

2022 July-Aug

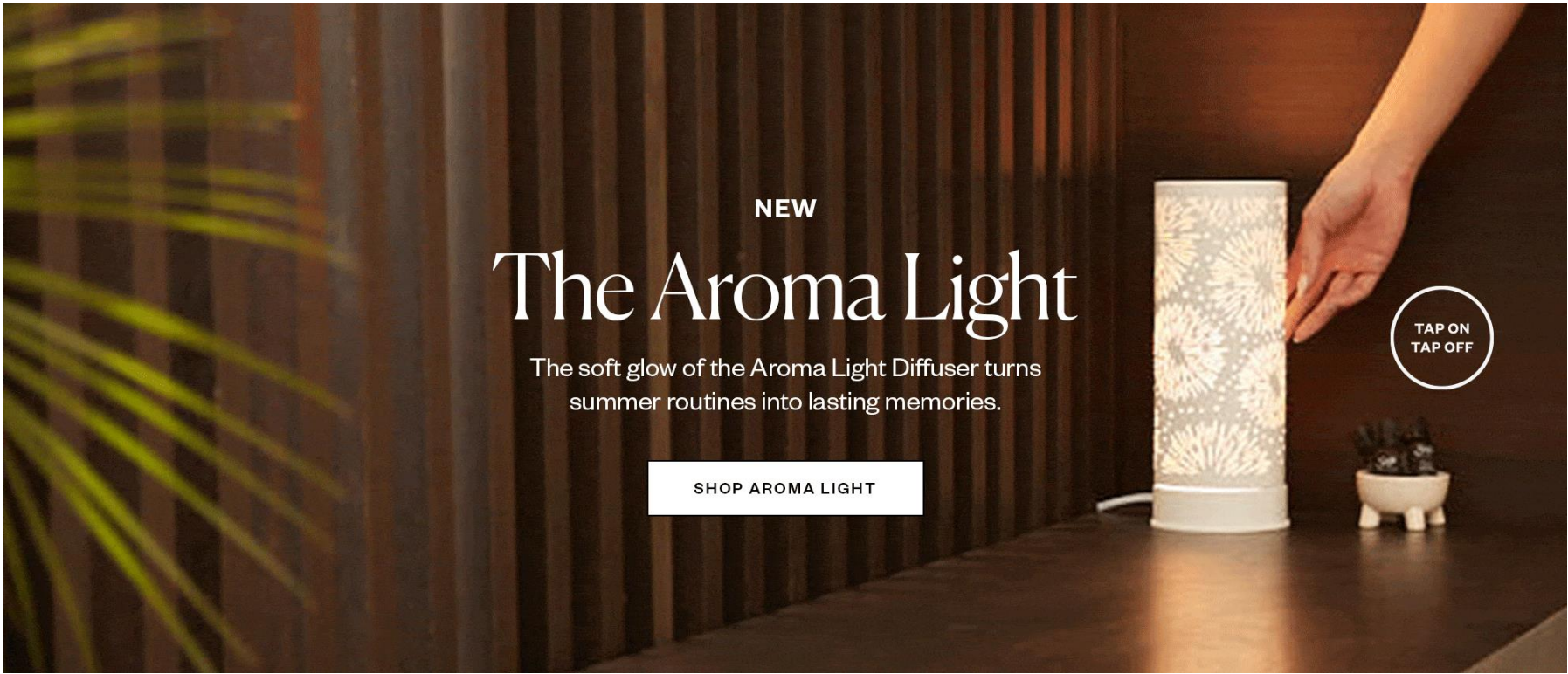
# Summer Product Stories

Creative Overview

SUMMER PRODUCT STORIES

# Aroma Light

GO-LIVE FRIDAY JULY 22



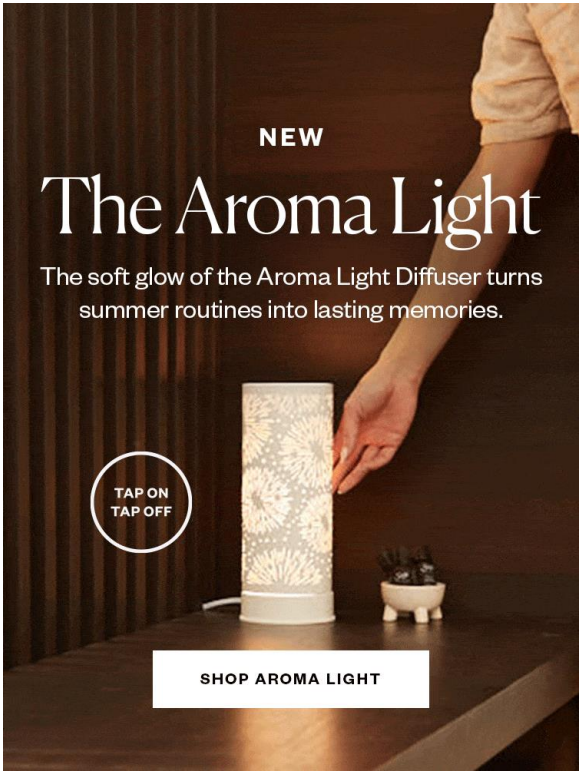
**NEW**

# The Aroma Light

The soft glow of the Aroma