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Scentuals Blog Post Selections

At Scentuals, I assisted the Marketing Director in writing blog posts that were featured across multiple channels. These channels included the Scentuals' blog, newsletter, and social media like Facebook and Instagram. The primary goal of the blog was to:

- Drive sales and redirect readers to product pages utilizing SEO
- Encourage readers to try new collections
- Keep in touch with the Scentuals community
- Maintain a friendly lifestyle brand language and voice

The blog has since been archived and revised during their website redesign.

[Gardener Collection]

3 Ways to Get Rid of Pesky Bugs this Spring.

Spring time is here, and it's the perfect time to go outside! We know that with the sun shining and the skies being blue, you're likely to spend more time exploring the great outdoors... but we aren't the only ones out there. Having fun in the sun means you'll be sweating (who doesn't?) in the heat, so you'll need ways to smell good and fresh while keeping our friendly neighbours (bugs, bugs, bugs!) at bay.

Load Up on Fresh Scents.

Scent is a powerful bug repellent. There're some scents that can aid in repelling bugs and putting them on your body is a good way to stay fresh while keeping bugs away. Our Gardeners' collection features notes of lavender and lemon in our specially crafted formula, boasting a lively floral scent. Spread some of our Gardeners Collection lotion on your body to be nourished by aloe and avocado oils or spray some of our Gardeners Body Mist into your space.

Want to keep the scent going all day long, while benefitting from the freedom of those pesky insects? Add a few drops of our specially made Gardeners Essential Oil into your diffuser, then sit back and relax.

Encourage Repellent with Essential Oils and Make Your Own Blend!

To start, you'll need a carrier oil to dilute the oils if you plan on placing it on your skin. We recommend the rosehip oil blend from our beauty oil collection, because rosehip rejuvenates the skin and moisturizes thoroughly.

Next, put in your favourite essential oils but don't skip out on lavender, lemon, and eucalyptus. If you're looking for essential oils to create your own blend, check our 100% pure essential oil collection [here](#).

Soothe Itchy Bug Bites Naturally.

Sometimes, no matter what we do, we'll come home with a few bug bites. Don't worry and don't scratch! You can soothe itchy bug bites without harmful chemicals by using essential oils. Again, using a carrier oil – dilute some of our Tea Tree Oil and apply onto your bug bite. This will disinfect and reduce swelling and redness.

We also recommend using peppermint oil because the minty punch will reduce the urge to scratch, and rosemary because it can be used as an anti-inflammatory. Some other noteworthy oils for you to explore are basil, lavender and chamomile.

[Scent Free Collection]

Daffodil Month to Us

April is Cancer Awareness Month, and the Canadian Cancer Society uses the daffodil to represent the month. A little, resilient yellow flower – the first to bloom in spring and a survivor of cold winters – symbolizes a time of renewal and hope. April celebrates strength, courage, and life. This is an important time for Scentuals, as our founder's brother was lost to cancer many years ago. Scentuals believes in the strength of all survivors and those fighting cancer, as well as their loved ones.

At Scentuals, living healthy is extremely important to us. All our products are not just top-quality, but toxin-free and 100% natural. For some, even the purest of products are still irritant. Although most of our fragrance comes from pure essential oils, some individuals may not respond well to it. Scentuals is proud to present the ScentFree collection. Created in collaboration with the Canadian Cancer Society, ScentFree is an extremely nourishing collection that is truly scent free.

Why is it important to recognize scent free products?

Smell

Fragrance is something that is linked to many emotional states. Perhaps it reminds you of a favourite season, or a loved one. However, for some, it can cause dizziness, headaches, and even nausea. For those that are sensitive to strong smells, the overwhelming constant presence of a particular scent can be debilitating, often triggering respiratory issues and even migraines.

Irritation

The presence of fragrance, especially artificial fragrance, can be particularly harmful to the skin. For those with skin conditions like psoriasis or eczema, fragrance in everyday products can cause their condition to flare up, sometimes even by proximity. For those that have sensitive skin, fragrance is also something to be weary of, as it could cause redness, itching, or swelling.

Being mindful

It is important to integrate scent free options into the home if someone in your family has sensitive skin or is sensitive to smells. It is also important to recognize that sensitivity to fragrance is an invisible struggle, and therefore if you are not sensitive yourself, you should practice being mindful of others when entering a vastly public, concentrated place. Schools, offices, and most importantly – hospitals – are all integrated areas that bear risk.