A blending factor is a measure of Aromatic Intensity. It is a number from 1 to 10, with 1 having the strongest aromatic intensity and 10 having the weakest.

<table>
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<th>Blending Factor</th>
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</tr>
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<td>Organic Clary Sage</td>
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<td>Organic Eucalyptus</td>
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<td>Frankincense</td>
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</tr>
<tr>
<td>Organic Ylang Ylang Complete</td>
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</table>
blending skills and safety

Blending Factor

1. What is the blending factor of Organic Bergamot?

2. What is the blending factor of Biodynamic Peppermint?

3. If you were to blend 5 drops of Biodynamic Peppermint and 5 drops of Organic Bergamot, what would be the dominant scent?
blending skills and safety

The blending factor is just that: A factor to consider when blending.
If you mix 10 drops of Organic Bergamot, with 1 drop of Organic Peppermint, then the blend would smell like a mix between the two. Keep in mind that these numbers are relative. Some blending factors are stronger than others. If the numbers were more specific, blending factors could go from 1 to 100.

Use the blending factors as a guide to help you get started with the art of blending. You may use logical concepts such as blending factors but it is also important to use your intuition and skill when blending. Blending is both an art and science. You will develop your own style of blending the more you work with the Aveda Pure Essences.

Activity
Create a 2 fl oz body massage blend with an equal smelling blend of Organic Rose, Organic Sandalwood, and Organic Geranium. How do we use the blending factors?

1. Determine the total number of drops you may blend.

2. Write down the oils and blending factors:
   - Organic Rose
   - Organic Sandalwood
   - Organic Geranium

3. Total the blending factors

Since the blending factors total ___ and we can blend a maximum of ____ drops, you could double the number of each drops to create this blend.
   - Organic Rose
   - Organic Sandalwood
   - Organic Geranium
blending skills and safety

Activity
Create a 2 fl oz body massage blend with an equal smelling blend of Organic Clary Sage, Jasmine Absolute, and Organic Lavender.

1 Determine the total number of drops.

2 Write down the blending factors:
   • Organic Clary Sage
   • Jasmine Absolute
   • Organic Lavender

3 Total the blending factors =

How many more drops can you use?

How do you determine how many drops of which aromas to use?
Some possible blends:
   • Organic Clary Sage
   • Jasmine Absolute
   • Organic Lavender
   OR
   • Organic Clary Sage
   • Jasmine Absolute
   • Organic Lavender

There are many blends that total the maximum number of drops and will smell mostly like a blend of the three. You can use any of these. Over time, you will develop a style of blending that suits you.
blending skills and safety

Activity
Create a 2 fl oz body massage blend with the same aromas as before. Now Organic Clary Sage should be the dominate aroma. How do you use the blending factors?

1. Determine the total number of drops.

2. Write down the blending factors:
   - Organic Clary Sage
   - Jasmine Absolute
   - Organic Lavender

3. Total the blending factors =

How many more drops can you use?

Some possible blends:
- Organic Clary Sage
- Jasmine Absolute
- Organic Lavender
  OR
- Organic Clary Sage
- Jasmine Absolute
- Organic Lavender
  OR
- Organic Clary Sage
- Jasmine Absolute
- Organic Lavender
blending skills and safety

Activity
Create a 2 fl oz facial massage blend using Organic Lemon Tea Tree, Organic Eucalyptus, and Biodynamic Rosemary for oily skin.

1. Determine the total number of drops.

2. Write down the blending factors:
   - Organic Lemon Tea Tree
   - Organic Eucalyptus
   - Biodynamic Rosemary

3. Total the blending factors =

How many more drops can you use?

Depending on which aroma you want to dominate, the blend can vary. In addition, since the dilution can be up to 10 drops, we could simply add fewer drops to create a lower dilution blend.

Activity
Blending Exercises
Create a 2 fl oz body massage blend with Professional Massage Oil.
Create a 2 fl oz facial massage blend with Personal Blends™ Hydrating Formula.

The basic formula is:
1. Determine the total number of drops for the blend.

2. Write down the blending factors of each Pure Essence.

3. Total the blending factors.

4. Add more drops of the appropriate Pure Essences to complete the blend.
blending skills and safety

Point 4: Blending Tips

You should always blend the essential oils together before adding to a base. If you mix the oil individually into the base, you will smell the oils individually and not as a blend. For example, if you mix Jasmine Absolute into a base and then Organic Sandalwood into a base, your blend will smell like Jasmine Absolute every now and again and Organic Sandalwood every now and again. You can either mix the oils together in the 2 fl oz applicator bottle, add the base or blend the oils in a beaker, and then add to the base (recommended for larger blends).

It is always a good idea to blend less than the maximum number of drops when you first add the oils together. This allows you to add more drops to the blend in case your client does not care for it. You can always add more drops but you cannot remove any. This helps to ensure safety while being conservative with waste. If you made a Pure Essence blend with 20 drops and your client did not care for it, then you have no room to add more drops. However, if you made a blend with 15 drops, then you can add 5 drops to achieve a more desirable aroma.
5.

essential oil information
essential oil information

Main Points
1. Elemental Nature™ Chart
2. Information on Aveda Pure Essences

Point 1: Elemental Nature™ Chart

Aveda Pure Essences

<table>
<thead>
<tr>
<th>Infinity</th>
<th>Air</th>
<th>Fire</th>
<th>Water</th>
<th>Earth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Clary Sage</td>
<td>Carrot Seed</td>
<td>Organic Camomile German</td>
<td>Organic Cedarwood Atlas</td>
<td>Frankincense</td>
</tr>
<tr>
<td>Frankincense</td>
<td>Organic Helichrysum</td>
<td>Organic Geranium</td>
<td>Organic Eucalyptus</td>
<td>Organic Ginger</td>
</tr>
<tr>
<td>Organic Helichrysum</td>
<td>Jasmine Absolute</td>
<td>Organic Helichrysum</td>
<td>Organic Juniper</td>
<td>Organic Ginger</td>
</tr>
<tr>
<td>Jasmine Absolute</td>
<td>Biodynamic Orange</td>
<td>Organic Lemon Tea Tree</td>
<td>Organic Lemon Tea Tree</td>
<td>Organic Grapefruit</td>
</tr>
<tr>
<td>Biodynamic Orange</td>
<td>Organic Patchouli</td>
<td>Organic Marjoram</td>
<td>Organic Marjoram</td>
<td>Organic Marjoram</td>
</tr>
<tr>
<td>Organic Patchouli</td>
<td>Organic Rose</td>
<td>Biodynamic Rosemary</td>
<td>Biodynamic Orange</td>
<td>Biodynamic Orange</td>
</tr>
<tr>
<td>Organic Sandalwood</td>
<td>Organic Vetiver</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
essential oil information