Light Diffuser turns summer routines into lasting memories.

[SHOP AROMA LIGHT](#)

TAP ON  
TAP OFF



**NEW**

# The Aroma Light

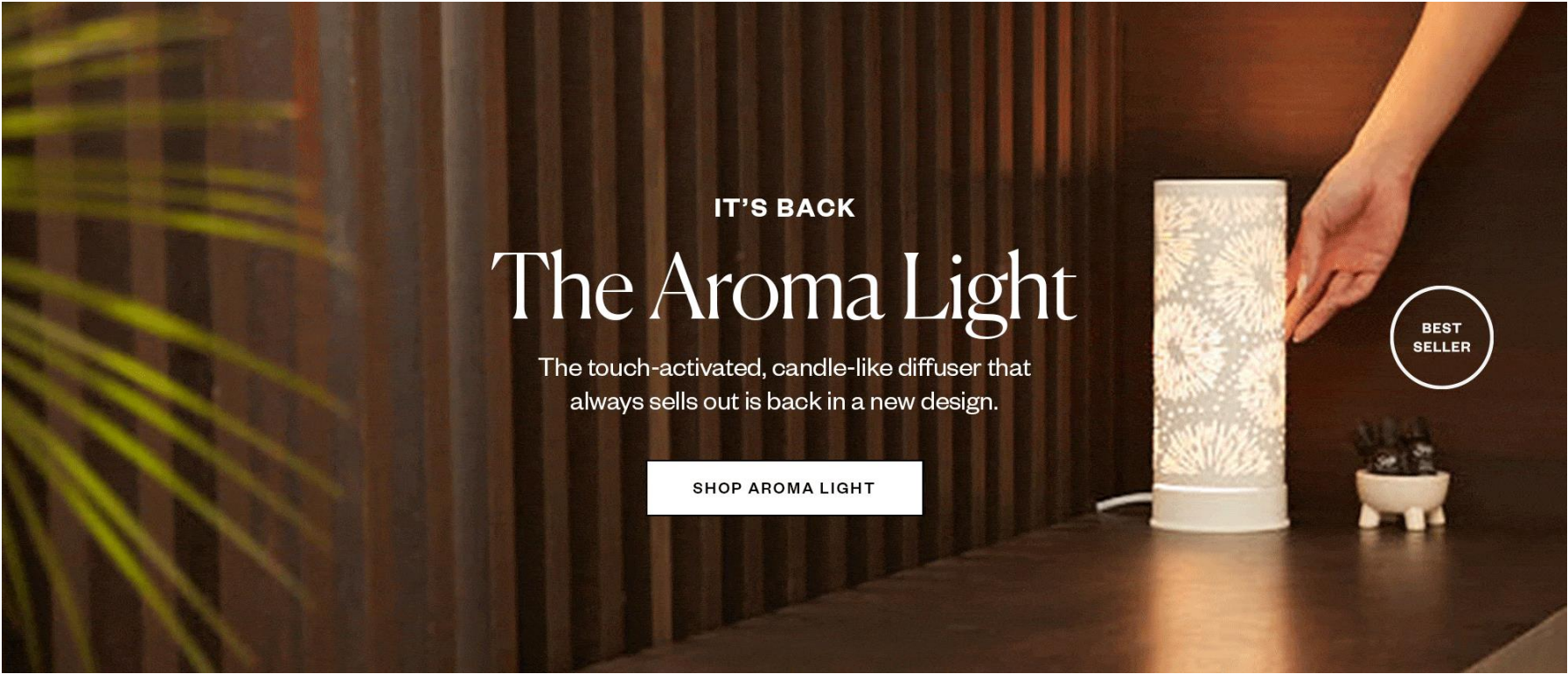
The soft glow of the Aroma Light Diffuser turns summer routines into lasting memories.

