



Press Release
May 2015

Boutique brand HoD Perfumes launches
the first addition to the SPA Collection, Instinct.



Instinct Aroma Collection

100% natural essential oils that will captivate, uplift and relax you.

Instinct has been crafted to awaken the animalistic senses within and take you back to nature, allowing you to unwind and release the stresses of modern life that cause damage to your psyche.

Instinct Contains



Mandarin

Improves circulation making skin look young and clear; also purifies the blood, cleaning out toxins.



Grape Fruit

Uplifting effect on the mind; also stimulates the nervous system to keep you more active and alert.



Geranium

Balances hormones, aids recovery of scars and blemishes. Boosts kidney health and reduces blood pressure.



Bergamot

Opens the heart chakra easing stress and tension; also reduces symptoms of insomnia.

Along with luxurious **Rosewood oil** which will have you smiling in minutes, it's sweet, spicy and floral aroma does the trick.

This blend rejuvenates the skin and keeps it looking healthy and young whilst its spiritual influence creates peace and security.



Here's what some of our customers have to say;

"The aroma and blend of HoD Instinct oil has the unique ability to both awaken me and relax me. The roller-ball, which I carry with me at all times, is the perfect addition to my handbag as I can easily have a hit of Instinct on the go. I've used many different aromatherapy oils in the past but the Instinct blend is something special." - Natasha Poltorak, Global Events Organiser

"I love instinct aroma oil roller, the fragrance always makes me feel relaxed. I like to use it in the evening and I find the fragrance encourages a good night's sleep. I keep the bottle in my living room so it is always to hand. I'm going to use it later this year when I go on a long haul trip as I know it will relax me and help me sleep". - Alison Gallant, Florist

"Dipty has the ability to combine the most compelling scents to produce a balanced and energising fragrance, whilst transmitting a relaxing and calming aroma. She does this with a warming integrity and style which enhances the experience of wearing Instinct, which though subtle has the strength to last all day. Absolutely exquisite." - Ben Brown, Technical Operations Manager

Instinct Aroma Collection Prices

- 50ml Massage Oil* | £12
- 10ml Roller Oil* | £6.50
- 15ml 100% Essential Oil Pipette | £12
- 10ml 100% Essential Oil Dropper | £8

For further information on the HoD Perfumes collection, including fragrances for men and women, home fragrances and massage oils visit the website. Dipty also creates bespoke fragrances for individuals and corporate clients.

N-Lyten can be purchased through the website. High-resolution images are available upon request.

For interviews and sample requests please call Dipty directly on: 07956 536 382

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