Point 2: Information on each Aveda Pure Essence

Organic Bergamot (Bergapten free) Citrus bergamia

- Source – Fruit peel
- Production method – expression
- Production country – Italy
- Aroma – sweet fruity aroma with citrus undertones
- Perfumery Note – Top
- Suggested Blending Oils – all essential oils
- Blending Factor – 10
- Principal Chemical Components – linalyl acetate (ester), linalol (alcohol)
- Skin Condition: good for oily and blemished conditions.
- Traditional and well-being uses – Uplifting and peaceful stress soother. Organic Bergamot has also been used to balance mental and psychological states, and to relieve insomnia and tension. Dr. Jean Valnet, a French physician and author, included Organic Bergamot in anti-viral blends.
- Mood and emotional attributes: Organic Bergamot has been described as calming, uplifting, and peaceful.
- Safety Data – May be moderately irritating to eyes and skin. May be sensitizing with chronic exposure.
- Contraindications – none
essential oil information

Carrot Seed
Daucus carota

- Source – Seeds
- Production Method – steam distillation
- Production Country – France
- Aroma – woody and earthy aroma with fruity undertones
- Perfumery Note – middle
- Suggested Blending Oils – Organic Bergamot, Organic Lavender, Organic Neroli, Biodynamic Orange, and Biodynamic Rosemary
- Blending Factor – 3-4
- Principal Chemical Components – carotol (sesquiterpene alcohol), pinene (monoterpene)
- Elemental Nature™ – Fire, Air
- Skin Condition – Good for sensitive and dry skin, Carrot Seeds help to tone and tighten the skin. It is also good for aging and damaged skin as it helps to revitalize and rejuvenate skin.
- Traditional and well-being uses – Soothing and relaxing skin toner that helps rejuvenate over-exposed skin. Carrot Seed has been used by some cultures to stimulate detoxification.
- Mood and emotional attributes: Carrot Seed has been described soothing and relaxing.
- Safety Data – May be slightly irritating to eyes and skin.
- Contraindications – none
essential oil information

*Organic Cedarwood Atlas*

*Cedrus atlantica*

- Source – chipped wood
- Production Method – steam distillation
- Production Country – Morocco
- Aroma – Woodsy aroma with a camphoraceous top note and warm spicy undertones
- Perfumery Note – middle to base
- Blending Factor – 4-6
- Principal Chemical Components – atlantone (ketone), carophyllene (sesquiterpene), cedrol (sesquiterpene alcohol)
- Elemental Nature® – Infinity, Water
- Skin Condition – Cedarwood Atlas has astringent and deep cleansing properties. It can be used to treat oily conditions of the scalp.
- Traditional and well-being uses – Calming and grounding with circulatory benefits when used in massage blends. Cedarwood Atlas is considered a calming and sedating oil and has been used by individuals who are sad. It is an excellent oil to enhance meditation as it can enhance clarity and connectedness.
- Mood and emotional attributes: Cedarwood Atlas has been described as grounding, meditative, calming, and reflective.
- Aveda products containing – none
- Safety Data – May be slightly irritating to eyes and skin.
- Contraindications – none
essential oil information

Organic Camomile German
Matricaria chamomilla

- Source – flowering tops
- Production method – steam distillation
- Production country – Hungary
- Aroma – sweet, herbaceous aroma with heavy bitter undertones
- Perfumery Note – Middle to Base
- Blending Factor – 1
- Principal Chemical Components – chamazulene (hydrocarbon), bisabolol (sesquiterpene alcohol)
- Elemental NatureSM – Fire
- Skin Condition – Camomile German has a soothing and calming action. It has been used to reduce skin flakiness and can act as a gentle astringent. It has been used for blemished skin that is also sensitive.
- Traditional and well-being uses – Calming muscle and joint soother. Camomile German has been used for a multitude of conditions. Ancient cultures used it to reduce the redness of sunburn and allergic rashes.
- Mood and emotional attributes: Camomile German has been described as calming and centering.
- Aveda products containing – Blue Oil Balancing Concentrate, Blue Oil Balancing Massage Blend.
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

Organic Clary Sage
Salvia sclarea

- Source – flowering tops
- Production method – steam distillation
- Production country – France
- Aroma – smooth herbaceous note with tenacious balsamic undertone
- Perfumery Note - Middle
- Blending Factor – 4
- Principal Chemical Components – linalyl acetate (ester), linalol (alcohol), sclareol (diterpene)
- Elemental Nature™ – Infinity, Earth
- Skin Condition – Good for all skin types, but especially for normal to dry skin
- Traditional and well-being uses – Relaxing and soothing to sore muscles. In the Middle Ages, Clary Sage was known as “clear eye” for its use as a tea to soothe and calm eye disorders. Some cultures used this oil to soothe the effects of menopause.
- Mood and emotional attributes: Clary Sage has been described as relaxing and euphoric.
- Aveda products containing – Calming Body Cleanser, Foot Relief™, Balancing Infusions™ for Dry and Oily Skin, Aveda Men Line, Cherry Almond Bark Conditioning Treatment, Phomollient™ Styling Foam.
- Safety Data – May be slightly irritating to eyes and skin. May be sensitizing with chronic exposure.
- Contraindications – none
essential oil information

Organic Eucalyptus

Eucalyptus globulus

- Source – Leaves and stems
- Production method – steam distillation
- Production country – Portugal
- Aroma – powerful camphoraceous note with woody undertones.
- Perfumery Note – Top
- Blending Factor – 1
- Principal Chemical Components – cineole (terpene oxide), pinene (monoterpene).
- Elemental NatureSM – Water
- Skin condition – good for oily skin.
- Traditional and well-being uses – Refreshing and stimulating soother of sore muscles.
  Eucalyptus has been widely used by people suffering from colds and it is a common flavoring for cough/cold products.
- Mood and emotional attributes: Eucalyptus has been described as clearheaded, awakening, andrefreshing.
- Aveda products containing – Active CompositionTM, Lavandou™ Plant Pure-Fume, Color Conditioners, Color Shampoos, Cherry Almond Bark Conditioning Treatment, Deep Penetrating Hair Revitalizer, Confixor™ Liquid Gel.
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

