

# Training Manual

yogandha



Yogandha offers beautiful & highly-effective products in award-winning packaging with a truly authentic story...



Combining the **instant feel-good** of aromatherapy, the deepest of **skin and body nourishment**, AND balancing **mood and mind..**

Yogandha products are the ultimate multi-taskers

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Hand-made in Ireland, 100% natural, vegan, ethically-sound and presented in award-winning packaging, our products are the must-haves for today's mind-and-body conscious Beauty, Wellness and Lifestyle customer.





# Yogandha Body Oils



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## Yogandha Muscle Soothe

This warming blend of 5 essential oils has a remarkably soothing effect on muscles.

### Key sales points:

Multi-purpose dry oil

For anyone who likes to stretch, sweat, do sport of any kind.

Relieves & revives tired limbs

100% natural = more easily absorbed & used by the body

Soothes muscles while maintaining tone.

Deeply warming. A winter essential!

Great for aches and pains

Nourishing to skin, body and mind

### Magic words:

Body oil, bath oil, dry oil, hair oil, multi-purpose oil, massage

oil, 100% natural products, Vegan products, Ethical products

Aromatherapy, Wellness, Gifts for men....



## Yogandha Detox

This uplifting blend of 6 essential oils is a zesty feel-good cleanse for your system. To refresh body and mind.

### Key Sales Points:

Detoxing doesn't have to be hard work!! Boosts lymphatic drainage & helps to **reduce cellulite**

Multipurpose dry oil

100% natural = more easily absorbed & used by the body

Great hangover cure (strongly recommend to give a thorough test at next staff party!)

Nourishing to skin, body and mind

### Magic words:

Body oil, bath oil, dry oil, hair oil, multi-purpose oil, massage oil, 100% natural products. Vegan products. Ethical products, Aromatherapy.

Wellness. Gift for men (especially men who like to party)...



## Yogandha Relax

Very rich blend of 8 essential oils to unwind you into a restful state & allow deeper sleep

### Key Sales Points:

Deepens breath and calms state of mind

Good before-bed moisturizer or bath oil

Deeply nourishing multipurpose dry oil

100% natural = more easily absorbed & used by the body

Lavender is deeply healing to skin, body and mind. High Frankincense content makes it very anti-ageing.

### Magic words:

Body oil, bath oil, dry oil, hair oil, multi-purpose oil, massage oil, 100% natural products. Vegan products, Ethical products, Aromatherapy. Wellness. Gift for men who are over-stressed, Sleep aid, anti-aging..

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# Yogandha Rollerballs



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## Yogandha Ground

A rich earthy scented rollerball , that rescues you in stressful situations.

### Key Sales Points:

Doesn't contain nasty chemicals like other perfumes. The herbs are absorbed directly into the body – smells good and DOES good!

Sandalwood calms state of mind

Frankincense slows and deepens the breath

Lavender relaxes you. Vetiver Grounds you

Handy travel size.

**Magic words:** 100% natural Perfume, Vegan products. Ethical products. Aromatherapy. Wellness. Something to combat tension & migraines. Stress aid (exam or presentations etc). Woody scent, so very suitable for men to have on desk as anti-stress aid.







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## Yogandha Balance

A sensuous floral scented rollerball to re-align mind and body.

### Key Sales Points:

Doesn't contain nasty chemicals like other perfumes. The herbs are absorbed directly into the body – smells good and DOES good!

Deeply balancing – particularly hormonally.

Jasmine Helps with irritability, Cypress balances fluids in the body, All 7 ingredients are known aphrodisiacs!

Every woman should have Jasmine (the 100% natural kind) within arms reach.

Handy travel size.

**Magic words:** 100% natural Perfume, Vegan products. Ethical products. Aromatherapy. Wellness. Something to lift the mood, Stress aid (exam or presentations etc) something for PMT, A love elixir!





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## Yogandha Salute

A zesty & uplifting rollerball to energize body and mind & boost the immune system.

### Key Sales Points:

Doesn't contain nasty chemicals like other perfumes. The herbs are absorbed directly into the body – smells good and DOES good!

