

Signature Oil Blend: Niche Ideas

Babies

- Calendula
- Cradle Cap
- Soothing Bedtime Related
- Nighttime breathing during cold/flu issues
 - Anti-Scarring
 - Mystery Rash
 - Kids of color
- Biracial, Multicultural kids

Pregnancy & Postpartum

- Safe for pregnancy
- Safe for breastfeeding
- Postpartum edge loss

Problem Skin

- Inflammatory conditions, most obvious being eczema and psoriasis
 - Scalp psoriasis
- Open lesions. (AIDS for e.g.)
 - Burns
- Scar-reduction (after surgery)
 - Dry Skin
 - Dry Legs

Sports

- Invigorating massage oils
- Pain reduction/soreness massage oils
- Extreme climate issues, eg surfing, wind-sailing, skiing

Extreme Climate

- Dry legs from winter stockings/leggings
- North Pole workers
- Antarctic visitors and workers
 - Desert-friendly
 - Arid climate
- Very humid climate
 - Windy climate
 - Harsh winters

Pain Management

- Cannabis – Compassionate Topicals
 - Injuries
- PMS/ Cramps
 - Bruising



Prosper in Beauty
with Eden Craft

Chemo Patients

- Dry skin patches
- Pain

Diabetes Patients

- Dry skin patches
- Skin disorders

African Descent & African American Skin

- Hyperpigmentation
- Citrus-free blends

Hair Growth/ Hair Loss

- Edges – Huge niche
 - Ayurveda
- Growth for natural hair
 - Growth in general
- Age-related hair loss
 - Graying hair – slowing down the process
- Postpartum edge loss

Focus on hair color

- Dark hair
- Blonde Hair
- Red hair

Regional

- Indigenous plants
- South of France
- Mediterranean
- California
- Southwestern USA
- Pacific NW USA
- Native American Plants
- Cape to Cairo – African Beauty
- Polynesian
- Japanese
- Chinese
- Indian/ Aurvedic

Anti-Aging

Cellulite

Mens Grooming

- Beard oils
- Facial oils
- Pre-shave oils

Pro/ Aversion Market

- Hates heavy oils
- Nut allergies
- Gluten allergies
 - Vegan
- Fair Trade

Oily Skin

- Teenagers
- Acneic breakout prone skin

Working hands

- Salves and butters are better for this market, but yes, dried out hands are a problem

Singular Focus Botanicals

- Just lavender
 - Just Rosemary
 - Just nettles
 - Just Calendula
 - Just Aloe
- Just....you get it*

Singular Focus Oils

- If there is an oil you love you can build your entire line around it. Just be sure to choose a second niche to focus that oil on – eg marula and anti-aging, or coconut and humid climate, or calendula and babies

Singular Oils

- You can just repackage oils in 1 oz, 2 oz and 8 oz sizes (40ml- to roughly 230ml)
 - Choose exotic oils or even common ones
- Start with a single oil then gradually expand your line
- When you're buying in bulk this is actually quite doable

Perfume Oils

- Roll on essential oil and natural fragrance blends

Medicinal Essential oil blends

- Eg relaxing sleep blend
- Immune stimulant blend (like a thieves oil type of thing)
 - Breathing easy blend
 - Mental focus blend
 - etc

Scalp balance - hugely underserved as far as natural options

- Dandruff
- Dermatitis
- Seborrhea
- All of the above with black natural hair, many current options are too stripping

Protective styling

- Hair oils, in packaging (pointy tip and or dropper bottle) – specifically for the needs of protective...
 - Styling
 - Scalp health oils
 - Sealing ends.

Hair Type Specific

- Big in natural hair movement
- Be sure to differentiate between loose and tight hair
- Be sure to differentiate between porous and non-porous
- Be sure to differentiate between free hair and protective style
- All these things need something different.

Pick one.

Religious/ Spiritual

- Anointing Oils
- Holiday specific – dg Dia de las Muertos

Sensual Oils

- Honeymooners
- Fertility market (it can be hard to get in the mood when it is a chore – a sensual massage or pampering oneself before the act can be relaxing)