



AROMATHERAPY  
ASSOCIATES



WELLNESS PIONEERS

## THE ORIGINAL AND STILL THE BEST

PERSONAL | SENSORIAL | POTENT & PURE

Aromatherapy Associates is the original expert with efficacious and award-winning blends.

Starting out as therapists in the early 1970s, our founders, Geraldine Howard and Sue Beechey experienced first-hand the powerfully positive effects of essential oils on our physical and emotional wellbeing. It began a love affair with aromatherapy.

In 1985, Aromatherapy Associates was born with a small range of therapeutic-grade products and treatments. We continue to celebrate and share the wonders and benefits of essential oils with an ever-growing range of award-winning products and transformative treatments that can be found all over the world.

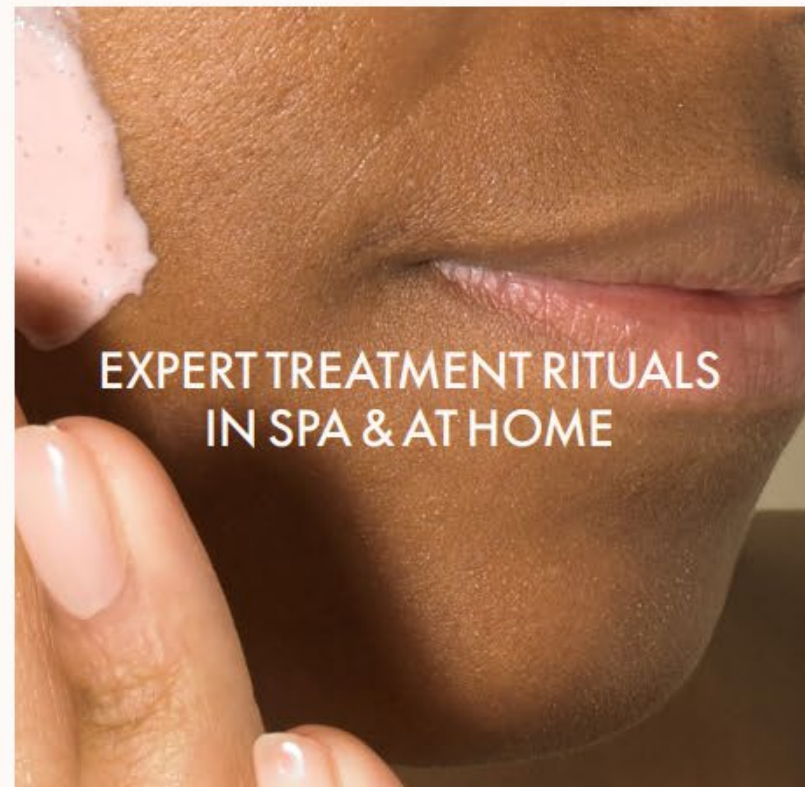
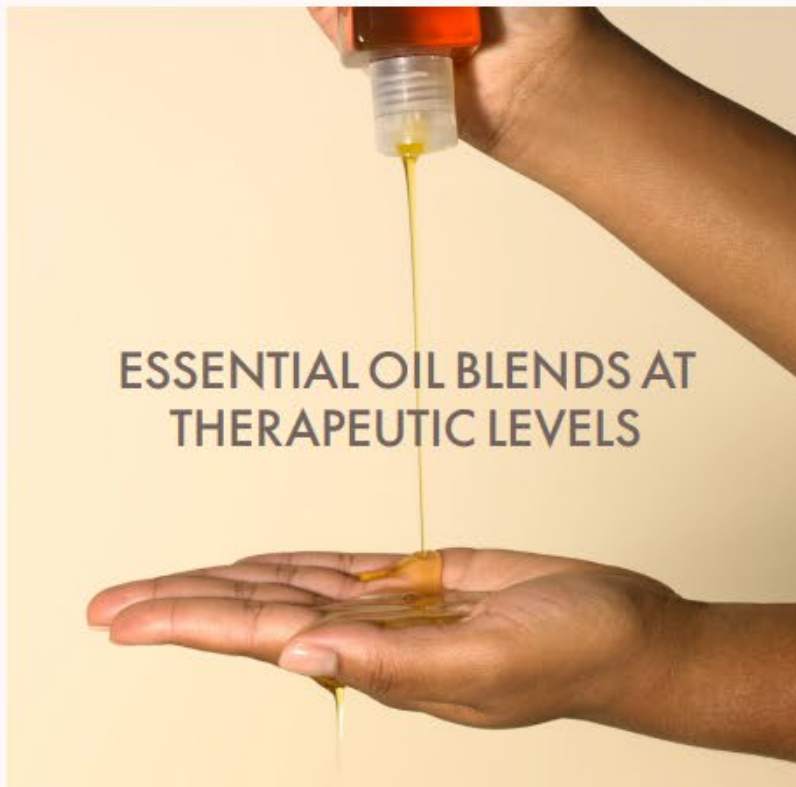
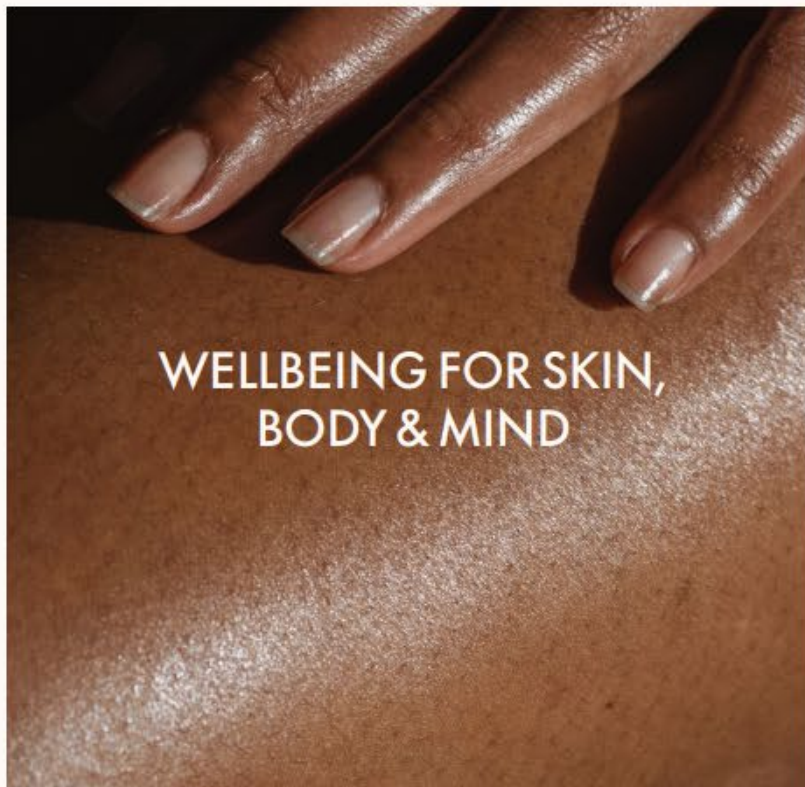


