





Balance Aromatherapy Activity Report

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Kristin Somin, Alana Soumas, Lindsay Tomaro and Julia Wagner



Contact Page:



Kristin Somin
ksomin1@ithaca.edu

Lindsay Tomaro
ltomaro1@ithaca.edu

Alana Soumas
asoumas1@ithaca.edu

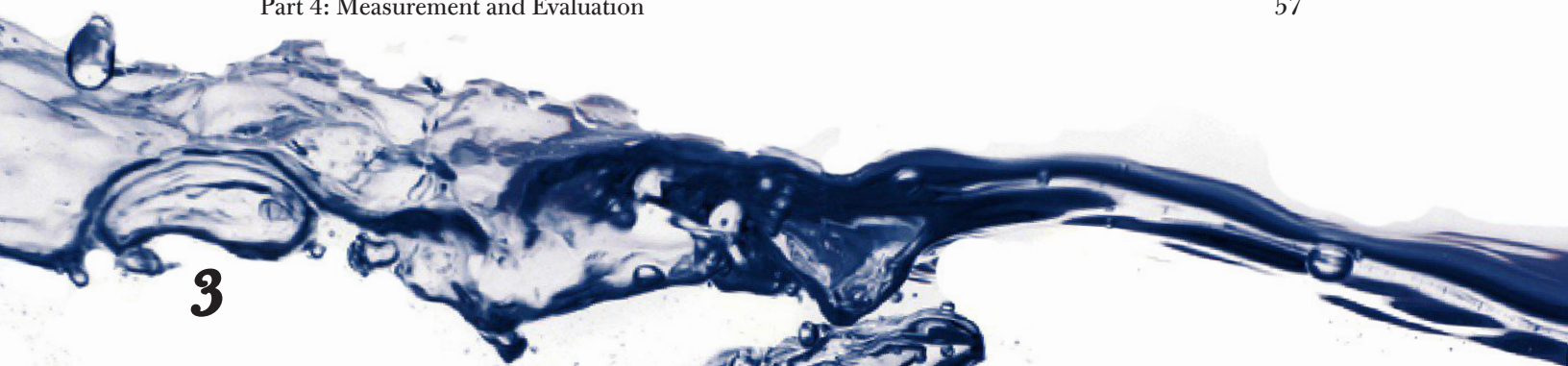
Julia Wagner
jwagner3@ithaca.edu





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Executive Summary:



Balance Aromatherapy is an all-natural, pesticide-free skin care line based out of Ithaca, New York. Kash Irraggi-Wiggins is the owner and operator of Balance Aromatherapy. The idea for the business started 28 years ago when Kash was pregnant with her first daughter. She did not want to use anything she thought might be harmful on the baby, so she started doing a lot of research. Three years later, Kash decided to start making her own baby products for her daughter. While living in Atlanta during this time, she also started creating sugar scrubs for herself, her friends and family. Years later Kash moved to Upstate New York and became a certified balance aromatherapist. The company was started in 2005. The goal of our campaign is to educate consumers on the benefits of taking care of their skin naturally -- and raise brand awareness for Balance Aromatherapy products.

We believe that our completed work will provide solutions to challenges Balance Aromatherapy faces and future recommendations for continued success. One of our main priorities is to get the word out about Balance Aromatherapy. It is very important for the company to educate its target audiences on the importance of taking care of their skin naturally and the importance of knowing the chemistry of every product they put on their body. We highly recommend enhancements to your website, making it more visually appealing and informative. We also have written an array of pitch letters to send to different media outlets, including magazines and newspapers in the Ithaca area. We also have prepared a news release to announce the new medicinal line.

Through extensive research and various meetings with the owner, we understand the needs and future desires of Balance Aromatherapy. Maintaining the integrity of the product is something that will always be significant, no matter how large the company becomes. We believe that these tools can help develop relationships with local media outlets that focus on local, sustainable businesses, and are confident that our message will be delivered and communicated effectively.

We greatly appreciate the opportunity given to us in working with a real-life client like Balance Aromatherapy and are very excited to present our strategic public relations plan for the company. We hope the work we have carried out all semester will be helpful and is something that can be utilized in the future to your benefit. Thank you for taking the time to work with us, and we hope our completed work and future ideas will be of great use to Balance Aromatherapy.



Prospective PR is a full-service public relations agency committed to providing the highest quality professionalism and the most comprehensive services to our clients based in Ithaca, NY. Our dynamic and innovative team specializes in strategic promotions including: rebranding, events, building awareness, media relations and social media. We aim to satisfy each of our diverse clients by customizing our approach to fit their individual needs. Dedicated to paving the way for future, we strive to practice business in the most socially conscious and sustainable way possible. At Prospective PR, we always seek to project the most positive image for our clients and for our community.



SWOT Analysis:



The SWOT analysis explains Balance Aromatherapy's strengths, weaknesses, opportunities, and threats in the market. This is very useful because it explains areas in which they dominate the market and areas in which they need to improve. The analysis can also demonstrate ways the company can capitalize on opportunities in the market.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> - Founder is a certified herbalist and aroma therapist - All products naturally made- knows chemistry of everything - Grows all herbs - Very affordable - New medicinal product line 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> - Website design - Limited number of employees - Limited time for production and expansion - Brand consistency of visual imagery - No storefront, except for winter months
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - Opportunity for expansion, if wanted - Online selling - Educate consumers on benefits of products - Expansion into other markets in surrounding towns - Upward mobility in the market - Website and visual branding enhancements 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - Saturated market - Nora Bloom: has actual storefront - Root Works: presence at Ithaca Farmer's Market - Finger Lakes Soaps: products sold in wide variety of places - Trader Joe's, Whole Foods, Wegman's <ul style="list-style-type: none"> o Carry organically made skincare products in their stores

All of Balance Aromatherapy's competitors have online purchasing available. Balance Aromatherapy does not. Balance Aromatherapy has many opportunities for expansion, if wanted. There are many local brands in Ithaca, such as Root Works, that organically grow their own herbs and make their own products. Although Trader Joe's, Whole Foods, and Wegmans are large retail chains, they sell organically made skin care products in their stores. If Balance Aromatherapy ever wanted to grow as large as that, the company could consider selling its products in any of those three stores.





Competitor Analysis:

The competitor analysis is used to evaluate competitors in the market. The analysis looks to identify the competing company's strengths and weaknesses so that the information can be used to improve efforts within the company.

Nora Bloom:

Nora Bloom Botanicals started off as a one-woman skin care business but has transformed to a full-service spa offering its own line of organic skin care products and a range of bodywork services including facials, waxing, massages, and cosmetics.

- Strengths
 - o Website design visually appealing
 - o Also a full-service spa
 - o Has actual storefront where you can purchase products
 - o Online purchasing available
- Weaknesses
 - o Expensive
 - o Chemistry of products are not given



Root Works:

Root Works is a small home-based business located in the Finger Lakes region, started by Amanda David, a graduate of Dominion Herb College. She has been making plant medicine for over 10 years. Amanda strongly believes in using abundant, local plants over distant or rare plants. Root Works also grows its own herbs and makes each medicine by hand in small batches.

- Strengths
 - o Presence at Ithaca Farmers Market
 - o 100% natural
 - o Online purchasing available
- Weaknesses
 - o Located in various stores in Ithaca and Watkins Glen, but doesn't have its own storefront



Competitor Analysis cont.:



Finger Lakes Soaps:

Heather Gable started Finger Lakes Soaps in 1997. Heather, along with her husband, Tim, makes gentle natural body soaps, lip balms and ointments, while also manufacturing winery, brewery, and distilling cleaning products.

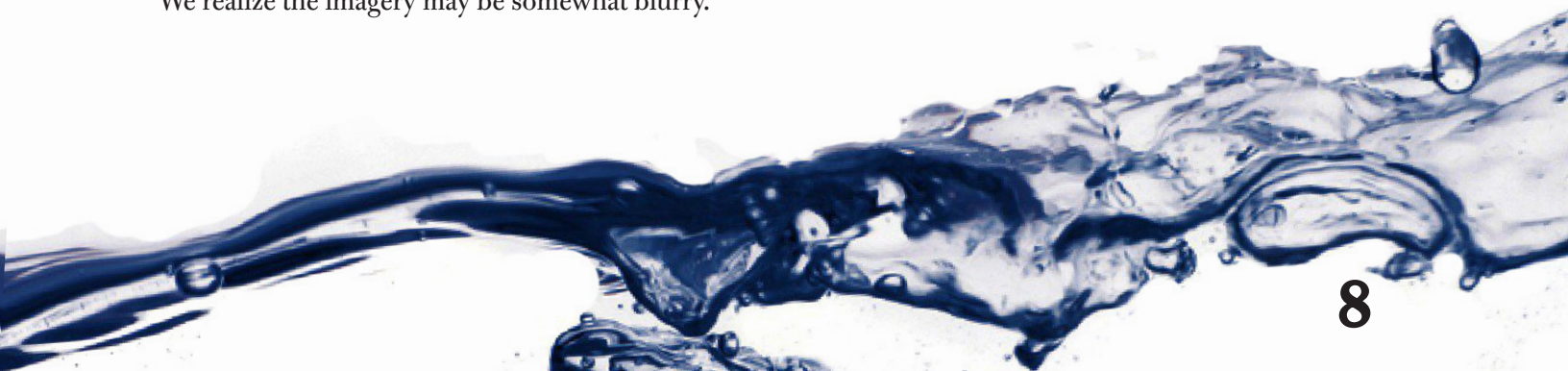
- Strengths
 - o Products sold in many places
 - o Online purchasing available
 - o Sold in IC bookstore
 - o Affordable
- Weaknesses
 - o Chemistry of products unclear
 - o Commercialized



Analysis:

Nora Bloom has the most visually appealing website when compared with the website of Balance Aromatherapy and its three main competitors. Its products are available for online purchase and can also be purchased at the spa. Root Works is similar to Balance Aromatherapy in that its products are made with herbs and plants grown by the maker of the products. From a business standpoint, it is located in more stores than Balance Aromatherapy, but it does not have its own storefront either. Finger Lakes Soaps is a much larger business than Balance Aromatherapy, Nora Bloom Botanicals, and Root Works. Finger Lakes Soaps is a more commercialized business.

*Images are grabbed from Google images and online sources.
We realize the imagery may be somewhat blurry.





Part 1: Media Relations

Media relations build a better profile for the business to distribute to media outlets so they present your brand in a positive light. Each component of the press kit, including backgrounders, bios, fact sheets, news release, pitch letter, and media alert, work hand-in-hand to create a brand profile that exudes a positive image to the public.

Media Relations: Backgrounder (History of Balance Aromatherapy)



The backgrounder is one of the most important foundational pieces of the press kit. The Balance Aromatherapy history as a business backgrounder serves as a tool for reporters looking to gain insights and an overview of the company as a whole. This will help them form more objective stories with the details included in this document about the origin of the company and how it has developed to what is it today. The backgrounder should capture the attention of a reporter, as it is written more creatively than some of the other press kit components.

Balance Aromatherapy Philosophy: Breathe it in!

Introduction: Kash's Story

Twenty-eight years ago, Kash Iraggi-Wiggins realized that there were no natural baby products that she felt comfortable using on herself and her soon-to-be newborn daughter. Living in the Atlanta area at the time, she began creating sugar scrubs for herself, friends and family, but did not realize the opportunity that would evolve. When Kash became busy with having other children, her passion for the products was put on the back burner.

Upon moving back to New York, Kash became a certified aromatherapist and was then inspired to create her own line of natural products. Her work and passion for aromatherapy and helping others led to the creation of Balance Aromatherapy in 2005. Adding to her expertise, she attended massage therapy school and then became involved with The August Moon Spa at the La Tourelle Hotel and Resort, in Ithaca, N.Y., in 2007. With the combination of her aromatherapy knowledge and massage therapy background, Kash confidently created sugar scrubs, face cream, body butter and aromatherapy sprays, among other products.

All-Natural Products

Kash features a full line of aromatherapy and skin care products that are all natural and homemade. The first product she successfully sold is her sugar scrub, which remains her most popular product today. The sugar scrub is made with organic brown and cane sugar and oils, resulting in a product that cleanses, exfoliates and moisturizes the entire body. It particularly helps prevent dry winter skin.

