



PART OF **aromen**[®]
AROMATHERAPY

Aufguss Catalog 2021

Treat your guests to a fully functional health and wellness program based on proven aromatherapeutic practices to revitalize and rejuvenate lives.

As the leading expert in delivering holistic sauna experiences, LoylyMasters takes immense pride in championing the integration and use of essential oils in saunas to create meaningful experiences over the last 10 years.

By offering practical education, easy-to-use wellness tools and pure, quality products, we aim to promote a naturally healthy environment with indulging fragrances that leave a lasting sense of wellness that becomes a part of the everyday lives of its clients.



We are privileged to cooperate with distinguished health centres and organisations who live and breathe our collective goal: to holistically support the guests' health and their on-going well-being. Our health-conscious journey is a shared vision of health and prosperity, and we look forward to walking the path with you every step of the way.

Martijn & Jurgen

Founders Aromen

Benefits for Guests

- › **Natural experiences**
- › **Health & well-being support**
- › **Seasonal support**
- › **Variety in sessions**
- › **Well-being tips for home**

Benefits for Employees

- › **Natural products to work with**
- › **New inspiration and motivation**
- › **Education and growth**
- › **Step by step integration**
- › **Easy-to-use system**
- › **Ready-made sessions**
- › **Professional support**

Benefits for Company

- › **Natural, healthy and professional image**
- › **New marketing tools**
- › **Attract new customers**
- › **Improve customer loyalty**
- › **Distinguish yourself from competition**
- › **Additional revenue in paid sessions and after sales upsells**
- › **Create a healthy environment for both staff & guests**
- › **Become a well-being center**



How We Support Your Company

Proudly present a unique wellness experience and professional program based on nature, health and well-being that sets you apart from your competitors.

Invest in growing a competent team of wellness experts that prioritizes the well-being of your guests, turning your staff and guests into brand advocates that market your professional services.

Attract more new guests, improve customer loyalty and reap the benefits of additional revenue in paid sessions and after-sales upsells.



How We Support Your Guests

Our tailor-made wellness experiences are influenced by the seasons, giving your own wellness program the necessary ingredients to meet the changing needs of your guests.

Each of our sessions includes helpful tips that can be implemented and integrated easily into their daily lives — expanding your wellness centre into a well-being centre.

How We Support Your Team

We arm your team with professional wellness knowledge that covers foundational training to advanced courses and improve their understanding and skills to better serve your honoured guests.

Our programs present them with the adequate tools and necessary information to provide exceptional service and expert know-how, showcasing every attention to detail that is a prerequisite for a modern wellness company.



Natural Products



Over 100 natural and organically certified essential oils for aufguss



Resins and herbs for smoke rituals



Herbal teas



Whisks



Carrier oils, floral water, dried herbs and clays for natural treatments



Natural steam bath infusion

Aufguss accessories



We are organic certified by Certysis

Foundational Training



LoylyMasters Essentials Online Course

Basic 2 hour online introduction

- › What are essential oils
- › Effects on the human body
- › Correct and safe use
- › Working with the charts

Working with Essential Oils in Sauna

2-day in-house course

- › What are essential oils
- › Effects on the human body
- › Creating aufguss, storytelling and safety advice
- › Harmonised blending



Extended Trainings

Creating a Total Experience in Sauna

2-day in-house course

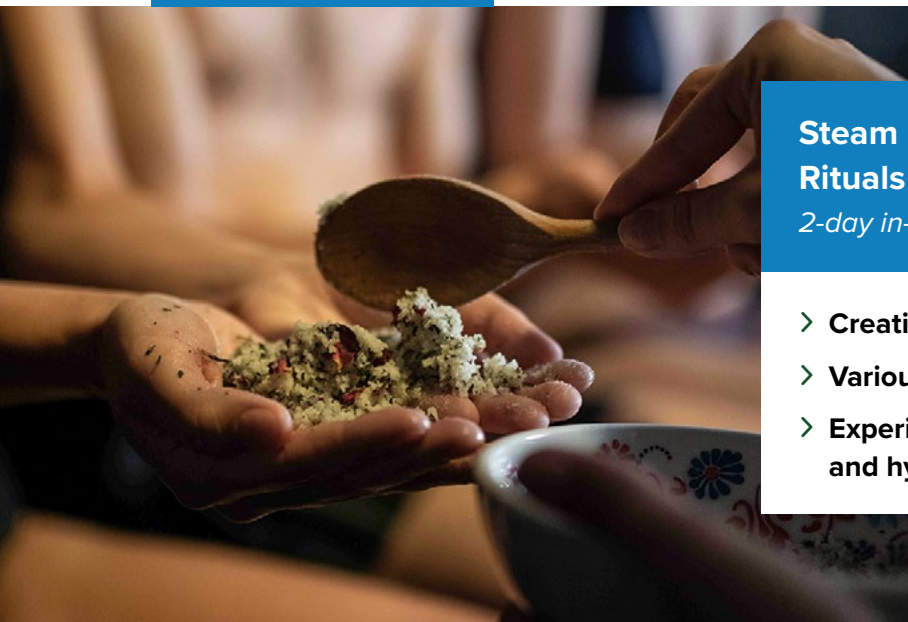
- › **Product knowledge**
- › **Combining senses with essential oils, scrubs, whisks, tonics and teas**
- › **Creating aufguss, storytelling and safety advice**



Steam Room Rituals

2-day in-house course

- › **Creating natural scrubs and their usage**
- › **Various steam and sauna treatments**
- › **Experience with using clay, honey and hydrolats**





Smoke Rituals

- › What are smoke rituals
 - › Health and smoke
 - › Product knowledge
 - › Method and safe use
 - › Creating smoke rituals, storytelling & using the chart
 - › Practice in sauna
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Support & Inspiration



Posters and charts



Intuitive labelling

- › Colour-coded labels to provide a harmonised fragrance experience
- › Note and strength for dosage
- › QR code to scan in our app for all information



Loylmasters Augguss App

With product scanner, essential oils information, augguss creator and a database of more than 100 augguss sessions.