Frankincense
Boswellia carterii

- Source – gum resin
- Production method – steam distillation
- Production country – Somalia
- Aroma – balsamic-spicy, slightly sweet aroma with woodsy undertones
- Perfumery Note - Base to Middle
- Blending Factor – 3
- Principal Chemical Components – pinene (monoterpene), dipentene (monoterpene)
- Elemental Nature® – Earth, Infinity
- Skin condition – good for normal to oily skin, but also is good for mature skin. It is said to help refine fine lines and tone the skin.
- Traditional and well-being uses – Frankincense has been used to reduce stressful conditions. Frankincense is considered a sacred essence and it has been used throughout history in altars and temples to cleanse and purify the air for both physical and spiritual purposes.
- Mood and emotional attributes: Frankincense has been described as meditative, peaceful and awakening.
- Aveda products containing – Aveda Love™, Shampure™ and Sap Moss™ Shampoo and Conditioning Detangler, Fire Key Element™ # 3.
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

**Organic Geranium**

*Pelargonium graveolens*

- Source – leaves
- Production method – steam distillation
- Production country – South Africa
- Aroma – strong rose-like aroma with minty-fruity undertones
- Perfumery Note – Middle
- Blending Factor – 3
- Principal Chemical Components – citronellal (alcohol), geraniol (alcohol)
- Elemental Nature™ – Fire
- Skin Condition – valuable in balancing the skin’s production of sebum, so it is good for treating skin that is excessively oily, dry, patchy, or uneven in texture.
- Traditional and well-being uses – Balancing skin refresher and astringent, with circulatory benefits when used in massage blends. Geranium has been used for ritual baths and purification, as it has been considered to enhance good fortune and positive changes of circumstance.
- Mood and emotional attributes: Geranium has been described as soothing and refreshing.
- Aveda products containing – Color Conserve™ Shampoo and Conditioner, Rainforest™ Plant Pure-Fume Aroma, Balancing Infusion™ for Oily Skin, Balancing Infusion™ for Sensitive Skin, Water Key Element™ 2, Active Composition™, Energizing Body Cleanser, Foot Relief™, Exfoliant, and the Aveda Men Line.
- Safety Data – May be slightly irritating to eyes and skin.
- Contraindications – none
essentiaL oil information

Organic Ginger
Zingiber officinalis

• Source – rhizomes (roots)
• Production method – steam distillation
• Production country – Sri Lanka
• Aroma – spicy, sharp, warm aroma with a hint of lemon and pepper
• Perfumery Note – Top to Middle
• Blending Factor – 4
• Principal Chemical Components – zingiberol (sesquiterpene alcohol) gingenol (alcohol), gingerone (ketone)
• Elemental Nature<sup>SM</sup> – Infinity, Earth
• Skin Condition – Good for normal to oily skin.
• Traditional and well-being uses – Stimulating and warming, with circulatory benefits when used in massage blends. The Greeks used ginger for upset stomachs. Ginger is said to “make the mouth water” and has been used to increase appetite. Ayurvedic practitioners call ginger “the universal medicine” as it can be used for all constitutions or Elemental Natures<sup>SM</sup>.
• Mood and emotional attributes: Ginger has been described as lighthearted and balanced.
• Aveda products containing – Balancing Infusion™ for Oily Skin, Lip Glaze, shade—Cacao Bean.
• Safety Data – May be slightly irritating to eyes and skin. For bath and facial application, use one half the recommended dilution.
• Contraindications – none
essential oil information

*Organic Grapefruit*

*Citrus x paradisi*

- Source – fruit peel
- Production method – expression
- Production country – Argentina
- Aroma – sharp citrus aroma with sweet undertones.
- Perfumery Note – Top
- Suggested Blending Oils – Organic Bergamot, Biodynamic Orange, and Organic Lavender
- Blending Factor – 4
- Principal Chemical Components – limonene (monoterpene), citronellal (aldehyde)
- Elemental Nature™ – Infinity, Earth
- Skin Condition – It is good for normal to oily skin conditions.
- Traditional and well-being uses: Stimulating, and increases energy levels. It has circulatory benefits when used in massage blends. Grapefruit is said to stimulate self-esteem and create euphoria, and it has also been used to increase concentration and focus.
- Mood and emotional attributes: Grapefruit has been described as cheerful, uplifting, and refreshing.
- Safety Data – May be moderately irritating to eyes and skin with photo-sensitizing potential.
- Contraindications – none
essential oil information

Organic Helichrysum

_Helichrysum angustifolium (Everlasting, Immortelle, Strawflower)_

- Source – flowering tops
- Production Method – steam distillation
- Production Country – Corsica
- Aroma – honeyed aroma with tea-like undertones
- Perfumery Note – middle to base
- Suggested Blending Oils – Organic Bergamot, Biodynamic Orange, Organic Clary Sage, and Organic Lavender
- Blending Factor – 3
- Principal Chemical Components – neryl acetate (ester), nerol (alcohol), and italidione (ketone)
- Elemental NatureSM – Air, Fire
- Skin Condition – It is generally good for mature skin and sensitive skin.
- Traditional and well-being uses – Grounding and awakening soother of sore muscles.
- Mood and emotional attributes: Helichrysum has been described as grounding and awakening.
- Aveda products containing – none
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
**Jasmine Absolute**  
*Jasminum grandiflorum*

- Source – flowers  
- Production method – solvent extraction  
- Production country – Egypt  
- Aroma – warm, intensely floral aroma with sweet undertones  
- Perfumery Note – Middle base  
- Blending Factor – 2  
- Principal Chemical Components – benzyl acetate (ester) linalol (alcohol)  
- Elemental Nature™ – Air, Fire  
- Skin Condition – good for dry, sensitive, and maturing skin.  
- Traditional and well-being uses – Uplifting soother of sore muscles. Jasmine Absolute is a sacred herb to many spiritual traditions. It was thought to carry psychic influences, creating intuitive receptivity and increasing love and compassion. Jasmine Absolute was used as an aphrodisiac and to instill confidence and optimism.  
- Mood and emotional attributes: Jasmine Absolute has been described as peaceful, balancing, and soothing.  
- Safety Data – May be moderately irritating to eyes and skin. May be sensitizing with chronic exposure.  
- Contraindications – none
essential oil information