She prides herself in creating products in small batches, only made by herself and her daughter Phoenix. Most of the essential oils used in her products come from a distiller in South Africa and the herbs that she grows in her medicinal garden. Each oil comes with a full description of where it came from, so that customers know exactly what she is putting in her product.

- more -





Media Relations: Backgrounder cont.

(History of Balance Aromatherapy)

A majority of the herbs are homegrown in Kash's garden. All of the homegrown herbs are harvested in the summer for the year. She primarily uses lavender, calendula, lemon balm, peppermint and rosemary for the medicinal and healing properties of the herbs. Herbs like peppermint and rosemary are also used to awaken and refresh, according to Kash.

Her goal is to create products that not only help solve a potential health issue, but also make one feel refreshed and cleansed. Not only is Kash passionate about her products being all-natural, but she is also able to educate her customers about the health benefits and ensure the quality of her products.

Spa Therapy Expertise

Kash has been involved with the management of the August Moon Spa at La Tourelle, a full-service spa and resort, since 2007. At the spa, Kash uses her expertise and education in massage therapy to help customers feel rejuvenated. She also prides herself in using all local and all-natural products on her customers.

The knowledge and expertise she has from the spa translates into how she creates her own products for Balance Aromatherapy. This also helps her to understand what products and oils are beneficial based on the needs of her customers. Interacting with spa clients exposes her to a wide variety of customers from different places and, in turn, builds strong credibility and customized products.

Local Community Contribution

Balance Aromatherapy products are sold in a few key locations. Located in Ithaca, GreenStar Cooperative Market and IthacaMade are two retailers that carry all of the Balance Aromatherapy product lines. Consumers who want to interact with Kash directly can find her at the Trumansburg Farmers Market, in nearby Trumansburg, New York. The Farmers Market is open Wednesday afternoons from 4 to 7 p.m., May 21-October 29, 2014.

- more -

Media Relations: Backgrounder cont. (History of Balance Aromatherapy)



As a small city in the Finger Lakes, Ithaca exudes an organic and all-natural culture, so Balance Aromatherapy fits in very well. There are various aromatherapists who do what Kash does, but what is unique about Kash is that from start to finish, her product comes straight from Ithaca. Her herb garden is in Ithaca, and she makes and sells her product in Ithaca. Not many companies have the opportunity to say that they are totally local, but to a large extent Balance Aromatherapy can make this claim, with the exception of the essential oils coming from South Africa.

Family Business

Balance Aromatherapy is family owned and operated by Kash and her daughter Phoenix. All customers know exactly what they are purchasing and can develop a relationship with Kash, her products, and her vision to build a business focused around her customers and the natural health benefits of herbs and aromatherapy.

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Media Relations: Biography for Kash Iraggi-Wiggins

The biography is used to provide background about the ownership of the business. Journalists can use these when constructing story angles to connect to the reader on a more personal level. Ultimately this will help bring the Balance Aromatherapy vision and mission to life seamlessly.

Kash Iraggi-Wiggins
Balance Aromatherapy
Owner and Operator

Kash Iraggi-Wiggins is the chief owner and operator of Balance Aromatherapy, an Ithaca-based company that creates all-natural body care products by hand, incorporating pure therapeutic essential oils. Kash finds local herbs when creating Balance Aromatherapy products, so she can be assured the quality is fresh and unpolluted. In addition, Kash is a certified aromatherapist, a licensed massage therapist, local herbalist and Reiki practitioner.

Kash also teaches classes around the Ithaca, New York area on how to make and use body care products that help support the body's ability to heal itself. She focuses on explaining the advantage of incorporating pure therapeutic essential oils into our body through daily use and the medicinal benefits of aromatherapy. Additionally, Kash has developed private labels for local spas, including August Moon Spa in Ithaca, New York, and nearby Dharma Center in Cortland.

Kash received her aromatherapist certification in 2006 from Aromahead Institute located in Naples, Florida. She also earned her herbalist certification in 2007 from Van Etten New York's Heartstone School of Herbalism. In addition, Kash attended the Finger Lakes School of Massage in Ithaca, where she earned her massage therapist license in 2005.

- more -

Media Relations: Biography for Kash Iraggi-Wiggins cont.



Kash's passion for aromatherapy began 28 years ago when she was pregnant with her first daughter and was hesitant to use products on her daughter that might be harmful. This led her to research baby products on the market, and she soon decided to make her own baby products for her daughter. She made the move from Atlanta, Georgia, back to Ithaca, and opened a boutique aromatherapy shop in a local hotel in downtown Ithaca. When she had her second daughter 1.5 years later, she put the shop on the backburner. After attending massage school, she revived her passion for aromatherapy and when she opened August Moon Spa at La Tourelle in Ithaca, she began making private label products for the spa. In 2005, Balance Aromatherapy was born.

In 2012 Kash was given permission to plant a medicinal garden on the grounds of La Tourelle Resort & Spa, and it has brought Balance Aromatherapy products to a very deep level of sustainability. She now plants, harvests, dries and infuses most of the oils needed for the products with herbs she has grown herself.

Born and raised in Corning, New York, Kash attended Corning Community College, Tompkins Cortland Community College and Finger Lakes School of Massage. She also took classes at Cornell University. She began to study essential oils over 20 years ago in Atlanta, Georgia, but most of her education and knowledge was gained through sharing information with friends and family. Massage school rekindled her interest in essential oils, just when the public began to recognize the healing benefits of therapeutic essential oils. She continues to study and apply the ideas of medicinal herbalism.

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Media Relations: Biography for Phoenix Wiggins

Phoenix Wiggins
Balance Aromatherapy
Partner

Phoenix is the assistant manager of August Moon Spa and partner in Balance Aromatherapy, two businesses in Ithaca, N.Y. She has been practicing massage therapy for over 10 years and, in 2012, she accepted the lead spa therapist position at August Moon Spa and Hotel at La Tourelle, where she specializes in training others in all massage therapy modalities. At Balance Aromatherapy, she is partner with Kash Irraggi-Wiggins. Balance Aromatherapy is an all-natural, herb and essential oil-based skin care product line.

In addition to her roles at August Moon Spa and Balance Aromatherapy, Phoenix owns her own company, Healing in Circles, which she started the company after becoming a certified hoop instructor in 2013. Healing in Circles Hoops is a therapeutic approach to Hoop Dance; a concept of circular movement designed to release tension through the whole of the body while simultaneously reconnecting people to their energetic self. Phoenix offers classes to teach people about the interconnectedness of mind and body. Phoenix has been hooping since 2006.

Phoenix is a graduate of the Finger Lakes Massage School in Ithaca. She has over 10 years of experience as a practitioner, specializing in massage treatments that include lymphatic drainage, rotator cuff release, hot stones, sound tuning, stretch therapy, scrubs, wraps and water treatments.

Phoenix was born in Atlanta, Georgia, and raised in Ithaca. She also has traveled extensively throughout the United States. After moving around and working various positions at full-service spas, chiropractor offices, festival circuits and creating a thriving private practice, she decided to return to Ithaca to stay and help with the family business. Her goal over the last 10 years has been to bring massage into more mainstream awareness and encourage the people around her to see that taking care of one's health is needed, especially in stressed out times.

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Media Relations: Fact Sheet

Fact Sheets are a quick way to access basic information and key details about the specific herbs and essential oils that are used in the Balance Aromatherapy products. This would be useful to customers who wish to learn more about specific ingredients, medicinal benefits and more background on what the company does. It would also be useful for any reporter who is writing about Balance Aromatherapy and may not be familiar with the herbs and essential oils.



LAVENDER

OTHER NAMES

Lavendula Angustifolia

GROWING SEASON

Spring/Summer

ORIGIN

Hailing from the southern Mediterranean, lavender is believed to be brought over to Britain by the Romans. “Lavender” comes from the latin lavare -- which means “to wash.”

MEDICINAL BENEFITS

Out of over 80 species around the world, lavendula angustifolia is the most commonly used for medicinal purposes. The flowering tops of lavender are an anti-bacterial as well as an anti-inflammatory herb. When infused in essential oils and aromatherapy, it can relieve the following symptoms:

- Headaches and migraines
- Premenstrual syndrome
- Nervous tension
- Insomnia
- Muscular pain
- Dry skin

Consult a physician during pregnancy and breastfeeding.

FOOD FOR THOUGHT

Lavender flowers have culinary uses, such as to decorate cakes or to place inside baked goods for a unique taste. Lavender is also used in popular tea blends. Its fragrance enhances soaps, perfumes, bath gels and other beauty products.

BALANCE AROMATHERAPY PRODUCTS WITH LAVENDER

- Lavender-Rosewood Spritzer
- Lavender-Rosewood Body Butter
- Lavender Bath Tea Bag
- Lavender Perfume

SOURCES

The Herb Bible: A Complete Guide to Growing and Using Herbs
www.balancearomatherapy.biz

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Media Relations: Fact Sheet

LEMON BALM

OTHER NAMES

Melissa officinalis

GROWING SEASON

Summer

ORIGIN

“Melissa” originates from the Greek word for “honey bee.”

MEDICINAL BENEFITS

The fresh leaves of lemon balm can help relieve the body of the following ailments:

- Digestive headaches
- Indigestion
- Stress-related stomach issues
- Nervous tension

It also can be used in a warm bath to soothe cuts, insect bites, stings and hay-fever symptoms. The essential oil can be used in an aromatherapy massage for chickenpox and shingles, as well as cold

FOOD FOR THOUGHT

For a tangy summer salad, fresh leaves can be chopped and mixed in with fresh fruit. Also can be used as a garnish for desserts.

BALANCE AROMATHERAPY PRODUCTS WITH LEMON BALM

Citrus Bath Soak

SOURCES

The Herb Bible: A Complete Guide to Growing and Using Herbs
www.balancearomatherapy.biz

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Media Relations: Fact Sheet



CALENDULA

OTHER NAMES

Calendula officinalis

GROWING SEASON

Summer

ORIGIN

Calendula is called “fiore d’ogni mese” or “flower of every month” in Italy, since it blooms regularly throughout the year.

MEDICINAL BENEFITS

The flower petals of the plant have skin-healing properties along with their rich and beautiful, golden color. It can help with the following:

- Cessation of bleeding
- Cleansing of wounds
- Infection prevention
- Tissue repair
- Broken veins, varicose veins
- Hemorrhoids

When infused in essential oils, fresh or dry calendula petals can help the body sweat out toxins and also soothe the digestive track. Calendula infusion or tincture can help with menstruation due to its mild estrogenic action, also.

Consult a physician during pregnancy and breastfeeding.

FOOD FOR THOUGHT

Calendula flower petals (fresh or dried) can be added for a natural yellow color to rice and a variety of baked goods.

BALANCE AROMATHERAPY PRODUCTS WITH CALENDULA

Lavender-Rosewood Body Butter
(infused with calendula flower petals)

SOURCES

The Herb Bible: A Complete Guide to Growing and Using Herbs
www.balancearomatherapy.biz

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Media Relations: Fact Sheet

ROSEMARY

OTHER NAMES

Rosmarinus officinalis

GROWING SEASON

Summer

ORIGIN

Rosmarinus, meaning “dew of the sea,” originates from the southern Mediterranean. Rosemary was used in bridal wreaths and bouquets as a symbol of fidelity. It was also burned as incense in Ancient Greece as sacred to the goddess Artemis.

MEDICINAL BENEFITS

Rosemary is energizing and astringent -- great for an invigorating morning bath. The essential oil is commonly used in balms and rubs for aches, pains and poor circulation.

Fresh or dried leaves in a rosemary infusion can help with the following:

- Headaches and migraines
- Congestion issues
- Upset stomach and indigestion
- General fatigue

Peppermint and rosemary are a dynamic duo for a few reasons -- they help combat respiratory issues and both pure essential oils are excellent at uplifting the spirits, as well as stimulating the heart and brain.

While food flavoring is safe, it is not recommended for medicinal use during pregnancy or for persons with epilepsy.

FOOD FOR THOUGHT

Rosemary is commonly used with salad dressings, marinades and with meat, such as in lamb and pork dishes.

