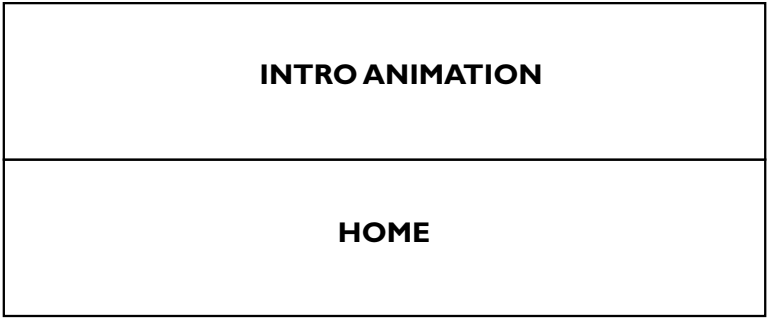




## Aura Cacia B2B Messaging Round #2

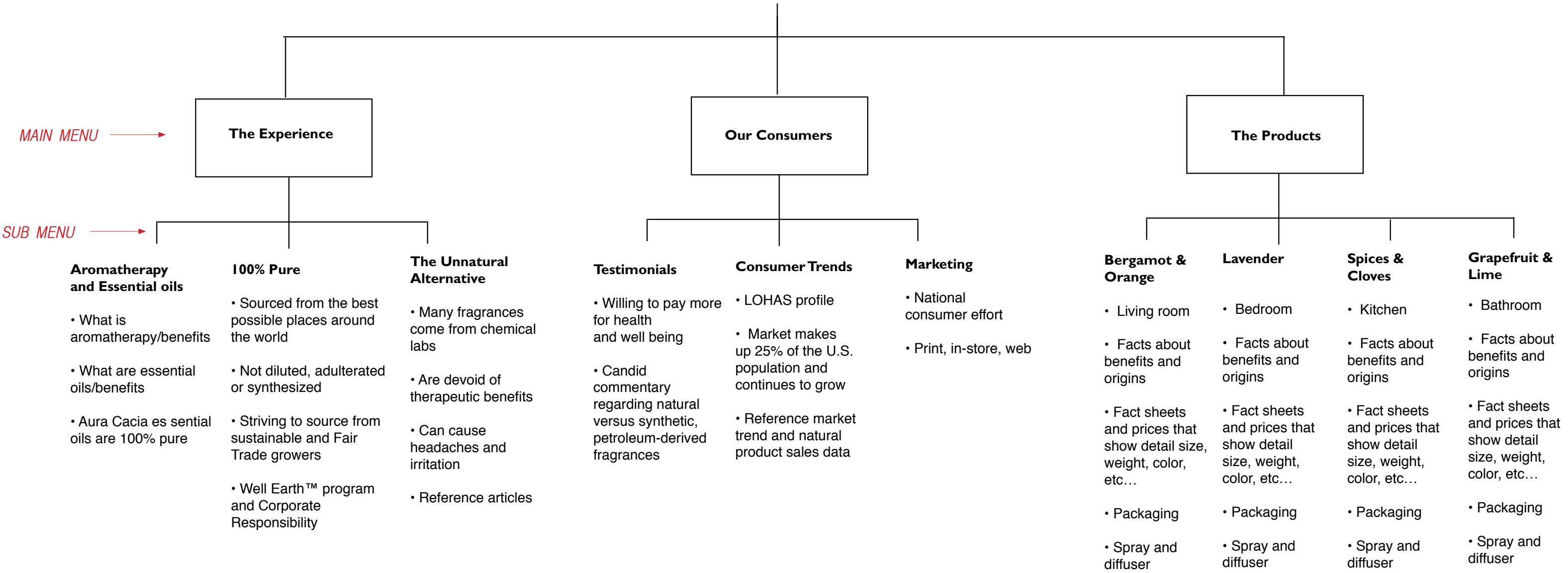


HOME PAGE →

360 degree view of product as it rotates on axis (pending budget approval), with rollover call outs.

