

**Projects, Showcasing Your Competency &
Bringing Your Skills Home**

Unit 10B

**Create Your Own Products,
Or the Workplacement
& Thesis**



The Magic of Creation

The Work Placement and Thesis or Create Your Own 8 Products (10B)

Transformations:

- 1) Create 8 products to put your aromatic skills to use and develop your signature products.
- 2) Write up your product creation process to make it logical and coherent.
- 3) Fine tune and edit your creations.
- 4) Report Back.
- 5) Realize there is no perfection, there will always be ways to keep improving and you can't please everyone. However, evaluating what you have done and fine-tuning is the way we keep growing.
- 6) Hand in your projects and step into your true power as a professional aromatherapist and product creator!
(This is a very big deal-a major accomplishment).



You will have two options to choose from for graduation- either the Work Placement and Thesis-(2 parts) or Create Your Own Product Line-(3 parts).

First Option- Work Placement and Thesis -2 parts

Thesis- Part 1

Size-Approximately 25 pages, typewritten, double-spaced.

The first paragraph must include a thesis sentence. This sentence should include a statement of intent for the paper. It should talk about what the paper will demonstrate or prove, and how it will prove it. For example- In this research study I will measure how lavender, and chamomile oil enhance the sleep of 24 people over a twenty-day period.



In this case, being a research study, the paper should then explain what is being measured, how it is being measured, report the results, and speculate on the reason for the results. It should indicate limitations of the study, and any variables that may have modified results i.e. someone dropping out of the study.

The type of thesis you chose should reflect your area of interest, and make you more of an expert in that particular area of aromatherapy. The thesis may also reflect how you will incorporate aromatherapy into your practice making the study an integral building block for your business. The thesis should demonstrate some working knowledge of the oils.

Thesis Ideas:



For those that are interested in the growing of essential oil crops:

What aromatic crops are being grown in your area? What are the yields and the market possibilities? What special equipment is necessary? What are the drawbacks?

For those interested in blending: What market area are you most interested in? What products could be useful? In detail- what will you develop to meet the niche?

Research: How do essential oils affect measurable behavior or moods differently from fragrance oils?

Selling: How can you create an aromatherapy business? Will it be wholesale, distributor, retailer etc.? What is your business plan? Where would it be located?

These are very quick ideas. We are sure you will have many more. Have fun with this! Good luck and inspired writing. This must be completed and submitted with the Work Placement Thesis before graduation.

Contact Robert to go over your outline before starting, if you like:
scents@telusplanet.net

Aromatic Certification- Work Placement- Part 2

Length- 5-7 hour days, not necessarily consecutive. Payment from the employer is not required, (unless you can arrange with your current employer to do only aromatherapy during your regular work schedule.) Must be submitted, marked and completed with the Thesis before graduation.



Purpose:

- * To learn how to put your theoretical knowledge of aromatherapy to use in a career setting.
- * To gain experience in answering questions about aromatherapy.
- * To deepen your knowledge and confidence
- * To provide job experience

Approval from the owner of the business you approach must be obtained in writing and submitted before you begin. An evaluation by the owner or manager must occur at the end of the placement. This must be submitted to us.

Apply at the type of business you wish to learn more about. Be ethical, respect the opportunity the business is giving you. You are not there to recruit clients or steal suppliers. The business must be able to trust you and the integrity of this college.

To Write the Proposal.

Purpose: to complete a 5-Day Work Placement, (write a summary on what you will be doing i.e. using and documenting the use of essential oils). Contact either laurie@northernstarcollege.com or robert@northernstarcollege.com to confirm the placement before commencing.

Job Description: Describe what you will be doing for the business. Think of it from the owner's point of view, how will they benefit by having you there? From your point of view, what do you want to learn?

Provide a tentative **schedule** of the days and times you will work. See if this is agreed upon by the employer. Write out a detailed work plan or what you will focus on each day. If you do not know what you are doing when you go to the job, it will be less beneficial for both you and the company.

If you own a business or are developing one, this work plan can be used to further this purpose. You may work for yourself, rather than an existing company. If you make this choice, a very detailed work plan is necessary and we must see proof of what you have accomplished at the end of the week, so we can evaluate this.