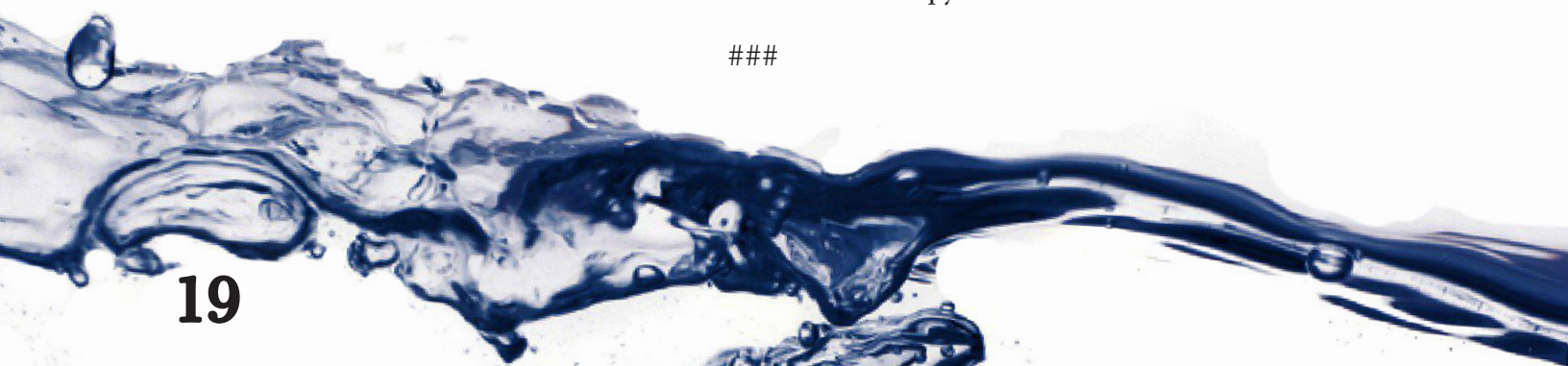
BALANCE AROMATHERAPY PRODUCTS WITH ROSEMARY

- Rosemary - Peppermint Salt Scrub
- Rosemary - Peppermint Bath Soak
- Rosemary - Peppermint Body Butter

SOURCES

The Herb Bible: A Complete Guide to Growing and Using Herbs
www.balancearomatherapy.biz

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Media Relations: Fact Sheet



PEPPERMINT

OTHER NAMES

Mentha x piperita

GROWING SEASON

Summer

ORIGIN

Romans in the first century A.D. used to deck themselves with wreaths of peppermint -- in addition to eating it in sauces -- during feasts.

MEDICINAL BENEFITS

Peppermint helps tighten tissue and fights off germs. Infusions of fresh or dried leaves can ease stomachaches due to digestive problems. It also combines well with lemon balm, lemon verbena, or with German camomile for relieving digestive pain. The menthol in peppermint can be used in aromatherapy massages to relieve poor circulation and abdominal pain.

Peppermint and rosemary are a dynamic duo for a few reasons -- they help combat respiratory issues and both pure essential oils are excellent at uplifting the spirits, as well as stimulating the heart and brain.

For sensitive skin, use the essential oil with caution.

FOOD FOR THOUGHT

Fresh leaves are perfect as garnishes for summer desserts and drinks.

BALANCE AROMATHERAPY PRODUCTS WITH PEPPERMINT

- Rosemary - Peppermint Salt Scrub
- Peppermint Lip Balm
- Rosemary - Peppermint Bath Soak
- Rosemary - Peppermint Body Butter

SOURCES

The Herb Bible: A Complete Guide to Growing and Using Herbs
www.balancearomatherapy.biz

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Media Relations: Fact Sheet

ESSENTIAL OILS

LAVENDER

Lavendar helps recover from burns, promotes sleep, helps calm stress and anxiety, and can act as a stimulant if used in excess. It is also great to use for children's cuts because it is antibacterial and calming.

ROSEMARY

Rosemary helps relieve arthritic discomfort and it improves circulation. It helps aid respiratory issues and memory retention. Rosemary Verbenone is safer to use within topical applications and the aroma is more herbaceous. Rosemary Cineole is preferred for use in respiratory and circulatory issues.

PEPPERMINT

Peppermint is fresh, minty and uplifting. It contains menthol, which induces a cooling sensation . Menthol helps ease tension in headaches, as well as muscular aches and pains. Peppermint is very stimulating.

GERANIUM

Geranium prevents acne, cellulite and dull and oily skin. It has a harmonizing effect on the mind and relives anxiety and depression.

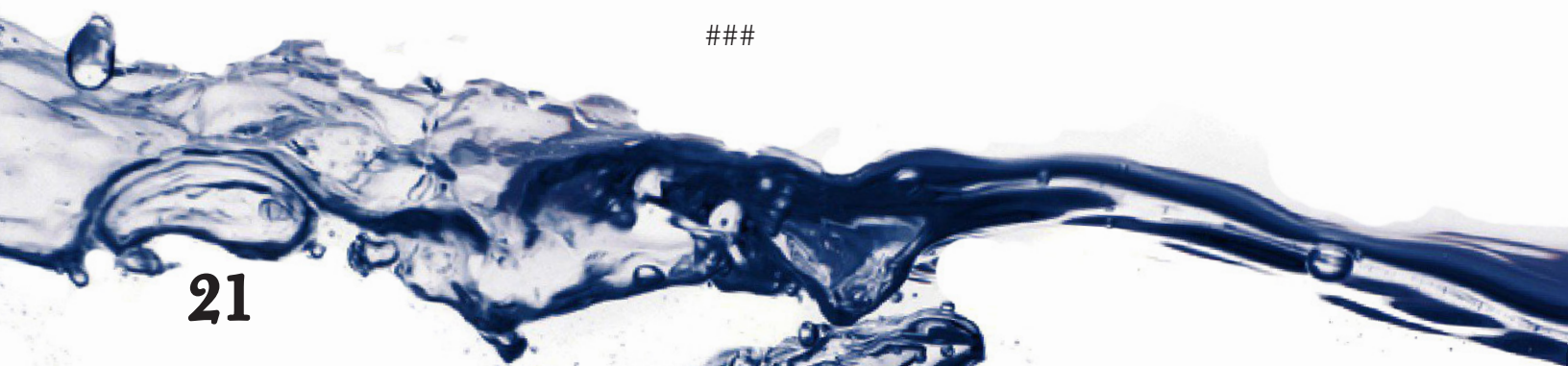
BALANCE AROMATHERAPY PRODUCTS WITH ESSENTIAL OILS

Lavendar-Rosewood
Citrus
Rosemary

SOURCES

www.AromaWeb.com
www.BalanceAromatherapy.biz

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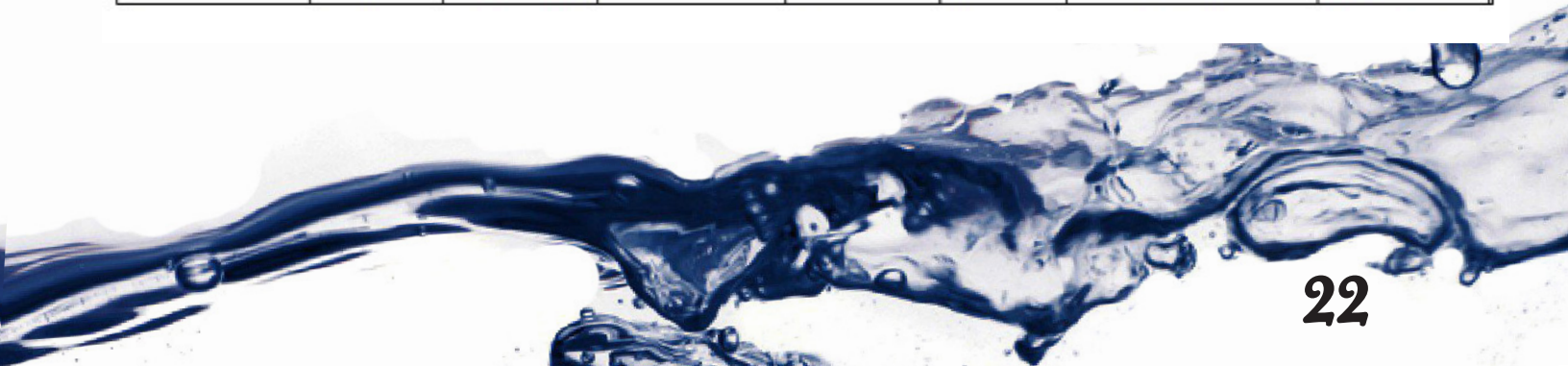
Media Relations: Press/Media List



This list is a compilation of media outlets and their contacts. The contacts include editors, writers and reporters from magazines, newspapers, blogs, radio, and TV. This is very useful for anytime you may want to send a pitch letter or news release to local or regional media. It is important that this stays up to date because contacts and information may change about outlets at any time. This can be updated and monitored frequently by an intern. New contacts and information can be accessed by searching on the Internet particular publication websites or by using a database like Cision.

Local Areas:

First Name	Last Name	Outlet	Contact Topic	Contact Title	Outlet Topic	Email	Phone
Local News Outlets							
Newspaper							
Mary	Schoonover	Finger Lakes Times	Features; Food; Lifestyle	Features Editor	News	mschoonover@ftimes.com	+1 (315) 789-3333 ext. 256
Christie	Snyder	GreenLeaf-Green Star		Editor	News	greenleaf@greenstar.coop	
Aaron Lee	Koch	Holistic Resource		Monthly Contributing Writer	News	info@holistic-resource.com	
Aynne	McAvoy	Holistic Resource		Monthly Contributing Writer	News	info@holistic-resource.com	
Beth	Hill	Holistic Resource		Monthly Contributing Writer	News	info@holistic-resource.com	
Elizabeth	Nahum	Holistic Resource		Contributing Writer	News	info@holistic-resource.com	
Michael T	Murray ND	Holistic Resource		Contributing Writer	News	info@holistic-resource.com	
Heidi	Lieb-Graney	Ithaca Child		Editorial Calender	News		(607) 327-1227
Jay	Wrolstad	Ithaca Child		Editor	News		(607) 327-1226
Theresa	Sornberger	Ithaca Child		Editorial Calender	News		(607) 327-1228
Jim	Graney	Ithaca Parent and Teen		Editor	News	jgraney@twny.rr.com	(607) 347-4302
Bill	Chaisson	Ithaca Times		Managing Editor	News	editor@lthacatimes.com	
Louis	DiPietro	Ithaca Times		Associate Editor	News	arts@lthaca.com	
Craig	Helm	Natural Awakenings		Publisher	News	craig@awakeningsCNY.com	(315) 696-0162
Martin	Miron	Natural Awakenings		Editorial	News		
Randy	Kambic	Natural Awakenings		Editorial	News		
Ilonka	Wloch	Positive News		Editor	News	ilonka@positivenewsus.com	(415) 868-9392
Glynis	Hart	Prime Times		Editor	News	editor@flcn.org	(607) 277-7000
Megan	Devlin	The Ithacan		Editor in Chief	News		(607) 274-3208
Jay	Wrolstad	Tompkins Weekly		Editor	News	wrols@twcny.rr.com	(607) 539-7100





Media Relations: Press/Media List cont.

Magazines							
Elissa	Wolfson	Cornell Plantations	Gardening; Horticulture; Botany; Ecology; Florists, Garden Centers & Nurseries	Editor	Botany; Ecology; Horticulture; Green Technology	ew28@cornell.edu	+1 (607) 255-2400
Eileen	Earley	FREETIME	Local Entertainment Guides	Assistant Editor	Fashion; Food; Local Entertainment Guides; Restaurant Reviews	freetime@frontiernet.net	+1 (585) 473-2266
Sue	Cannon	FREETIME	Local Entertainment Guides	Executive Editor	Fashion; Food; Local Entertainment Guides; Restaurant Reviews	freetime@frontiernet.net	+1 (585) 473-2266
Thomas	Cannon	FREETIME	Local Entertainment Guides	Editor	Fashion; Food; Local Entertainment Guides; Restaurant Reviews	freetime@frontiernet.net	+1 (585) 473-2266
		FreshDirt				ideas@freshdirtmag.com	
Mark	Stash	Life in the Finger Lakes	Regional General Interest	Associate Editor	Calendar & Events; Culture; History; Consumer General Interest; Regional General Interest	mark@lifeinthefingerlakes.com	
Tina	Manzer	Life in the Finger Lakes	regional general interest	Associate Editor		tmanzer@fwpl.com pressrelease@lifeinthefingerlakes.com	315-789-0458
Tina	Manzer	Life in the Finger Lakes	Regional General Interest	Associate Editor	Calendar & Events; Culture; History; Consumer General Interest; Regional General Interest		
Sarah	Lentini	Metropolitan	Local Entertainment Guides	Publisher & Editor	Calendar & Events; Local Entertainment Guides	sientini@artsrochester.org	+1 (585) 473-4000 ext. 207
Alyssa	LaFaro	My Safety	Workplace Safety; Occupational Health & Safety	Editor	Workplace; Workplace Safety; Occupational Health & Safety; Workers' Compensation	alyssa@mysafetymagazine.com	+1 (315) 789-0458
Kenneth	DeHaven	Sports Medicine and Arthroscopy Review	Sports Medicine; Orthopedics	Co-Editor	Physical Therapy & Rehabilitation; Arthritis; Health & Medicine; Sports Medicine		+1 (585) 275-2970



Media Relations: Press/Media List cont.