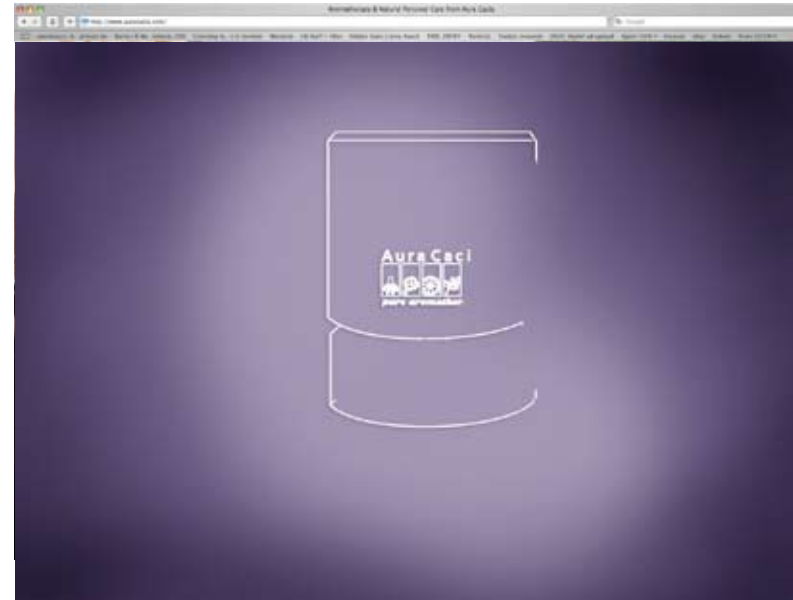
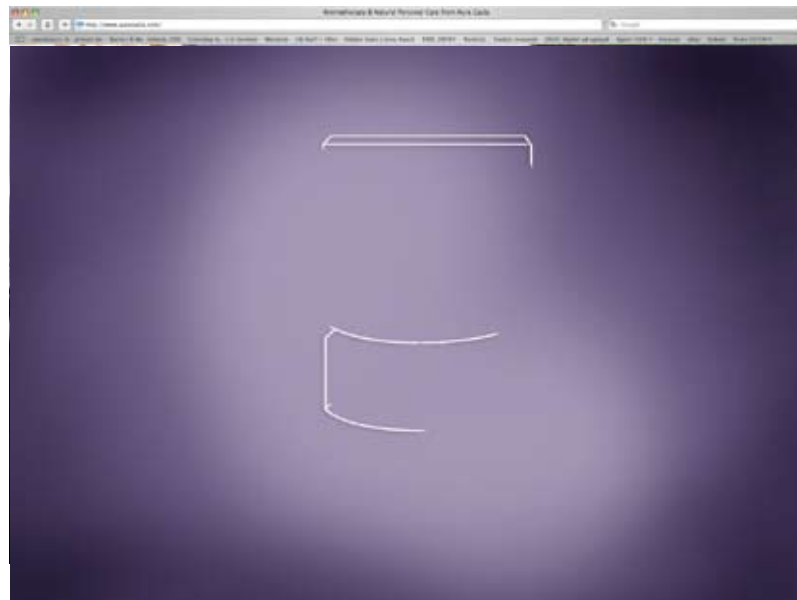
**Call outs:**

- A home fragrance line that delivers aromatherapy benefits for specific living areas in the home
- Uplifting Bergamot, Refreshing Lime and Grapefruit, Relaxing Lavender, Comforting Spices and Clove
- Sleek, contemporary and non-intrusive design
- Fragrances formulated with 100% pure essential oils (not synthetic, petroleum-derived substances)
- Designed to meet growing consumer demand for natural home products



## INTRO ANIMATION

We start with an “architectural style” line-drawing animation, that builds the product as it rotates. We end on the homepage screen with the photo 3D photo of the diffuser.



HOME

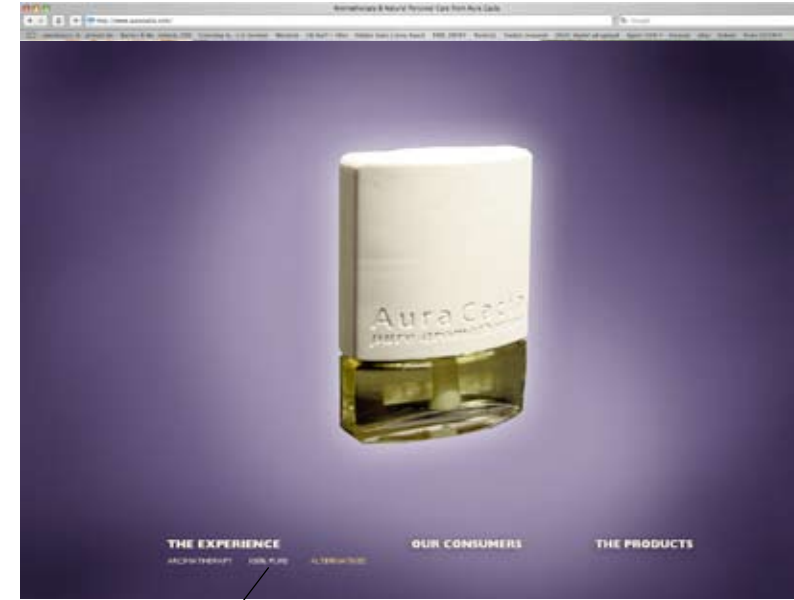
360 degree view of product as it rotates on axis (pending budget approval), with rollover call outs.