Bergamot is uplifting AND good for stress (=an unusual combination)

Grapefruit is uplifting and great for jetlag

Rosemary is super immune-boosting

An alternative 'pick me up'

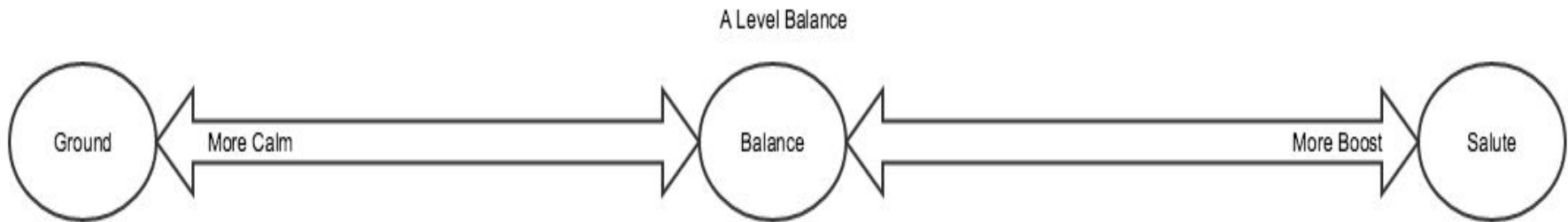
Handy travel size.

**Magic words:** 100% natural Perfume, Vegan products. Ethical products. Aromatherapy. Wellness. Something to lift the mood! Something for jetlag. Some happy!

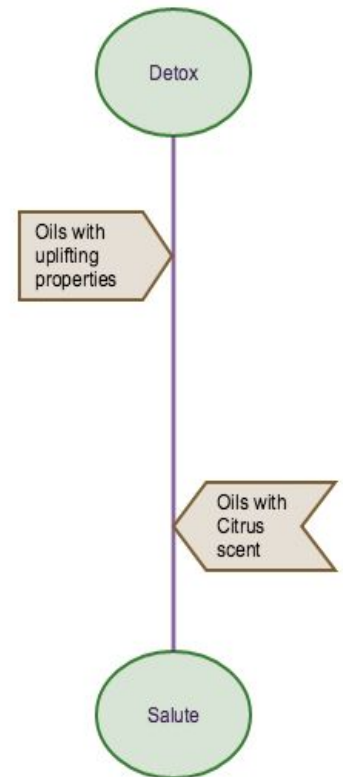
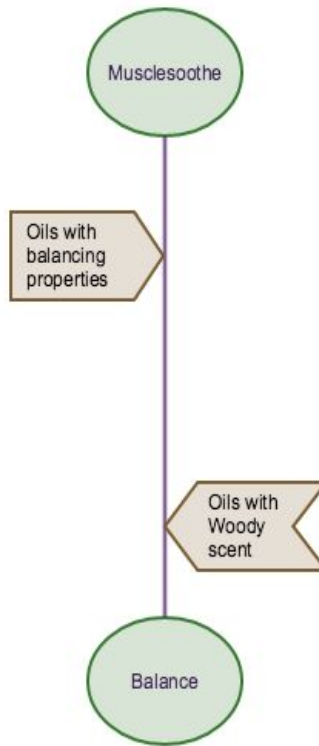
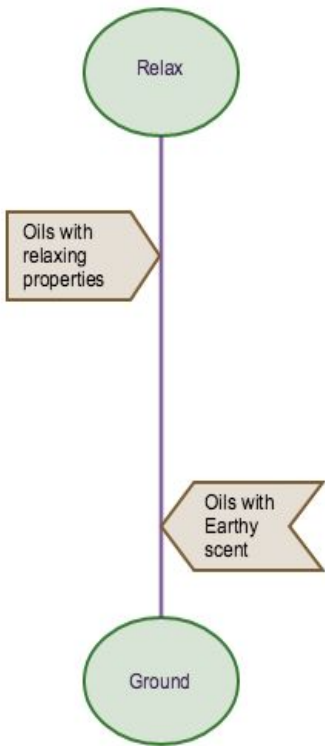


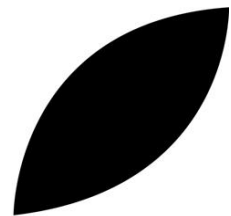


# Cross Selling Yogandha Rollerballs



# Upselling Yogandha





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## Welcome to our growing & multi-award-winning brand!