[SHOP AROMA LIGHT](#)

TAP ON  
TAP OFF



GO-LIVE FRIDAY JULY 22



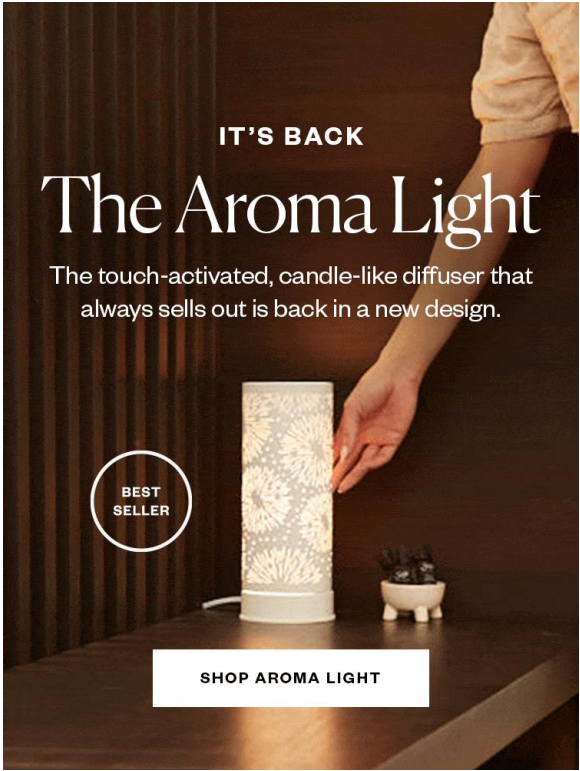
IT'S BACK

# The Aroma Light

The touch-activated, candle-like diffuser that always sells out is back in a new design.

SHOP AROMA LIGHT

BEST SELLER



IT'S BACK

# The Aroma Light

The touch-activated, candle-like diffuser that always sells out is back in a new design.

SHOP AROMA LIGHT

BEST SELLER

GO-LIVE FRIDAY JULY 22

# Make It a Moment

The soft glow of the Aroma Light Diffuser turns summer routines into lasting memories.

