



 **optima**
natura

THE EXPERT
IN AROMATHERAPY
OFFERING UNIQUE
SOLUTIONS E.G.



FOUR THIEVES OILS®



N-ACTIVE OIL®

OILS THERAPY®

WWW.OPTIMANATURA.EU

HOW TO WIN CHOICES

LEVERAGING BRAND CHARACTER & VALUES

BRAND CHARACTER :

- Mind, Body & Soul Aromatherapy Solutions.

BRAND VALUES :

- Passion for wellbeing
- Enabling self-care incorporating holistic wellness
- Creativity & innovation
- Total integrity & dedication
- Reconnecting to age-old ingredients
- Embracing in-use sensation and pleasure
- Enjoying nature

HOW TO WIN CHOICES

LEVERAGING COMPANY MISSION STATEMENT

OPTIMA NATURA COMPANY MISSION :

- **A company whose mission is to help women and men of all ages discover essential oils and their properties.**
- **A company who offers 100% natural pharmacy grade essential oils and ready made solutions for consumers who should have them in their medicine cabinet and bathroom.**
- **A company which dedicates its efforts to everyone who cares about their wellbeing and is interested to improve it.**
- **A company that is distinctive because of its commitment to creating unique product solutions for its shoppers / consumers.**
- **A Company that is unmatched in its commitment to direct communication with shoppers / consumers.**

HOW TO WIN CHOICES

LEVERAGING MIND, BODY & HEALTH STORY

MIND, BODY & SOUL → HOLISTIC HEALTH

- **Consumers increasingly define their well-being through a broader lens encompassing all aspects of their lives.**
- **Consumers seek multifunctional health and wellness benefits to reduce an array of concerns ranging from the environment to managing pervasive mental health issues such as stress, anxiety and depression.**
- **Optima Natura are focussed on developing and selling body-positive treatments and mood-enhancing moments via functional fragrances and skincare products for everyday use.**

HOW TO WIN CHOICES LEVERAGING UNIQUE / HERO PRODUCTS

FOUR THIEVES OILS

The legend brought to life by Optima Natura

Innovative formula – 100% natural essential oils

Contains natural ingredients with antiseptic properties

Multi Use

- improve indoor micro-climate
- aromatherapy
- ingredient for own preparations
(eg antibacterial gel or liquid)

Award Winner – Influencer's Top 2021 Contest

Available in 2 formats – as an oil and as a mist

N-ACTIVE OIL

The source of nootropic aromatherapy – mood enhancement, improved sense of well-being and stimulation of sense.

A unique set of expertly crafted and unique blends.

Designed to offer solutions to the stresses and strains of a modern lifestyle – work, house duties, physical activity, relationships etc

Relevant to a post pandemic lifestyle where self help & individual well-being have risen in importance

Award Winner : Cosmoprof Bologna Fair 2022

Award Winner : N-Active Oil Sleep - Influencer's Top 2022



ENDORSEMENT OF THE BEST QUALITY

HAMILTON TEST



Optima Natura
Four Thieves Oils®

**HAS ANTIBACTERIAL
ACTIVITY**

Date of the test: 05.2020

CONSUMER TEST

— ofeminin —

100% experts **would buy**
Four Thieves Oils® **again.**

100% of users said that
the Four Thieves Oils®
improved breathing comfort.

4,8 **Average rating**
of the Four Thieves Oils®

https://www.ofeminin.pl/klub-ekspertek/inne/olejek-zlodziei-opinie/3f2ghe8#section_social_media_feed

TOP INFLUENCERS AWARD IN 2021



Category: **HEALTH**

Jury: **Polish Top
Influencers**

HOW TO WIN CHOICES

RECOMMENDED RANGING / ASSORTMENT

CORE RANGE / MUST HAVE: 17 SKUS

1. Four Thieves Oils – 3 SKUS
 - Oil 20 ml, Fragrance Mist 50 ml, Gel 75 ml
2. N-Active Oils – 6 SKUS
 - Energy 20 ml & Concentration 20 ml each
 - Calmness 20 ml & Sleep 20 ml each
 - Set Energy + Concentration (10 ml + 10 ml)
 - Set Sleep + Calmness (10ml + 10 ml)
3. Economy / Value Sets – 3 SKUS
 - **Health:** Eucalyptus 10 ml / Four Thieves Oils 10 ml / Lavender 10 ml
 - **Love:** Ylang Ylang 10 ml / Four Thieves Oils 10 ml / Bergamot 10 ml
 - **Luck:** Cinnamon 10 ml / Four Thieves Oils 10 ml / Orange 10 ml
4. Best Sellers Core Oils – 5 SKUS
 - Basic Set
(Eucalyptus, Lavender, Pine, Orange - all 10 ml plus Tea Tree 30 ml gratis)
 - Tea Tree, Eucalyptus, Lavender & Pine (all 10 ml)

ADDITIONAL COMPLIMENTARY SKUS:

1. Optima Natura Bath Salt with Four Thieves Oils – Immunity (1 kg size)
2. N-active Oils Sleep Fragrance Mist 50 ml (available Q2 2023)
3. Remaining range of 10 and 30 ml essential oils
4. Oilstherapy range - natural care products (in preparation, available Q3 2023)
 - Bath salts with oils (Calm/ Care / Regeneration)
 - massage and care oils on Sweet Almond Oil basis (3+sku)
5. Customized Limited Editions
eg. Winter Set, Winter oil, sets with diffusers and candle diffusers etc. (on a preorder basis)

PRICING PRINCIPLES:

1. Line Pricing where possible to drive transparency and easy of shopping
2. Premium Pricing to enable category growth story & investment in marketing
3. Core 10 ml Oils skus used to anchor to pricing proposition
4. Value Pricing on „economy” skus to ensure there is always a lower cost option on shelf
5. Special packs and limited editions to deliver category news and shopper engagement

KEY TRADE TERMS & CONDITIONS:

1. Payment Terms: Prepayment
2. Minimum Order Quantities: to be agreed on a market by market basis
3. Minimum 14 day order to delivery leadtime (Produced and shipped from Poland/FOB)
4. All skus delivered in shelf ready packaging (English or English/German versions, customized solutions possible depending on a specific agreement)

BRAND AWARENESS CAMPAIGNS

☼ ONLINE CAMPAIGNS:

- ☼ Impact Mobile Onet
- ☼ Rich Media
- ☼ Bumper Ads (YouTube)
- ☼ Display campaign Programatic
- ☼ Contextual campaign NextClick
- ☼ Social Ads.
- ☼ Google Ads & SEO
- ☼ Constant communication and promotion of content on Social Media
- ☼ Cooperation with Influencers





THE EXPERT IN AROMATHERAPY

Optima Natura® is a brand whose advanced, natural products are used in aromatherapy both in everyday use (at home and in the office) and professionally (in saunas, SPA, beauty salons, fitness clubs).

We offer ready-made solutions, including a wide range of pharmacy, 100% natural essential oils and their unique blends. Our product portfolio also includes oils for body care and massage, as well as specialized preparations for skin protection (based on high-quality essential oils and oils).



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Unia Europejska
Europejski Fundusz
Rozwoju Regionalnego



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