



CASE STUDY: AROMAFLORIA



AROMAFLORIA®

Founded in 1985 by Sharon Christie, Aromafloria, a company based in Huntington, New York, creates natural, luxury personal care products based on the rich heritage of aromatherapy as a means of achieving wellness.

Sharon Christie is dedicated to the ideals of developing the finest, most wholesome and natural products for the health of the consumer and the health of the planet. Sharon’s connection to the green movement started in the late 1960s while at the Massachusetts College of Pharmacy, where her passion for aromatherapy was realized. While attending the university, Sharon researched the benefits of plants from the Amazon rainforest, which ignited her belief that “the plant kingdom provides some of the simplest, purest solutions to many of our everyday ailments.”

Aromafloria is the culmination of all Sharon’s knowledge and passion. Her motto is, “Help our consumers obtain balance of the body, mind, and spirit, while preserving the Earth and her resources.”

As a chemist, scientist, and aromatherapist, Sharon’s knowledge of botany, chemistry, and manufacturing, combined with her understanding of nature, allows her to create functional products that are aesthetically pleasing and do not pose a threat to the environment.

Healing Waters, Aromafloria’s newest collection of bath and body products, was inspired by Sharon’s concern for water, its scarcity on our planet, and consequently,

the need to preserve it. “More and more we will need to collect rainwater and reuse it, so what goes down the drain should nurture nature. Consumers need to be aware of the importance of using safer, ‘greener’ ingredients in beauty treatment products to conserve and protect our water. They deserve the respect of clear and truthful ingredient labeling,” says Sharon.

A certified USDA manufacturer, Aromafloria operates a manufacturing facility with 100% Green-e Certified wind energy and does not test on animals. The Green-e logo is featured on all of its products. Aromafloria has extended its commitment to the environment in all aspects of its business.

“Making natural, chemically clean products that are sustainable is a challenge. Making beautiful-smelling products that benefit mind, body, and spirit is an art. One must be committed to ‘green’ alternatives. By using green chemistry and alternative energy in the formulating and manufacturing of products, we have created wholesome, affordable beauty products that are chemically clean, benefit-driven and inspire well-being,” says Sharon.

According to Sharon, “purchasing wind power to run our manufacturing was just the natural thing to do to bring awareness in a positive way to all Aromafloria consumers and friends who were not really thinking about the future of our planet and dwindling resources. I remember when advised of our decision to commit to renewable energy in 2007, one of our staff members wanted to know where we were going to put the

Company:	Aromafloria
Member since:	2007
Products:	Healing Waters, Organics, Sensory Fusion, Mixology, Stress Less, Muscle Soak, For Feet’s Sake, AromaRemedy



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—Sharon Christie

windmill!

“At Aromafloria, we engage people to think, and as a result to be more mindful and this is change at its best.”

About Aromafloria

Aromafloria produces natural luxury personal care products that are founded on the rich heritage of aromatherapy as a means of achieving wellness. It produces natural, earth-friendly products that are carefully created in its USDA Certified Organic manufacturing facility, which is powered with 100% Green-e Energy Certified wind energy. All products are formulated with natural earth minerals, organic essential oils, and Fair Trade Ingredients. Aromafloria’s brands include Healing Waters, Organics, Sensory Fusion, Mixology, Stress Less, Muscle Soak, For Feet’s Sake, and AromaRemedy. Visit the website at www.aromafloria.com.