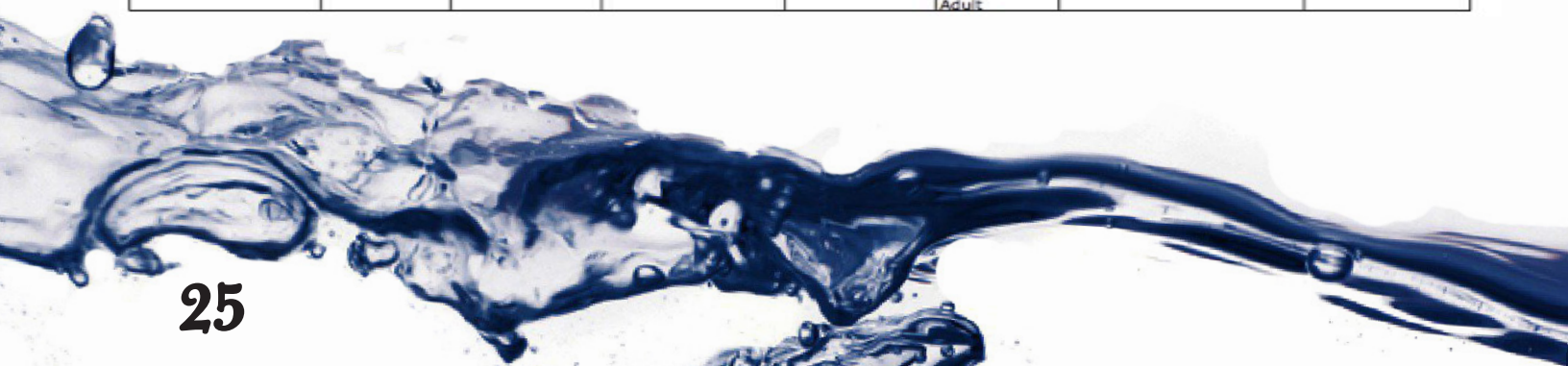
Online							
Joan	Lincoln	Beauty Buzz	Lifestyle; Cosmetics; Fashion & Beauty	Blogger	Lifestyle; Cosmetics; Fashion & Beauty	joanjet32003@yahoo.com	+1 (585) 738-6541
Robert	Schwartz	drSpock.com	Pediatrics; Allergies; Asthma; Respiratory Diseases	Executive Editor	Family & Parenting	drspock_info@sema4usa.com	+1 (716) 425-1650
		Finger Lakes Women				Flwoman1@gmail.com	312-217-1529
Mary	Chao	Her Writers & Editors Blog	Retail; Fashion & Beauty; Shopping	Blogger	http://twitter.com/marychao		
		Ithaca Farmers Market				rryan@ithacamarket.com	607-273-7109
Janice	Correa	Mami's Time Out	Beauty & Grooming; Hispanic; Motherhood; Shopping	Blogger	Beauty & Grooming; Culture; Latin America; Shopping; Motherhood	jai@mamistimeout.com	+1 (585) 200-8670
Janice	Correa	Mami's Time Out	Beauty & Grooming; Hispanic; Motherhood; Shopping	Blogger			+1 (585) 200-8670
Tom	Vierhile	Product Alert	Beauty & Grooming; Beverages; Food; Personal Health; Manufacturing; Pets; Tobacco	Executive Editor	Manufacturing	tvierhile@datamonitor.com	+1 (585) 396-5128





Media Relations: Press/Media List cont.

Freelance Writer							
Sandra	Beckwith	Beckwith, Sandra	Small Business	Freelance Writer	Small Business	sb@sandrabeckwith.com	+1 (585) 377-2768
Michelle	Berry	Berry, Michelle	Business; Technology; Travel; Public Relations Industry; Small Business; Family & Parenting; Entrepreneurism; Health & Medicine	Freelance Writer	Business; Technology; Family & Parenting; Small Business; Travel; Public Relations Industry; Entrepreneurism; Health & Medicine	michelle@michellecourtneyberry.com	+1 (888) 250-8812
Janis	Graham	Graham, Janis	Fitness & Exercise; Nutrition; Pregnancy & Birth; Children's Health; Women's Health; Health & Medicine	Freelance Writer	Fitness & Exercise; Nutrition; Children's Health; Health & Medicine; Pregnancy & Birth; Women's Health	grahamj@twcny.rr.com	+1 (607) 273-5758
Nancy Yanes	Hoffman	Hoffman, Nancy Yanes	Book Reviews; Family & Parenting; Lifestyle; Science; Mental Health; Nutrition; Travel; Health & Medicine; Women's Interests; Stroke(s); Women's Health	Freelance Writer	Book Reviews; Family & Parenting; Lifestyle; Medicine; Nutrition; Mental Health; Science; Travel; Women's Interests; Cardiology; Diabetes; Sex; Genetics; Arthritis; Breast Cancer; Menopause; Palliative Care; Women's Health; Orthopedics; Stroke(s)	nywriter@rochester.rr.com	+1 (585) 385-1515
Mark	Levine	Levine, Mark	Business; Careers; Travel; Personal Finance; Small Business; Mental Health	Freelance Writer	Business; Careers; Personal Finance; Mental Health; Small Business; Travel	marklev@clarityconnect.com	+1 (607) 272-4327
Deirdre	Martin	Martin, Deirdre	Book Reviews; Fitness & Exercise; Teen/Young Adult; Mental Health; Religion; Television	Freelance Writer	Book Reviews; Fitness & Exercise; Mental Health; Religion; Television; Teen/Young Adult	deirdre@deirdremartin.com	+1 (607) 272-4367



Media Relations: Press/Media List cont.



Greater Rochester Area:

First Name	Last Name	Outlet	Contact Topic	Contact Title	Outlet Topic	Email	Phone
Local News Outlets							
Newspaper							
Catherine	Roberts	Rochester Democrat and Chronicle	Arts & Entertainment; Features; Lifestyle; Travel; Food; Real Estate	Features Editor	News; Local News	cathyr@democratandchronicle.com	+1 (585) 258-2310
Denise	Young	Rochester Democrat and Chronicle	Community News	Community News Editor	News; Local News	demyoung@democratandchronicle.com	+1 (585) 258-2565
Diana	Carter	Rochester Democrat and Chronicle	Banking; Business; Agriculture & Farming; Ethnic & Multicultural	Business Reporter	News; Local News	dcarter@democratandchronicle.com	+1 (585) 258-2512
Erica	Bryant	Rochester Democrat and Chronicle	Editorial Page	Editorial Columnist	News; Local News	ebryant@democratandchronicle.com	+1 (585) 258-2333
Features	Department	Rochester Democrat and Chronicle	Features	Features Department	News; Local News	infodesk@democratandchronicle.com	+1 (585) 232-7100
Holly	Howell	Rochester Democrat and Chronicle	Wine/Winemaking ; Vineyard	Contributing Wine Writer	News; Local News	hollyh@rochester.rr.com	+1 (585) 624-7295
James	Lawrence	Rochester Democrat and Chronicle	Editorial Page	Editorial Page Editor	News; Local News	jlawrenc@democratandchronicle.com	+1 (585) 258-2250
Jane	Milliman	Rochester Democrat and Chronicle	Gardening	Contributing Gardening	News; Local News	jane@upstategardenersjournal.com	+1 (585) 538-4980
Jon	Hand	Rochester Democrat and Chronicle	Crime; Police; Public Health & Safety	Public Safety Reporter	News; Local News	jhand@democratandchronicle.com	+1 (585) 258-2395
Mark	Liu	Rochester Democrat and Chronicle	Features; Lifestyle; Real Estate; Travel; Special Sections	Editor, Custom Content	News; Local News	mliu@gannett.com	+1 (585) 258-2590
Mary	Chao	Rochester Democrat and Chronicle	Features; Gardening; Home; Fashion & Beauty; Residential Real Estate; Mortgages; Shopping	Features Reporter	News; Local News	mchao@democratandchronicle.com	+1 (585) 258-2441
Max	Anderson	Rochester Democrat and Chronicle	Opinion Page	Community Conversation Editor	News; Local News	rmanders@democratandchronicle.com	+1 (585) 258-2641
Patti	Singer	Rochester Democrat and Chronicle	Fitness & Exercise; Nutrition; Health & Medicine; Public Health & Safety	Health Reporter	News; Local News	psinger@democratandchronicle.com	+1 (585) 258-2312
Sheila	Livadas	Rochester Democrat and Chronicle	Wine/Winemaking ; Vineyard	Contributing Wine Writer	News; Local News	infodesk@democratandchronicle.com	+1 (585) 232-7100
Sheila	Rayam	Rochester Democrat and Chronicle	Weekend; Entertainment;	Entertainment & Style	News; Local News	srayam@democratandchronicle.com	+1 (585) 258-2434





Media Relations: Press/Media List cont.

Magazine							
Smriti	Jacob	Rochester Business Journal	Business; Lab Medicine; Biotechnology Industry; International Business; Scientific Research	Associate Editor	Business; Finance	sjacob@rbj.net	+1 (585) 546-8303
David	Harney	Rochester Healthy Living	Personal Health	Publisher & Editor	Fitness & Exercise; Personal Health; Nutrition	dave@rochesterhealthyliving.com	+1 (585) 249.5059
David	Harney	Rochester Healthy Living	Personal Health	Publisher & Editor	Fitness & Exercise; Personal Health; Nutrition	dave@rochesterhealthyliving.com	+1 (585) 249.5059
Mark	Liu	Rochester Magazine	Consumer General Interest; Regional General Interest	Editor	Fashion; Food; People; Consumer General Interest; Regional General Interest; Entertainment	mliu@gannett.com	+1 (585) 258-2590
Barbara	McSpadden	Rochester Woman Magazine	Women's Interests	Co-Publisher & Editor in Chief	Personal Health; People; Personal Finance; Travel; Women's Interests; Entertainment	barb@rochesterwomanmag.com	N/A



Media Relations: Press/Media List cont.



Online							
Patti	Singer	All About Health	Fitness & Exercise; Nutrition; Health & Medicine	Blogger	Health & Medicine	psinger@democratandchronicle.com	+1 (585) 258-2312
Joan	Lincoln	Beauty Buzz	Lifestyle; Cosmetics; Fashion & Beauty	Blogger	Lifestyle; Cosmetics; Fashion & Beauty	joanjet32003@yahoo.com	+1 (585) 738-6541
Marjorie	Baker Price	CenteringTools.com	Alternative Medicine; Holistic Health	Blogger	Alternative Medicine; Holistic Health; Natural Healing	marjorie@centeringtools.com	(585)-244-6210
Kevin	Frisch	DemocratandChronicle.com	Web Site Content; Opinion Page	Digital Opinion Editor	News	kfrisch@democratandchronicle.com	+1 (585) 258-2487





Media Relations: News Release

News releases are typically used to cover hard news stories like an announcement of a new product or service or another major business development, which is why we decided to write one about the new medicinal line. These are used to let the media know about an event, anticipating they will relay the information along. News releases are also used to inform the media about the business, hoping they will write an actual news article. They can also help promote the business' appearance on the Web through blogs, websites, and social media.

FOR IMMEDIATE RELEASE

Balance Aromatherapy Introduces New Medicinal Line
All-Natural Products Help Relieve Tension, Moisturize and Cleanse

ITHACA, N.Y. – April 11, 2014 – Balance Aromatherapy introduces its new medicinal line on May 15, 2014 at the Trumansburg Farmer's Market in Trumansburg, N.Y. The products also will be available at IthacaMade, Greenstar Cooperative Market and Oasis (located in the DeWitt Mall) in Ithaca; Skyland Farms in Burdett; and Sundrees Variety Goods in Trumansburg. The name of the product line will be called "Balance Aromatherapy Medicinal Line."

