

Aura Cacia®



pure aromatherapy

Organic Essential Oils



INTRODUCING AURA CACIA® Organic Essential Oils

Aura Cacia organic essential oils have earned the United States Department of Agriculture's organic logo and seal through a rigorous third party certification and verification process.



What's the difference

BETWEEN ORGANIC AND CONVENTIONAL ESSENTIAL OILS?

Organic essential oils differ from conventional oils in that the botanicals from which they are derived are grown organically; without pesticides and other chemicals on ground that has been certified organic. Our manufacturing facility and all of our organic essential oils have also been certified organic—meeting the strict USDA requirements for organic products—by the established third-party certifier, Quality Assurance International (QAI).



WE BELIEVE ORGANICS ARE:

- ✘ **Better for you** Aura Cacia organic essential oils offer the utmost purity and therapeutic effectiveness. Our oils are distilled from botanicals grown on certified organic farms, without the use of toxic pesticides and chemicals.
- ✘ **Better for the environment** Buying organic helps protect the water, the soil, and the delicate balance of nature. It is the sustainable way to harvest our earth's bounties and protect the environment for future generations.
- ✘ **Better for the farmers** Organic agriculture provides key support to many small farmers and co-ops around the world, especially in underdeveloped countries. To support our growers' commitment to organics, we give back 1% of our organic essential oils sales directly to the farmers and communities that produce them.

QUALITY OILS BEGIN WITH A

Connection to the Source

We search the globe for growers dedicated to sustainable organic essential oil production.

To find our source of organic ylang ylang oil, we traveled to the tropical north coast of Madagascar. Here we found a farm and distillation facility that not only produces high-quality organic essential oil, but is committed to operating in an environmentally sustainable and socially responsible way.

Here ylang ylang picking is highly desired work and the pay is very competitive for the region. Many pickers have been harvesting at this farm their entire adult lives.

For decades their fuel source was wild harvested wood, which contributed to the country's deforestation problem. Now they have a sustainable solution; using trees blown over in a cyclone. They have also dedicated 15 acres of farmland for eucalyptus tree cultivation to use as a long-term fuel solution. A new solar hot water system creates an even more sustainable operation.



Aura Cacia Aromatherapy Expert,
Tim Blakely in Madagascar.

WATCH OUR MADAGASCAR SOURCING VIDEO AT:
WWW.AURACACIA.COM/SUSTAINABILITY



We give back 1% of organic essential oil sales to the farmers and communities that produce them.

Ylang Ylang field workers in Ambanja, Madagascar.

WE TEST EVERY BATCH TO GUARANTEE Authenticity & Purity

All of our oils meet the same rigorous standards—backed by our sophisticated testing—for quality and purity. Each organic essential oil has been sourced from a single origin. We never sell oils that are diluted, adulterated, or of inferior quality. Our in-house testing methods include:



Aura Cacia Director of Research, Dr. Denis Charles, performing GC/MS testing.

- ✘ **Gas Chromatography/Mass Spectrometry (GC/MS) testing**
- ✘ **Chiral Gas Chromatography**
- ✘ **Optical rotation**
- ✘ **Specific gravity**
- ✘ **Refractive index**
- ✘ **Sensory Evaluation**



From 2009–2010, 36 lavender essential oils samples from various brands were tested for purity and 16 samples failed.

Dilution Table

Always refer to essential oil label guidelines and warnings before use.

For general use: **DO NOT** use undiluted oils on your skin. Always dilute in a carrier such as vegetable oil.

