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# Integrating Aromatherapy Holistic Health Solutions into Corporate Wellness Programs

# Our Agenda



The Wellness  
Landscape



Understanding the  
Corporate Buyer  
Mindset



Presenting  
Aromatics  
Effectively



Engagement &  
Retention  
Strategies



Crafting Your  
Corporate Pitch



Next Steps & Q&A

# Anchoring & Setting Our Intention



What is one word that describes how you feel right now?

# Why Workplace Wellness Matters

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A Mercer report suggests over 80% of employees are at risk, and the U.S. economy faces an estimated \$300 billion annual cost from workplace stress.)

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Stress = #1 cause of workplace absenteeism

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Statistics for 2025 show a strong employee demand for holistic wellbeing, with 85% of workers believing their employer should help improve their wellbeing and over half (50%+) willing to switch jobs for employers who prioritize it. (McKinsey & Company)

# The Big Opportunity B To B Sectors



- Community Organizations
- Education
- Corporate

*Unmute & Share: What sector do you work with the most? Or are you mostly B to C?*

# An Intergenerational Workforce



- 5 generations
- View work differently
- Prioritize work/life harmony
- Prioritize longevity

# The Buyer Mindset



We say: Stress relief  
→ They hear:  
Increased productivity



We say: Relaxation →  
They hear: Reduced  
sick leave



We say: Uplift mood →  
They hear: Better team  
cohesion

# How Aromatherapy Fits

Diffusers in shared spaces

Short mindfulness/aroma breaks

Wellness workshops & events


Employee appreciation kits

# Crafting a Corporate Pitch

Problem  
(Workplace challenge)



Solution  
(Aromatherapy)



Benefit  
(Business outcome)

Engagement  
& Retention  
Strategies to  
Create  
Stickiness

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TIERED OFFERINGS (1-TIME  
→ ONGOING)

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ALIGN WITH HR INITIATIVES

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COLLECT FEEDBACK  
(BEFORE/AFTER STRESS  
SCORES)

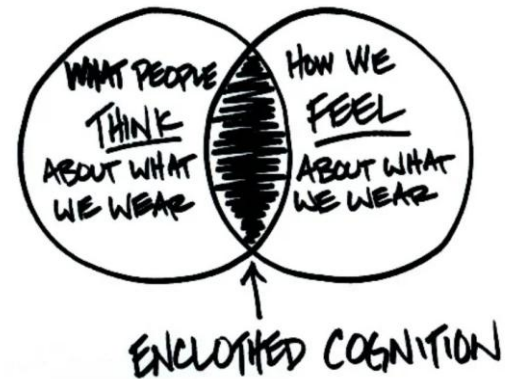
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SEASONAL EVENTS  
(WELLNESS WEEK, MENTAL  
HEALTH AWARENESS)

# How We Dress Shows We Understand the Workplace Culture

## ***Unmute and share:***

- *What is an item of clothing or piece of jewelry you wear to give you confidence?*
- *What is an essential oil you use before business meetings and why?*



# 2024 Case Example



- Client: Tech firm with burnout issues
- Service: 4-week Monday lunchtime aromatherapy & MBSR microbreak series
- Result: 85% reported reduced stress
- HR requested repeat



# Singular Case Study

- Nadya
- 32 year old
- Mother of 2
- Working full time
- Feeling on her way to burnout
- Fatigue
- Becoming less collaborative
- Eating lunch at her desk
- Considering changing jobs but stayed for values reasons



A science-backed strategy to reduce stress, boost  
focus, and improve workplace wellbeing

# Aromatherapy for Corporate Wellness

*A sample pitch*

# The Challenge

- Stress and burnout are rising globally
- Absenteeism and presenteeism cost companies billions
- Existing wellness programs are often underutilized or a poor fit for the work/employee culture, or too expensive.
- Change comes with more tools in the employee toolbox.