The line contains four products, including Onion Honey Scrub, Sore Muscle Salve, Fresh and Natural Face Toner, and Fresh Grains. The Sore Muscle Salve costs \$10 for a 1-ounce container. A 2-ounce container of Fresh Grains cost \$5.50. The rest of the products are still yet to be priced. The Onion Honey Scrub contains antibacterial properties from its local honey. This product also contains cane sugar, which has an enzyme that gently exfoliates. The oils in this product are also local and infused with rose, which contains anti-aging and anti-bacterial properties.

Kash Iraggi-Wiggins, owner and founder of Balance Aromatherapy, said: "The more local, the better. The closer the ingredients of your product are from where you live, the more natural they are." Each product targets a certain medicinal purpose and plays a specific role.

The Sore Muscle Salve contains a number of infused oils, including plantain, birch, arnica and German chamomile. Infusing these into olive oil pulls out the medicinal properties. Plantain is great for sore muscles; arnica and birch speak to the nervous system, so they lessen nerve pain. German chamomile helps relieve sore, tight muscle discomfort. The blend targets sore and overworked, tight muscles.

- more -

Media Relations: News Release cont.



The Fresh and Natural Face Toner contains witch-hazel, vitamin E, aloe vera gel, chamomile flowers and rose petals. Witch-hazel is an aseptic and an astringent; vitamin E is antibacterial and moisturizing; aloe vera gel is wonderful for inflammation, and also draws moisture or redness from the skin. Chamomile flowers and rose petals tighten the pores, while reducing fine lines and wrinkles.

Fresh Grains includes sunflower seeds, cornmeal, French white clay and local oats that have been ground to a fine powder. Because this is a dry product, users can add honey, yogurt or mashed strawberries, for example. Sunflowers are very moisturizing and high in omega. Cornmeal helps exfoliate the skin while gently cleansing one's face. French White Clay pulls toxins from your skin; Oats put moisture back into your skin. The purpose of this product is to gently cleanse and brighten one's face, and tone one's pores.

About Balance Aromatherapy

Balance Aromatherapy is an all-natural, pesticide-free skin care line based out of Ithaca, New York. Kash Iraggi-Wiggins is the owner and founder of Balance Aromatherapy. The medicinal line products are an extension of the skin care and beauty line, which includes scrubs, essential oils, facial creams, body butter, soaps, and lip balm. She can be contacted at kash@balanceithaca.com or by telephone at 607-339-1575. More information can be found at www.balancearomatherapy.biz.

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Media Relations: Media Alert

Media Alerts are used to briefly and quickly announce a release of a new product or change in the business. They are usually used to publicize events, such as a press conference. It is a one page document only featuring the most core and essential information. It gives journalists a quick glance to try and capture their attention to see if they would attend an event or cover a story.

MEDIA ALERT***MEDIA ALERT*****MEDIA ALERT**

BALANCE AROMATHERAPY INTRODUCES MEDICINAL PRODUCT LINE

WHO: Kash Iraggi, owner and operator of Balance Aromatherapy.

WHAT: An unveiling of Balance Aromatherapy's newest product line—an all-natural medicinal skin care line. In addition, Kash will educate consumers on the benefits of aromatherapy and all natural skin products.

WHY: The name of the line is called Balance Aromatherapy Medicinal Line. The Onion Honey Scrub has anti-bacterial and anti-aging properties. The Sore Muscle Salve contains infused oils that loosen tight muscles and lessens nerve pain. The Fresh and Natural Face Toner contains ingredients that reduce redness and inflammation and tightens the pores, while reducing fine lines and wrinkles. Fresh Grains pull toxins from your skin while putting moisture back in, and can be used to gently exfoliate and cleanse ones skin.

WHERE: Trumansburg Farmers Market, located at the Village Park on the corner of Main Street (Route 96) and Route 227, Trumansburg, N.Y.

WHEN: Wednesday, May 15, 2014 from 4:00 p.m. to 7:00 p.m.

RSVP: Kash Iraggi-Wiggins, Owner (or another contact)
Email: kash@balanceithaca.com
Tel: 607-339-1575

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Media Relations: Pitch Letters

Pitch letters are used to propose a story to specific journalist at a media outlet. These story angles are used to appeal to local news outlets such as newspapers, magazines, and blogs so they can write a feature or story on Balance Aromatherapy. These are more creative and engaging ways to communicate a brand message to a media outlet and why the journalist would be interested in picking up a story. A pitch letter also gives a call to action and provides contact information for a journalist or reporter to schedule a meeting to further discuss the potential story angle. In some cases the suggested pitch letters can be adapted to the specific needs of the media outlet.



How To: Grow Your Own Healing Solutions

To: Elissa Wolfson, Cornell Plantations

From: Name

Subject: How To: Grow Your Own Healing Solutions

Date: Submission date

Dear (Name): _____

Have you already hopped on the bandwagon for purchasing natural products as an alternative option for healing solutions? If you are interested in taking your passion to the next level, here is a quick and easy guide for your next endeavor: planting your own medicinal herb garden. From the ground up, these simple steps will ensure how you can effectively use that extra space (even if you live in an apartment) for creating and maintaining your own source for holistic health.

The herbs that Kash Iraggi-Wiggins, a certified aromatherapist and herbalist, uses in her health and beauty products come mostly from her own medicinal herb garden. Kash can share advice with local gardeners on how to grow and dry herbs, covering her techniques and how she cultivates herbs for her own business, Balance Aromatherapy. She also offers her years of knowledge as an expert in her field to illustrate the benefits of herbs for medicinal, spiritual and beauty purposes. She currently resides in Ithaca, N.Y., in the heart of the Finger Lakes.

Kash can also discuss an array of benefits and culinary uses that herbs have, such as how lemon balm is not only wonderful in a facial scrub – but also wonderful to add as an ingredient in your salad. Calendula and lavender? Totally edible, too! One of Kash’s mottos is, “never put anything on your body that you wouldn’t put in your body.” She also knows the importance of being conscious of sustainability, and offers her tips on how to grow and harvest only what one can use.

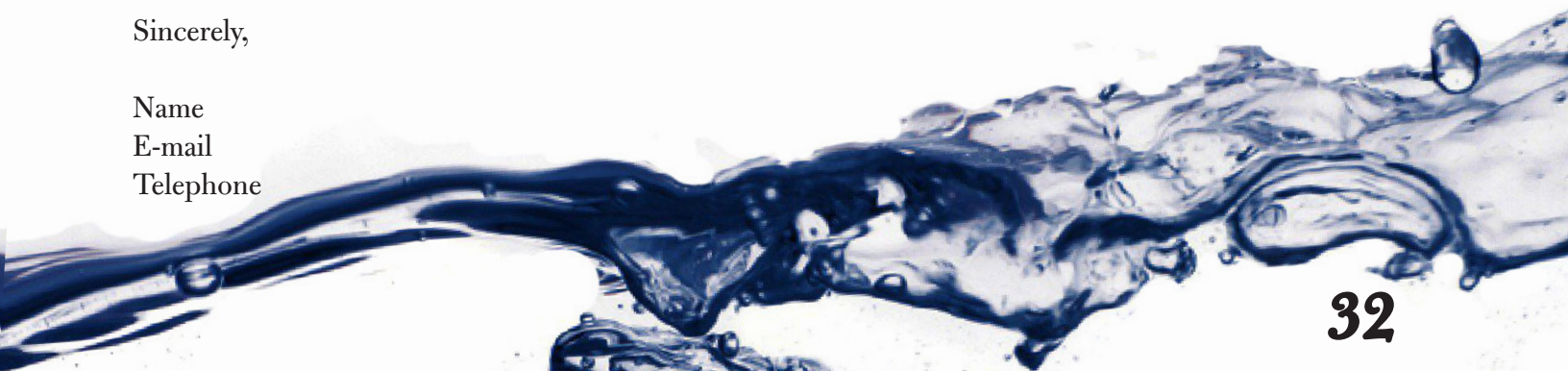
I will call you next week to see if you’d like to pursue this story. I can arrange for you to interview Kash by phone or travel to Ithaca and see her herb garden, which is on the grounds of La Tourelle Resort and Spa, where she also manages the spa. Meanwhile, please feel to contact me by phone at XXX or by email at XXX.

Sincerely,

Name

E-mail

Telephone





Media Relations: Pitch Letters cont.

The True Benefits of Natural Skin Care Products

To: Joan Lincoln, Beauty Buzz
From: Name
Subject: The True Benefits of Natural Skin Care Products
Date: Submission date

Dear (Name): _____

Are you using skin care products with a petroleum base or parabens? Being the largest organ in your body, the skin breathes and has to be able to absorb products and release toxins that it takes in. If it can't release the toxins, they may be leaking into your skin and into your body. The less you can put on your skin, the better – but we all still need to moisturize and exfoliate. Using a natural based product that was designed just for that reason, like an all-natural sugar scrub that gently moisturizes without all those toxins may be more beneficial for your skin for a variety of reasons. For example, sugar has an enzyme that exfoliates automatically. This story would be able to give consumers a more in-depth understanding of what to put on their skin and what to leave out.

Balance Aromatherapy is devoted to health and well-being with its all-natural skin care product line. The herbs that Kash Irraggi-Wiggins, a certified aromatherapist and herbalist, uses in her health and beauty products come mostly from her own medicinal herb garden. Her products are not petroleum based and do not contain parabens. She offers her years of knowledge as an expert in her field to illustrate the benefits of herbs for medicinal, spiritual and beauty purposes. She currently resides in Ithaca, N.Y., in the heart of the Finger Lakes.

One of Kash's mottos is, "never put anything on your body that you wouldn't put in your body." Kash can also discuss an array of benefits and culinary uses that herbs have, such as how lemon balm is not only wonderful in a facial scrub – but also wonderful to add as an ingredient in your salad. Calendula and Lavender? Totally edible, too!

I will call you next week to see if you'd like to pursue this story. I can arrange for you to interview Kash by phone or travel to Ithaca and see her herb garden, which is on the grounds of La Tourelle Resort and Spa, where she also manages the spa. Meanwhile, please feel to contact me by phone at XXX or by email at XXX.

Sincerely,

Name
E-mail
Telephone



Media Relations: Pitch Letters cont.

Gift Giving All-Natural Skin Care Products

To: Bill Chaisson, Ithaca Times
From: Name
Subject: Gift Giving All-Natural Skin Care Products
Date: Submission date



Dear _____:

Are you ever stuck in a bind to find the perfect gift at the last minute? Whether it is Valentine's Day, Mother's Day, Father's Day, Christmas or a birthday, Balance Aromatherapy products very well could be your answer, and the products are made in small batches in Ithaca. All-natural, homemade, pesticide-free, skin care and aromatherapy products made by Kash Iraggi Wiggins feature cleansing and restorative benefits. Wiggins, a certified aromatherapist and herbalist creates a product line that focuses on natural healing and emphasizes using all natural products on your skin.

Here are a few of her best gift giving products:

Sugar Scrub: This scrub can be used all over on the body. It is made with organic brown sugar, cane sugar and essential oils that help with winter dryness. It cleans, exfoliates and moisturizes you all over and when used in the shower, you no longer need to moisturize after. Sugar has an enzyme that exfoliates automatically.

Body Butter: Lavender Rosewood Body Butter is a perfect all over moisturizer. The luscious butter is made from Calendula petals infused in organic olive oil. This oil is then blended with bees wax from local bees as well as other oils and aloe vera gel to create a moisturizer for your entire body.

Spritzers: Used to refresh and awaken anytime of the day, the Rosemary-Peppermint spritzer is great to keep in your purse for a pick-me-up whenever you need. Use the Lavender Rosewood spritzer to help calm your mind and relax your spirit. Just spritz and breathe in this pure blend of calming essential oils.

These products are one of a kind and are sure to be a special gift. Not only do they have wonderful aromatic scents, but they are sure to have long-lasting health benefits that are coming from all natural and locally made products from Ithaca.