“From day one, I always believed in creating blends with intent and purpose – to help individuals in pairing them with their perfect therapeutic blend.”

GERALDINE HOWARD  
FOUNDER

## A STRONG & DIFFERENTIATED USP

Meeting the wellness needs of today via the power of therapeutic aromatherapy with spa expertise at the heart



London Headquarters – On-site Laboratory – Training & Education Centre



## 4,400+ 5 star reviews

★★★★★

"This product is amazing. If you're someone that suffers from anxiety/insomnia/stress, this is the product for you"

DEEP RELAX BATH AND SHOWER OIL  
CONSUMER REVIEW – LOOK FANTASTIC

★★★★★

"Revive transports my sense to a place of tranquillity and awareness. The quality is astonishing. You wouldn't think a scent could make you feel so alive"

REVIVE SHOWER OIL CONSUMER REVIEW

★★★★★

"I couldn't be happier... it's super easy to navigate and light as a feather so easily portable. The fragrance fills the room on its lowest setting. Love it!"

THE ATOMISER CONSUMER REVIEW –  
AA.COM

## 35 years of celebrity love

"A brand that is hard to beat in the oils department..."

INDIA NIGHT – SUNDAY TIMES STYLE

"At Vogue... I got all the former beauty editors back to debate the all-time top 100 beauty products... and without exception, Aromatherapy Associates was the only thing every single person round the table nominated"

NICOLA MOULTON – FORMER BEAUTY AND HEALTH DIRECTOR OF VOGUE AND CREATIVE DIRECTOR OF SEEN GROUP

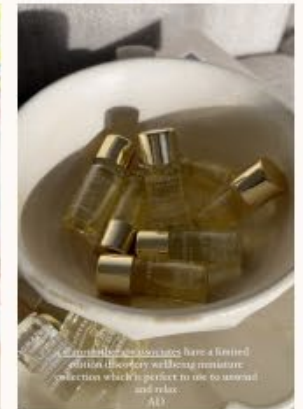
"While there are lots of great bath oils, I find myself going back to Aromatherapy Associates"