The Aromen Step-by-step plan to natural wellness



Step 1: Start Package

- › Start package with 32 essential oils
- › Start chart & Dosage Poster
- › Customer License Key for Aromen Wellness App
- › 20 premade aufguss sessions
- › Working with essential oils Basics online course (1hour) for every MoA
- › Personal advice

850€ ex VAT





The Aromen Step-by-step plan to natural wellness

Step 2: Expansion Program

- › **2-day in-house Training:**
 - › Level 1: Working with essential oils in sauna
 - › Level 2: Multisensory Experiences in sauna
 - › Smoke rituals (L1 & L2)
 - › Steam room rituals
- › **Extended Licence key per training**
- › **Usage Chart per training**
- › **Access to the LoylyMasters Exchange Group**
- › **Personal advice**

1800€ per In-house Training
excl. VAT, travel and overnight costs for trainer

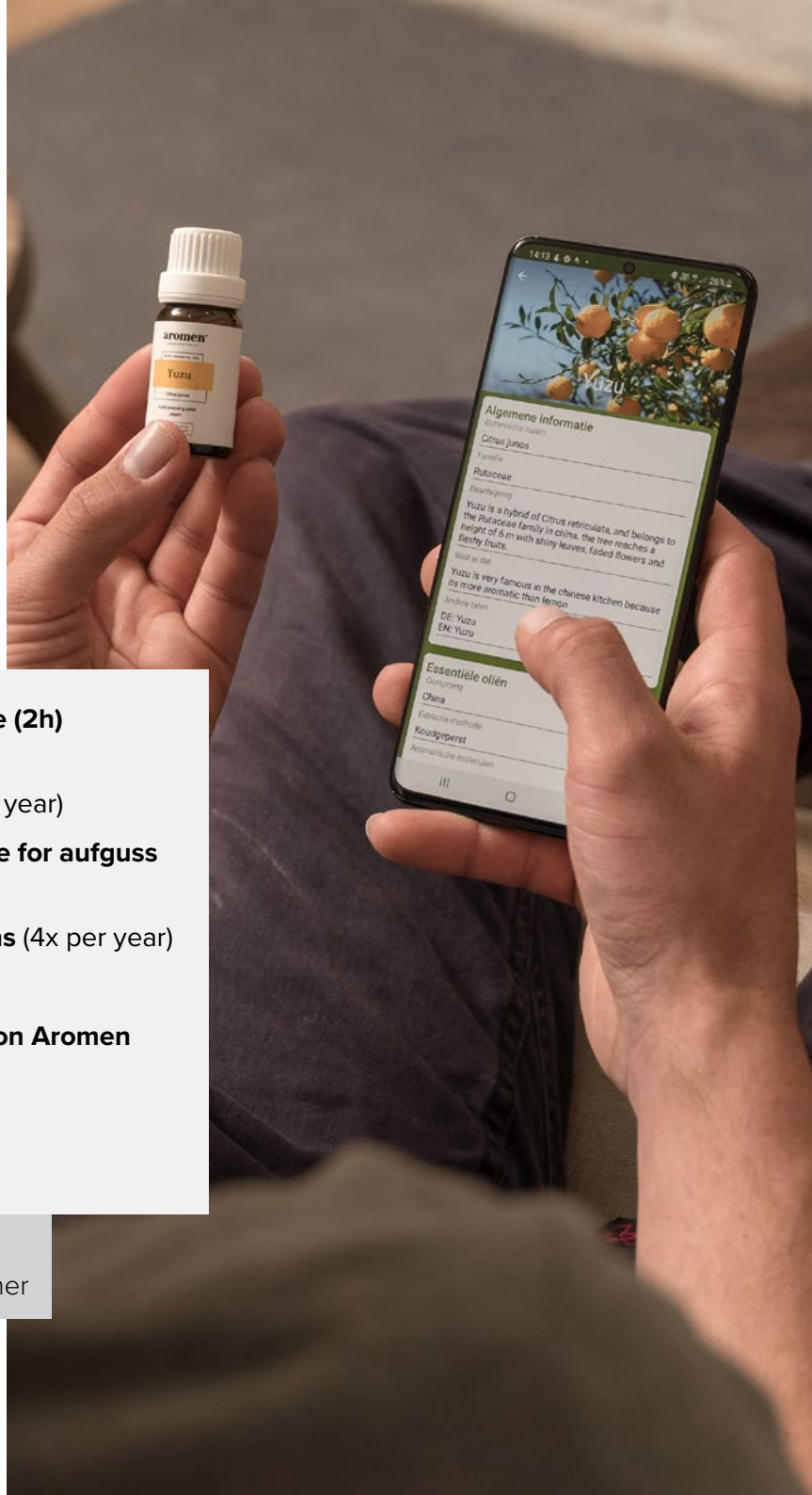
The Aromen Step-by-step plan to natural wellness

Step 3: Becoming an Aromen Experience Center

- › **LoylyMasters Essentials Online Course (2h) for every new MoA (3x per year)**
- › **2day in-house course of choice (1x per year)**
- › **Train-the-inhouse-Trainer 2 day Course for aufguss manager (1x per 2 years)**
- › **10 pre-made seasonal aufguss sessions (4x per year)**
- › **Full License key to Aromen App**
- › **Reference on aromen.be + Marketing on Aromen Event Calendar**
- › **Access to Marketing material**
- › **Aromen Experience Center Certificate**

2200€ / year

excl. VAT, travel and overnight costs for trainer



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