Second Option-
Create Your 8 Piece Product Line: (3 parts) (10B)
Submit the written assignment and a photo of your completed products

to Laurie at selfheal@telusplanet.net

Due Date- 2 weeks before graduation.

Purpose: Tying it all together. You have made some of these products for yourself already. Here is the

opportunity, to refine them and make them for someone else, maybe even for the market place. Ensure you have good quality bottles, oils and supplies. Be sure to label your products. Include written



instructions for all products so the client knows how to use them. Include good safety instructions on your products.

If you are not interested in creating a product line. Instead you may do a 20-page thesis on a subject you are interested in and a 2-week work project, in an aromatic field that you wish to pursue.

Both the thesis and overview of the work placement, must be submitted for marking.

The following pages are an outline for students wishing to create the product line.

Exercise: Part 1-Your 8 Piece Product Line - Overview of Project-



Student Name:

Email:

Date:

Client

Overview of Project- Create Your Own Product Line-

This is a casual, thesis style paper and will require some attention to grammar, spelling, sentence structure etc.

Many resources are suggested in this program to complete this project, but you may need to do more reading and research, depending on the niche you choose.

This may involve reading, and research into: marketing, product development, computer design (for labels), finding product and learning more about making aromatic products.

The Project consists of 3 of major steps.

- 1)Work Placement-Creating Your Business
- 2)Developing the 8 Products,
- 3)Reporting Back.

Keep it simple and at a level of expertise congruent with your life.

We are suggesting you use 3 weeks- 100 hours for this project. You may use less or more time, depending on the scale and purpose of your vision, i.e., if you wish to do it for gift-making and personal reasons, or if you wish to launch a part-time business.



techy to truckers, rig workers, artists, etc. Design around your hobby, or job- yoga, massage, chi-gong, or tantric. Try an age group: youngsters, seniors, on-the-go moms. Aromatherapy for men. Try for a personal aromatic interest: cleaning, natural perfumery, regional scents blends for the tourist market. Or, you may be really interested in a specific aspect, such as: teeth, room sprays, body and face oils, body or foot balms, bath salts and bombs, body rubs, candles or soaps, etc. This will still require further niching, but is a starting place.

If you focus in on one tight area, such as hydrosols, you must diversify a little, such as making not only your hydrosols, but using them to make 4 other products, such as lip balms, creams, foot-balms, soaps, tooth paste etc. So, that you can have 4 hydrosols, but need 4 other products that also contain hydrosols, for a little more product variety.

b) source out ingredients, (essential oils, carrier oils, supplies of all sorts)
-Containers:

Richard's Packaging- 780 944-9516:

Is useful for large shipments.

Certain pharmacies and even the dollar store may have small quantities of bottles, which are more suited to this project.

c) If you plan on selling your product you must comply with government regulation for labelling and other standards.

d) decide on your mode of marketing- i.e. on-line, farmer's markets, in stores, for family and friends, only.

e) develop the 8 products

f) test the products on friends or family

g) refine the product- (ongoing for many years), this won't all happen here

h) create the label-



Define your label, choose and justify your ingredients and your overall look and image. This should be congruent with what you are selling, who you are, and whom you are selling to. Keep in mind who you are selling to when you choose: the type of bottle, font, name, look of label etc. For instance, you may use a more natural or even rustic approach for a more "hippy" market, than for a "computer tech." market. Match your look

and image to your niche market.

Each product for Canada will require a label with safety and warnings, list of ingredients, how to use, name of product **and any other current government standards**. Your contact information. Storage information Use labels that are: a decent size, are water and oil proof, (if applicable), will stick well and that you can create and run off yourself. This will involve having access to a printer and learning how to make a label on a printer, or a brother machine that produces individual sticky labels to put on top of a generic label.

You do not have to provide French wording for this project, but will need it on your own Canadian made, product.

h) write simple product descriptions, this too can evolve with time.

Product Descriptions should include-

A short write up about what's in it, what it's used for and its unique properties. I.e. why would someone use this product and why would they pick this one rather than others on the market? You will use the write up in various ways: sometimes a shortened version on the label itself, on a website, on a brochure that includes all of your products.

i) put together preliminary advertising ideas, and or

j) write up a brochure or a one-page web design.



Step 2- Develop, Assemble and Create Your 8 Piece Product Line-



Sample-

Creating Your 8 Products.