Call outs:

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3D product that can rotate on it's Y axis. User will be able to rotate the product by clicking and dragging the mouse. Will be flash animation with sound effects.



Upon rollover of main menu, sub menu will appear below main menu, shifting main nav to make room for sub options. (Sliding text)



Call-outs about the product pop-up as product is being rotated. Sound effects when bubbles pop up. ("Bloop")

## MAIN MENU

As the user clicks on the menu, the 3D product will shrink and move to its position on the next page.  
The menu will also change color for sections "The Experience" and "Our Consumer"

**The Experience**

**Our Consumers**

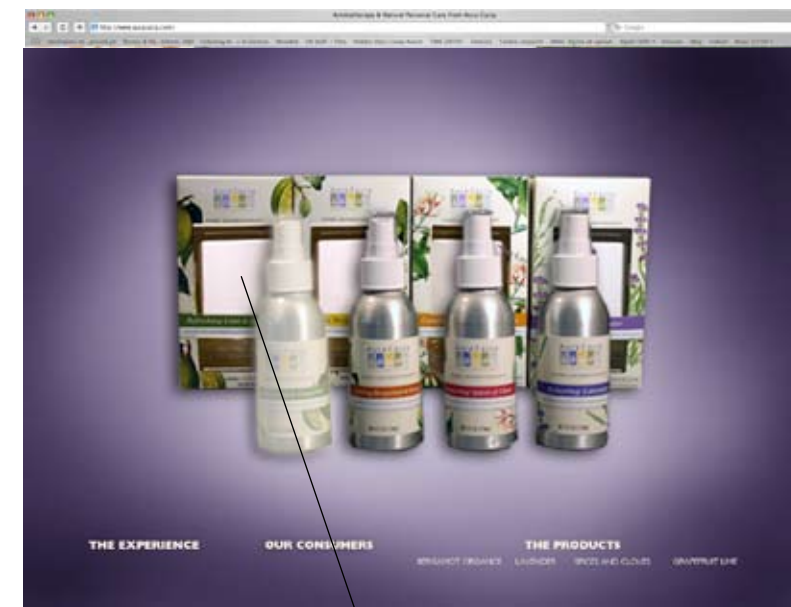
**The Products**



3D product shrinks and becomes plug-in in the wall



3D product shrinks and becomes plug-in in the wall



3D product shrinks and becomes plug-in inside packaging



## The Aura Cacia Experience

### Aromatherapy and Essential oils

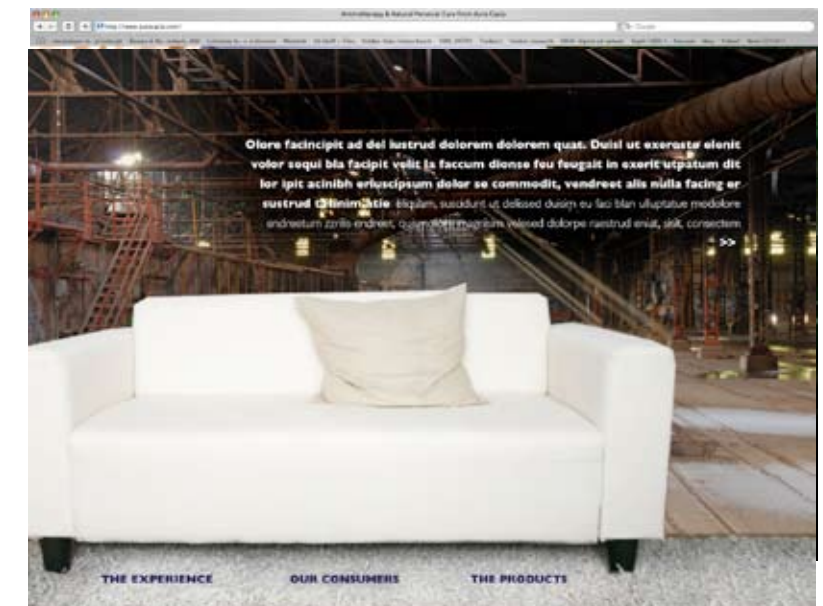
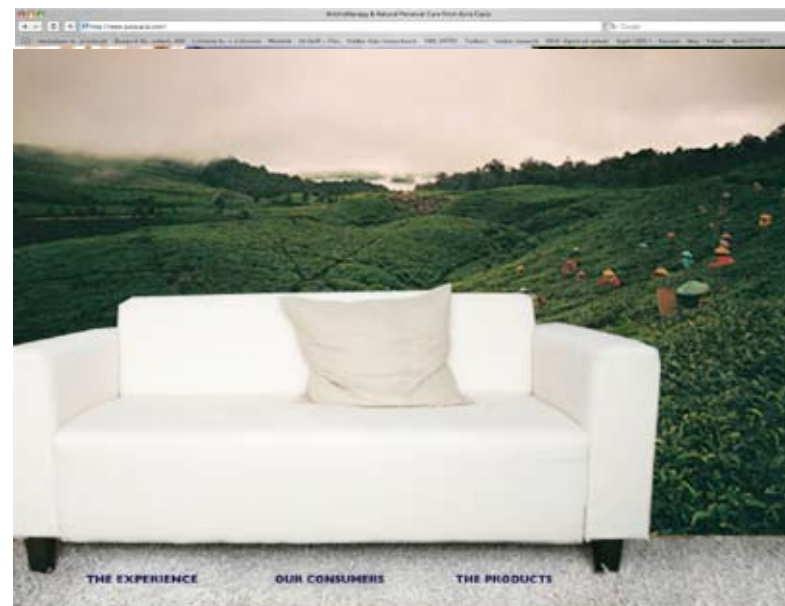
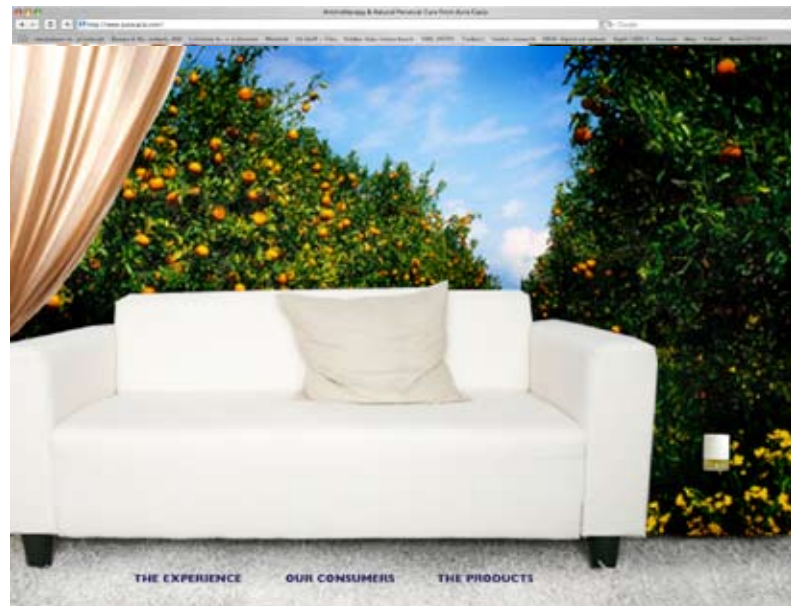
- What is aromatherapy/benefits
- What are essential oils/benefits
- Aura Cacia essential oils are 100% pure

### 100% Pure

- Sourced from the best possible places around the world
- Not diluted, adulterated or synthesized
