



# The Essentials

LOVE WHAT YOU'RE WORKING WITH

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# WHAT'S *in* STORE

The holidays may still be sparkling, but thoughtful makers are already looking ahead. As the season shifts from festive celebration to winter calm, customers begin to seek products that comfort, replenish, and inspire renewal. From January through March, here are themes to guide your planning.

## Essential Idea

# 1



Hydration is the hero as cold days and dry indoor heat leave skin craving care. Early January is the perfect time to introduce rich body butters, hydrating serums, and conditioning masks, helping customers replenish and restore balance after the holidays.

## Essential Idea

# 2



As Valentine's Day approaches, Makers can lean into blends that celebrate love and luxury. Rose, Jasmine, and Ylang Ylang pair beautifully with indulgent textures like whipped butters, body oils, or bath soaks. For a bolder twist, consider notes such as Patchouli, Sandalwood, or Amber, or playful scents like Chocolate or Strawberry.

## New Year, New Routines

January is the perfect time to reset. Customers are looking to simplify and embrace habits that feel intentional. They're drawn to products that slip easily into daily rituals, bringing freshness in the

morning, supporting self-care through the dry winter days, and calm at night. When your creations reflect this mindset, they become part of the small rituals that help customers start the year with clarity and purpose.

### SOOTHING RITUALS

After the busy pace of the holidays, many are ready to slow down. Lavender, Frankincense, and Chamomile create gentle blends for bath soaks, massage oils, and bedtime rituals that ease the body and restore balance.

### NOTES OF RENEWAL

As the new year unfolds, uplifting citrus oils capture the spirit of optimism. Sweet Orange, Lemon 5 Fold, and Bergamot bring brightness to soaps, scrubs, and sprays, infusing daily care with a sense of lightness and energy.





# SEASONAL INSIGHTS & Best Sellers

Every season has its own essentials, the ingredients customers can't get enough of. For January through March, hydration, wellness, and renewal are top of mind. Drawing on insights from previous years, here are the best-sellers and trends to inspire your winter lineup.

## MOISTURE MUST-HAVES

When the air turns dry, customers look for nourishment that lasts. Shea Butter, Cocoa Butter, Avocado Oil, and Almond Oil bring depth and softness to creams, balms, and butters, wrapping skin in protective care through the coldest months.

## CRISP & CLEAN

Nothing wakes up a winter day quite like Eucalyptus, Tea Tree, and Peppermint. Makers turn to these cooling classics for shower steamers, diffuser blends, and clarifying scrubs that freshen the senses and clear the mind.



## Essential Idea



Lean into best-seller status. Spotlighting familiar favorites like Shea Butter or Eucalyptus in your packaging and marketing makes your products approachable and relatable, drawing customers back to the scents and textures they already love.

## What's *Trending*

We'll share the trends, you create the magic. Add these seasonal favorites to your lineup to give customers what they crave.

01

Shea Butter  
– Ultra Refined

02

Cocoa Butter  
– Deodorized

03

Eucalyptus  
Essential Oil

04

Avocado  
Carrier Oil

05

Sweet Orange  
Essential Oil

## NOURISHING OILS

Some ingredients never go out of style. Jojoba, Castor, and Vitamin E are go-to choices in serums and body oils for their lightweight feel and restorative touch.

## SPRING AHEAD

By March, customers are ready for a lift. Lemon 5 Fold, Bergamot, and Sweet Orange bridge the cozy comfort of winter with the brightness of spring, perfect for early seasonal launches.





# NEW & Noteworthy

Fresh ingredients are here to inspire your winter lineup. Whether you are refreshing staples or exploring new ideas, these additions open the door to nourishing care, glossy finishes, and bright skin support.

## **BATANA CARRIER OIL – UNREFINED & BATANA BUTTER**

Celebrated as “liquid gold” on social media, Batana is a nutrient-rich hero for frizz control, shine, and deep hydration. Perfect for hair masks, conditioners, and skin balms, it brings strength and luster to every formulation.

