



# The Essentials

LOVE WHAT YOU'RE WORKING WITH

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ISSUE | 01

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# WHAT'S *in* STORE

It's a fresh start with new possibilities, and business is best when you're thinking ahead. This quarter transition your product line-up from winter to spring; here is an overview of opportunities and events to consider:



## Essential Idea 1

Be sure to give yourself three months prior to a calendar occasion to purchase all of the products required for your creations. "Before anything else, preparation is the key to success."



## Essential Idea 2

Spring embodies elements of all seasons. Why not try new combinations and blends to amp up your fragrance arsenal. Tap into all four seasons and create something unique and outstanding.

## From Blah *to* Ahhh

Help your customers beat those winter blues with warm and cozy comforts with self-care products.

Try using timeless, soothing scents such as Vanilla, Lavender, or Oakwood to brighten spirits this winter.

And of course, Valentine's Day is the ultimate occasion to launch giftable items with romantic, floral scents or pampering self-care bundles. With enough preparation, your products can put love in the air.

**The February Fade:** As winter wanes, we can look forward to spring! During the latter half of February, take advantage of end-of-season promotions to get creative for your spring line-up.

**March Wellness:** Spring is here and it's time for sunny scents to take the stage. Focus on preparing for spring launches. Fresh, energizing products and light, citrusy fragrances perform well as customers look for a seasonal refresh.



# SEASONAL INSIGHTS & BEST-SELLERS

Every season has a handful of scents we keep coming back for. Why? Because they're loved. Using insights from previous years creates a roadmap for success in Q1 2025. Consider these seasonal favorites to ensure you hold the scents people crave.

**Warming Up Winter:** When the winter trees are frozen, it's no wonder warm and woody essential oils bring us such comfort. Fragrances with Myrrh, Frankincense, and Sandalwood resonate during the colder months, providing a sense of coziness and luxury that makes winter so elegant. Bonfires, hot chocolate, and the holiday season are other winter indulgences to keep you inspired.

**Inspiring Spring:** As the flowers and fruit bloom, we experience a sense of awakening. Light, invigorating scents such as Lavender, Bergamot, Grapefruit, and Lemon symbolize renewal and energy, making them perfect for the season. Fruit baskets, and flower shops are flourishing with inspiring aromas for your springtime products.

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Did you know Pantone®'s color of the year for 2025 is Mocha Mousse? This can extend to textures and aromas too. Try incorporating this scent into your products during any season this year.

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## What's Trending

We'll follow the trends. You follow your heart. Incorporate these popular ingredients in your formulations to capture the hearts and noses of customers.

1. Lavender  
Essential Oil  
(multiple varieties)

2. Shea Butter  
- Ultra Refined

3. Aloe  
Vera  
Gel

4. Mango Butter  
- Ultra Refined

5. Tea Tree  
Essential Oil

### Organic and Natural Scents:

Amplify your product's popularity by using organic and natural scents. Consumers look out for certified products and will pay a premium for the peace of mind.

### Pooch Approved:

Pet ownership is higher than ever – pet parents agree. Essential oils provide a welcoming scent to any home – pets enjoy the calming effects too.

### Soothe the Mind:

Lives are increasingly hectic through the holiday season and the new year. People are looking for calming scents now more than ever. Tree scents are particularly effective and can help give your products a sense of calm.

# Essential ALCHEMY

Creative and strategic ingredient pairings can elevate your products, align them with seasonal themes, and help them stand out in a competitive market. Here are our curated top picks.

## Our Winter Winners

### **Mango + Oakwood Essential Oil:**

In the heart of winter, try infusing some summer sweetness to balance out the frosty weather. This uniquely bold blend brings the best of both worlds to your products.

### **Shea Butter + Peppermint Essential Oil:**

This exceptional, luxurious pairing is the perfect blend for body balms or creams that soothe and refresh the senses. One part warm & comforting, and two parts festive – this is an unbeatable combo.

### **Frankincense + Myrrh:**

Literally a classic, this is one of aromatherapy's most dynamic duos. Ideal for candles, diffusers, and even potpourri, this pairing will leave any room enchanted by its earthy flavours. Try this blend to bring a natural, grounding aromatic experience to your products.