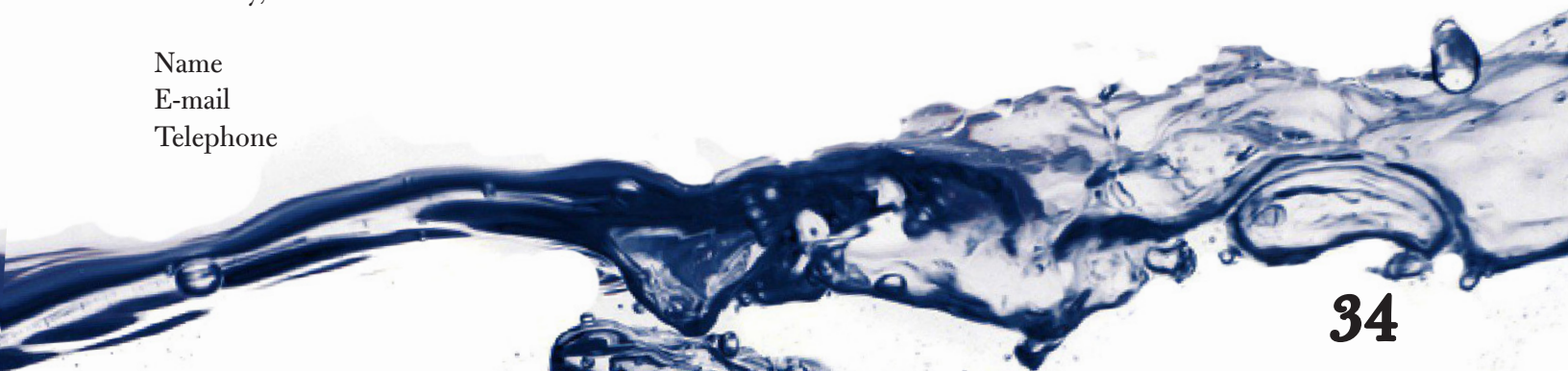
I will give you a call next week to see if you'd like to pursue this story on local, all-natural, Balance Aromatherapy products. I'd be delighted to introduce you to Kash, who can show you her herb garden at La Tourelle Hotel and Spa, where she also manages the August Moon I can arrange a meeting for you or schedule a phone interview.

Sincerely,

Name

E-mail

Telephone





Part 2: Promotional Activities

Promotional Activities are a great way to reinforce your brand image and brand recognition. These activities include promotional items, events and business cards for Balance Aromatherapy. Promotional Activities aim to grab attention of consumers in a non-traditional way. These events and items will give more exposure to the brand and can help create word of mouth buzz about the Balance Aromatherapy product lines. These strategies can be used throughout the year, for any product, and can help build a new customer base and keep your brand in the mind of current consumers as well.



Promotional Activities:

Press Kit Recommendations



Because Balance Aromatherapy is an all-natural product line using all-natural and recycled materials to build your press kit design would support the integrity of the brand. We suggest using recycled boxes for the press kit that would allow room for samples of the products. The folders that you can use for the written press materials can be made from seeds that can be planted, aligning with your brand as well. The press kit is a chance for you to be creative, but also put together a well-structured portfolio of press materials to send to media outlets.

*Images below are grabbed from Google images and online sources to help illustrate the packaging concept. We realize the imagery may be somewhat blurry.

- **Press Kit Components:**
 - Accompanied with the box of products should be a folder (or CD/flashdrive) including:
 - Business card
 - Company information card
 - Biographies
 - Fact sheets
 - Backgrounders
 - Highlights on testimonials
 - Current news release
 - Cover letter
- **Samples:**
 - Small sample sizes of products should be included in the press kit. Small products will make it easy for journalists at media outlets to sample products.
- **Packaging:**
 - A sticker of Balance Aromatherapy logo should be attached to the top of the box.
 - A blue ribbon should be tied around the box.





Promotional Activities: Press Kit Recommendations cont.

- **Recommended Resources:**

- Packaging from NashvilleWraps.com:
 - Box: 100% recycled Kraft varnish stripe gift box style KG08 (8 x 8 x 4)
 - Box filler: 100% recycled Green Way Eco-Fill shreds in ivory
- Seed cards from Bloominpromotions.com:
 - See images of seed cards. This is a unique way to grab the attention of media outlets and the packaging ties closely with Balance Aromatherapy's brand image.
 - Ideas for use of seed cards include:
 - Business card holder
 - The word "Balance" customly made
 - Business card
 - Company information card
 - Folder
 - Insight into the products and Bloomin:
 - "green is as green does." "Bloomin has always operated at the forefront of environmental consciousness. Today, people choose our products to communicate their own green initiatives. The most Earth-friendly marketing medium available, our seed paper is made from 100% post-industrial, recycled paper and dyed with all-natural, vegetable-based pigments. Our products are printed with water- and soy-based inks and our packaging is primarily corn-based. Our production facilities are sustainable, too. We recently installed a 30kW solar power system, so we are now powered by the same sun that makes our products grow!"
 - Bloomin uses a small batch, handmade process to create products.
 - Bloomin experts can help companies create a custom seed mix to cater to meet the company's needs.



Promotional Activities: Press Kit Recommendations cont.

Products from NashvilleWraps.com:

[Click Here to Order](#) 

Description:
BROWN KRAFT Gift Boxes 8x8x4"
100% Recycled Varnish Stripe - 1 Pc

Stock #: KG08  **In Stock-Ships Fast!**

Qty	Price
1 - 4	\$53.50
5+	\$51.90

Purchasing Information:
Unit Pack: 100
Total Weight: 23.00 lbs.
Made in (country): USA



Click image to enlarge

[Click Here to Order](#) 

Description:
IVORY Eco Fill Paper Shreds
6 lb. BOX ~ 100% Recycled

Stock #: EFZS6IV  **Ships Factory Direct**

Qty	Price
1 - 4	\$16.06
5+	\$15.26

Purchasing Information:
Unit Pack: 1
Total Weight: 7.00 lbs.
Made in (country): USA



Click image to enlarge

Inspiration for packaging:





Promotional Activities: Press Kit Recommendations cont.

Seed products from:



Promotional Activities: Press Kit Recommendations cont.



Seed shape ideas from Bloomin:



growth \$\$
(3" x 1.25")



droplet: water
(2" x 3.4")

***Idea: Have "Balance" custom made



pot 1
(2.2" x 2.2")



pot 2 S
(3" x 3")



pot 3
(2.5" x 2")



pot 5
(2.64" x 2.17")



pot 6 v
(1.5" x 1.3")



droplet
(2" x 3.4")



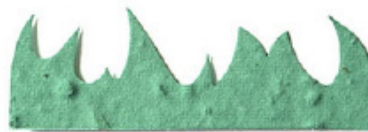
shovel 1 v
(1.25" x 3.7")



shovel 2 S
(1.75" x 6")



watering can
(2.5" x 2.1")



grass 2
(3" x 1")

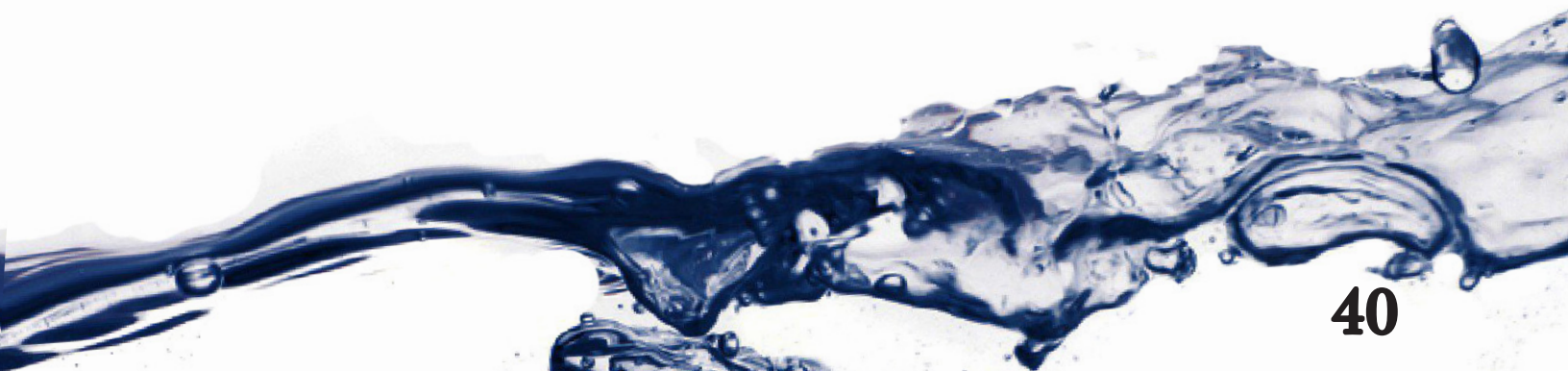


vase v
(1.3" x 2")



lawn mower S
(3.18" x 2.13")

(back to top)





Promotional Activities: Business Card Mock-Up

The full size business cards can be distributed to customers when purchasing products and can be placed next to the products in the various local retail stores. It gives consumers a take away to have all of your contact information easily accessible for future purchases.

FULL SIZE BUSINESS CARD: 3.5 x 2 are the dimensions of this card. This will be used to distribute to people at the Farmer's market as well as it being placed next to your products at all retail locations so customers can get in contact with you. These business cards also should be inserted with each product purchased, if you are mailing to a customer or sending as a gift.

FRONT

Balance Aromatherapy Ithaca, NY 14850	
Kash Iraggi-Wiggins Certified Aromatherapist & Herbalist, Licensed Massage Therapist Owner, Balance Aromatherapy	
Kash@balanceithaca.com	T: 607.339.1575
www.balancearomatherapy.biz	

BACK

<i>Breathe it in!</i>
Balance Aromatherapy
All-natural body care products
Locally grown ingredients Handmade in small batches using high-quality essential oils
Free of parabens, petroleum & pesticides

Promotional Activities: Information Card Mock-Up



This information card is a great tool to bring to the Trumansburg Farmers Market or to any event where there may be high traffic. These are useful for people to pick up if they are not ready to purchase, but they will have some background information on the brand and your products.

INFORMATION CARD FRONT: 3.5 x 8 (approx.) this card can be used as a basic overview of the company and the products that you offer. This will provide product information to potential customers who may not be ready to purchase, but are still interested in your brand and product lines. This would be particularly useful in a busy setting where there is a lot of traffic, like the farmers market.

FRONT

BACK

Balance Aromatherapy
Breathe it in!
Natural Body Care Products from Ithaca, NY

- By using only pure, therapeutic-grade ingredients, our products can help support your physical, mental & spiritual well-being. Our product line features many benefits: All natural, locally grown herbs using in handmade products for baby care, women's skin care & fragrances
- Small batches all made by certified aromatherapist & herbalist, who is also a licensed massage therapist
- Therapeutic aromatherapy blends of lavender, rosemary, peppermint, lemon balm, citrus & calendula, among other things
- Different products can help cleanse, exfoliate & moisturize the skin, alleviate joint pain & sore muscles, calm & relax your spirits, & stimulate your heart & brain

Balance Aromatherapy
Breathe it in!
Ithaca, NY

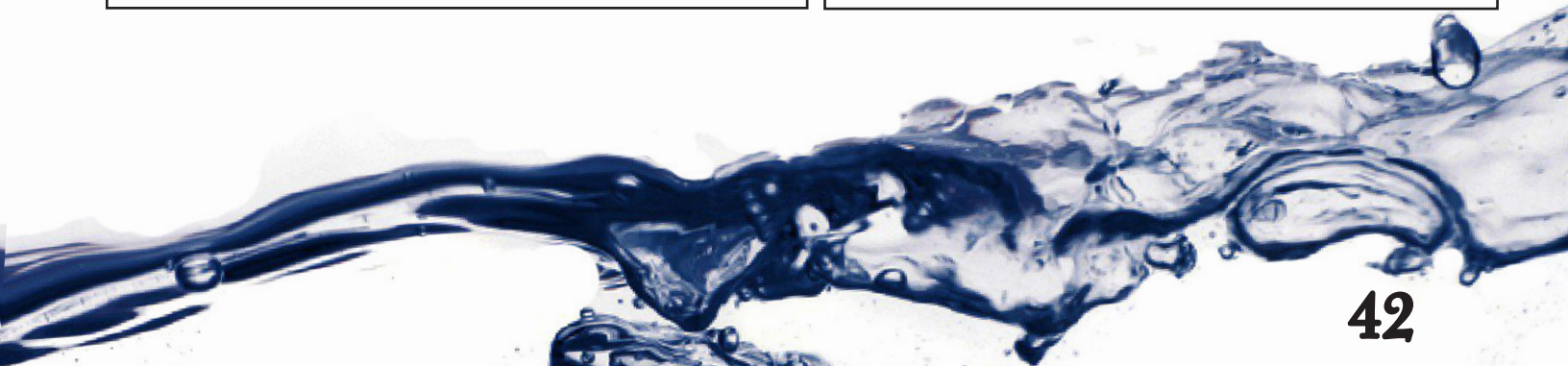
Balance Aromatherapy Products:

- **Body Butter** with citrus & lavender-rosewood,
- **Facial Creams** infused calendula petals, aloe vera & beeswax
- **Lip Balm** in fennel, peppermint or sweet orange
- **Perfume** (roll-on, solid) with lavender with jojo
- **Soaps** in grapefruit, lemongrass, sweet orange, citrus, calendula petal, tea tree-eucalyptus & nett
- **Spritzers** in three blends
- **Scrubs** with organic cane sugar & oils from coconuts, almonds & jojobas with vitamin E also peppermint & rosemary scrub
- **Tea Bag Bathsalts** with lavender, sea & Epsom salts

Where to buy Balance Aromatherapy Products?

