



CYPRESS OIL

Bioprogreen

COMPANY
ORIENTAL GROUP
BIOPRO GREEN
40100 Marrakech, Maroc

CREATED BY :
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I. Oriental Group - BIOPROGREEN

1. Who is BIOPROGREEN?

BIOPROGREEN is a Moroccan company specializing in the production and export of organic cosmetics, belonging to the ORIENTAL GROUP;

The company offers a wide range of products, including argan oil, various essential and vegetable oils, natural black soap, clay, "kessa" exfoliating gloves and floral waters.

Our products enjoy an international reputation. In fact, some of them are exported to various countries.

Our values can be summed up in 3 key words:



Responsibility

We treat our customers with respect and professionalism.



Innovation

Oriental Group's inventiveness enables us to meet our customers' needs. Everyone is committed to customer satisfaction and the success of the company.



Authenticity

We are committed to providing a product of Moroccan origin, with sincerity and dedication.

Our commitments:



Vertical integration

Oriental Group has succeeded in guaranteeing the prodigious quality of its products through the vertical integration of its production.



Organic every day

Oriental Group's aim is to satisfy the needs of the market, which is why we are committed to sustainable and organic farming, in compliance with standards.



Compliance with standards

All our products are certified to current international standards.

2. What we offer

Bioprogreen offers a wide range of cosmetic products.



Essential oils



Vegetable oils



Perfumes



Herbs

3. Certifications

Quality is of paramount importance to our company. That's why, throughout the entire process, our employees aim to deliver quality.

All the raw materials we use are environmentally friendly.

Skilled workers take care of every detail in the stamping, printing, labelling and packaging process.

We have a dedicated quality control department responsible for checking the quality of every process.

In addition, we have 4 certifying labels to guarantee the organic label.



CCPB: CCPB is an inspection and certification body for organic and environmentally-friendly food and non-food products.



USDA: this is the American equivalent of the French AB label. It certifies food products containing at least 95% purely organic and natural ingredients.



FDA: Food and Drug Administration, approves drugs and biological products before they are marketed, regulates food and drug labelling, inspects manufacturing facilities, and monitors side effects and product recalls.)

The company is also committed to CSR. The raw materials we use in our products are environmentally friendly and will not harm our planet. This means you can trust our products to be environmentally friendly. We believe in protecting the environment and using proven methods to ensure that our products meet all environmental standards.

Moreover, in order to be an active participant in sustainable development in Morocco, ORIENTAL GROUP colleagues have set up the BAYTI Association charity. The BAYTI Association works with local volunteers only and is totally independent of any political or religious affiliation and without any commercial influence.



4. Our partners



الإتحاد العام لمقاولات المغرب
ⵜⴰⴳⴷⴰⵢⵜ ⵜⴰⵎⴳⴷⴰⵢⵜ ⵜⴰⵏⴳⴷⴰⵢⵜ | ⵜⴰⵏⴳⴷⴰⵢⵜ ⵜⴰⵎⴳⴷⴰⵢⵜ | ⵎⴰⵔⴷⴰⵢⵜ
Confédération Générale des Entreprises du Maroc



الجمعية المغربية للتصديرين
ⵜⴰⵏⴳⴷⴰⵢⵜ ⵜⴰⵎⴳⴷⴰⵢⵜ ⵜⴰⵏⴳⴷⴰⵢⵜ | ⵜⴰⵏⴳⴷⴰⵢⵜ
Association Marocaine des Exportateurs

II. CYPRESS ESSENTIAL OIL

1. Product description

Cypress, a majestic tree that grows mainly in the Mediterranean, is the source of this essential oil.

Cypress essential oil is produced from **cypress**. There are several types of cypress: bonsai cypress, pine cypress, African cypress and many others. Cypress oil is produced from the plant's leaves and flowers. Extraction methods vary, but steam distillation is the most common. This preserves the active compounds present in the tree's leaves and branches.



2. Product Sheets



Product name: Cypress essential oil

Producer tree: cupressus sempervirens stricta or provence cypress stricta.

Method of production: Steam distillation of leafy branches and twigs of cupressus sempervirens.

