



NEW YORK INSTITUTE *of*
AROMATIC STUDIES

AROMATHERAPY | BOTANICAL BEAUTY | AROMATIC MEDICINE

AMY GALPER & THE NYIOAS

Making aromatherapy & natural beauty education a truly organic process.



Amy Galper, the pioneering educator, entrepreneur, and advocate behind the New York Institute of Aromatherapy, now rebranded as the **New York Institute of Aromatic Studies**; has provided third-party consultation in aromatherapy and natural beauty for over 10 years. Having worked with many of the top media outlets, Amy lends her expertise to beauty, wellness and lifestyle brands who need an unbiased specialist for media interviews, desk-sides, and events about wellness, essential oils, natural beauty, and ingredients.

Amy has appeared as a featured speaker at the Indie Beauty Expo, Women in Flavor & Fragrance Conference, and EcoSessions. She has been a guest lecturer at NYU, and is currently part of the Visiting Faculty at Arbor Vitae School of Traditional Herbalism in New York City.

She has been featured on FOX NEWS, CUNY TV, and FAT MASCARA, and has been quoted as an aromatherapy expert for dozens of articles and posts about essential oils as seen in Cosmopolitan Magazine, Dr. OZ, Prevention, Well and Good, Mind Body Green, People and many more. Her book, "Plant Powered Beauty," launched March 2018 with great response.

The New York Institute of Aromatherapy, founded by Amy in 2013, offers an experience you won't find anywhere else—sensory, hands-on, lively and intensely interactive. Participants see, smell, and touch the amazing power of plants and learn the science and art behind creating aromatherapy products. In January of 2018, Amy partnered with **The School of Aromatic Studies**, to create the **New York Institute of Aromatic Studies Inc.**, increasing the school's online and live presence.

Our school is located in the East Village, conveniently located just a few blocks away from Union Square. For educational events, we can host groups of up to 16 people in our apothecary and classroom, or Amy can come to your space or location of your choosing. We require a simple set-up to make the experience a fun and engaging time for your group.

A FEW OF AMY'S CLIENTS....

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ORGANIC SKINCARE



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artnaturals

MENU OF SERVICES

Third Party Expert for your media needs.

ON-CALL SPECIALIST.

Secure Amy's expertise, on a monthly retainer, to represent your brand. Services include: answering media questions; doing interviews for print, digital and broadcast; contributing guest blogger; quarterly, or bi-yearly desk-sides, working with your brand to educate your internal team about natural ingredients and essential oils; generating educational content for website and developing sales training materials about essential oils, aromatherapy, plant-based ingredients and natural beauty.

Fee ranges from \$2,000-\$5,000, depending on scope, nature, and hours of work.

MEDIA EVENTS.

Contract Amy as a specialist for product launches, special events, to speak at a company retreat or conference.

Day Rate \$3,000 | Half Day \$1,500

A LA CARTE SERVICES. *

Have a specific media need? Amy is available for one-off occasions, as well.

Day of desk-sides \$2250 | 2 days of desk-sides \$4250

Speaker/Presenter at media event or product launch: Day Rate \$3,000 | Half Day \$1,500

Answering press/media questions, phone interviews, meetings, emails: Hourly Rate \$375

Teaching/education of internal staff or executive team: Day Rate \$3,000 | Half Day \$1,500

Ingredient and essential oil advisor for product formulations: Hourly Rate \$375

**Some services may require a materials fee for oils, blending tools, and containers: \$10/person and 20% management fee*

CONTACT

Connect directly with Amy at amy@aromaticstudies.com, to discuss how she can support your specific media needs.