



## Brand Research Check List

For reasons this information is important as well as a deeper explanation of what to ask/ look for, visit [www.scentsablehealth.com](http://www.scentsablehealth.com) and read **The Brand Debate** blog series!

### Product:

- Is the essential oil pure?
- How is the purity ensured?
- Are the essential oils poured in small or large batches?
- If organic oils are important to you, how do they verify their oils are organic?
- What do others have to say about their oils?
- What do aromatherapists have to say about their oils?

### Notes:

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### Labeling:

- On the bottle (or the website) is there a country of origin for the plant the essential oils is derived from?
- Are the plants they get their oils from grown in their native environment?
- Is the size of the bottle obvious?
- Does the label show both the common and latin name of the essential oil?
- Is there a chemotype listed?
- What extraction method was used to harvest the essential oil?
- What plant part was used to distill the essential oil?
- Does the bottle or website contain warnings like:
  - o Keep away from children
  - o Not for internal use
  - o Dilution or alert to dilute the contents
  - o Warnings specific to that oil or blend like high irritant or phototoxic

### Notes:

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## Packaging:

- What color (amber, clear, blue) or type (glass, plastic, other) of bottle do the essential oils come in?
- How are the oils stored in their facility?
- Can you (the end consumer) know the distillation date of the oil you purchased?

Notes: \_\_\_\_\_  
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## Price:

- Are all their oils the same price or do the prices vary depending on the oil?
- Are the prices suspiciously low or "too good to be true"?
- Do they justify the cost of their products or would research support their pricing?
- How does the company accomplish their pricing? What cuts are made to storage/labor/batch size?
- Are they within your budget?

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## Company:

- Does the company sell only essential oils, hydrosols, extracts or do they sell synthetic/fragrance oils as well?
- Does the company employ at least 1 trained aromatherapist?
- How does the company market and sell their product?
- Do they have a proven track record? How long have they been in business?
- Do they make product claims back by science?
- Does their marketing make their oils seem superior in anyway?
- What is their reputation in the aromatherapy industry?
- Does the company offer detailed info on each oil?
- How do they present information on aromatherapy in general?
- Does their website have recipes?
- Do they give you ideas on what oil blends well with what?
- Do they offer you tools or resources for safely using essential oils?
- Does the company reference seeking the advice of a trained aromatherapist?

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Questions? Contact Shannon Dennis

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