Odor: woody scent

Botanical family: Cupressaceae

Color: Clear to slightly yellow

Texture: Fluid

3. Main characteristic

Due to its antioxidant properties, cypress essential oil is a valuable ingredient in skin care products. It helps combat skin imperfections such as acne, and regulates sebum production in oily skin. In addition to its benefits for the skin, cypress essential oil is beneficial for physical health. It promotes blood circulation and can relieve muscle and joint pain when used for massage.

4. Composition

Nom	Identificateur de produit	%	Classification selon le règlement (CE) N° 1272/2008 [CLP]
ALPHA-PINENES	(N° CAS) 80-56-8 (Numéro CE) 201-291-9	40- 65	Flam. Liq. 3, H226 Skin Irrit. 2, H315 Skin Sens. 1, H317 Aquatic Acute 1, H400 Aquatic Chronic 1, H410
3-CARENE	(N° CAS) 13466-78-9 (Numéro CE) 236-719-3	12 - 25	Flam. Liq. 3, H226 Skin Sens. 1, H317 Aquatic Acute 1, H400 Aquatic Chronic 1, H410
CEDROL	(N° CAS) 77-53-2 (Numéro CE) 201-035-6	0,8 – 7	Aquatic Chronic 2, H411
D-LIMONENE	(N° CAS) 5989-27-5 (Numéro CE) 227-813-5 (Numéro index) 601-029-00-7	1,8 – 5	Flam. Liq. 3, H226 Skin Irrit. 2, H315 Skin Sens. 1, H317 Aquatic Acute 1, H400 Aquatic Chronic 1, H410
ALPHA-TERPINYL ACETATE	(N° CAS) 80-26-2 (Numéro CE) 201-265-7	1 – 4	Skin Irrit. 2, H315 Aquatic Chronic 2, H411

5. Its benefits

Cypress oil is used in medicines to **help reduce respiratory problems such as asthma, bronchitis and many others**. It is a tested product that has shown many improvements in people who use medications containing cypress.

Thanks to its antiseptic components, cypress oil helps **fight infections**. In the case of viral epidemics or rapidly spreading infections, cypress is used as an **antibacterial liquid**. Cypress oil is also used to treat bruises and blood clots.

Cypress oil **helps reduce respiratory problems and fight infections**. Cypress oil is used in perfumes, diffusers, soaps, shampoos and medicines. Cypress is a common ingredient in the healthcare industry.

6. Usage Tip

To treat blood clots and bruises, heat 2-3 tablespoons of cypress oil, rub the oil into your hands and gently apply to the wound. Licensed physicians may also use it for medical purposes. Cypress oil can be added to soap and shampoo, as it helps strengthen the skin. Due to its woody scent, the aroma gives you the impression of being in a forest. You can add 3-4 drops of cypress oil into the diffuser for a similar experience.

7. Storage information

Cypress essential oil keeps best when stored in a cool, dry place away from direct sunlight. We recommend storing it in a tinted or amber glass bottle, as this helps protect the oil from harmful

UV rays. Also, make sure the bottle cap is tightly closed to prevent evaporation or contamination. By following these guidelines, you can extend the life of your cypress essential oil and maintain its quality and efficacy.

III. SALES SHEET: CYPRUS OIL

1. Why choose cypress oil?

Choosing cypress essential oil has many advantages, due to its therapeutic properties and multiple uses. Here are just a few reasons why you might choose cypress oil:

- **Antimicrobial properties:** Cypress essential oil is known for its antimicrobial properties, making it an excellent choice for purifying the air and supporting respiratory health.
- **Skin Benefits:** Thanks to its antioxidant properties, cypress oil can help combat skin imperfections such as acne and regulate sebum production on oily skin.
- **Calming effects:** The woody, earthy aroma of cypress oil has calming effects on the nervous system, making it an ideal choice for reducing stress and anxiety.
- **Circulatory support:** This essential oil is beneficial for blood circulation, which can help improve cardiovascular health and relieve symptoms associated with poor circulation.
- **Versatility:** Cypress essential oil can be used in a variety of ways, including inhalation, diffusion and topical application, making it a versatile ingredient in natural health care.