Organic Juniper
Juniperus communis

- Source – berries
- Production method – steam distillation
- Production country – France
- Aroma – warm, fresh, balsamic aroma with pine-like undertones
- Perfumery Note – Middle
- Blending Factor – 4
- Elemental Nature™ – Water
- Principal Chemical Components – alpha pinene and beta pinene (terpenes)
- Skin Condition – Juniper is good for oily skin conditions and it has deep cleansing and astringent properties.
- Traditional and well-being uses – Stimulating, with circulatory benefits when used in massage blends. In France, Juniper was used as a tonic in convalescence and to help stimulate the appetite.
- Emotional attributes: Juniper and been described as refreshing and renewing.
- Safety Data – May be moderately irritating to eyes and skin. May be sensitizing with chronic exposure.
- Contraindications – kidney problems
essential oil information

Organic Lavender
Lavandula angustifolia

- Source – flowering tops
- Production method – steam distillation
- Production country – Bulgaria
- Aroma – fresh, green, herbaceous, floral aroma with balsamic undertones
- Perfumery Note - Middle
- Suggested Blending Oils – all essential oils
- Blending Factor – 7
- Principal Chemical Components – linalyl acetate (ester) and linalol (alcohol)
- Elemental Nature™ – Infinity
- Skin condition – Good for all skin conditions. It helps balance the production of sebum and is considered a rejuvenating agent on the skin. It also has deep cleansing and balancing qualities that are beneficial for skin problems.
- Traditional and well-being uses – Balances mind and comforts sore muscles. Organic Lavender is the most versatile of all essential oils. It has been used by many cultures to soothe headaches by massaging it into the temples. On emotional and psychological levels, Organic Lavender was used to calm and balance fluctuating moods and help anxiety.
- Mood and emotional attributes: Organic Lavender has been described as balancing, peaceful, and soothing.
- Aveda products containing – Lavandou™ Plant Pure-Fume Aroma, Balancing Infusion™ for Sensitive Skin, Balancing Infusion™ for Oily Skin, Infinity Key Element™ 25, Rosemary Mint hair and body care, Aveda Men Line, Foot Relief™, Hair Detoxifier, Phomollient™ Styling Foam, and Color Conditioners.
- Safety Data – May be slightly irritating to eyes and skin
- Contraindications – hemorrhaging if taking a anti-coagulant
essential oil information

**Organic Lemon Tea Tree**

*Leptospermum petersonii*

- Source – leaves
- Production Method – steam distillation
- Production Country – Australia
- Aroma – soft and smooth citrusy aroma with Rose and Geranium undertones
- Perumery Note – top
- Blending Factor – 3
- Principal Chemical Components – citronellal (aldehyde), geranial (aldehyde), citronellal (alcohol), neral (aldehyde)
- Elemental Nature™ – Water, Earth
- Skin Condition – Lemon Tea Tree is particularly useful for oily skin.
- Traditional and well-being uses – Stimulating and refreshing, with environmental cleansing benefits. Lemon Tea Tree is considered a better smelling alternative to tea tree oil. It is stimulating in minute quantities but sedating and calming at regular dilutions. The dried herb has been used to make smudge sticks.
- Mood and emotional attributes: Lemon Tea Tree has been described as refreshing, awakening, and uplifting.
- Aveda products containing – none
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

*Organic Marjoram*
*Origanum majorana*

- Source – leaves
- Production Method – steam distillation
- Production Country – France
- Aroma – herbaceous note with a strong camphoraceous undertone
- Perfumery Note – middle to top
- Blending Factor – 3
- Principal Chemical Components – terpinen-4-ol (alcohol), linalyl acetate (ester)
- Elemental Nature™ – Earth, Water
- Skin Condition – good for oily and blemished skin.
- Traditional and well-being uses – It is a comforting, peaceful muscle and stress soother. It is also a good alternative to tea tree oil as it shares the same terpene alcohol and is often used when tea tree’s aroma becomes overpowering. Marjoram is warming so it is excellent for winter baths.
- Mood and emotional attributes: Marjoram has been described as comforting and peaceful.
- Safety Data – May be slightly irritating to eyes and skin.
- Contraindications – none
essential oil information

Organic Neroli

Citrus aurantium var. bigarade

- Source – flowers
- Production method – steam distillation
- Production country – Egypt
- Aroma – intense, sweet, refreshing floral aroma
- Perfumery Note – Middle
- Blending Factor – 2
- Principal Chemical Components – linalol (alcohol), linalyl acetate (ester), pinene (monoterpene)
- Elemental Nature™ – Fire
- Skin Condition – Especially useful for sensitive, dry, and maturing skin. Neroli is a skin revitalizer. It helps to balance sebum production and can be useful for oily skin as well.
- Traditional and well-being uses: Soothing tension reducer with uplifting qualities. Many cultures consider Neroli valuable for reducing states of anxiety and insomnia. Historically, Neroli is believed to give confidence and strengthen the mind and help soothe anger.
- Mood and emotional attributes: Neroli has been described as peaceful, reflective, and balanced.
- Safety Data – May be slightly irritating to eyes and skin with photosensitizing potential. May be sensitizing with chronic exposure.
- Contraindications – none
essential oil information

Biodynamic Orange
Citrus sinensis

- Source – fruit peels
- Production method – expression
- Production country – Italy
- Aroma – sweet, fruity aroma reminiscent of the fresh peel
- Perfumery Note – Top
- Blending Factor – 4
- Principal Chemical Components – limonene (terpene)
- Elemental Nature™ – Earth, Air
- Skin Condition – Orange is generally good for normal to oily skin conditions.
- Traditional and well-being uses – Cheerful energy booster that increases alertness and helps reduce tension. Orange has been used in blends for cellulite and calluses. The most common use of orange is as a food flavoring, it is also used as the starting material for d-limonene (one of the primary chemicals in the oil) which is a commonly used aromatic chemical.
- Mood and emotional attributes: Orange has been described as cheerful, uplifting, and awakening.
- Safety Data – May be moderately irritating to eyes and skin with photosensitizing potential. For bath application, use one half the recommended dilution.
- Contraindications – none
essential oil information

*Organic Patchouli*

*Pogostemon cablin*

- Source – leaves
- Production method – steam distillation
- Production country – Madagascar
- Aroma – Persistent, musty-sweet, slightly camphoraceous heavy aroma.
- Perfumery Note – Base
- Blending Factor – 5
- Principal Chemical Components – patchouli-alcohol (sesquiterpene alcohol)
- Elemental Nature™ – Air
- Skin condition – Good for dry skin conditions. Especially useful with dry skin and scalp conditions.
- Traditional and well-being uses – Calming and rejuvenating. Emotionally, it is considered a strong stimulant and was used in small doses to stimulate and in larger doses to sedate.
- Mood and emotional attributes: Patchouli has been described as meditative, grounding, and centering.
- Aveda products containing – Full Spectrum Key Element™ 9, Balancing Infusion™ for Sensitive Skin, Refreshing Bath Bar, Confixor™ Liquid Gel, Firmata™ Hair Spray, Hair Detoxifier, and Shampure™ Shampoo and Conditioner.
- Safety Data – May be slightly irritating to eyes and skin.
- Contraindications – none
essential oil information

