

Press Release: DRAFT

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Plant Therapy's new 'Evoke' line infuses air with customized, natural fragrances

Plant-based essential oil blends harness powerful emotion of scent to transform environments

Twin Falls, IDAHO – Jan 22, 2019 – The perennial question of how to keep your indoor space - be it home, car, or office - smelling good, naturally, has been answered by Plant Therapy. '[Evoke](#)', Plant Therapy's new line of 100 percent plant-based scents, goes far beyond 'home fragrance' to easily transform any environment into an escape for the senses. Developed by certified aromatherapists, the first two sets in the new Evoke line – 'Celebrate' and 'Thrive' – contain three all-natural fragrances that can be used to refresh and personalize living spaces, without harsh chemicals or unnatural ingredients.

Tapping into mood, emotion and memory through the power of scent, the Evoke blends are designed to enhance an environment to suit the individual user. Formulated with isolates, each emotive blend contains the natural aromatic components of essential oils and are skin safe at proper dilution. They can be used in a wide variety of aromatherapy [diffusers](#), in personal aromatherapy necklaces, topically*, or in room sprays.

'[Celebrate](#)' contains three 10ml. blends in an attractive display box (SRP \$39.95). Each scent evokes different feelings – from excitement, to joy, to love and admiration:

- **Excite** is woody and fresh, with notes of tangy citrus, peppered rose, green foliage, and warm woods, as well as hints of black pepper and tea tree.
- **Jubilation's** fresh and floral scents is complex and beautiful. It includes notes of lush berries and crushed peppercorn, Grandiflora rose and luminous musks.
- **Revere's** floral yet spicy yet seductive blend includes notes of apple blossoms and citrus, along with rose absolute, dewy greens, and soft musks.



'Thrive' contains three 10ml. blends, also in a display box (SRP \$39.95). Influenced by vintage spirits, this collection inspires a warm, flourishing atmosphere:

- **Spirit** is spirit-filled and woody, with notes of caramelized sugar, bourbon whiskey, clove, nutmeg, and vanilla balsam. The hints of lemon bitters, cinnamon leaf, and cedarwood make this a warm and complex blend.
- **Verve** is a warm, woody and sweet blend that sparkles with notes of lemon fizz and cardamom, along with sweet tobacco notes, warm sultry woods, and a hint of amber and vanilla.
- **Zest** is vivacious, fresh and spicy with notes of peppercorn, juniper berry, and aquatic florals mixed with lime zest, lemon peel, and amber musk tones.

Individual blends in the Celebrate (Excite, Revere, Jubilation) or Thrive (Spirit, Verve, Zest) sets can be purchased separately (SRP \$14.95 each).

"We are excited to introduce our unique Evoke fragrances because they provide a truly personal way to create a desired mood or atmosphere, no matter where you are," said David Weymouth, vice president of product development at Plant Therapy. "Our aromatherapy oils are well known for their therapeutic benefits but now we have made it easy for anyone to infuse their personal space with plant-based scents that match their emotions and personality as well."

The Evoke blends, as well as other Plant Therapy essential oils, are available through the company website, www.planttherapy.com, and at online retailers including Amazon.com.

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About Plant Therapy

Founded in 2011, Plant Therapy is a leading supplier of essential oils and accessories. Based in Twin Falls, Idaho, we provide the absolute highest-quality essential oils and are committed to educating our customers on their uses, safety and efficacy. Our products include organic essential oils, carrier oils, blends, KidSafe Synergies and pre-diluted roll-ons as well as accessories such as diffusers, books and natural body care. Find more information on our website: <https://www.planttherapy.com>.

* Topical dilution varies per blend. A full list of ingredients and cautions can be found at www.planttherapy.com/evoke.