By choosing cypress essential oil, you can enjoy its many health and wellness benefits, while adding a touch of woody, revitalizing aroma to your daily routine.

2. Why chooses our oil ?

Here are several compelling reasons to choose BioProGreen cypress essential oil:

- **Superior quality:** Our cypress essential oil is produced to the highest standards of quality and purity, guaranteeing a high-quality, effective product.
- **Natural extraction:** We use natural, environmentally-friendly extraction methods to obtain our cypress oil, preserving all the plant's beneficial properties.
- **Controlled origin:** We rigorously control the origin of our cypress and are committed to using sustainable and responsible sources for the production of our essential oil.
- **Guaranteed purity:** Our cypress oil is 100% pure, with no added chemicals or additives, ensuring a natural, authentic experience.
- **Therapeutic efficacy:** Thanks to its balanced chemical composition, our cypress essential oil offers maximum therapeutic efficacy, whether for respiratory health, skin or emotional well-being.
- **Commitment to the environment:** At BioProGreen, we are committed to preserving the environment and supporting sustainable practices throughout our production process, from plant cultivation to oil extraction

By choosing our cypress essential oil, you can be sure of a high-quality, pure and effective product, while supporting a company committed to the environment and the well-being of consumers.



CYPRESS OIL

Immerse yourself in a soothing experience with our cypress oil: a natural essence for your daily well-being !

CYPRESS, A MAJESTIC TREE THAT GROWS MAINLY IN THE MEDITERRANEAN, IS THE SOURCE OF THIS ESSENTIAL OIL.

What are the benefits of cypress oil?

- Reduces breathing problems
- Helps fight infections
- Antibacterial liquid
- Treats bruises & blood clots
- Fights infections

How to preserve cypress oil?

- Cypress essential oil is best preserved when stored in a cool, dry place and away from direct sunlight. It is recommended to keep it in a tinted or amber glass bottle, as this helps protect the oil from harmful UV rays.



**CYPRESS IS A COMMON
INGREDIENT IN THE HEALTHCARE
INDUSTRY!**

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IV. DEVELOPMENT STRATEGY

Cypress essential oil is widely used in many countries around the world, but is particularly popular in Mediterranean regions where cypress is indigenous. These include France, Italy, Spain, Greece and Turkey. These regions have a long history of using medicinal plants and essential oils in traditional medicine, which has contributed to the popularity of cypress oil in these cultures. Today, with the rise of aromatherapy and alternative medicine, cypress oil is also increasingly used in other parts of the world for its many health and well-being benefits.

1. Export development

a) European market

To specifically target the European market for exports of Moroccan cypress essential oil, a few key countries can be prioritized:



France: France is an important market for natural beauty and wellness products. With strong demand for essential oils and aromatic products, France offers a potentially lucrative market for Moroccan cypress oil.



Italy: Italy is renowned for its interest in natural health and beauty products, as well as for its traditional use of essential oils in aromatherapy and cosmetics.



Germany: Germany is an important European market for natural health products and alternative remedies. German consumers are known for their appreciation of organic and ecological products.



Spain: Spain has a long tradition of using medicinal plants and essential oils in traditional medicine. The Spanish market may offer opportunities for Moroccan cypress oil in the health and wellness industries.



United Kingdom: Although regulations on natural cosmetics and health products are strict in the UK, it remains an important market for natural beauty and wellness products.

By focusing on these key European countries, Moroccan cypress oil exporters can maximize their presence in the European market and exploit growth opportunities in the cosmetics, aromatherapy and wellness industries.

b) African market

To export cypress essential oil to the African market, several specific countries can be targeted because of their interest in natural products and their market potential. Here are a few specific countries to consider:



Morocco: Morocco itself may be a target market for cypress oil, due to its geographical proximity to cypress-growing regions and its long tradition of using essential oils in traditional medicine.



Tunisia: Tunisia is renowned for its production of essential oils, and Tunisian consumers are often interested in natural health products. Moroccan cypress oil may therefore find a market in Tunisia.



Algeria: Algeria is also a potential market for cypress oil, due to its interest in natural wellness products and its proximity to Morocco.