Provide Product Picture- Take a photo of your product, if you can and insert it where I have the image of the goddess.

Product Name- Essence of the Goddess. You may scan it in, or just paste a copy of the label on the page.

What is it? Bath bomb, lip balm etc.? Pillow and Room Spray

Purpose for Product- To create a mystical and sedative blend for bedtime.

E.o.'s included and briefly how they meet this purpose. I have used lavender, roman chamomile, frankincense and mugwort. All essential oils included are relaxing and sedative. Frankincense and mugwort add mystical properties to the blend.

Carriers and other ingredients: justify purpose. Water- to dilute the

product, making it suitable as a pillow and room spray.

Proportion of Essential oil to medium. 2% total essential oils. I used 40 drops, total- which is about 2 mls that is 2% of a 100-ml bottle.

The proportions used are: 20 drops of lavender, 14 drops frankincense, 5 drops roman chamomile and 1 drop of mugwort, for a total of 40 drops, (2% of essential oil).

Label- Ensure it includes the name of product, ingredients (in descending order of proportion used), cautions, instructions, size, French and English, how to reach you. How to store if applicable Expiry Date for creams, balms or anything involving carrier oils. You do not have to provide the French instructions for this assignment, but will if you move your product onto the Canadian market. Ensure you check to see current government standards and meet them, if you will be selling the product.

Label- Essence of the Goddess Pillow and Room Spray- 100 ml.

Contains: Essential oils of: lavender, frankincense, roman chamomile, mugwort and purified water.

Usage Instructions and Cautions: Do not use if pregnant, or sensitive to essential oils. Do not use on anyone under the age of 3. Shake bottle prior to use. Spray onto your pillow, or into your room before sleep, or embarking upon a mystical journey.

Contact Information: Scents of Wonder: scents@telusplanet.net Phone 780 433-7882.

What is your return policy? We take returns if there is something wrong with the product.

Back ground on product- any problems you've had.

Please shake the product well before use to prevent separation of ingredients.

You can now do 8 of your products in a similar manner, on the following template.

Please include a photo of each product.

The 8 blank template pages follow:

1. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label

What is your return policy?

Back ground on product- any problems you've had.

2. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

3. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

4. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

5. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

6. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

7. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

8. Product Picture-

Product Name-

What is it?

Purpose for Product-

E.o.'s included and briefly how they meet this purpose.

Carriers and other ingredients: justify purpose.

Proportion of Essential oil to medium.

Label-

What is your return policy?

Back ground on product- any problems you've had.

Step 3- Reporting Back

For the written report, keep written track of all of the steps involved in developing your product line and getting it to the market place.

1) Summarize what happened during:

- a) product creation,
- b) product launch
- c) market feed-back
- d) Gov. regulation compliance.
- e) Summarize your experiences, which might include:

- a) pitfalls and set-backs with the creation, marketing, communication, expiry, delivery, gov.etc.

- b) finances- problems and solutions
- c) high-points in the project.

- d)How have you problem solved to move yourself out of tight spots?

3) What was your strategy for entering your niche market.?

4)Did you find all supplies, such as bottles, oils, hydrosols, etc.?

5) How did you decide on the look of your product?

Label, colors, fonts etc.? How does your visual image attract or apply to your niche market?

6) Have your products met the legal and ethical requirements of the country you live in? How did you meet these standards?

7)What are your shipping and delivery strategies for these products?

8)Any other marketing strategies you wish to discuss?

9)Anything else you would like to include?



There may well be more than a few weeks' - worth of work here. Remember you are working for yourself and this work is all for you, to create something you can be proud of. The product does not have to be perfect. Aim to complete something, rather than perfection. You can work on some of the final "glitches", later, on your own time. Just be sure to mention

what they are and how you will be approaching them in the future.
Do not get intimidated by all of this. Create what you can. Do the best you can, but this project does not require perfection.

Marketing Resources:

"Tad Hargrave @ Marketing for Hippies" marketingforhippies.com (his website has a gold mine of marketing ideas.)

Jo Ann Hammond Meiers also has a plethora of ideas and is an amazing marketing coach. joannhm@telusplanet.net

Send completed project to Laurie selfheal@telusplanet.net

Two weeks before you wish to graduate.