SHOP AROMA LIGHT

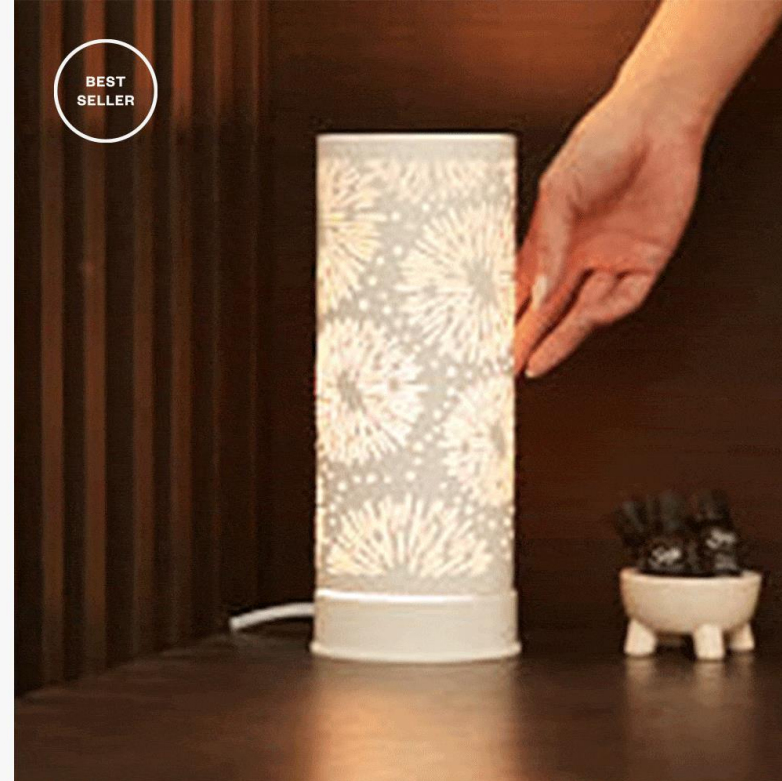


GO-LIVE FRIDAY JULY 22

## Going Fast (Just Like Summer)

The touch-activated, candle-like diffuser that always sells out is back in a new design.

[SHOP AROMA LIGHT](#)







GO-LIVE FRIDAY JULY 22


DESKTOP

[SHOP](#) [LEARN](#) [ABOUT US](#)



What can we help you find?  



[SIGN IN](#) [STORES](#) [CANADA](#) [MY BAG](#)



NEW ARRIVAL


Aroma Muse | Mineral Grey  
LIMITED-EDITION DIFFUSER  
\$108

ADD TO BAG




Peppermint Halo  
HEADACHE 30 ML REMEDY  
\$60

ADD TO BAG



Pain Release  
ANALGESIC 30 ML REMEDY  
\$60


ADD TO BAG



NEW ARRIVAL

Aroma Muse | Soft Peach  
LIMITED-EDITION DIFFUSER  
\$108


ADD TO BAG



DIFFUSER BLEND INCLUDED

Positively Poosh Grey  
DIFFUSER KIT  
~~\$100~~ \$80

ADD TO BAG




Good Health  
RESTORATIVE DIFFUSER BLEND COLLECTION  
\$48

ADD TO BAG






# Make It a Moment

The soft glow of the Aroma Light Diffuser turns summer routines into lasting memories.

ADD TO BAG



MOBILE

LIMITED-EDITION DIFFUSER  
\$108

ADD TO BAG


HEADACHE 30 ML REMEDY  
\$60


ADD TO BAG

# Make It a Moment


The soft glow of the Aroma Light Diffuser turns summer routines into lasting memories.

ADD TO BAG







NEW ARRIVAL





GO-LIVE FRIDAY JULY 22


[SHOP](#)[LEARN](#)[ABOUT US](#)


Saje  
NATURAL WELLNESS

What can we help you find?  


SIGN IN

STORES


CANADA

MY BAG

INVIGORATING FOAMING  
HAND SOAP

\$14

ADD TO BAG



Stress Release

TENSION REDUCING 10 ML  
REMEDY ROLL-ON


\$30

ADD TO BAG

ZESTY FOAMING HAND  
SOAP

\$14

ADD TO BAG



Lavender

RELAXING MIST


\$20

ADD TO BAG

ESSENTIAL OIL KIT (\$76  
VALUE)

