

**Aromaland**

*for Seebinger Hemp*

**2013**



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Essential oils have been in use for over 4,000 years – it was only in the last 130 years that synthetic fragrance was created and introduced into the marketplace. Today synthetic fragrance permeates many of the environments we work, play and eat in and many of the products we bathe and clean with. When someone smells a real essential oil, their body knows it because it is real and at the depth of our being, we know what is real – especially when it comes to the olfactory. So essential oils not only smell good – they register within us at a core level. It takes over 70 roses to make one drop of pure rose essential oil. Try fitting 140 roses, 400 jasmine blossoms, 10 Clementine oranges and an armful of Chamomile into one bottle of shampoo...we do!

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## **Quality – Purity – Expertise**

### **Sustainability**

Aromaland works diligently to source oils from farmers and wild crafters with sustainable practices. Where specific plant species are in danger of being over harvested, we have developed local, long term programs with indigenous cultures to help create a sustainable source and method of production.

### **Top Quality Essential Oils**

Aromaland is committed to providing top quality, therapeutic-grade, essential oils. Essential Oils are at the heart of every Aromaland product.

### **Experience and Expertise**

Our quality and expertise has led Aromaland to become one of the top US sources for companies that demand pure essential oils at the heart of their private label brands. To date Aromaland has over 200 private label customers, 25 of which are major brands. Even if you haven't used an Aromaland branded product, chances are that you have used it under a different brand.

### **Rigorous Testing**

Aromaland utilizes rigorous state of the art GC/MS testing (Gas Chromatography/Mass Spectrometer) to verify the purity of each batch of essential oil received. Although there is over 100 years' combined olfactory experience at Aromaland, we still feel it is critical to use a GC/MS to verify the purity of all our essential oils.

### **Re- Innovation**

For 95% of human history, essential oils were a part of everyday life. It is only in the past 150 years that we have lost touch with them. Aromaland is always working on and developing new ways to make essential oils once again a part of every day life.

### **Giving Back**

At Aromaland we appreciate the diversity of life that we feel supports a balance on the planet. Each year we make a point to make contributions on a local, national and international level that supports this diversity and balance. In this giving, our family extends from the local Santa Fe community all the way around the globe to farming families and indigenous peoples as well as organizations that support culture, sustainability and diversity.

### **Love, Care and Passion**

At Aromaland we have all been inspired by the essence of the over 200 plant species we work with each day. Over time, it has become clear to us that the plant essences have a desire- and that desire is to be shared with as many people as possible. So that is our mission—to share the pure essence of nature with as many people as we can!

## Sustainability

Aromaland buys essential oils from small farmers all around the world who practice sustainable agriculture. We have been sourcing these small farmers for over 20 years. Many if not all the practices detailed below are demonstrated by our farmers. Our farmers are distillers and the plant material is processed into an essential oil on the same land where it is grown. The whole cycle is complete and sustains itself within its own carefully managed ecosystem.