### THE NEXT BIG THINGS

New beauty names to know and the entrepreneurs offering us new ways to do things this spring ...



### BEAUTY NEWS



#### THE OIL QUEEN



**SINEAD DUFFY**  
YOGANDHA OILS

Last May we mentioned Sinead Duffy's body oils and her Dublin-based business continues to go from strength to strength; we recently spotted them in Liberty's illustrious beauty hall in London. "I designed the products thinking of yoga practitioners, but have been overwhelmed by feedback from people with no interest in yoga who use the oils." The oils and rollerballs are formulated and made at home in Blackrock, Co Dublin "and my neighbour designed the packaging", says Duffy, who has a Masters in Human Rights and also teaches yoga at Exhale in Sandymount. Her Balance rollerball with jasmine, clary sage and cypress smells as good as any perfume "and every herb in it is an aphrodisiac". From €19.95, at [www.yogandha.com](http://www.yogandha.com)



Yogandha - Products featured on Ireland AM 14/03/14



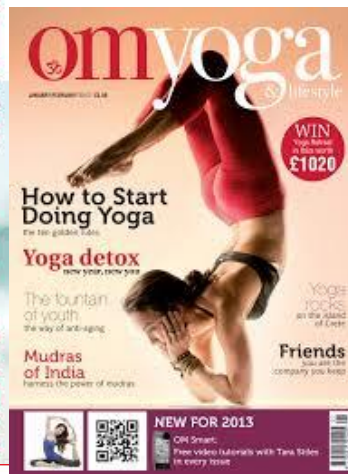
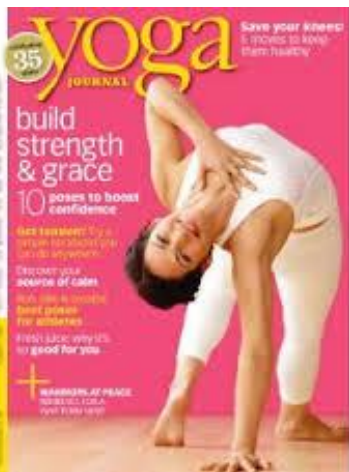
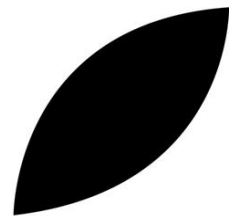
## Kind words

“Om-amazing! The perfect fusion of functionally beautiful ethically-sourced body oils”

Also featured in:

IMAGE  
MAGAZINE

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Yogandha - Products featured on Ireland AM 14/03/14

**Fantastic Fragrances**  
Yogandha comes from yoga and gandha, the Sanskrit for fragrance and the use of fragrant substances in yoga. The olfactory system can deepen our practice, and the sense of smell can physiologically 'bring us back' to recreate that yogic calm when you need it. Created by a yoga teacher, these oils have an easy roller-ball application and are available in fragrances including sandalwood for grounding, jasmine for balancing and grapefruit for energising and are suitable for use in yoga classes. Yogandha also offer an ambassador programme for teachers to get substantial discounts. Prices start from €19.95 yogandha.com



**BEAUTY**

Party season saviours ...

1 Honey and Beeswax Hand & Foot Butter, €15.50 at The Body Shop  
2 Super 16 Serum by OSKIA, €80 at spaceenk.com  
3 Plantscription Youth-Renewing Face Oil by Origins, €38 From Aer Lingus inflight Boutique  
4 Regenerate Organic Face Oil by Suti, €32 at sutiskincare.com  
5 Muscle Soothe Body Oil by Yogandha, €29.95 at yogandha.com  
6 Essential Travel Oils by Aromatherapy Associates, €33 at aromatherapyassociates.com

**YOGA OILS**

Irish made Yogandha oils not only work to nourish, hydrate and moisturise the skin; they also work in a holistic way, taking care of mind and body. The benefits of using essential oils are limitless, both emotionally and physically – they will relax, revive or balance you while aiding various skin conditions and soothing muscles. They also smell divine! Set of three body oils, €74.95, yogandha.com.



Please shout with any questions to: [sinead@yogandha.com](mailto:sinead@yogandha.com)  
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