



Hello Everybody!

It's been quite some time since we sent out any kind of communication. We've been reorganizing somewhat and that resulted in missing a couple of catalog windows, and we just haven't taken the time to write a newsletter. But something has come up that was just so good that we had to make it top priority to get this out to you. Our essential oil diffuser supplier is having a sale. It doesn't happen very often, and we wanted to pass it along to you ASAP. Sale details are at the bottom.

We love using Essential Oils. This isn't news to any of you who have been reading our catalog and newsletter. One of the driving desires we have for Beeyoutiful is to make available to our customers the things we use in our daily lives. We live on a budget and we are always mindful that our customers are living on ever tightening budgets as well with increased cost of living, rising gas prices, soft job market, etc. Some of the tools we have found are what we call "investment" items that may have to be saved up for but are things we believe are worth the extra cost. One of the most effective tools we have found for a myriad of purposes are essential oil diffusers. These wonderful, high quality little machines are definitely "investment" items for a family



Aroma Pro

One incident took this from a "would be nice to have" to a "must-have" for us. When Noelle was about 9 months old, she got really sick. We thought she had pneumonia. We were doing everything we knew how to, and weren't making any headway. We were on the verge of heading off to the ER to let them do whatever they could do for her. We were loaned a diffuser and started running that near her. Things started loosening up, she started coughing stuff up, and we started seeing rapid improvement. We were sold. The first one we bought was the Aroma Pro - price tag of \$120.00. It's the same one that we sell for \$90. But this was back then before we worked out a deal to make them available to our customers, and we thought it was worth every penny.

Steve wrote about how we use them in a previous email newsletter and he said it pretty well. "Our first diffuser saved us so





Newsletter

much in doctor bills, I can't even tell you. See we just leave it running in different places in the house - usually with eucalyptus oil because it is cheap, smells good, and is a fantastic antimicrobial, as well as being helpful for the respiratory system. It lowers the germ count in our household. If we've been exposed to something, we run it where everybody is gathering. If somebody is feeling sick, we run it where they are sitting or sleeping. I have story after story. My MIL was visiting and had an asthma attack and was just about on her way out the door to the ER when my wife asked her to try the diffuser with eucalyptus. It took care of the issue and she bought it from us and took it home with some oils, and we got another. We used it to help fight off a moth infestation of some wheat we had. We seem to have a lot of spiders, and Steph and I both got bit by Brown Recluse a season or two ago, making us very ill. We now run the diffuser in the summer and find dead bugs all over the floor. Our basement flooded a bit and we thought we were going to have to rip out the baseboards and some of the drywall. We ran a dehumidifier until it dried out and ran a diffuser until there was no longer a musty smell. My car smelled like something died in it and I thought I was going to have to take the entire thing apart to find it. 24 hours of the diffuser and we've never had the problem again. We use it with bright, uplifting scents for days when we're feeling low. We change the scents with the seasons. The uses were so many and the worth so proven that we have invested in several now and have never been sorry."

I should also mention that we take it with us when we travel and run it in hotel rooms or homes where we

Diffuser

SALE!

Aroma Pro
Aroma Breeze
Aroma Whisper
Aroma Sonic

**10%-15%
OFF!**

Sale ends August 31st! Call or email us to order!

stay. We run it when we have people over to visit so that we're not sharing our germs. We run it in our store. We run it in our product warehouse to keep things fresh and keep bugs and rodents away. It is usually pretty humid here in TN and sometimes downright wet, and mold and mildew pops up pretty fast. The oils keep that from happening or kill it off when it does. We also use it to keep the allergen count in the house down in the Springtime. Whenever we have an issue, that is one of the tools we reach for and we just consult our essential oils book as to the best oil for the occasion.



BEYOUTIFUL

2011

Newsletter

We carry several diffusers now, and there is likely to be confusion about which one to get, which one is best.

Diffuser Details

The Aroma Pro is the diffuser that we have carried for a long time and which we have recommended as the best value. It has an air pump with a variable flow switch on it from which a plastic tube runs to a bronze colored metal base with an oil well. A glass tube sticks up from the base. Steph made a video featuring the Pro that has some really good info. (See video below) Positives: It has a great pump, a great design, is very elegant and works quite well. The pump doesn't have to be right up near the business end of the diffuser, so it isn't quite so loud. The price is good. Pretty easy to add the oils. Negatives: The glass is fragile and the well needs to be completely emptied in order to pack it up for travel - so it is not the best travel companion. Some people complain that the pump is too loud. Over time, the bronze coating can be worn away if oils are left standing on it. Regular Price \$90.00 Sale Price \$79.00

The Aroma Breeze is something we have just added on. I think it is the new best value. It uses the same pump as the Pro, but has a plastic nozzle at the end of the plastic tube for diffusing the oil. This plastic nozzle screws on to an essential oil bottle. Positives: Works very well. Hard to break. Longer run time since it is drawing from the bottle. Pump isn't right by diffuser nozzle, so not so loud. Travels well. Very inexpensive. Negatives: Need a stand for the oil bottle or have to be very careful not to knock it over. Stand that comes with the



Aroma Breeze

diffuser is for .5oz bottles. Regular Price \$65 Sale Price \$55



Aroma Whisper

Aroma Whisper uses a very high end pump with cool controls, and as its name implies, is VERY quiet. Other than that, it is like the breeze with the air tube running to the plastic diffusing nozzle. In addition to having a variable flow control, it also has controls for time on and time off - 0-15 minutes. This means if you want to run the diffuser 5 minutes on 10 minutes off, you can do that. Set the on control for 5 minutes, and the off control for 10 minutes and it will repeat the cycle indefinitely. Positives: Great controls. Quiet. Travels great. Hard to break. Negatives: Price. Need a stand for the oil bottle or have to be very careful not to knock it over. Stand that comes with the diffuser is for .5oz bottles. Max flow is not as good as the Pro or Breeze. Regular Price \$129 Sale Price \$109



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Aroma Sonic

We have also been carrying the Aroma Sonic as a cheaper alternative to the Pro. We will discontinue that now that the Breeze is available. The Aroma Sonic uses super high frequency sound waves to diffuse water with oil in it. It has a well that contains several pints. Positives: Water vapor along with the oil. Cheaper price. Has some cool lights on it. No pump sound. Negatives: Not good for delivering high concentrations of oil. Doesn't work right if too full. No instructions for the controls. Regular Price \$60.00 Sale Price \$55

Sale Details

Quantities are limited. The sale will run through August 31, or until we run through the inventory that we purchased at sale price. So, if you want one, hurry! No volume discounts with this sale, but no limit to the number each individual can purchase. No website purchases. All purchases must be mail order or phone

order. Sorry for the inconvenience, but that's what I agreed to in order to sell these to you.

To order, you can call us at 1-800-556-0967 or email us at customercare@beeyoutiful.com

Other Stuff

In other news, we now have an affiliate program.

Go to <http://www.beeyoutiful.com/affiliates> to sign up. What is an affiliate program? Well imagine that you like a Beeyoutiful product and want to tell all of your friends about it. Send them an email with a link. They click on the link and buy the product. You get a commission! This works for websites, blogs, Facebook status updates, Twitter, etc. All of the details are there when you sign up, and if you have any questions, we're around to help out.

- Steph

Click below to see Stephanie Tallent talk about the benefits of the Aroma Pro Diffuser on her YouTube channel series - Beeyoutiful Views!