SARAH JOSSEL – BEAUTY DIRECTOR OF THE SUNDAY TIMES

## 100+ awards



## Influencer community of 5M+



# A COMPLETE 360 DEGREE OVERVIEW

A COMPLETE 360 DEGREE OFFER

SPA



**540K**

MASSAGE TREATMENTS EACH YEAR

OVER **9M**

HOTEL BEDROOMS EACH YEAR

**5M**

BATHING EXPERIENCES IN THE LAST 18 MONTHS

OVER **3000**

THERAPISTS TRAINED GLOBALLY IN 2020



# AROMATHERAPY ASSOCIATES

## SUSTAINABILITY AT OUR CORE

At the heart of Aromatherapy Associates is the use of essential oils, one of nature's most treasured gifts to humanity. Therefore, sustainability and protecting the planet is not merely a token gesture or a PR exercise for us. It is crucial that we care for the planet so it can continue to provide us with the precious oils we use to address the wellness needs of our customers worldwide.

# ETHICALLY SOURCED INGREDIENTS

Our retail products are meticulously crafted and sourced using the finest, most natural and sustainable ingredients from our trusted partners across the globe.

Our suppliers are selected based on their ethical and sustainable credentials and some give back to the community through investment and education.

We aim to use our business as a force for good, positively impacting people, planet and communities.



## RETAIL STANDARDS



VEGAN



SOURCED  
WITH CARE



100% NATURAL  
BLEND



RECYCLABLE  
PACKAGING

## RETAIL ACCREDITATIONS



Cruelty Free  
INTERNATIONAL



www.fsc.org

\*Members since 2020

## PEOPLE

We are committed to creating a diverse and inclusive workforce.

All employees take part in Diversity & Inclusion training.

We have implemented wellbeing schemes and continuous learning opportunities for all employees.

All employees are given access to a learning and development portal.

50% of our operating board are women.

## PLANET

Our headquarters uses 100% renewable energy.

Since 2020 we have removed over 1.5 tonnes of virgin plastic from our products and we use fully recyclable and, where possible, reusable packaging.

We are continuing to condense our supply chain to reduce our carbon footprint and support local economies.

Our products are free from the following chemicals:

Bisphenol A, Butyl, Benzyl Phthalate (BBP), Formaldehyde, Parabens, Hydrogen Peroxide, Nano Particles, Oxybenzone, Phthalates, Sodium Lauryl Sulfate, Sodium Laureth Sulfate and Micro Beads.



## LEAPING BUNNY APPROVED

In 2022 our cosmetic and personal care products became Leaping Bunny approved by Cruelty Free International. A global programme, Leaping Bunny requires cruelty free standards over and above legal requirements.

The internationally recognizable gold standard for cruelty free products. We proactively monitor our suppliers to ensure that our products continue to adhere to the Leaping Bunny criteria.



**Cruelty Free**  
INTERNATIONAL



# HOTELIER COLLECTION



## FRAGRANCE

Made from 100% essential oils supplied by Aromatherapy Associates London laboratory, the fragrance opens with an accord of delicate, sweet lavender, followed by a heart of herbal lavandin and beautifully fragrant ho wood adding sweet, slightly floral and woody tones with exotic rich ylang ylang to close.

Lavender: Soothing

Ylang Ylang: Promotes healthy hair

Howood oil: Calms Skin

Lavandin: Calming and restoring

## FORMULATION

Shampoo

Oat Protein – helps to soften and smooth hair, leaving it shiny.

Conditioner

Jojoba oil and Panthenol - rich in nutrients that nourish and strengthen hair.

Shower Gel

Oat Protein – helps to cleanse and soothe skin.

Lotion

Almond oil, shea butter, Vitamin E and Hyaluronic Acid – these humectants help to nourish and retain moisture, leaving skin soft and supple.

# HOTELIER COLLECTION

## SINGLE-USE

40ML TUBES & 30G/40G SOAP



Leaping Bunny certified



POST-CONSUMER  
RESIN

All plastic packaging  
made from 30% PCR



RSPO certified soap



FSC soap carton

# HOTELIER COLLECTION

## DISPENSERS

### 360ML MINI BRACKET



\*Mini Bracket Exclusive to Gilchrist & Soames  
US Patent 10,527,224 B1

### 300ML PREMIUM PUMP



- Formulated without SLES OR SLS, DEA, MEA, TEA and Carbomer, by replacing with mild surfactants and naturally derived alternatives
- Suitable for vegans and cruelty free

A close-up, artistic photograph of a person's skin, likely a leg, covered in numerous small, glistening water droplets. The lighting is soft and directional, coming from the right, which creates a gradient from dark brown on the left to a lighter, almost golden-brown on the right. The droplets are of various sizes and are scattered across the skin's surface, some reflecting the light. The overall mood is intimate and refreshing.

THANK YOU