- In Ithaca: Greenstar Cooperative Market, IthacaMADE (year-round)
- Trumansburg: Farmer's Market (June-October)

Contact us!
Kash Iraggi-Wiggins
kash@balanceithaca.com
607.339.1575
www.balancearomatherapy.biz





Promotional Activities: Mini Business Card Mock-Up

Mini business cards can be used to put into gift packed boxes or with individually wrapped products. These are useful because due to their small size, they fit well with products sold individually.

MINI BUSINESS CARDS: from moo.com 2.75 x 1.10. These can be placed with each product. Each product can have a card and the back will be a short description of how to use the product.

Balance Aromatherapy
Ithaca, NY
607.339.1575
www.balancearomatherapy.biz
Breathe it in!

Rosemary-Peppermint Sugar Scrub
Made with all natural brown cane sugar & essential oil blends. Helps exfoliate dry winter skin, while moisturizing.

Balance Aromatherapy
Ithaca, NY
Kash Iraggi-Wiggins
Owner
kash@balanceithaca.com
607.339.1575
www.balancearomatherapy.biz

Breathe it in!
All-natural body care products,
handmade in small batches,
paraben, petroleum and
pesticide free



Promotional Activities: Events

Promotional events play a key factor in expanding business connections and improving client relations. The events we chose to recommend will help gain new customers and strengthen relationships with existing customers, and in turn increase profits.



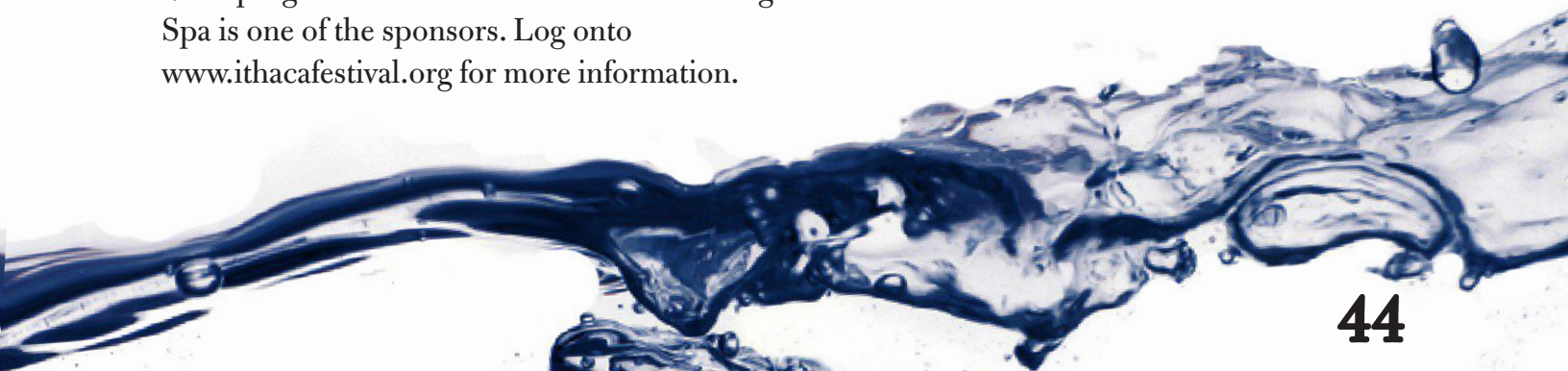
Apple Harvest Festival and the Chili Cook-off Festival

Balance Aromatherapy could be a vendor at Ithaca's Downtown Alliance annual event in the Commons, called the Apple Harvest Festival. This three-day outdoor festival has food and craft vendors along with free music, games and other activities that attract a large crowd every year in October. The Chili Cook-off Festival is another annual event of the same nature (but in February) in the Commons hosted by the Downtown Ithaca Alliance. These two are typically very populated events with locals and visitors from surrounding areas in upstate NY, so this would be an ideal way to boost awareness and create visibility in the community. Log onto www.downtownithaca.com for more information.



Ithaca Festival

The Ithaca Festival will be held on May 29 – June 1 this year, located in Downtown Ithaca. The theme of the festival this year is “Rhythm & Rhyme,” and the events will showcase local musicians and artists, along with food and craft vendors. This event is a great opportunity for local entrepreneurs to spread awareness of their businesses with consumers in Ithaca and surrounding areas, while also connecting with other local businesses. We noticed in the 2014 program that La Tourelle Resort and August Moon Spa is one of the sponsors. Log onto www.ithacafestival.org for more information.





Promotional Activities: Events cont.

Swish For Make-A-Wish

This year, Balance Aromatherapy participated in IC's chapter of the Public Relations Student Society of America's annual "Swish For Make-A-Wish," basketball tournament on April 19 by donating a gift basket of products that was raffled off to a supporter of the event. Located in the Mondo Gym of the fitness center, the event gets a lot of foot-traffic with students outside of the players in the tournament – many stopped by the raffle table who were just passing through and asked questions. The event is attended by PRSSA members, students across the campus, Ithaca College alumni and basketball players from Cornell University.

Next year, Balance Aromatherapy could take its involvement one step further and set up a table during the event to build more awareness with students. Here, Kash and/or Phoenix would be able to interact with the students, bring samples of the products (including the new Medicinal Line, which would be of interest to athletes) and provide them with additional information about the company.



Promotional Activities: Merchandise

The tote bag coincides well with Balance Aromatherapy's brand image because it is 100% recyclable and reusable. It can serve multiple functions -- the tote bag can be sold separately as a promotional item or it can be used to make gift bags.



Tote Bag:





Part 3: Future Recommendations

There are a number of actions that we encourage Balance Aromatherapy to take in its future direction. We will be expressing our opinions in the following areas: website, packaging and logo, social media and hiring an intern.

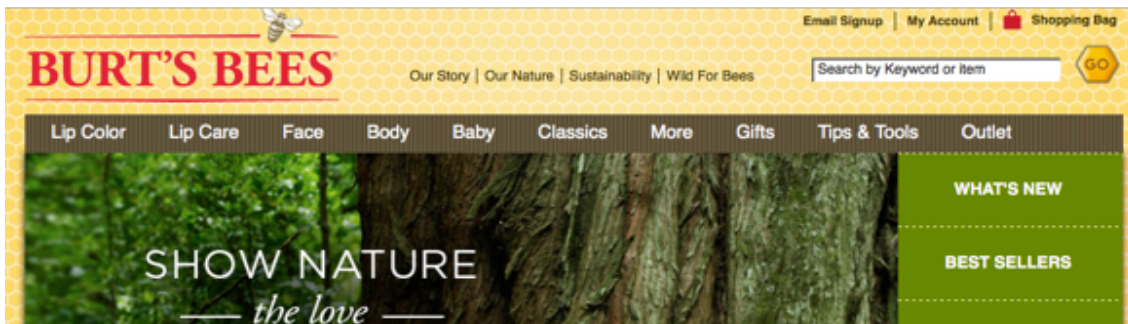
Future Recommendations: Website

A website is a very useful tool since it is accessible at any time to your customers. Well-made visually appealing and informative websites can help your business gain credibility. A newsroom on a website can also be used for press materials such as news releases or stories written by the media about the company.




Website Recommendations:

- Titles for tabs
 - o Home
 - o About Us
 - o Products
 - o Health Benefits
 - o Contact Us
 - o Press
- Hire a professional photographer to take photos of products
 - o Park Design House
- Make a “Create an Account” option
- Hire website designer
- Put logo somewhere on the homepage
- Post the press releases and backgrounders in the “About” section or a separate tab



Shopping Bag

Product	Quantity	Price	Total Price
 <div style="margin-left: 10px;"> <p>Brightening Even-Tone Moisturizing Cream</p> <p>Item No: 02282-00</p> </div>	<input type="text" value="1"/> Remove	\$20.00	\$20.00

Order Discount: \$3 off Brightening

Coupon Code

▶ APPLY

Subtotal: \$20.00

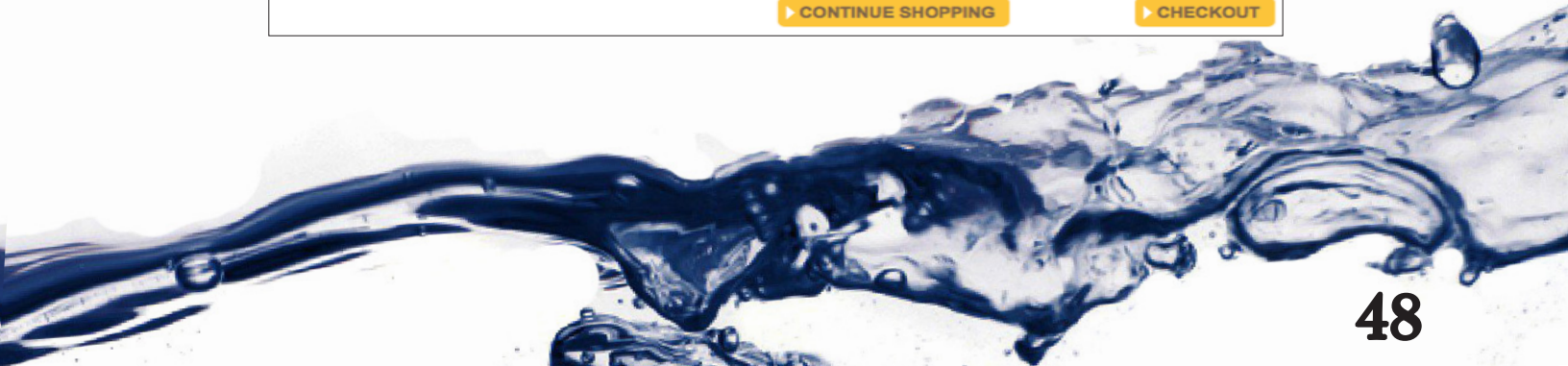
Order Discount: - \$3.00

Shipping --

Estimated Tax --

Estimated Total \$17.00

▶ CONTINUE SHOPPING
▶ CHECKOUT





Future Recommendations: Packaging and Logo

A consistent logo on anything and everything that Balance Aromatherapy creates and distributes is a necessary step to ensure a strong brand image. Consumers should easily be able to recognize the brand when they see it on the shelf – even if they were unfamiliar with the product – just by a quick glance. Here are a few suggestions we came up with to establish brand consistency.

Packaging Suggestions:

- Keep consistent: We feel it would benefit Balance Aromatherapy if all packaged products have the same exterior plastic wrapping, similar to what is used for Balance Aromatherapy products sold at Greenstar. This will help keep the brand on point, because people will recognize the products more easily if the packaging is the same.
- Instead of oval labels, the labels should mimic the shape of the product. For example, as you can see on Lush's products attached, a spray bottle has a wrap-around label and a lip balm has a circle label.
- As seen on Nora Bloom's products, the labels contain a list of ingredients. We suggest you do the same by adding a list of ingredients to each label.
- Many brands that produce natural, handmade products tend to specify this on their product labels. Examples can be seen throughout Lush's product labels. Here is a list of possible copy for Balance Aromatherapy product labels:
 - o "Handmade by Kash Iraggi"
 - o "Handmade, all-organic"
 - o "Handmade, all-natural"
 - o "Fresh, handmade products"
 - o "Handmade small batch"
- It is useful to have a "best if used by," "expiration date" or "date made" to each product. All of Lush's products should indicate: "this product was made on (date) by (name) and is best if used by (date)," which illustrates to customers how fresh the product is and how long it will last.
- The Balance Aromatherapy logo should have its own area on each label separate from varying product names and other content/information (see examples attached).
- Keeping with consistency, ensure that Balance Aromatherapy logo is on each and all products.
- Put all information for the product solely on the label, ie. product name, directions, ingredients, company name, contact name and all other applicable material.