## **BATANA LITE CARRIER OIL – REFINED**

A lighter take on Batana. This versatile blend combines the nourishing depth of Batana with the quick-absorbing silkiness of MCT Oil, creating a balanced base for hair and skin products.

## **SEA BUCKTHORN OIL – COSMETIC GRADE – REFINED**

Rich in antioxidants and Vitamin C, Sea Buckthorn helps restore vitality and supports skin's natural resilience. Its golden hue and rejuvenating benefits make it ideal for creams, serums, and balms.

## **BROCCOLI SEED OIL – COSMETIC GRADE – REFINED**

A natural alternative to silicones, Broccoli Seed Oil smooths and adds shine to hair while supporting skin's elasticity. It is a favorite for green beauty brands seeking plant-powered benefits.

## Essential Idea

# 4



Tap into ingredient storytelling that's already trending. Batana is referred to as “liquid gold” across TikTok and Instagram. Featuring buzzworthy ingredients in your line captures consumer curiosity and makes your products more shareable.

## Essential Idea

# 5



Turn new ingredients into limited-edition launches. A seasonal hair mask with Batana or a brightening balm with Sea Buckthorn can spark excitement and create a sense of exclusivity. Limited runs also let you test fresh formulations without the commitment of large inventory.

# FRAGRANCE *Spotlight*

*Capture the allure of beloved aromas with these fragrance oils, designed to bring sophistication and seasonal appeal to your formulations.*

## FRESH CLARITY

Our Eucalyptus Spearmint Fragrance Oil blends two refreshing favorites into one crisp, invigorating scent. Perfect for shower steamers, scrubs, and diffuser blends, it brings a sense of renewal to winter routines.

*“A best seller for me!! I love this fresh fragrance. Perfectly balanced.”*

– Carol U., Maker & Customer

## SOOTHING BALANCE

Grounding, serene, and timeless. Lavender and Frankincense pair beautifully in bath soaks, massage oils, and evening candles, creating much-needed moments of calm and restoration.

*“Frankincense fragrance oil is very aromatic, warm. This is one of the best, if not the best I’ve ever used.”*

– Carol M., Maker & Customer

## WARM NOURISHMENT

Cocoa Butter and Almond Oil blend with soft gourmand notes for body butters and creams that feel indulgent and comforting. This profile is perfect for winter skin care and cozy seasonal collections.

*“I love this cocoa butter, it smells incredible! Just like chocolate. Great moisturizer, too. I use it for lotion sticks.”*

– Tamara C., Maker & Customer

## APPLICATION IDEAS

- 01 Layer fragrance oils in seasonal soaps for depth and complexity.
- 02 Infuse lotions, scrubs, or bath bombs with comforting aroma profiles.
- 03 Add sophistication to candles and room sprays.
- 04 Curate gift sets that feel premium and thoughtful.

## Essential Idea 6



Fragrance oils tell stories through scent. Consider creating seasonal collections that reflect mood and memory, from the comfort of winter nights to the optimism of a new year. Creative product names can highlight these intentions and guide customer toward the feeling you want to evoke.





# —Essential— ALCHEMY

Creative and strategic ingredient pairings can elevate your products, align them with the season, and help them stand out in a competitive market. Here are some of our top picks to inspire your next creations.



## Our *Winter* Wonders

### **CINNAMON + VANILLA**

A timeless combination of warmth and sweetness. Perfect for candles, diffusers, or body lotions that evoke comfort and indulgence.

### **CRANBERRY + VANILLA**

Sweet and creamy with a festive twist. Works beautifully in melt-and-pour soaps, sugar scrubs, and gift-ready body butters.

### **SHEA BUTTER + AVOCADO OIL**

A deeply restorative base that delivers hydration and softness in creams and lotions.

### **PEPPERMINT + CEDARWOOD**

A refreshing yet grounding duo. Adds vigor to candles, room sprays, or revitalizing body scrubs.

### **CLOVE BUD + SWEET ORANGE**

Spicy depth balanced by bright citrus. Ideal for soaps, bath oils, or lotions that feel festive and energizing.

