



Bath & Body Care. Born from Nature.

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## GRASSROOTS



***“My mission is to create wellness solutions from nature while giving back to nature.”***

*-Jacqui MacNeill, Escents CEO*

Jacqui MacNeill started Escents at 23 after graduating with her business degree. The desire to become an entrepreneur was embedded in her from a very early age. Her parents had always taken risks and through their lives she was able to understand the ups and downs, the benefits and challenges of running a business. The decision to follow in their footsteps was natural.

She began working with pure essential oils and botanicals, aromas and essences. She learned how to mix and blend to create different physical and physiological outcomes. Her first shop was a kiosk in a mall. It was an interesting time. The perseverance paid off.

Within 6 months Jacqui upgraded and moved into a retail location. For 18 years, Jacqui and her husband John have blended, built and developed products, systems and new sales channels into other country's and into other locations. Jacqui continues to do all the product development and John runs the operations of the business.



In her words, “I have never woken up in the morning not wanting to go to work”. The Escents team is a decided group of people that are innovative and creative. Making the realization of products that are “beyond extraordinary” a reality.

***All of Escents' products and ingredients contain the plants and flowers given to us by nature.***

## HISTORY

In 18 years, Escents has grown from a small kiosk to a global organization. From 12 products to 200. But the vision behind it remains the same. At the heart of every formula, is a potent blend of pure essential oils; From plant to bottle. Herbs and flowers that breathe life into our products and are able to transform daily lives, impact emotion and provide wellness. We want all to discover, and experience nature's pure gifts.

## PRODUCT EFFICACY

Driven by a passion for nature, our products are created with purpose, people and the planet in mind. All of our products and ingredients contain the plants and flowers given to us by nature.

- \* Phosphate free
- \* Biodegradable
- \* Cruelty Free - Not tested on animals
- \* Free from synthetic dyes
- \* Petroleum free
- \* All products contain 100% pure essential oils



***“Escents is excited to participate in the 2010 Epic Sustainability Living Expo.”***

*-Jacqui MacNeill, Escents CEO*

## BORN FROM NATURE

From organic, to eco-friendly, from plant to bottle, we provide wellness solutions that are effective, time proven, and transform daily lives. We will strive and continuously look for ways to protect the environment and our wild spaces for future generations. We believe in nature's future and will work to preserve it, one step at a time.

As Escents moves forward, the goal of the product development team is to maximize the content of natural ingredients in all of our formulations and continue to minimize and 'green' our packaging solutions. A testament to this commitment is the launch of our Organics & Naturals Collections.

## OUR VISUAL CULTURE

Preserving our fragile biodiversity is of paramount importance, especially with the vast natural ecosystems found right here in BC, Canada. Escents is proud to feature natural imagery in all of their marketing campaigns that reflect the beauty and diversity of the Canadian landscape.



These images not only represent a source of natural inspiration for Escents, but also showcase the source plants and climates that many of our natural essences and ingredients are derived.

***Escents is proud to be the official amenity supplier to Continental Airlines BusinessONE passengers.***



## NORTH AMERICA

Escent's boasts seven retail stores throughout Western Canada with stores placed strategically in key markets such as Vancouver's Kitsilano, Commercial Drive and West Vancouver neighbourhoods. Escent's also maintains an e-commerce presence serving devotees from New York to Sao Paulo. For complete store listings, please visit our website store locator page.

In addition to their marquee retail locations, limited Escent's collections are represented in over 200 boutiques across North America. Call us for a complete listing of wholesale partners.

## IN-FLIGHT

Flying **Continental Airlines** just got more interesting thanks to a partnership between this much talked about airline and Escent's Aromatherapy. Passengers now enjoy a selection of Escent's products on board with the new Escent's Aromatherapy **BusinessONE** amenities package.



## TAIWAN

Escent's reaches across the Pacific thanks to an exclusive partnership with a Taiwan-based group solidified in 2001. Escent's Taiwan has grown into more than 28 spa and retail locations and enjoyed great success in this highly competitive market.

***All of our products contain  
100% pure essential oils  
and are made from naturally  
derived ingredients and free  
from synthetic dyes.***

## ESCENTS TOP 5 FAST FACTS

Escentis is a Made-in-Canada brand based in Vancouver, BC with 7 retail stores, a thriving online presence, spa and retail partnerships in Taiwan, and over 200 boutiques in North America carrying limited collections.

Our unique Blending Bar lets you tap into your inner Sarah Jessica Parker to create your own custom fragrance or beauty line. Choose your bath or beauty product (think lotion, bubble bath, and shower gel, among others), pick your aroma and watch us blend it right before your eyes.

Our Wellness Collection (including Headache Relief and Darn This Cold Vapour Rub, to name a few) heal what ails you and are made with 100% pure essential oils so you can trust they'll treat you naturally.

We all know celebrities can have anything they want, so Escentis must be on to something with loyal fans like Alanis Morissette, Ryan Reynolds, Goldie Hawn, Kurt Russell, Sarah McLachlan and Bif Naked, to name a few.



Escentis products are steadfastly rooted in nature. All of our products contain 100% pure essential oils and are made from naturally derived ingredients without synthetic dyes and petroleum. Escentis is proud to use minimal packaging for all of their retail collections.

**“Escents is an up and coming Canadian indie brand sure to become a staple in your beauty routine.”**

-Waheeda Harris, Best Health Magazine

