

7 SUPERIOR REASONS WHY YOU SHOULD CHOOSE *AromaWorks* LONDON

THE AROMAWORKS COMPETITIVE ADVANTAGE:

- 1 Product performance
- 2 Price = Profits
- 3 Repeat business
- 4 Elegant packaging
- 5 Product awareness
- 6 Value for money
- 7 Brand awareness



Become an **AromaWorks** stockist and give your customers a **high quality product** that will look **elegant and luxurious**, with a **wide product range** and prices suited to every need. Be the first to offer AromaWorks and **start building new business** today!

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7 REASONS WHY YOU SHOULD CHOOSE AromaWorks

LONDON

THE AROMAWORKS COMPETITIVE ADVANTAGE:

1 SUPERIOR PRODUCT PERFORMANCE
Firstly they are all natural – made from soy and beeswax then packed with essential oils. **There is a complex alchemical blend of up to 9 essential oils in each candle!** We don't think that's been done before? Each essential oil is carefully chosen to work synergistically on not one, but three levels – scent, emotions and spiritually. We manufacture the whole range ourselves and they are the result of 18 months experimentation consumer testing nationwide.

2 SUPERIOR PRICE = SUPERIOR PROFIT
It is vital that the consumers see a broad display of product to understand the brand and **help you sell the product.** We want to put our money where our mouth is and, providing you have been trading for more than 3 years with a good credit record, **we will invest in you** by providing the initial stock of product, point of sale material and display at no risk to you. We will simply invoice what you sell each month end, so you are **making profit from the first item you sell!** We will also replace the stock you sell automatically, so you will always have a substantial investment by us driving your sales!

3 SUPERIOR REPEAT BUSINESS
The vast majority of our customers become **repeat buyers**, whether it's the Signature blends of 4, the subtle mood change of Essential Rose or the more sophisticated Yin Yang, your customers will quickly **find a favourite** they will want time and time again. Plus, **as moods and seasons change, you will find other favourites will develop.** It's not unusual for couples or a family's to prefer different essential oil blends, so powerful is the effect on the senses, giving plenty of **opportunity for future sales.**

4 SUPERIOR ELEGANT PACKAGING
We have created a striking brand that is simple but unmistakably AromaWorks, oozing sophistication and **demonstrating a high quality normally only found in superior hotel spas** at much higher premiums. We have

some hard hitting POS material to help get the message home that your customers are **buying an experience not just a fragrance** product!

5 SUPERIOR PRODUCT AWARENESS
Becoming an AromaWorks Stockist is a **true partnership.** We will give you display advice, show you how to sell this high end product and drive customers to your door from your local area through effective email marketing campaigns. **We have a huge awareness campaign launching in 2013,** not only will we be promoting the brand through advertising and magazine articles but through a heavy investment in **social media throughout Europe and the USA.** Consumers are becoming very aware of the dangers of unnatural synthetic chemical use in the home, whilst gaining knowledge about the therapeutic nature of natural essential oils, making this a future proof product!

6 SUPERIOR VALUE FOR MONEY
What better situation can you have in retail than a **superior best quality product** with excellent scent throw, long lasting and highly effective, at a **price that sets the range out from it's competitor** for the consumer and your margin! A must-have product for any home, research shows 7 out of 10 customers want to experience the 'scents of purity' from burning candles or defusing oils through our room mists and diffusers.

7 SUPERIOR BRAND AWARENESS
The brand is fast becoming the **market leader** in high end Aromatherapy candles. When you light an AromaWorks candle you can blissfully drift away, safe in the knowledge that you're indulging in only the purest ingredients nature offers. We source the **finest organic soy and beeswax** to make our aromatherapy candles, while the fragrance delivered by our superior levels of essential oils will envelop you in tranquillity, happiness and serenity. **This is the Brand for Aroma products**