

What is AromaPersona.com?

AromaPersona is an online subscription service based in Houston, TX which provides a way of customizing scented products that are delivered monthly through the mail. We provide the platform for personal creation and bring back the nostalgia of receiving a wonderful surprise in the mail each month!

What are the Company Origins?

The founders, Nathan Andreshak and George Eblen III, have had a friendship since the college days and quickly became idea partners when thinking about future life goals. Nathan spends the best part of his days in the tech scene based out of Chicago, where as George lives and operates Aromapersona out of Houston, TX. They have watched the upcoming trends of today's internet businesses and have positioned themselves with what seems to be a unique opportunity that they hope is going to "disrupt an age old business", the candle business.

The Aromapersona concept took shape as a way to provide an opportunity to explore ones tastes in scents, at an excellent price point, with fast and easy online ordering. Aromapersona adds the element of a wonderful surprise with scented products delivered each month; a delightful experience that people want to have over and over again, whether they order the same scent or explore new scents each month.

State-of-the-Art Creation—Old-Fashioned Delivery

Placing an Aromapersona.com online order is easy, and is as much fun as receiving the scented products in the mail! Enticing products (glass, free standing, decor, diffuser, oils, and sprays) as well as Enticing scents (delectable, floral, therapy, earthy, citrus) are at the core of AromaPersona's business model. We strive to "provide a unique experience all around", a unique selling proposition that AromaPersona has coined as the "co-creation" process. This process which puts the design and creation of the product in the hands of the consumer; when that is matched with free shipping, can be considered a "double threat".

Exclusive Branding

Aromapersona is able to maintain its quality and offer exquisite scented products at an all-around singular price, because AromaPersona cuts out the middleman and gets all of its products direct from the manufacturer. This also allows having much more of a personalized end user experience, which is a "co-creation" process member's love.

Pricing—Service—Quality

AromaPersona scented products rival those of other online and in store competitors in both quality and price. At just \$19.95 USD per month. Members can pick and choose from a variety of products they want to customize. All AromaPersona products' come in elegant gift ready packaging and the price includes free shipping. Members also never have to worry about being stuck in a membership program, because there is never an obligation to order each month. Members can skip any month by logging into their dashboard and pressing the "skip the month" button before the 6th of the month and they will not be charged. This unrivaled service, along with its quality is what drives repeat customers and referrals.

Who Buys AromaPersona?

AromaPersona's largest subscriber market is the USA, however AromaPersona also services Canada as well. Demographics of AromaPersona include.

- Women 27-69: professional, time-strapped women who have an appreciation for the simple delicacies in life.
- Men 25-59: men looking to please the woman in his life with the perfect gift that is convenient, thoughtful, and romantic.

The Founders of AromaPersona

Founder: Nathan Andreshak

Founder: George Eblen III

Nathan Andreshak brings his technical ability, his design experience, as well as his marketing and sales ability; while George Eblen III brings his resourcefulness, and uncanny ability to get things done. Their passion for business has made them a fast expert in their field and they draw on their past experiences for upcoming big ideas and for project management skills. They are known for their vigorous work ethic and they works tirelessly to manage, run, and develop this growing business.

Media Contact:

Nathan Andreshak, President

Email: nate@aromapersona.com

Toll free from Canada or USA: 1-888-316-5463

Image requests: High resolution images of our logo, products and anything else can be emailing nate@aromapersona.com.

PO BOX 246 Porter TX, • T. 888.316-5463 • ext: 701
marketing@aromapersona.com • www.aromapersona.com