South Africa: South Africa is one of the most developed markets in Africa, and South African consumers are often open to natural beauty and wellness products. Cypress oil can therefore be successful in this market.



Nigeria: Nigeria is a fast-growing market for natural health and wellness products. With a large and increasingly health-conscious population, cypress oil can find its place in this dynamic market.

By targeting these specific countries, exporters can tailor their marketing and distribution strategy to meet the needs and preferences of African consumers, and thus maximize their chances of success in the African cypress oil market.

c) Asian market

To export cypress essential oil to the Asian market, several specific countries can be targeted because of their interest in natural products and their market potential. Here are a few specific countries to consider:



China: China is a huge and growing market for health and wellness products. With a growing demand for natural and organic products, cypress oil can find its place in this market.



Japan: Japan is renowned for its culture of well-being and beauty. Japanese consumers are attentive to the quality and authenticity of natural products, making it an attractive market for cypress oil.



South Korea: South Korea is a dynamic market for beauty and wellness products. South Korean consumers are often on the cutting edge of the latest health and beauty trends, making it a potential market for cypress oil.



Taiwan: Taiwan is another promising market for natural health products. Taiwanese consumers are sensitive to quality products and are often open to imported products.



Singapore: Singapore is a major financial and commercial center in Asia, and its market is often seen as a gateway to other Asian markets. Cypress oil can find its place in this cosmopolitan and diversified market.

By targeting these specific countries, exporters can tailor their marketing and distribution strategy to meet the needs and preferences of Asian consumers, and thus maximize their chances of success in the Asian cypress oil market.

d) American market

To export cypress essential oil to the American market, several specific countries can be targeted because of their interest in natural products and their market potential. Here are a few specific countries to consider:



Canada: Canada is also an important market for natural health and beauty products. Canadian consumers are sensitive to natural products and are often open to imported products.



United States: The United States is the world's largest market for health and wellness products. With a growing demand for natural and organic products, cypress oil can find its place in this dynamic and diversified market.



Mexico: Mexico is an emerging market for health and wellness products. Mexican consumers are increasingly interested in natural and organic products, making it a promising market for cypress oil.

By targeting these specific countries in North America, exporters can tailor their marketing and distribution strategy to meet the needs and preferences of US consumers, and thus maximize their chances of success in the US cypress oil market.

When exporting Moroccan cypress essential oil to target markets, several elements must be taken into account to ensure successful exports:

- ✓ **Regulations and standards:** Each country has its own regulations and standards for importing cosmetics, natural health products and essential oils. Compliance with these requirements is crucial to avoid regulatory hurdles and delays in the export process.
- ✓ **Quality and purity:** Consumers around the world pay close attention to the quality and purity of natural products. It is important to ensure that Moroccan cypress oil is of high quality, pure and free from contaminants.
- ✓ **Packaging and labelling:** Product packaging and labelling play an essential role in attracting consumers. Make sure packaging is attractive, functional and complies with local regulations. Labels should include clear information on ingredients, instructions for use and any warnings.
- ✓ **Certifications and labels:** Organic, ethical and ecological certifications can boost consumer confidence in the product. Obtain the appropriate certifications and use recognized quality labels to attest to the quality and authenticity of Moroccan cypress oil.
- ✓ **Distribution channel:** Identify the appropriate distribution channels to reach prospects. These may include online sales, health food stores, pharmacies, cosmetics boutiques and specialty markets.
- ✓ **Marketing and Promotion:** Develop an effective marketing and promotion strategy to make future prospects aware of the benefits of Moroccan cypress oil. Use social media, targeted advertising campaigns and promotional events to promote the product.
- ✓ **Customer service:** Offer quality customer service to answer customer questions, handle returns and resolve any problems. Customer satisfaction is key to retaining European customers.

By taking these elements into account and adopting a proactive, strategic approach, exporters can successfully penetrate and prosper in the European market with Moroccan cypress essential oil.