*Biodynamic Peppermint*

*Mentha piperita*

- Source: leaves
- Production method – distillation
- Production country – Italy
- Aroma – strong, minty-herbaceous aroma with balsamic undertones
- Perfumery Note – Top
- Blending Factor – 1
- Principal Chemical Components – menthol (alcohol) menthone (ketone)
- Elemental Nature® – Earth, Fire
- Skin condition – good for normal to oily skin conditions. It can be used in facial steams to cleanse and decongest the skin and is especially beneficial for oil skin conditions.
- Traditional and well-being uses – Stimulating and cooling, and comforting to sore muscles. Peppermint was known in ancient times as a soothing remedy for the tummy and was used (diluted) to massage the abdomen. Peppermint has also been used for motion sickness and nausea. Taking a bath with peppermint helps to settle the Fire element because of the intense cooling sensations.
- Mood and emotional attributes: Peppermint has been described as awakening, stimulating, and refreshing.
- Aveda products containing – Rainforest™ Plant Pure-Fume Aroma, Peppymint™ Breath Refresher, Earth Key Element™ 12, Foot Relief™, Rosemary Mint Hair and Body Care, Energizing Cleanser, Blue Oil Balancing Concentrate.
- Safety Data – May be very irritating to eyes and skin. May be sensitizing with chronic exposure. For bath and facial application, use one half the recommended dilution.
- Contraindications – none
essential oil information

**Organic Rose**
*Rosa damascena*

- Source: flowers
- Production method – steam distillation
- Production country – Bulgaria
- Aroma – deeply floral aroma with sweet and honey-like undertones.
- Perfumery Note: Middle
- Blending Factor – 1
- Principal Chemical Components – citronellal (alcohol), geraniol (alcohol), ferraniol (alcohol).
- Elemental Nature™ – Air, Fire
- Skin Condition – Rose Oil is especially beneficial for dry, and maturing skin. It is believed to help diminish the redness although application needs to be over an extended period of time.
- Traditional and well-being uses – Relaxing, centering tonic with circulatory benefits when used in massage blends. Rose has been described as good for sadness, especially when resulting from emotional imbalances; it is said to keep the heart open. It is believed to ease jealousy as well as the pain of a broken heart. It is known as the “queen of essential oils” and it is very expensive. It takes 30-60 roses to make 1 drop of oil. 1 kilo of roses = 1 ml of oil compared to 1 kilo of Organic Lavender = 12 ml of oil.
- Mood and emotional attributes: Rose has been described as comforting, supportive, and centering.
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

**Biodynamic Rosemary**
*Rosmarinus officinalis*

- Source – leaves
- Production method – steam distillation
- Production country – Italy
- Aroma – strong, herbaceous, camphoraceous aroma with woody undertones.
- Perfumery Note: Top
- Blending Factor – 2
- Principal Chemical Components – camphor (ketone), cineole (terpene oxide), pinene, camphene, limonene (terpenes).
- Elemental Nature™ – Water
- Skin Condition – Especially useful for oily and blemished skin.
- Traditional and well-being uses – Renewing and awakening warming aid for muscular stiffness. Rosemary is stimulating and fortifying and was used in ancient times in a steam inhalation for colds, sinus conditions, and asthma. For many years, it was thought that inhaling the fragrance would produce feelings of mental clarity and was used for headaches or tension relief.
- Mood and emotional attributes: Rosemary has been described as clearing, awakening, and renewing.
- Safety Data – May be slightly irritating to eyes and skin.
- Contraindications – none
essential oil information

**Organic Sandalwood**
*Santalum spicatum*

- Source – wood and roots
- Production method – steam distillation
- Production country – Australia
- Aroma – soft, sweet, woodsy and balsamic aroma with bitter undertones.
- Perfumery Note: Base
- Blending Factors – 6
- Principal Chemical Components – santalol (sesquiterpene alcohol).
- Elemental Nature™ – Fire, Air
- Skin Condition – Beneficial for many skin types but in particular sensitive and dry skin. It can also be used for oily skin for its cleansing and deep cleansing properties.
- Traditional and well-being uses – Relaxing and soothing stress reducer. It is commonly known to aid meditation as it is a grounding oil which is said to help diminish fears.
- Mood and emotional attributes: Organic Sandalwood has been described as meditative, grounding and centering.
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

*Organic Vetiver*

*Vetiveria zizanoides*

- Source – roots
- Production method – steam distillation
- Production country – Madagascar
- Aroma – very deep earthy, woody aroma with sweet undertones.
- Perfumery Note – Base
- Blending Factor – 4
- Principal Chemical Components – vetivone (ketone), vetiverol (sesquiterpene alcohol).
- Elemental Nature™ – Air
- Skin Condition – generally good for dry and maturing skin.
- Traditional and well-being uses – Extremely relaxing stress reducer that helps relieve stiffness. Vetiver has been used traditionally in bath and massage oils to aid relaxation and centering. Traditionally it was used as a female tonic. Inhabitants of Java made innovative screens from the vetiver roots and when used in a window or a fan it released the aroma throughout the house.
- Mood and emotional attributes: Vetiver has been described as sedating, restoring, and centering.
- Safety Data – May be moderately irritating to eyes and skin.
- Contraindications – none
essential oil information

Organic Ylang Ylang Complete
Cananga odorata

• Source – flowers
• Production method – steam distillation
• Production country – Madagascar
• Aroma – sweet tenacious intensely floral aroma with balsamic undertones.
• Perfumery Note – Middle
• Blending Factor – 4
• Principal Chemical Components – methyl benzoate (ester), benzyl acetate (ester), carophyllene (sesquiterpene).
• Elemental Nature™ – Fire
• Skin condition – Can be used on all skin types. It is thought to be effective in balancing sebum action.
• Traditional and well-being uses – Relaxing and uplifting reducer of stress and tension. Ylang Ylang has been used as a sedative and an aphrodisiac (it is known as the poor man’s jasmine). It is also thought to help one achieve self-confidence.
• Mood and emotional attributes: Ylang Ylang has been described as peaceful, balancing, and refreshing.
• Safety Data – May be slightly irritating to eyes and skin.
• Contraindications – none
essential oil information

Note
6. chemistry of essential oils
chemistry of essential oils

Main Points
1. Organic Chemistry
2. Terpenes and phenylpropanes
3. Types of terpenes

The purpose of the chemistry chapter is to show the complexity of essential oils.

