



Online Aromatherapy Retailer Training

Staff training from the country's leading aromatherapy brand is now available on the Internet.

What is it?

The Aura Cacia Online Aromatherapy Retailer Training is a self-taught, online course that was developed specifically to increase the aromatherapy knowledge of retailer staff. It focuses on the information we think would be most valuable for selling aromatherapy products, provides answers to frequently asked customer questions, and has sections on regulations and merchandising written especially for retailers. It also contains profiles of popular essential oils, aromatherapy formulas and is readily utilized as a reference for aromatherapy information.



What's good about it?

The Aura Cacia online course is convenient, relevant and cost-effective. Whether used to reinforce and refresh the knowledge of a trained staff or introduce new staff to aromatherapy, it can be integrated into work schedules as time is available, requires no travel, and can be worked on from home at any time. In addition to a solid background in aromatherapy basics, this course provides information needed to effectively sell aromatherapy products—regulatory guidance, merchandising techniques and answers to questions customers ask when shopping.

How is it accessed?

Any wholesale customer who has activated wholesale access at our wholesale web site (wholesale.frontiercoop.com) can simply follow the link on the home page to the training. If you don't have an account with us, you can access the training at <http://wholesale.frontiercoop.com/AromaTraining>.

If you have questions, please call Customer Service at 1-800-669-3275.

For a preview of the training, see the Course Outline on the other side of this flyer.

Aura Cacia products are 100% pure and contain no synthetic fragrances or colors.

Aura Cacia ~ Norway, IA 52318 ~ 1-800-669-3275 ~ www.auracacia.com

Aura Cacia Online Aromatherapy Retailer Training

The training requires a total of six to eight hours to complete and may be taken in any order, or simply browsed or used as a reference. Once you've finished the course, there is a computer-scored, multiple-choice test that you can take to receive a personalized Certificate of Completion.

Course Outline

Section 1 – What Are Essential Oils?

- 1.1 Definition & Role in Plants
- 1.2 Distillation of Essential Oils
- 1.3 Other Methods to Obtain Essential Oils
- 1.4 Chemistry of Essential Oils

Section 2 – What Is Aromatherapy?

- 2.1 Essential Oils and Aromatherapy
- 2.2 History of Aromatherapy
 - Historical uses of plant scents.
 - Modern Aromatherapy

Section 3 – The Science of Aromatherapy

- 3.1 The Effects of Scent
- 3.2 Other Methods of Application

Section 4 – Using Essential Oils

- 4.1 General Applications for Aromatherapy
- 4.2 Importance of Purity
- 4.3 Safe Use of Essential Oils
 - Safety Tips
 - Recommended oil dilutions

Section 5 – Key Oils for Aromatherapy

- | | |
|------------|------------------|
| Lavender | Lemon |
| Tea Tree | Geranium |
| Peppermint | Sweet Orange |
| Eucalyptus | Bergamot |
| Patchouli | Ylang Ylang |
| Rosemary | German Chamomile |
| Clary Sage | Sandalwood |

Section 6 –Aromatherapy Basics

- 6.1 Blending and Formulating
- 6.2 Other Formulation Ingredients
- 6.3 Carrier Oils
- 6.4 Fun Formulas

Section 7 – Quality

- 7.1 Understanding Quality
- 7.2 Quality Tips
- 7.3 Ensuring Quality
- 7.4 Common Quality Problems
- 7.5 Quality Myths in Retail
- 7.6 Storage/Shelf Life

Section 8 – Regulatory Issues

- 8.1 Organic
- 8.2 Labeling
- 8.3 Ingredients
- 8.4 How Regulation Affects your Store
- 8.5 Regulatory Glossary of Terms

Section 9 – Aromatherapy in Your Store

- 9.1 Demos
 - Product specific demos:
 - Product creation demos:
 - “Passive” demos:
- 9.2 Literature
- 9.3 Merchandising
 - Secondary placement
 - Highlighting quality/purity

Section 10 –Resources



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