- Striving to source from sustainable and Fair Trade growers
- Well Earth™ program and Corporate Responsibility

### The Unnatural Alternative

- Many fragrances come from chemical labs
- Are devoid of therapeutic benefits
- Can cause headaches and irritation
- Reference articles





## Our Consumers

### Testimonials

- Willing to pay more for health and well being
- Candid commentary regarding natural versus synthetic, petroleum-derived fragrances

### Consumer Trends

- LOHAS profile
- Market makes up 25% of the U.S. population and continues to grow
- Reference market trend and natural product sales data

### Marketing

- National consumer effort
- Print, in-store, web





# The Products

## Bergamot & Orange

- Living room
- Facts about benefits and origins
- Fact sheets and prices that show detail size, weight, color, etc...
- Packaging
- Spray and diffuser

## Lavender

- Bedroom
- Facts about benefits and origins
- Fact sheets and prices that show detail size, weight, color, etc...
- Packaging
- Spray and diffuser

## Spices & Cloves

- Kitchen
- Facts about benefits and origins
- Fact sheets and prices that show detail size, weight, color, etc...
- Packaging
- Spray and diffuser

## Grapefruit & Lime

- Bathroom
- Facts about benefits and origins
- Fact sheets and prices that show detail size, weight, color, etc...
- Packaging
- Spray and diffuser