Point 1: Organic Chemistry
- Chemistry of carbon
- Carbon has 4 chemical bonds
- Can bond with other carbon atoms to form chains, rings, and other complex structures
- Can create a nearly limitless number of bonds with other elements
- C-C bonds and C-H bonds are relatively strong and thus are more stable chemicals
chemistry of essential oils

Organic Chemistry Activity
Point 2: Terpenes and phenylpropanes

- Terpenes and phenylpropanes make up nearly 100% of essential oil components
- Effects of the oils than thus be traced to these chemicals

**Terpenes: building blocks:**

- Isoprenes: backbone of 5 carbon atoms
- Monoterpenes: backbone of 10 carbon atoms
- Dominant in citrus and needle oils, culinary herbs and spices
- Usually clear in color, low viscosity, and high volatility

**Sesquiterpenes: backbone of 15 carbon atoms**

- Primarily known to be anti-inflammatory, tonic
- Cannot classify the same as monoterpenes because their effects are to varied for simple classification
- Have a higher viscosity
- Color varies from yellow, to dark yellow, to brown
- Low volatility – used as fixatives or base notes

**Diterpenes: 20 carbon atoms**

- Rare in essential oils except sclareol in Organic Clary Sage
chemistry of essential oils

Phenylpropanes:
By products of amino acid metabolism
• Contain ring-like structure like phenols
• Estragol – antispasmodic – tarragon
• Anethol – antispasmodic – anise
• Eugenol – sensitizing – clove
• Cinnamic aldehyde – antiseptic – cinnamon, cassia

Chemistry
1. The relationship between terpenes (the most active ingredients in essential oils) and hormones makes the oils influence on the body understandable and scientific.

2. Sometimes two oils with the same name actually have different chemical compositions called chemotypes.
chemistry of essential oils

Point 3: Types of Terpenes

Alcohols (monoterpenes):
- – OH
- Names end with – ol

Examples:
- Geraniol (Organic Geranium, Organic Rose, Organic Lemon Tea Tree)
- Menthol (Biodynamic Peppermint)
- Linalol (Organic Bergamot, Organic Clary Sage, Jasmine Absolute, Organic Lavender, Organic Neroli)
- Citronellol – (Organic Geranium, Organic Lemon Tea Tree, Organic Rose)
- Gingerol (Organic Ginger)
- Nerol (Organic Helichrysum)
- Terpinen-4-ol (Organic Marjoram)

In general, alcohols are anti-infective, bactericidal, stimulating, antiseptic, and anti-viral. They are good for skin care and hygiene. They are mild, and non toxic to humans, but quite strong against microorganisms.

Aldehydes (monoterpenes):
- =O with a −H
- Names end with – al

Examples:
- Citronellal (Organic Grapefruit, Organic Lemon Tea Tree)
- Geranial (Organic Lemon Tea Tree)
- Neral (Organic Lemon Tea Tree)

In general, they are anti-viral, calming, sedating, and anti-inflammatory, but can cause skin sensitivities. They are most effective in low concentrations.
chemistry of essential oils

*Ketones (monoterpenes)*
- =0 without –H
- Names end with – one

*Examples:*
- Atlantone (Organic Cedarwood Atlas)
- Camphone (Biodynamic Rosemary)
- Menthone (Biodynamic Peppermint)
- Gingerone (Organic Ginger)
- Vetivone (Organic Vetiver)
- Italidione (Organic Helichrysum)

They have a stimulating effect on cell tissue and regeneration and have demonstrated results on wounds (particularly the ketones in Organic Helichrysum and Thuja). In general, ketones are good for skin care, mucolytic (loosens and eliminates mucus), expectorants, and calming. They can have toxic effects by attacking parts of the nervous system so always use in correct dilutions.

The ketone content of Organic Eucalyptus and Biodynamic Rosemary is relatively safe so they are effective for mucolytic effects. Organic Vetiver and Organic Helichrysum both contain safe ketones.
chemistry of essential oils

Esters (monoterpenes):
- – COOH
- Names end with – ate

Examples:
- Linalyl acetate (Organic Bergamot, Organic Clary Sage, Organic Lavender, Organic Marjoram, Organic Neroli)
- Neryl acetate (Organic Helichrysum)
- Benzyl acetate (Jasmine Absolute, Organic Ylang Ylang Complete)
- Methyl benzoate (Organic Ylang Ylang Complete)

Esters have a mild to strongest anti-spasmodic effect and can be good for digestive cramps. They are strongly aromatic often with a fruity note and have been used to flavor foods.
chemistry of essential oils

Terpene Oxides (monoterpenes):
• Oxygen atom integrated into a terpene ring system

Examples:
• Cineole (Organic Eucalyptus, Biodynamic Rosemary)

They are strong anti-virals and expectorants (helps to eliminate mucus)

Terpenes (monoterpenes)
• Names end with – ene

Examples:
• Pinene (Carrot Seed, Organic Eucalyptus, Organic Neroli, Organic Juniper, Biodynamic Rosemary)
• Limonene (Organic Grapefruit, Biodynamic Rosemary, Organic Bergamot)
• Camphene (Biodynamic Rosemary)

Most citrus oils contain 90% terpenes (except Organic Bergamot) yet the typical aroma comes trace components. Biodynamic Orange contains 95% terpenes but the characteristic aroma comes from the aldehyde sinensal.
Chemistry of Essential Oils

Sesquiterpenes: Alcohols (sesquiterpenes)

- Names end with – ol

Examples:

- Bisabolol (Organic Camomile German)
- Carotol (Carrot Seed)
- Cedrol (Organic Cedarwood Atlas)
- Zingiberol (Organic Ginger)
- Patchouli-alcohol (Organic Patchouli)
- Santalol (Organic Sandalwood)
- Vetiverol (Organic Vetiver)

In general, sesquiterpene alcohols are anti-allergenic, anti-microbial, and anti-inflammatory. They are also stimulating to the liver and circulation and are tonifying to the muscles. Bisabolol is a strong anti-inflammatory. Santalol is traditionally used for bladder and urinary tract infections and as a heartburn tonic. Cedrol has been traditionally used as a tonic for the veins.