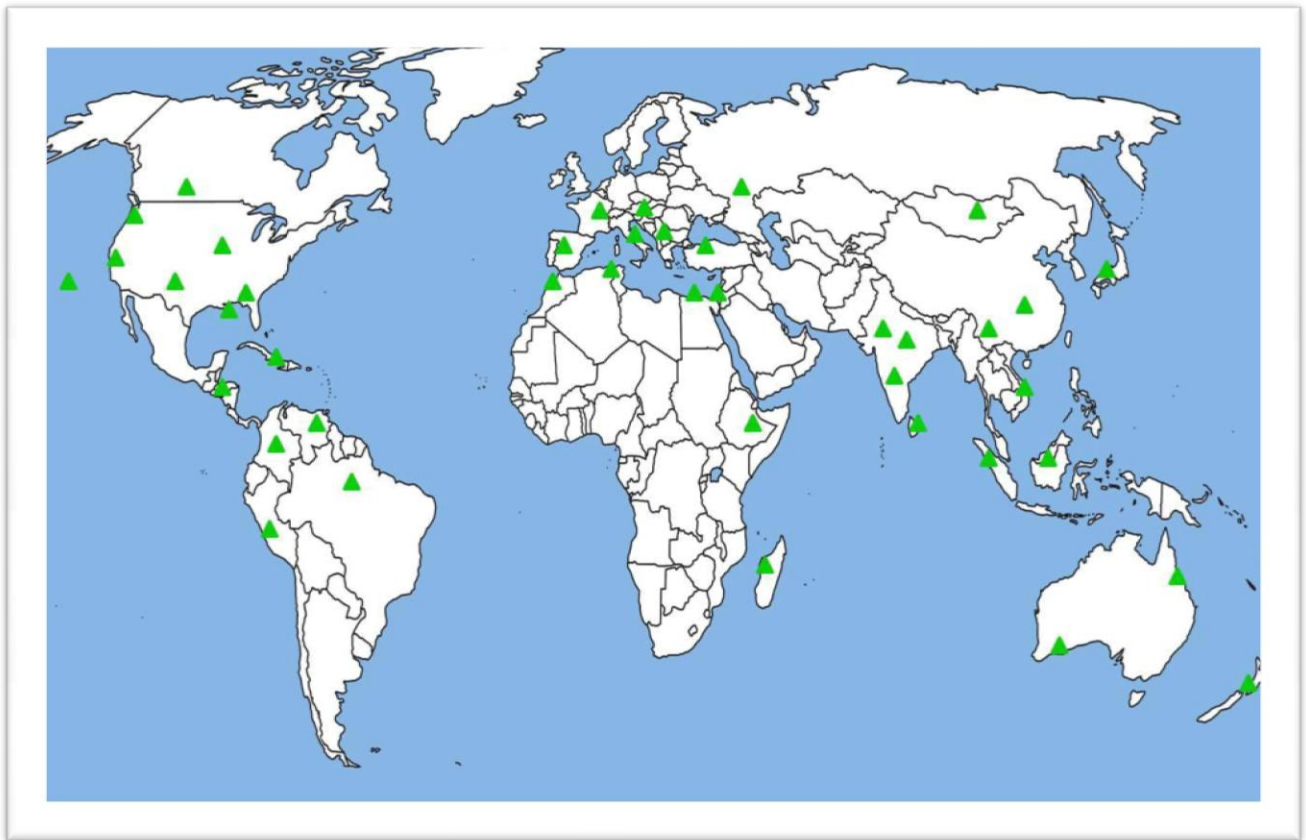


Sustainable agriculture seeks in principle to promote economic viability, environmental stewardship, and social responsibility. These three tenets are to be embraced as one functional unit. Decisions concerning a sustainable agriculture should then enhance the environment and the farmer's economic situation and benefit the regional society. Holistic Management gives us a way to move forward on these three tenets. It gives us a way to design agriculture to truly mimic nature's principles of sustainability. It gives us a way to make decisions that automatically take into account the society, the economics, and the environment before they are made.



100% Pure Essential Oils

From 44 Countries Around the World



### Americas & Caribbean

United States, Canada, El Salvador, Peru, Brazil, Paraguay, Dominican Republic, Jamaica, & Haiti

### Australia & Asia

Australia, Malaysia, India, China, Vietnam, Comoro West Indies, Thailand, Indonesia, Sri Lanka, Java, Philippines, Siberia, Taiwan, Ukraine, Nepal, & West Indies

### Europe

England, France, Italy, Bosnia, Germany, Spain, Hungary, Croatia, Bulgaria, Finland, & Dalmatian Islands

### Middle East & Africa

Morocco, Madagascar, Oman, Israel, Egypt, Somalia, & Tunisia

### Guaranteed Purity / Quality Control

- Every essential oil in every shipment received is first personally examined by Aromaland CEO and founder Ralf Möller who has over 30 years worth of experience evaluating essential oils.
- Each batch of essential oil is then run through a GC/MS (gas chromatograph / mass spectrometer) that analyzes each essential oil molecule by molecule.



**Gas chromatography-mass spectrometry (GC/MS)** is a method that combines the features of gas-liquid chromatography and mass spectrometry to identify different substances within a test sample. Upon receiving Essential Oils from our vendors we verify that we have the correct oil. We then ensure the essential oils are unadulterated with other impurities.