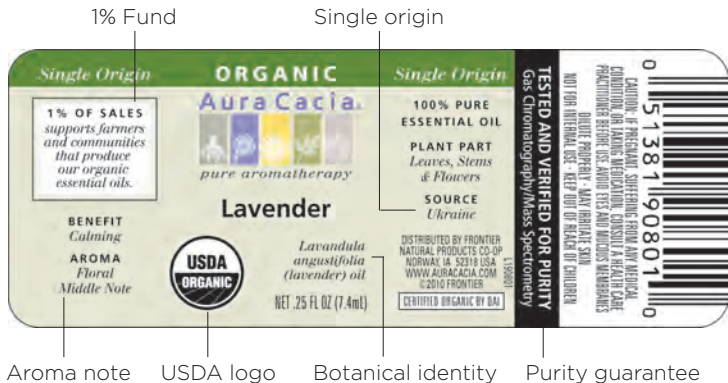
APPLICATION	OIL DROPS	AMOUNT OF CARRIER
Massage	12	1 oz. oil
Compress	9	8 oz. water
Bath	30	Tub of water
Body Mist	48	4 oz. water
Room Spray	72	4 oz. water
Room Diffusion	18	Per room



Find lots of great tips and recipes online at auracacia.com and download the free Aura Cacia App for iPhone® and iPod Touch® at the Apple® App Store.

AURA CACIA® Organic Essential Oils

A LOOK AT OUR NEW LABEL



- ✂ **1% Fund** Our commitment to you, our growers and the earth.
- ✂ **Single origin** Tells you exactly where the oil is sourced.
- ✂ **Aroma note** A quick reference tells you the aroma profile.
- ✂ **USDA logo** Our oils meet the strict USDA organic requirements.
- ✂ **Botanical identity** Important reference for therapeutic benefits.
- ✂ **Purity guarantee** All oils are tested to confirm purity.

Our organic essential oils are available in 0.25 fl. oz. amber glass bottles.

OIL	ORIGIN*	BENEFIT	PLANT PART	CHARACTER	NOTE
Basil, Sweet	Egypt	Uplifting	Leaves, Stems & Flowers	Herbaceous	Top
Bergamot	Italy	Uplifting	Fruit Peel	Fruity	Top
Cinnamon Leaf	Sri Lanka	Revitalizing	Leaves & Stems	Spicy	Middle
Citronella	Sri Lanka	Protecting	Leaves	Herbaceous	Top
Clary Sage	France	Balancing	Leaves, Stems & Flowers	Musky	Middle
Clove Bud	Sri Lanka	Comforting	Flower Buds	Spicy	Middle
Cypress	Morocco	Opening	Needles & Twigs	Piney	Middle
Eucalyptus, Radiata	Australia	Purifying	Leaves	Camphoraceous	Top
Geranium	Egypt	Balancing	Leaves, Stems & Flowers	Floral	Middle
Grapefruit	USA	Refreshing	Fruit Peel	Fruity	Top
Lavender	Ukraine	Calming	Leaves, Stems & Flowers	Floral	Middle
Lavender, Spike	Spain	Purifying	Leaves, Stems & Flowers	Camphoraceous	Top
Lemon	Italy	Cleansing	Fruit Peel	Fruity	Top
Lemongrass	Sri Lanka	Inspiring	Leaves	Herbaceous	Top
Marjoram, Sweet	Egypt	Balancing	Leaves, Stems & Flowers	Herbaceous	Middle
Orange, Sweet	USA	Cheering	Fruit Peel	Fruity	Top
Oregano	Hungary	Purifying	Leaves, Stems & Flowers	Camphoraceous	Top
Patchouli	Indonesia	Sensualizing	Leaves & Stems	Musky	Base
Peppermint	USA	Refreshing	Leaves, Stems & Buds	Minty	Top
Pine	Hungary	Enlivening	Needles & Twigs	Piney	Middle
Rosemary	Tunisia	Activating	Leaves & Stems	Camphoraceous	Top
Tea Tree	Australia	Purifying	Leaves & Stems	Medicinal	Top
Vetiver	Sri Lanka	Grounding	Roots	Earthy	Base
Ylang Ylang III	Madagascar	Sensualizing	Flowers	Floral	Middle

* The origin of an oil may change if agricultural conditions adversely affect production.



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to the farmers and communities that produce them.

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www.auracacia.com



Aura Cacia saved the following resources by using New Leaf Primavera Gloss, made with 86% recycled fiber and 60% post-consumer waste, elemental chlorine free, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates: 8 fully grown trees, 3,593 gallons of water, 2 million BTU of energy, 218 pounds of solid waste, and 746 pounds of greenhouse gases. www.newleafpaper.com

Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.

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