The target market for exporting Moroccan cypress essential oil can be defined by targeting several specific consumer and industry segments:

- **Cosmetics and skin care industry**
- **Aromatherapy industry**
- **Perfume industry**
- **Health and Wellness industry**

By targeting these specific market segments and highlighting the advantages and unique properties of Moroccan cypress oil, exporters can maximize their chances of success in the various markets. It is also important to carry out in-depth market analyses to understand the needs and preferences of consumers in each targeted industry.

2. Marketing and communication

In order to benefit from a relevant strategy that adapts to the different markets to which Bioprogreen plans to export, it is necessary to adapt to each of them according to their specific needs. This will make it easier to reach the chosen segments.



As part of inbound marketing for cypress essential oil, here are some possible types of content:

- **Educational content creation:** Produce high-quality educational content about the benefits and uses of cypress oil. This can include blog posts, user guides, tutorial videos, etc. Offer this content in local languages to maximize its accessibility.
- **Search engine optimization (SEO):** Use relevant keywords in your content to improve your visibility in search engine results.
- **Use of social networks:** Create profiles on popular social platforms in target countries. Share relevant content, interact with your audience and use targeted advertising to reach potential new customers.
- **Collaborate with influencers:** Influencers have a big impact on purchasing decisions. Identify local influencers in your niche and collaborate with them to promote your cypress oil to their audience. Make sure partnerships are authentic and aligned with your brand values.
- **Visual content strategies:** Use engaging images and videos to present your cypress oil in a visually engaging way. Consumers are often attracted to high-quality visual content, so make sure your content is aesthetic and engaging.
- **Attend local events:** Attend trade shows, fairs and other local events in targeted Asian countries. This will allow you to meet potential customers directly, present your product and develop business partnerships.

By adopting an inbound marketing approach adapted to the Asian market and using the right communication channels, you can draw the attention of prospects to your cypress oil and establish your brand as a reference in the wellness products industry-natural beings.

3. Logistics & Shipping Condition

We export our products worldwide and sell them in bulk, for a minimum order quantity of 1L per product and a minimum order quantity of 50 pieces. We offer all types of packaging, glass, aluminium, plastic is handmade for containers of 10ml/g, 30ml/g, and 100ml/g, 30ml/g and 100ml/g. We also offer private labelling consulted by our design team within the company, that will help you create your own brand (for a minimum order of 100 pieces). For the purchase of products over 200 pieces, we also offer a quantity discount.

V) PERSONAE

1. European personae

Identity

Name: Pierre Dupont

Age: 40

Gender: Male

Location: Paris, France

Languages: French, English

Profession

Industry: Cosmetics and Wellness Products

Position: Head of Purchasing

Experience: 15 years in the cosmetics and wellness products industry

Type of business: SMEs specializing in natural and organic products

Company size: Between 50 and 100 employees

Online behaviours

Preferred channels: Email, Trade shows, Online professional networks

Frequent searches: Suppliers of essential oils, European standards and regulations, New trends in aromatherapy

Decision criteria: Product quality, ecological and organic certifications, competitive price, supplier reliability, opinions and recommendations.

Objectives

Main objective: Find reliable suppliers of high-quality cypress oil to meet the growing demand of European consumers.

Secondary objectives: Reduce supply costs, improve product quality, identify new innovative ingredients.

Challenges

Challenges: Select suppliers that meet European standards, ensure traceability and product quality, Navigate a rapidly changing market.

Pain points: Lack of transparency from suppliers, Difficulty in evaluating product quality, Pressure to remain competitive in the market.

Solutions sought

- Suppliers with quality and purity certifications
- Support in the process of compliance with European standards
- Packaging and labelling solutions meet European requirements

Content Strategy for Inbound Marketing

- Guides to European Regulations for Natural Health Products
- Articles on the health and wellness benefits of cypress oil
- Case studies of successful companies entering the European market with similar products
- Infographics comparing different cypress oils on the European market

2. Asian Personae

Identity

Name: Mei Lin

Age: 35

Gender: Female

Location: Shanghai, China

Languages: Mandarin, English

Online behaviours

Industry: Beauty and well-being

Position: Owner of a beauty salon

Experience: 10 years in the beauty and wellness industry

Type of business: High-end beauty salon

Business size: Local small business

Online behaviours

Frequent searches: Essential oils for skin, natural beauty products, Asian relaxation techniques

Preferred channels: Social networks (WeChat, Weibo), natural beauty products websites, beauty industry trade shows

Objectives

Main objective: To offer its customers natural and effective products for skin care and relaxation in its beauty salon.