### **ALMOND OIL + COCOA BUTTER**

Smooth and comforting, this blend enriches body butters and hand creams with nourishment and a subtle gourmand touch.

### **FRANKINCENSE + LAVENDER**

A grounding, calming pair for aromatherapy blends, soothing skin care, or restorative bath soaks.

### **EUCALYPTUS + CHAMOMILE**

A fresh yet gentle combination ideal for diffuser blends, massage oils, or spa-style shower steamers.

## Essential Idea

# 7



Winter collections don't have to be all warmth and spice. Aquatic-inspired notes such as Ocean Breeze Fragrance Oil create a refreshing counterpoint, offering customers escape, renewal, and daydreams of sunlit shores.



# IN MAKERS MOTION

*Our community of Makers is always creating and inspiring. Meet three entrepreneurs who are turning their passion into products with the help of NDA ingredients.*



**JULIE THURGOOD-BURNETT –  
HEREWARD FARMS**

Julie runs Hereward Farms, a sustainable lavender farm in Ontario, Canada that crafts eco-friendly skin care and home products. Her mission is to share the purity and effectiveness of natural ingredients while offering a serene, exclusive experience.

#### HOW NDA HELPS

Julie relies on NDA's Almond and Sunflower Oils for infusion, along with essential oils that add pure plant benefits to her products. "NDA's quality ingredients elevate our all-natural skin care. Their reliable service supports our growth and innovation."

#### FIND THEM ON SOCIAL

Instagram:  
[@herewardfarms](https://www.instagram.com/herewardfarms)

Julie's Advice:  
“Do your research and ensure your ingredients are high quality and always choose a supplier that stands behind their products.”



**KELLY GREEN –  
ANATOMY NATURALS**

Kelly is both a Maker and an artist. Through her brand Anatomy Naturals, she creates 100% natural skin care that blends creativity with quality.

#### HOW NDA HELPS

Kelly values NDA's consistency, quality, and fast shipping. "I have used several of the oils in my skin care products. My current favorite is Sacha Inchi. It's a great addition to my all-natural face oils."

#### FIND THEM ON SOCIAL

Instagram:  
[@anatomynaturals](https://www.instagram.com/anatomynaturals)

Kelly's Advice:  
“Make what you love. If you are passionate about your products, they will shine.”



**IRINA SAPILO –  
IRIS WELLNESS**

Irina is a certified clinical herbalist and founder of Iris Wellness, where she creates herbal remedies and natural skin care with a focus on non-toxic living.

#### HOW NDA HELPS

Irina draws on NDA's wide selection of carrier and essential oils, waxes, preservatives, and natural fragrance oils to bring her blends to life. "NDA has a great variety of ingredients needed for creating non-toxic skin care products, that are priced very fair. The quality is amazing!"

#### FIND THEM ON SOCIAL

Instagram:  
[@iris\\_wellness](https://www.instagram.com/iris_wellness)  
Facebook:  
[Iris Wellness](https://www.facebook.com/IrisWellness)

Irina's Advice:  
“If you have room to store, order more!”





# The Crafting TABLE

Pull up a seat at The Crafting Table. Here you'll find resources to inspire, guide, and kick off the season with fresh ideas. Until next time, happy crafting!

#### [Help Me Choose](#)

Not sure which oils or butters to use? Our guide makes it simple to compare options and find the right fit for your creations.

#### [Seasonal Inspiration](#)

Explore our blog for DIY recipes, ingredient spotlights, and collection ideas designed to spark creativity for the season ahead.

#### [Creative Packaging](#)

Your packaging can be just as imaginative as your formulations. Try seeded paper made with your hero ingredient, playful copywriting, or a raw touch like lavender buds or coffee beans for a memorable customer experience. For inspiration, visit The Dieline catalog to explore standout packaging designs and ideas.

#### [Where to Meet Us](#)

Come say hello and connect with fellow makers. NDA will be at the following upcoming trade shows:

- [California SCC Suppliers' Day](#) (October 29–30)
- [U.S. Private Label Show](#) (November 16–18)