Future Recommendations: Packaging and Logo cont.



Logo Suggestions:

- As seen in Nora Bloom, Burt's Bee's, L'Occitane and Lush product lines, the labels are made from glossy or matte plastic labels. By changing the paper logo to plastic or one that will not wear easily or absorb oils.
- As seen in Nora Bloom, Burt's Bees, L'Occitane and Lush's products, the labels and packaging colors are the same based on each individual product line.
- As seen in all of the brands, the fonts used on each label and packaging are consistent. We feel this would be beneficial for brand consistency and recognition on the shelf.
- Logo should not overlap with other copy on packaging.
- Despite various sizes and packaging of products, make sure the logo is not cut off.



*Here is a mock-up of a potential logo. This logo can be used across all packaging and press materials. Customers and media outlets will be able to easily identify Balance Aromatherapy as a brand.

Packaging and Logo Inspiration:

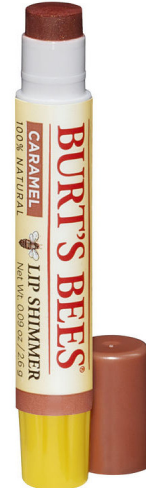
Nora Bloom:





Future Recommendations: Packaging and Logo cont.

Burt's Bees:



Future Recommendations: Packaging and Logo cont.



L'Occitane:





Future Recommendations: Packaging and Logo cont.

Lush:



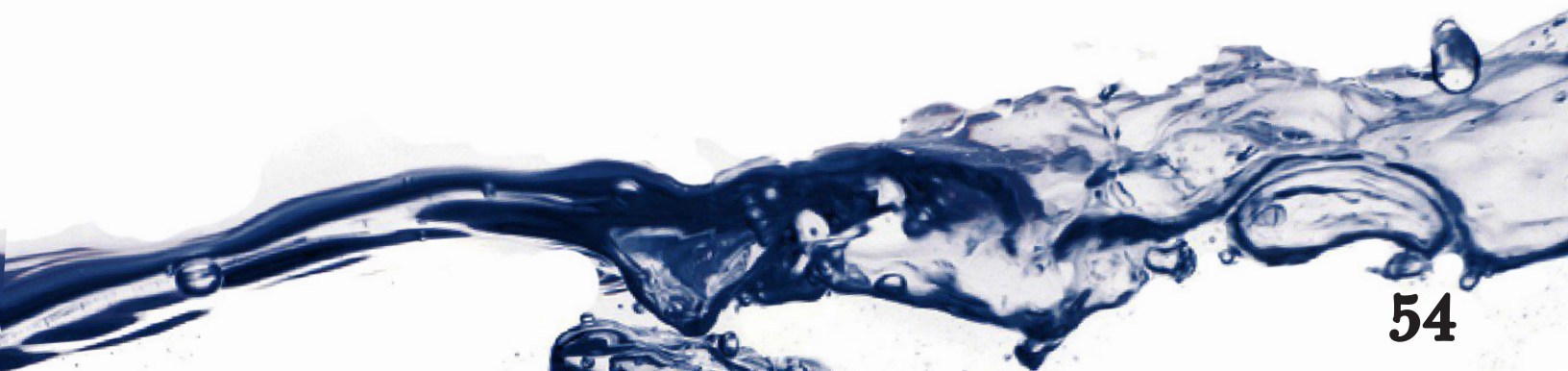
Future Recommendations: Social Media

Social media, primarily Facebook and Twitter, is a great way to communicate with the public and the media. It can be used to promote events, inform customers of sales and coupons, launch new products, and re-post stories written by the media.



Social Media Usage Recommendations:

- Update Facebook status and tweet every time:
 - o A new batch of product is made
 - o When events are happening
 - o Promotions (free shipping, buy one get one half off, 15% with special code, etc.)
- Communicate with customers by answering customer feedback
- Find users to follow/friend/like pages through Twitter and Facebook suggestions
- Reach out to fans and followers to collect e-mail addresses for newsletters and other promotional activities
- Post content that is of similar interest to fans and followers (holistic health, beauty and skin care products, gardening)
- Connect and build relationships with local organizations (ie. post content about events like the Ithaca Festival)
- Research what local organizations are doing with their social media
- Reach out to organizations that share similar interests





Future Recommendations: Hire an Intern

An intern can be an extremely helpful resource in creating promotional materials and maintaining day-to-day tasks for Balance Aromatherapy. Since the Roy H. Park School Of Communications is among the most prestigious communications programs in the country, having a student intern would be very beneficial because of the related coursework and experience in all facets of marketing communications.



Eloise Greene is the internship coordinator for the Park School. Here is her contact information:

Eloise Greene, Professional Development Coordinator
335 Park Hall
607-274-3244

Roles and responsibilities may include, but are not limited to the following:

- Creation and maintenance social media handles
- Graphic design of branding and promotional materials
- Maintenance of website
- Photography and maintenance of photo files
- Research on competitors/ SWOT analysis
- Creation and maintenance of media lists and editorial calendars
- Press kit assembly and distribution
- General administrative duties (faxing, filing, copying, phone calls)
- Planning and assisting events

Future Recommendations: Retail Opportunity



Ithaca College Bookstore:

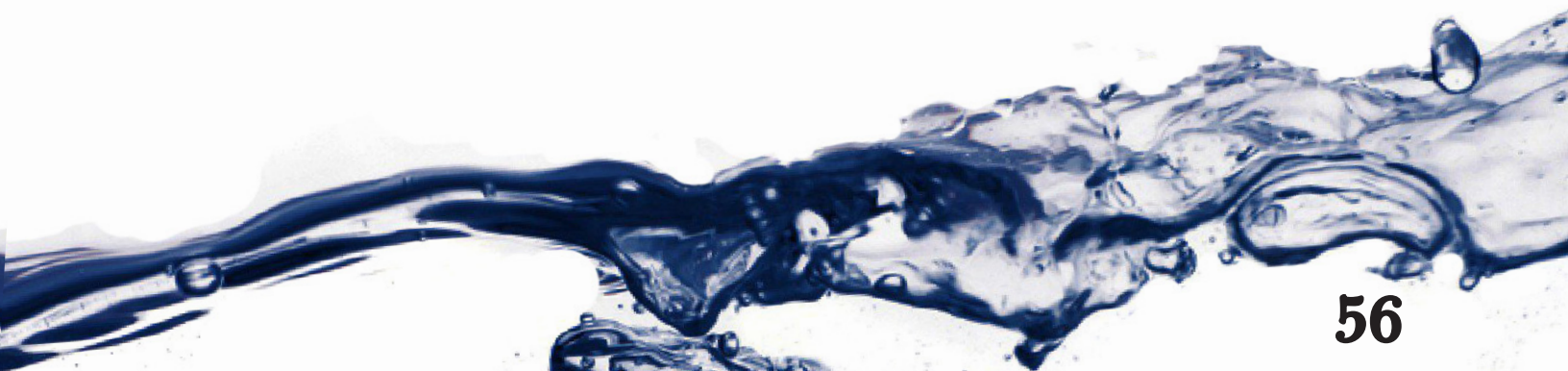
Recently the Ithaca College Bookstore has featured products from local artisans. We feel this would be a great place to display and sell Balance Aromatherapy products because there is exposure to an entirely new market of college students and their parents. Many students go into the bookstore in search of gifts for family members and friends. The Balance Aromatherapy products would make perfect gifts for birthdays or mothers day. By selling in the Ithaca College Bookstore this can create buzz around campus about your products and brand.

Currently Finger Lakes Soaps, among other brands, successfully sell their products in the Ithaca College Bookstore. By placing the Balance Aromatherapy products on the shelves of the bookstore with other local products, consumers can take a piece of Ithaca home with them.

This will also be excellent exposure for your brand because Ithaca College students, parents and faculty come from all over the country and world.

Ithaca College Bookstore Contact Information:

140 Phillips Hall, Ithaca, NY 14850
(607) 274-3210





Part 4: Measurement and Evaluation

The purpose of the measurement and evaluation section is to gain a more comprehensive and in-depth understanding of the effectiveness of each of the materials we have provided in our public relations plan. This section of the plan is one of the most crucial because it provides an analysis to see if the goals were fulfilled. Measurement and evaluation will help quantify metrics of the plan to determine what is working and what may need to be altered or enhanced for the future.



Measurement and Evaluation



Media Coverage:

It is important to keep track of all news coverage of Balance Aromatherapy. Primarily this will be tracking what blogs, magazines and newspapers write features about the brand. When tracking the media coverage, the number of impressions and the circulation of the media outlets will quantify it. This will help show how many people are exposed or could potentially read your story. The best way to search if there are stories about your brand is on Google or Google News. You can monitor this yourself, or have an intern check weekly.

If media coverage becomes more frequent, you can utilize a paid service that can monitor your media coverage for you. Updating your media list from Cision is also very important. Cision is a database of media contact information that is widely used in the public relations field. There are often many job changes or additional contacts to be added your media list and Cision has the information you need. This will ensure that when you are sending a press release or pitch letter to a news outlet, that the most current contact information is being used. Use of Cision or another service will be more important if you expand the business to a broader geographic reach, particularly to multiple states or on a national level.

Website:

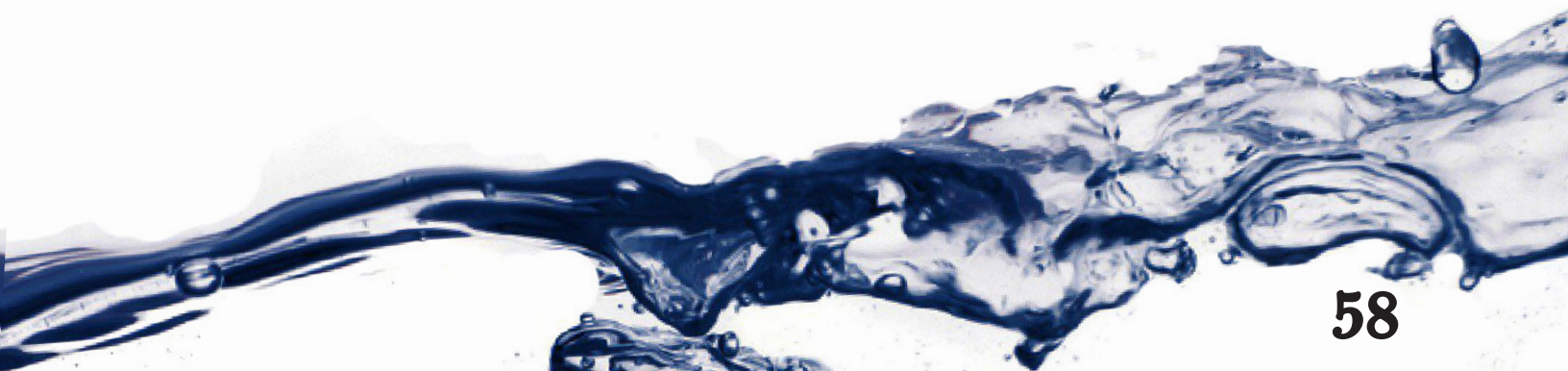
The website is important to see how much traffic is driven to your site, as well as, how people accessed the website, from either a Google Search or from your Facebook page. Google Analytics is also a free tool to use to figure out how often people visit your site and who is visiting. This will become more essential after products become available online for purchase as a beneficial tool to gauge the effectiveness of the online sales and revenue.

Events:

The evaluation of events would be based on number of participants exposed to the product, as well as sales revenue. How many products you sell at a particular event can help determine whether or not you have gained new customers, if existing customers have purchased products and if being a vendor at a particular event was worthwhile.

Social Media:

Although we have only completed recommendations for your social media, once the strategies are implemented, tracking these platforms will be necessary. Having an intern monitor your social media likes and follows would help you see how many people are viewing your posts on their Facebook newsfeeds. Tracking social media can also help you determine what content to post and how often.





**Thank you for being a Public
Relations Lab client!**