\$68

ADD TO BAG



Allergy Release®

SOOTHING 30 ML  
DIFFUSER BLEND

\$60

ADD TO BAG

HEADACHE REMEDY

\$30

ADD TO BAG


PRODUCT FPO

The Aroma Light

A best-selling diffuser—in  
a new design

Creates an ambient glow  
and soft aroma

Tap on-tap off technology





# Week 1 / Email 1 / Aroma Light Email

DEPLOYS FRIDAY JULY 22

SUBJECT LINE / LEADING TEXT

SUBJECT LINE

V1 | NEW CM

SL: Make it a moment

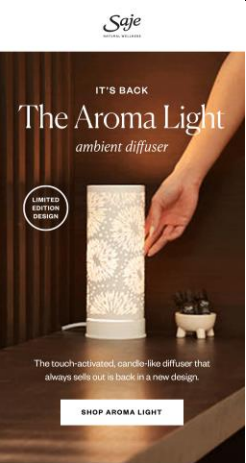
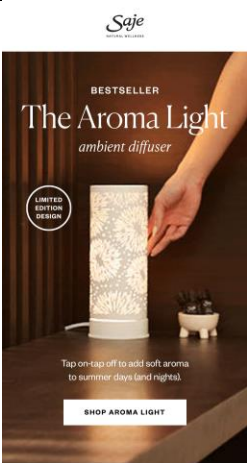
LT: The (bestselling) diffuser of summer.

V2 | RETURNING CM

SL: A new design for a forever-favorite

LT: Going fast (just like summer).

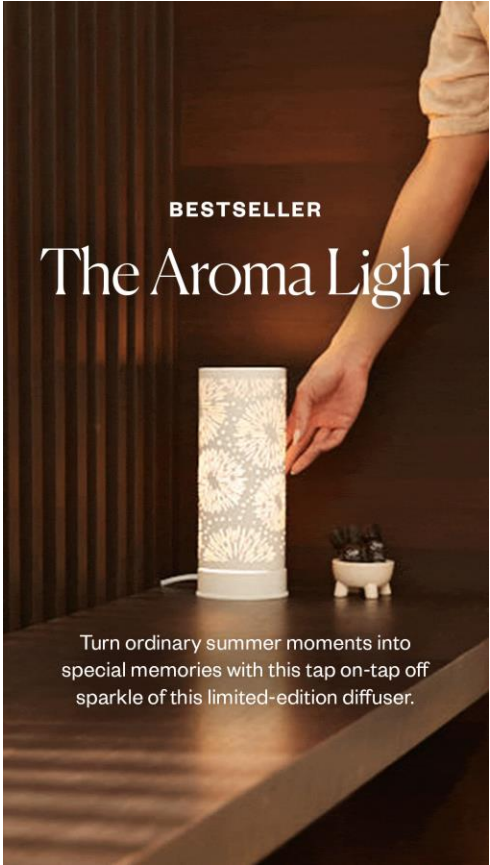
[Please view in Sharepoint](#)



GO-LIVE FRIDAY JULY 22

**BESTSELLER**

# The Aroma Light



Turn ordinary summer moments into special memories with this tap on-tap off sparkle of this limited-edition diffuser.

