



**Benefits of Aroma Therapy**

Aromatherapy is thought to work by stimulating smell receptors in the nose, which then send messages through the nervous system to the limbic system — the part of the brain that controls emotions.

Scent has the ability to evoke an emotional response and, when used correctly, can enhance mood and evoke feelings of happiness. Studies have shown up to a 40% improvement in mood when exposed to a pleasant fragrance.

Rely on PLI to help take the customization and experience-building appeal of aromatherapy gift cards even further with –

- Glitter and foils
- Unique die cuts
- Varying textures
- Awaking neon colors
- Keepsake scented carriers
- Greeting cards, packaging and other gifting ideas

## Aromatherapy - The Ultimate Feel Good Gift Card

### Infuse an Experience

Bring the benefits of aromatherapy to your gift card program with custom selected scents that help create the aura and sensation of -

- Relaxation • Stress Relief • Calmness • Warm and Cozy • Energy • Refresh and Renew

Gift cards that smell wonderful and evoke feelings of well-being and comfort are sure to peak interest and create appeal for consumers. Both gift givers and receivers enjoy the gifting moment more when something special, interactive and personal has been added.

Aromatherapy is a cost-effective, easy-to-implement extra that adds value and can boost gift card sales.

### More than Scent, Purpose

Aromatherapy cards are fashioned with the art and science of selecting known mood-enhancing scents and then incorporating those scents in gift card form to create the desired effect. Some of the many thoughtful selections include –

- Ylang Ylang • Peppermint • Lavender • Grapefruit • Tea Tree
- Citrus & Eucalyptus • Geranium • Clean Cotton

Special, custom designed mood-enhancing scents can also be created.

### Offer Choice

Feelings and emotions vary, so consider creating a complete collection of aromatherapy cards to personalize the gifting experience even more. Offering a wide variety of experience-creating gift cards is a great invitation to purchase multiple cards simultaneously, as well as encourage future store visits.

**PLI can help you determine the perfect scents and the right card designs, then deliver an amazing gift card that is sure to entice, engage and motivate consumers.**



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