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## POSITIONING:

- ***The power of jasmine for women:*** Aura Cacia's jasmine oil provides endless health benefits for women (menopause, menstruation, skincare, mental health)
- ***Therapeutic advantages:*** Aura Cacia's pure jasmine oil is proven to relieve stress and depression, increase energy and reduce fear
- ***Aphrodisiac:*** Aura Cacia's Jasmine oil is a sensual and alluring fragrance for women looking to attract men or for couples looking to enhance their sexual lives
- ***Balancing Ayurvedic effects:*** Aura Cacia's jasmine oil is proven to have calming effects and can act as a mood stabilizer

## OBJECTIVES/GOALS:

- Get Americans to understand the benefits of Aura Cacia's Jasmine Oil and start using it in every day life
- Position Aura Cacia's Jasmine Oil as a solution for stress management
- Secure national press to get attention of consumers and potential retailers
- Secure trade press to create a call to action for potential customers
- Get an influential thought leader to endorse Aura Cacia's Jasmine Oil

## STRATEGIES/TACTICS:

- Educate mass media about the benefits of Aura Cacia's Jasmine Oil
- Build awareness of Jasmine Oil among niche communities and trade magazines
- Pitch Aura Cacia's Jasmine Oil as a safe and easy stress solution to regional press
- Pitch Aura Cacia's Jasmine Oil as a must have item for women to national magazines
- Identify an influential thought leader and pitch Aura Cacia Jasmine Oil as a must have item
- Arrange product sampling and complimentary massage for strategic editors and thought leaders

## **TARGET AUDIENCE:**

- Mothers
- Menopausal women
- Women with PMS
- Alternative medicine / health conscious interest groups
- “Zen” communities – yoga, Ayurveda, spa, acupuncture
- Corporate America - over worked / stressed out
- Couples

## **TARGET MEDIA:**

- Trade publications (psychology, women, health, beauty, fragrance, alternative medicine)
- Online (health, psychology, couples, spa, beauty)
- National magazines (women’s interest, health, beauty)
- Regional (New York, LA, San Francisco, Baltimore, DC, Portland, VT, CT)
- Daily Newspapers (Top 20)
- Broadcast (TV and Radio)

## **STORY IDEAS:**

- The fragrance industry’s best kept secret
- Spice up your relationship
- Feeling stressed? Keep Jasmine at your desk
- Brighten your mood in less than 30 seconds
- Ayurvedic healing is on the rise in the US
- Good news for new moms: a natural remedy for scarring and stretch marks
- A new solution for stress relief may be easier than you think
- Keep winter blues at bay with this essential oil

## **SAMPLE PITCH:**

### **The Fragrance Industry’s Best Kept Secret: Jasmine**

This month’s *Self* wellness section reveals a natural health remedy for women of all ages. It can enhance your mood, ease anxiety, improve skin scarring, reduce menstrual cramps and even get your partner in the mood.

Alluring and feminine *Jasminum officinale* is an essential oil that has been used for centuries in eastern medicine to treat a variety of ailments and to promote a euphoric life. Studies have linked it to the release of serotonin, resulting in feelings of happiness and restorative energy. This flower contains cicatrisant properties that improve skin elasticity and can diminish nagging imperfections like old scars and stretch marks.

Organic aromatherapy company *Aura Cacia* extracts essential oils from ethically sourced flowers with no added chemicals or parabens. Their pure jasmine oil blended with jojoba oil is the first of its kind to allow women to safely apply the essential oil directly to their skin.

We can provide samples of *Aura Cacia*’s Jasmine Absolute Pure Essential Oil and invite you to experience a complimentary aromatherapy massage. Please contact us for more information or visit [www.auracacia.com](http://www.auracacia.com).

## **SAMPLE PRESS RELEASE**

### **ESSENTIAL OIL LINKED TO HAPPINESS, LESS STRESS AND BETTER SEX Aura Cacia releases essential jasmine oil blended with jojoba oil**

New York, NY – Scientists have discovered that inhaling jasmine reduced the activity of a number of hormones that are active during moments of stress. Jasmine has also been linked to the release of serotonin, resulting in an uplifted mood and increased energy.

Aura Cacia, an organic aromatherapy company based out of California now produces pure jasmine blended with jojoba oil. It's the first of its kind to allow customers to apply the oil directly to their skin. With no synthetic additives, Aura Cacia provides its customers the purest form of the flora to yield the best results.

Eastern civilizations have been practicing preventative medicine for centuries. With the rise of yoga, the Indian concept of Ayurveda and its focus on diet has become increasingly popular in the United States. Americans are more aware of the importance of achieving balance in their physical and mental states. The use of essential oils and aromatherapy is the next Ayurvedic trend to promote a healthier, balanced life.

Jasmine, dubbed “Queen of the Night” because the flowers fragrance is most potent at midnight, is known for its sensual properties. The warm and inviting aroma is known for its uninhibiting effects, eliciting a healthier sex life and joyful state of being. The flower has been considered an aphrodisiac throughout history, once used in ancient Indian wedding ceremonies.

In addition to improving libido, jasmine has a wide range of psychological benefits. The essential oil has been widely studied and is linked to results including an enhanced mood, improved mental clarity, increased energy, and stress relief.

Women especially have much to gain from this essential oil. Studies have shown that it can reduce hot flashes in menopausal women. It is also connected to the relief of menstrual cramps and a regulated cycle. Additionally, its cicatrisantic properties can encourage skin elasticity and fade scars.

Aura Cacia ethically sources flowers from all over the world to create their essential oils. The company is committed to maintaining the quality and integrity of its oils. For more information please visit <https://www.auracacia.com/>.

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