Secondary objectives: Improve the reputation of your salon, retain customers, increase sales of natural beauty products.

Challenges

Challenges: Find trusted suppliers for quality products, differentiate your show from competitors, meet the high expectations of customers for quality and experience.

Pain points: Difficulty finding high quality natural products, cost management to maintain competitive prices, need to stay up to date with industry trends and innovations.

Solutions sought

- Trusted suppliers with quality certifications
- Detailed information on the properties and benefits of cypress oil
- Free samples to test product quality

Content Strategy for Inbound Marketing

- Blog posts on the skin and hair benefits of cypress oil
- Tutorial videos on the use of cypress oil in cosmetics
- Asian Aromatherapy Trends White Papers
- Customer testimonials on the effectiveness of cypress oil in their cosmetics

3. African Personae

Identity

Name: Fatoumata Diop

Age: 35

Gender: Female

Location: Dakar, Senegal

Languages: French, Wolof

Profession

Industry: Cosmetics and Wellness

Position: Manager of a natural beauty products shop

Experience: 10 years in the beauty and natural care sector

Type of business: Boutique specializing in natural health products and cosmetics

Business size: Local small business

Online behaviours

Preferred channels: Social networks (Facebook, Instagram), health and wellness blogs, local fairs and fairs

Frequent searches: Essential oils for skin, natural hair products, traditional African remedies

Objectives

Main objective: To offer quality products to its customers while remaining competitive in the local market.

Secondary objectives: Develop its customers by offering innovative products and expanding its product range.

Challenges

Challenges: Find reliable suppliers and offer products of consistent quality, stand out from the competition with unique and attractive products.

Pain points: Manage fluctuations in demand and prices, maintain profitability while offering affordable products, adapt to new trends and customer preferences.

Solutions sought

Reliable and transparent suppliers, certified quality products, marketing and promotional support to increase store visibility

Content Strategy for Inbound Marketing

- Blog posts on the benefits and uses of cypress oil in skin and hair care
- Tutorial videos on the use of cypress oil in beauty and wellness rituals
- Buying guides to help customers choose the best essential oils for their specific needs
- Testimonials from satisfied customers using cypress oil in their personal care routine
- Special offers and exclusive promotions for social and loyal customers

4. US Personae

Identity

Name: Emily Johnson

Age: 35

Gender: Female

Location: New York, USA

Languages: English (mother tongue), Spanish (intermediate)

Profession

Industry: Well-being and natural health

Position: Purchasing Manager

Experience: 10 years in the health and wellness sector

Business Type: Natural Products Store Chain

Company size: Medium (50 employees)

Online behaviour

Preferred channels: Social media, Industry conferences, Specialized blogs

Common searches: Essential oils, Alternative medicine, Benefits of cypress

Objectives

Main objective: Find high quality natural products to meet the needs of customers and increase the sales of his shop.

Secondary objectives: Expand the range of natural health products, Improve the reputation of his shop.

Challenges

Challenges: Select the best suppliers, ensure regulatory compliance, compete with large chain stores

Pain points: Lack of time for product research, difficulty in evaluating the quality of essential oils, need clear information on the benefits of cypress

Solutions sought

• High quality certified products, Detailed information on the origin and properties of cypress oil, Responsive and customized customer support

Content strategy for Inbound Marketing

• Blog posts: "The surprising health and wellness benefits of cypress oil", "How to choose a high-quality cypress essential oil"

• User guides: "Complete guide to aromatherapy with cypress oil", "The best ways to integrate cypress oil into your wellness routine"

• Tutorial videos: "How to use cypress oil to relieve stress and anxiety", "DIY recipes with cypress oil for a restful sleep"

• Case Studies: Customer Stories on the Effectiveness of Cypress Oil in Their Wellness Routine

• Newsletters: Updates on new products, tips and tricks for healthy living with cypress oil