# Our Solution: Mindful Walking with Aromatherapy

- Quick, science-backed stress relief
- Enhances focus and workplace energy
- Supports emotional balance
- Easy integration: meeting room blending bar, guided walk
- Easy to implement



# Benefits for Your Organization



## **For Employees:**

- Stress relief, improved concentration, mood support
- Resonates across the intergenerational workforce
- Supports work/life harmony

## **For Management:**

- Higher productivity, stronger engagement, improved morale

## **Branding:**

- Positions company as progressive & employee-centered

# Evidence & Credibility

- Research-backed and used in healthcare + corporate settings
- **JOURNAL EXAMPLES:**
- *Workplace aromatherapy has shown positive effects, with one study finding 70% of research reported benefits for stress and anxiety*
- *Aromatherapy Improves Work Performance Through Balancing the Autonomic Nervous System*

*October 2016*

[Journal of alternative and complementary medicine \(New York, N.Y.\)](#)



# The Offer



- Pilot program: 4-week Aromatic Reset in one department



- Wellness workshop or stress-relief session



- Subscription model for ongoing staff support





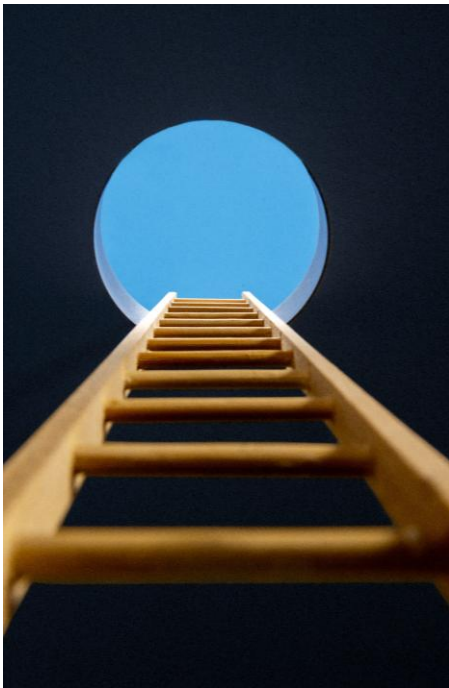
# Next Steps

- Invite **STAKEHOLDERS** to experience a 30-minute demo session
- Offer to co-create a pilot program that aligns with other wellbeing initiatives to measure impact

## THE ASK

→ Are you ready to bring aromatherapy to your workplace for lower stress and greater focus?

# AVOID FALLING INTO THE TRAP OF “FREE OPPORTUNITY”



- Offer a complimentary wellness survey to gather de-identified data.
- Start with a small sample or team of interested participants. Carefully state a participant cap and who is invited.
- Do your research on the organization.
- **You are the expert so craft the offer with intention.**

# Holistic to Corporate Language Swap Guide

Holistic Language	Corporate Language
Healing	Performance Optimization
Energy	Productivity
Balance	Work-Life Integration
Flow	Efficiency
Grounded	Resilient
Wellbeing	Employee Engagement
Transformation	Change Management
Nourishment	Sustainable Performance
Mindfulness	Focus & Attention Training
Self-Care	Stress Management
Community	Team Culture
Sacred Space	Safe & Supportive Environment
Authenticity	Leadership Presence
Purpose	Mission Alignment

- ✨ Introduction & Purpose – Services being provided, mutual intent
- 🤝 Scope of Services – Inclusions, exclusions, boundaries
- 💰 Roles & Responsibilities – Practitioner & client commitments
- 🔒 Fees & Payment Terms – Pricing, schedule, methods
- 📅 Confidentiality & Privacy – Ethical standards, info protection
- ⚖️ Scheduling & Cancellations – Booking process, policies
- 📄 Disclaimer & Limitations – Non-medical, practice boundaries
- ◆ Signatures & Agreement – Practitioner + client acknowledgment

# Engagement Letter Points

*Unmute & Share: What are you always sure to put in your engagement letters?*

# Engagement Norms

Include  
in

Include in the contract that you can announce the delivery on your social media, but they can proof the text.

Have

Have an end of session feedback qr code to aggregate data and share with the client. ALWAYS catch participants at the high energy end of the session.

Limit

Limit photos to protect the dignity of participants..

Offer

Offer free confidential Q& A after for email distribution.

Be

Be willing to spend time but not actual product money.



Speak the organizational language



Present aromatherapy as a solution, not a luxury



Use packages + metrics for long-term partnerships

## Quick Recap

# Thank you & Questions



[contact@clearlysage.com](mailto:contact@clearlysage.com)