## Essential Idea 4

Feel free to experiment. Be unafraid to try various scent combinations for original and stand-out creations.

## Spring's Blossoming Blends

### **Lavender Essential Oil + Aloe Vera Gel:**

This unexpected combination makes an excellent fragrance. Perfect for calming skin care products like facial mists or lightweight moisturizers, this dream team combo is sure to leave your customers feeling refuelled, renewed, rejuvenated, and revitalized.

### **Tea Tree Essential Oil + Green Tea Liquid Extract:**

We know what you're thinking; "ahhhhhh." The double tea team-up spells fresh! A powerful combination for clarifying cleansers or refreshing shampoos. Tranquil, classy, and timeless, it's everything you need for calming spring products.

### **Lime & Rosemary Essential Oils:**

Indulge in the scent of the perfect cocktail. Potent and fun – this blend is ready to bring blooming flavour to spring festivities. Great for an outdoor incense or energetic candle, its strong yet inviting bouquet can help you freshen up your product line this spring.

## Essential Idea 5

Pair these ingredients with best-selling soap bases or cosmetic formulations to create innovative, seasonal product lines.

# The Crafty Comments Collective ★★★★★

Our mission is to provide your business with the best ingredients. But don't take it from us – after all, it's your creativity and innovation that make us essential – so here are some reviews from long-time customers on their high-quality experience with NDA products.

"I can't say enough great things about New Directions! From the explanations and transparency on the website to the high quality of their products. Their blogs... omg the whole site is a wealth of knowledge. They truly do set the bar for natural ingredients in Canada. I always feel confident in the products I purchase through New Directions and recommend them to anyone from small business to curious DIYer."

"Purchasing these products was the best decision ever! The quality, fragrances and waxes are long lasting and worth it all. I will definitely be purchasing more for my candle business."

★★★★★ 3 weeks ago **NEW**

I've been using New Directions in Aromatics supplies and essential oils for over 10 years because they are so good and I don't have any intention of stopping. All of their Eucalyptus like Blue Malee and Lavender (French) essentials oils are the best. And don't forget Peppermint (Japan). Stock up. It'll be cold and flu season soon!

★★★★★ a month ago

I love blending scents with New Directions essential oils and fragrance oils. I offer over 30 different scents to our customers, and they love all of them.



★★★★★ 3 months ago

I have been using ND essential oils for my soaps and lotions for years. Absolutely love the natural aroma and quality. This is my first time purchasing the bottles for my new line of facial oils, I am looking forward to receiving the products

★★★★★ 3 months ago

I have been using New Directions Aromatics for over 20 years. They never fail to deliver on service or products. My number one supplier for my business

# EXCLUSIVE SEASON SAVINGS

Not only do you have the insider scoop on notable opportunities, trending fragrances, and popular scented blends for your products – and now we'll make success even easier. Use these discounts to experiment with new formulations or stock up on proven best-sellers for upcoming campaigns,

**Feb. 3-23:** Enjoy **10% off** site wide, plus an **extra 5% off on orders \$1K+** with code **WINTERCARE**. Including, but not limited to:

#### Essential Oils:

[Lavender](#),  
[Peppermint](#), and  
[Tea Tree](#)

#### Butters:

[Shea Butter](#),  
[Mango Butter](#), and  
[Cocoa Butter](#)

#### Carrier Oils:

[Jojoba](#),  
[Argan](#), and  
[Avocado](#)

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Place your orders by **February 23, 2025**, to ensure timely production and customer satisfaction.

# The Crafting Table

These resources are ripe and ready to empower your business with the knowledge and tools to excel. Combined with our trends, insights and inspiration, we look forward to your business flourishing in the coming months. Happy crafting. Until next time.

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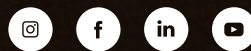
#### 'Help Me Choose' Guide:

With so many possible selections, it can be hard to decide. So, here's our ['Help Me Choose' guide](#) – because seasonal selections should be fun.

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#### DIY Recipes:

[Our blog](#) contains step-by-step guides for creating candles, soaps, and skin care products.



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