Sesquiterpenols (sesquiterpenes)

- Anti-inflammatory
- Chamazulene (Organic Camomile German)
7.

testing methods
testing methods

Main Points
1. GDV Testing
2. Gas Chromatography
3. Mood Mapping

Point 1: GDV Testing
The Investigative Research team of Aveda R&D has been using the technique of “Gas Discharge Visualization,” or GDV, for testing in several different studies.

1. What is GDV?
GDV is a technique based on the phenomenon of corona discharge. As early as 1777, it was discovered that sending strong voltages through certain materials could create a glowing corona or halo around them. Experiments exploring this effect continued sporadically through the first half of the 20th century. Today, Dr. Konstantin Korotkov’s “GDV,” or Gas Discharge Visualization,” is the most developed form of corona discharge analysis. It consists of three parts: 1) an electrical component to generate current; 2) a camera to record the effect; and 3) computer software to digitize and statistically measure the corona discharge.

2. What does GDV record and measure?
In images or video clips of the effect, the glow that you see is due to electron flow out of the material being tested. The electrons are energized or “excited” to a higher state of energy by the strong electrical current. When they inevitably “cool down” after moving away from the material, they return to their original energy level. In doing so, they release a photon, which is the particle form of light. We experience the sum effect of many different electrons releasing these photons as a glowing corona around the object.

Subtle variations in electron availability in the material being tested can result in a variety of discharge effects. Through the GDV instrumentation, the visual characteristics of these effects brightness, area, and shape can be analyzed numerically. Once they are quantified, they can be compared to determine differences in energy among a group of samples.
testing methods

3 How is GDV used at Aveda?

The first use in marketing for the GDV technique was in the Tourmaline Charged product line. These products use powdered tourmaline, a lustrous gemstone, to add brightness to the skin. GDV was used to show that tourmaline contributed a unique energy, beyond its surface shine.

Currently, GDV is being used in two types of product testing. The first two are related to essential oils and aromas. Direct GDV testing of oils is being performed to distinguish and quantify differences between naturally derived and synthetically produced batches. Results of this testing have been published in several scientific journals and conference proceedings. This direct GDV testing is also being used in the Pure Essences project to distinguish between organically produced oils and those produced conventionally.

The second type of testing is GDV testing of individual bodily responses to aromas. This is being used both in the Pure Essences project and in the Chakra project. In these experiments, holistic changes in the body after smelling aromas are measured by taking GDV measurements of subjects’ fingertips. This follows from research showing that the fingertips produce corona discharge phenomena representative of whole-body states.
testing methods

The Three Dimensional Structure of Benzyl Acetate

INVESTIGATION OF BENZYL ACETATE, A KEY INGREDIENT FROM THE NATURAL OIL OF JASMINE OF JASMINUM GRANDIFLORUM -- THE JASMINE FLOWER

Three Dimensional Structure of Benzyl Acetate
testing methods

Gas Chromatography

NATURAL VS. SYNTHETIC BENZYL ACETATE

Gas Chromatography (GC) Data for Natural and Synthetic Benzyl Acetate
testing methods

Dynamic GDV-Graph Study of Essential Oils—Time Series of the Glow Area for Natural and Synthetic Benzyl Acetate
testing methods

Point 2: Gas Chromatography

Originally, chromatography was the separation of certain materials by observing differences in the color of those materials (hence the prefix of the word chromatography “chroma,” which means color). However, since the time of its original use, chromatography has developed into a class of analytical methods that allows for the separation of materials in a given liquid or sample not only by color, but also by other chemical and physical properties. Such properties can include molecular weight or size, binding affinity by positive or negative charges, and the like. The separation process takes place through differences in the partitioning behavior of two key phases: a stationary phase and a mobile phase.

The stationary phase, which is usually in the form of a solid adsorbent packed tightly in a column, is responsible for the separation of the given liquid or sample into its individual components. The mobile phase, which can be in the form of a liquid or gas, carries the sample through the stationary phase, such that at the end of the path of the stationary phase results the individual components or materials of the original liquid or sample.

It was mentioned that the mobile phase can be either a liquid or gas, and in the case of gas chromatography, the mobile phase is a gas. Gas chromatography is used especially for the separation of organic materials (materials that primarily contain carbon and hydrogen) that are highly volatile (that is, they can readily evaporate when exposed to air). Once again, the sample is carried through the stationary phase column by aide of the gaseous mobile phase. Separation of the sample into its individual components takes place in the column, and at the end of the column will come out those individual components. A detector placed toward the end of the column will distinguish each of the individual components that made up the original sample, and will record, on paper, each component in the form of data known as a gas chromatogram. Together, all gas chromatograms for each corresponding component represent the total gas chromatograph of the original sample.
testing methods

Point 3: Mood Mapping

Mood mapping studies have primarily consisted of two methods: Electroencephalography (EEG) and the Profile of Moods States (POMS) questionnaire. Electroencephalography (EEG) involves measuring and analyzing the activity of the brain, especially when subjected to a specific stimulus or set of stimuli. The activity of the brain can be represented in many forms of brain patterns or rhythms known as waves. So far, alpha, beta, delta, and theta waves have been identified in the brain, and they can be detected and analyzed by EEG. Proper analysis of these brain waves by EEG can give some insight as to how well the brain and the body, as a whole, are functioning. In general, EEG can be used in studying and evaluating how the brain responds to certain components and/or natural occurrences in and of the environment, such as smell, taste, sound, sight, and touch. In the natural sciences, EEG has been used to study the physiology of the brain, certain patterns of sleep, and the treatment of certain brain related conditions and diseases.

The Profile of Moods States (POMS) questionnaire is a test that can be administered to an individual for the purpose of recognizing and analyzing the change in the state of that individual’s mood or moods, especially over a given period of time. For a given individual, the test takes a close look at the mood states for various kinds of emotions or feelings. In particular, the POMS questionnaire can be used to evaluate the change in one’s mood states, especially when the individual is subjected to certain stimuli, again such as smell, taste, sound, sight, and touch.
marketing of pure essences and retail
marketing of pure essences and retail

Main Points
1. Cost Analysis
2. Marketing Tips
3. Aromaology and Retail

Point 1: Cost Analysis

What’s the pricing strategy?
- Priced premium for organic and biodynamic oils
- All Pure Essences available open stock