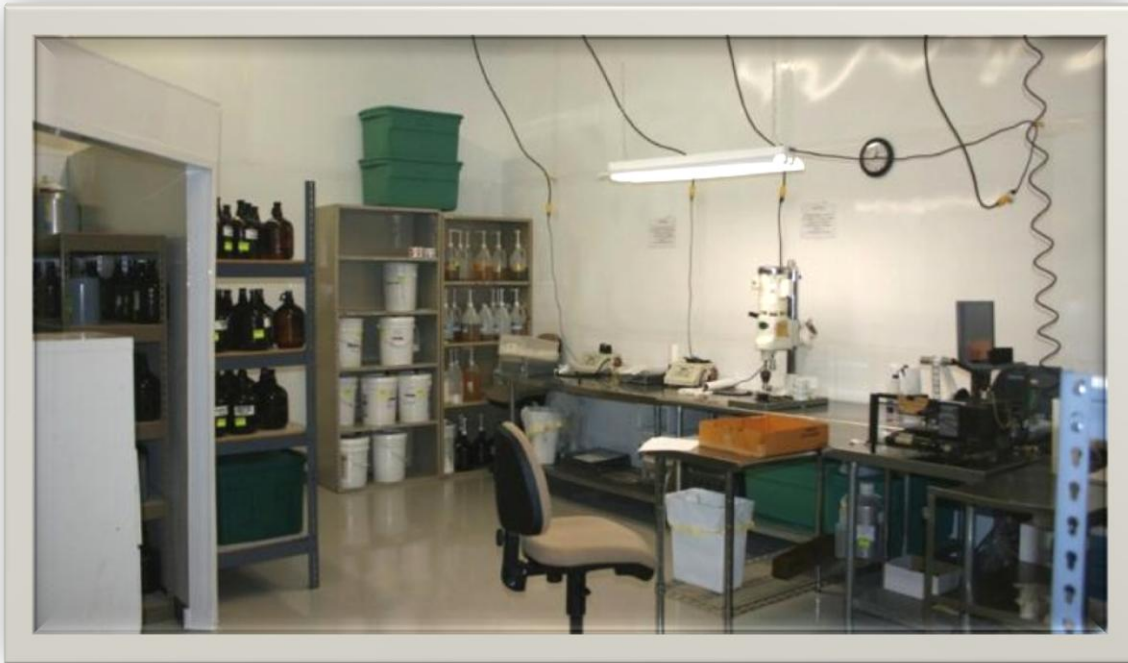
The GC-MS has been widely heralded as a "gold standard" for forensic substance identification because it is used to perform a *specific test*. A specific test positively identifies the actual presence of a particular substance in a given sample. A *non-specific test*, however, merely indicates that a substance falls into a category of substances. Although a non-specific test could statistically suggest the identity of the substance, this could lead to false positive identification.

## Good Manufacturing Practices - Standards & Protocol

Aromaland Facilities in Santa Fe, New Mexico USA



*Production*



*Essential Oil Room*



*Label Room*



*Ceramics*



*Warehouse*

## Compact for Safe Cosmetics

Aromaland is a signer of the Compact for Safe Cosmetics. When companies sign the Compact for Safe Cosmetics, they are pledging not only to make safer products, but also to provide greater transparency to consumers about their products.

Personal care products are chocked full of chemicals that act like estrogen. Major loopholes in U.S. federal law allow the \$50 billion cosmetic industry to put unlimited amounts of chemicals into personal care products with no required testing, no monitoring of health effects and inadequate labeling requirements. In fact, cosmetics are among the least regulated products on the market.

The FDA does not review – nor does it have the authority to regulate what goes into cosmetics before they are marketed to salons and consumers.

We are proud of Aromaland's outstanding safety score in the Skin Deep – Cosmetic Safety Database sponsored by the Environmental Working Group.

## What is NOT in Aromaland Products.

First of all, Aromaland has Natural Plant Based products that follow EU Cosmetic Directive Guidelines.

Now, what is not in our products:

- No Parabens.
- No Synthetic Fragrances (parfums).
- No Artificial Colors or Dyes.
- No Formaldehyde.
- No Sodium Lauryl Sulfate.
- No Petrolatum.
- No Animal Testing.
- No Cocamide Diethanolamine (DEA)

Lastly, we are:

- Cruelty Free
- Wheat Free
- Nut Free
- Gluten Free
- PETA Certified

Plus, we use Vegetarian ingredients with the exception of EU approved Preservatives in less than 1% to ensure shelf life and inhibit the growth of bacteria while in use.

Made in USA (Santa Fe, New Mexico)

