



TERPENES AND AROMATHERAPY

Terpenes are the power behind the oil

Add a few drops of your favorite scent to your diffuser. Close your eyes and breathe deep. At the top of the breath, wait a few seconds before exhaling slowly, taking even longer on the exhale. Feel different? There's a good reason for that: terpenes.

So many of us enhance our daily lives and well-being with essential oils. We add a few drops of a citrus-based blend to a diffuser for a burst of morning energy, reach for pine for a few hours of elevated afternoon focus, or turn to bedtime blends including lavender when it's time to wind down. But what many of us don't realize is that the benefits we look to essential oils for—not to mention the aromas—are actually coming from the terpenes in the oils.



Here are some popular aromatherapy oils and the terpenes they contain:

LAVENDER:

linalool, camphor, limonene.

LEMON:

alpha-pinene, camphene, beta pinene, myrcene, nerol.

EUCALYPTUS:

eucalyptol, alpha pinene, limonene, terpineol.

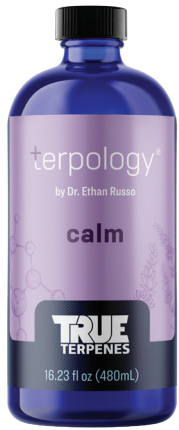
ROSEMARY:

alpha-pinene, camphor, limonene, camphene, beta pinene, beta caryophyllene.



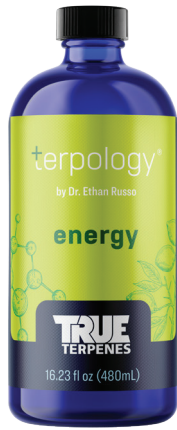
TERPENE AWARENESS AND OPPORTUNITY IN THE RETAIL SPACE

Selling and promoting terpenes in connection with diffusers is a great way to drive incremental revenue and sales while increasing customer awareness around the power of terpenes. Terpenes are on the minds of many consumers today, as they look for a way to shop that's more centered around a targeted user experience. Be part of your customer's terpene education by presenting a way to experience their benefits in store and in their daily lives.



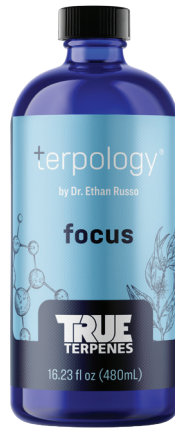
CALM

For a mood-elevating unwind, try Calm. The limonene- and linalool-forward blend give this blend a citrusy, floral, earthy aroma.



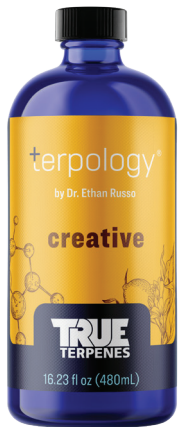
ENERGY

Pinene and eucalyptol combine to create a bright, balanced, mood-elevating effect great for boosting productivity. Look for notes of lemon and pine.



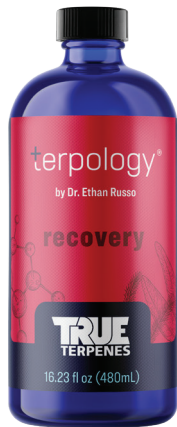
FOCUS

Clarifying and relaxing, the harmonious balance of alpha pinene and linalool clear the noise with notes of eucalyptus and citrus.



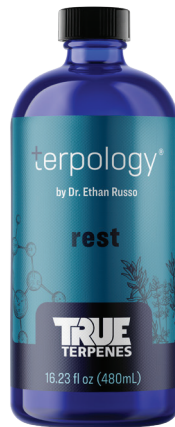
CREATIVE

Limonene, citronellol, phellandrene, and linalool inspire imagination and creativity with an earthy, citrusy scent.



RECOVERY

Looking for a restorative experience? The earthy, floral, spicy combination of myrcene, linalool, limonene, and beta-caryophyllene are the perfect mind-body reset.

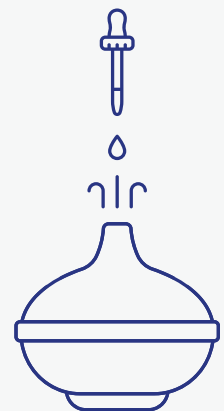


REST

Soothing and calm, linalool and myrcene will lull you into a peaceful rest state with an earthy, floral aroma.

How to Use Terpenes

Use a dropper to add a few drops of terpenes into your favorite diffuser, then take a deep breath and enjoy the experience. Terpenes are highly concentrated, so you won't need to use nearly as much as you would with essential oils. Take care to avoid direct contact with the skin. Terpenes should always be diluted before used topically or ingested.



For more information on Terpenes and applications for use, visit trueterpenes.com or call (888) 954-8550.

Terps are Life.

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