<table>
<thead>
<tr>
<th>Product</th>
<th>Size</th>
<th>Maximum Salon Price</th>
<th>Approximate Cost Per Drop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Bergamot</td>
<td>5 ml</td>
<td>$14.00</td>
<td>$.10</td>
</tr>
<tr>
<td>Carrot Seed</td>
<td>5 ml</td>
<td>$14.00</td>
<td>$.10</td>
</tr>
<tr>
<td>Organic Cedarwood Atlas</td>
<td>5 ml</td>
<td>$12.00</td>
<td>$.08</td>
</tr>
<tr>
<td>Organic Camomile German</td>
<td>5 ml</td>
<td>$35.00</td>
<td>$.23</td>
</tr>
<tr>
<td>Organic Clary Sage</td>
<td>5 ml</td>
<td>$18.00</td>
<td>$.12</td>
</tr>
<tr>
<td>Organic Eucalyptus</td>
<td>5 ml</td>
<td>$10.00</td>
<td>$.07</td>
</tr>
<tr>
<td>Frankincense</td>
<td>5 ml</td>
<td>$20.00</td>
<td>$.13</td>
</tr>
<tr>
<td>Organic Geranium</td>
<td>5 ml</td>
<td>$14.00</td>
<td>$.10</td>
</tr>
<tr>
<td>Organic Ginger</td>
<td>5 ml</td>
<td>$14.00</td>
<td>$.10</td>
</tr>
<tr>
<td>Organic Grapefruit</td>
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<td>$12.00</td>
<td>$.08</td>
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<tr>
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<td>$45.00</td>
<td>$.30</td>
</tr>
<tr>
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<td>$80.00</td>
<td>$.53</td>
</tr>
<tr>
<td>Organic Juniper</td>
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<td>$.12</td>
</tr>
<tr>
<td>Organic Lavender</td>
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<tr>
<td>Organic Neroli</td>
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<td>$.53</td>
</tr>
<tr>
<td>Biodynamic Orange</td>
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<td>Organic Patchouli</td>
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<td>Organic Vetiver</td>
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</tr>
<tr>
<td>Organic Ylang Ylang Complete</td>
<td>5 ml</td>
<td>$14.00</td>
<td>$.10</td>
</tr>
</tbody>
</table>
marketing of pure essences and retail

**Average Cost Per Drop**

If you purchase all 25 Pure Essences they average cost per drop is $.18.

Excluding the 5 most expensive oils, the average cost per drop is $.10.

The average use and cost per massage, facial, and spa treatment is listed below.

<table>
<thead>
<tr>
<th>Average Cost Per Drop If you purchase:</th>
<th>Average use per massage 10 drops</th>
<th>Average use per facial 5 drops</th>
<th>Average use per spa treatment 5 drops</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 25 Pure Essences = $.18</td>
<td>$1.80</td>
<td>$.90</td>
<td>$.90</td>
</tr>
<tr>
<td>24 Pure Essences minus Organic Rose =</td>
<td>$1.50</td>
<td>$.75</td>
<td>$.75</td>
</tr>
<tr>
<td>23 Pure Essences minus Organic Neroli or Jasmine Absolute =</td>
<td>$1.30</td>
<td>$.65</td>
<td>$.65</td>
</tr>
<tr>
<td>22 Pure Essences minus Organic Neroli or Jasmine Absolute =</td>
<td>$1.20</td>
<td>$.60</td>
<td>$.60</td>
</tr>
<tr>
<td>21 Pure Essences minus Organic Helichrysum =</td>
<td>$1.10</td>
<td>$.55</td>
<td>$.55</td>
</tr>
<tr>
<td>20 Pure Essences minus Organic Camomile German = $.10</td>
<td>$1.00</td>
<td>$.50</td>
<td>$.50</td>
</tr>
</tbody>
</table>
marketing of pure essences and retail

Point 2: Marketing Tips

Aromaology Enhancers and Balancers:
One way to promote the Pure Essences in your spa is to offer Aromaology enhancers or balancers. This is similar to the concept of adding an energy booster, fiber booster, or immune booster to a smoothie.

Sample Menu Description: Enhance your massage, facial or spa experience with an Aromaology enhancer or balancer. Utilizing Aveda Pure Essences, choose from a selection of 25 organic or biodynamic essential oils to heighten the aroma and effects of your treatment $5.00.

Sample Menu Description: Enliven your body and mind with an organic essential oil enhancer or balancer. Choose from the following:
marketing of pure essences and retail

Sample Menu Description continued


Included within service:
In addition, you can add Pure Essences to all massage, facial, and spa treatments and simply increase the cost of each service by $5.00.

Pre-blended Pure Essences Blends
Another way to use Pure Essences within a facial or massage treatment is to create 5–10 Professional Massage Oil or Hydrating Formula blends for a variety of skin and/or body conditions. Create these in the 2 oz applicator bottles and place in each treatment room. Select the appropriate blend to use within the treatment based on the guest’s skin or body needs or based on a sensory journey. This is an economical way to use the Pure Essences as one 2 oz bottle of a blended massage oil or hydrating formula should last for up to 30 facials or 3 massages. This method can also prevent excessive use of the Pure Essences as the team can create the blends together at team meetings as needed and store the Pure Essences in the refrigerator when not blending.
marketing of pure essences and retail

Marketing Notes
marketing of pure essences and retail

Point 3: Aromaology and Retail

Even though Pure Essences are for professional use only, spa professionals can still recommend the use of essential oils for home use. At Aveda, we have Singular Notes and Aveda Personal Blends™.

Singular Notes:
Singular Notes are excellent retail versions of essential oils and absolutes because consumers can purchase them. Since they are blended in a carrier base oil, they can be used directly on the skin. From a Pure-Fume™ to a massage oil to a bath oil, there are numerous ways in which Singular Notes can be used. Each Singular Note is a wonderfully versatile with several life style uses and benefits.
marketing of pure essences and retail

Aveda Personal Blends™

Product Personalization is a growing consumer trend and Aveda Personal Blends provides an entire system of customized products designed to meet the guest’s needs from head to toe. Unlike Pure Essences or Singular Notes, Key Elements™ are complex blends of flower and plant essences. They are classified according to which Elemental Nature™ they balance and are soothing to both the mind and body. These oils are blended in a solubilizing base so the Key Element can mix with the Aveda Personal Blends bases without altering the thickness of the products.

*Key Elements are blended at a strong dilution level (50%) and should not be used directly on the skin.*
A.

appendix
First Month Action Plan:

Week 1

Week 2

Week 3

Week 4
Second Month Action Plan:

Week 1

Week 2

Week 3

Week 4
appendix

Third Month Action Plan:

Week 1

Week 2

Week 3

Week 4
appendix

Ideas for my Action Plan
appendix

Ideas for my Action Plan