**PAIRS WELL WITH**

## Deep Breath



*Aroma:*  
eucalyptus, peppermint & lavender

*Vibe:*  
an herbal steam room, all to yourself

**PAIRS WELL WITH**

## After The Rain



*Aroma:*  
bergamot, peppermint & balsam fir

*Vibe:*  
lingering mist after a brief downpour

**PAIRS WELL WITH**

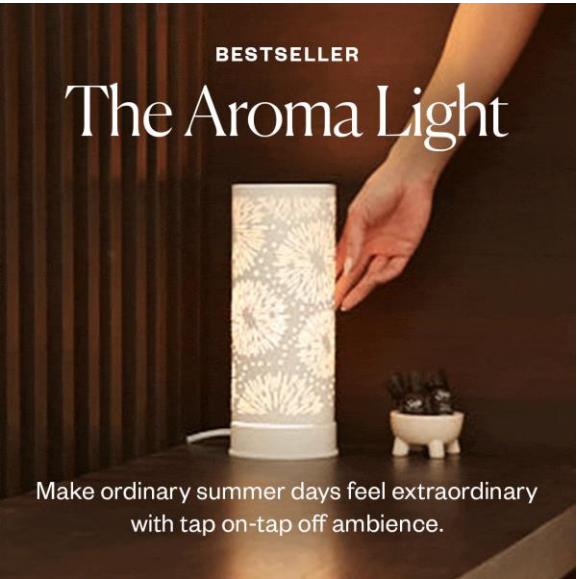
## Elevate



*Aroma:*  
lemongrass, mandarin & yuzu

*Vibe:*  
an outdoor shower, somewhere tropical

GO-LIVE FRIDAY JULY 22





GO-LIVE FRIDAY JULY 22





SUMMER PRODUCT STORIES

# Peppermint Bundle

# Peppermint Bundle / Email A/B Test – In-Situ/WBG

GO-LIVE TUESDAY JUL 26


SUBJECT LINE / LEADING TEXT

SL: Open for a *cool* deal  
LT: Crisp and tingly refreshers.

SL: Beat the heat  
LT: With cool savings.

SL: Hot deals 🌀  
LT: On our coolest products. 🌿

[Please view in Sharepoint](#)




More Mint,  
Less Money

\$56  
was \$66

SHOP NOW

Save \$10 when you purchase Peppermint Halo 10ml Roll-On, Tingle Mint Body Wash, and Tingle Mint Jute & Joy.





**Peppermint Halo Roll-On**  
Cools and soothes the head with a stimulating sensation.

SHOP NOW

**Tingle Mint Body Wash**  
Refreshes and cleans from head-to-tingly-toes.

SHOP NOW





**Tingle Mint Jute & Joy**  
Minty suds gently exfoliate for a full-body refresh.


SHOP NOW

MORE FRESH FAVES

Explore our entire collection of cool and crisp blends.

SHOP NOW

[Please view in Sharepoint](#)




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Less Money

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was \$66

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Minty suds gently exfoliate for a full-body refresh.

SHOP NOW

MORE FRESH FAVES

Explore our entire collection of cool and crisp blends.

SHOP NOW

GO-LIVE FRIDAY JULY 22




## More Mint, Less Money

Get Tingle Mint Body Wash and Tingle Mint Jute & Joy for just \$26 when you buy regular priced Peppermint Halo.

SHOP NOW

GO-LIVE FRIDAY JULY 22

[SHOP](#)[LEARN](#)[ABOUT US](#)



What can we help you find?

SIGN IN

STORES

CANADA

MY BAG

INVIGORATING FOAMING  
HAND SOAP  
\$14

ADD TO BAG

ZESTY FOAMING HAND  
SOAP  
\$14


ADD TO BAG

ESSENTIAL OIL KIT (\$76  
VALUE)  
\$68

ADD TO BAG


HEADACHE REMEDY  
\$30

ADD TO BAG




Stress Release  
TENSION REDUCING 10 ML  
REMEDY ROLL-ON  
\$30

ADD TO BAG



Lavender  
RELAXING MIST  
\$20

ADD TO BAG



Allergy Release®  
SOOTHING 30 ML  
DIFFUSER BLEND  
\$60

ADD TO BAG

More Mint,  
Less Money

Get Tingle Mint Body Wash and  
Tingle Mint Jute & Joy for just  
\$26 when you buy regular priced  
Peppermint Halo.


\$10 savings, limited-time offer

←



GO-LIVE FRIDAY JULY 22

[SHOP](#)[LEARN](#)[ABOUT US](#)



What can we help you find?

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STORES


CANADA

MY BAG

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\$60

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VALUE)


\$68

ADD TO BAG

HEADACHE REMEDY

\$30

ADD TO BAG



ON THE BLOG

Single and  
Loving It

Learn why single note essential oils  
are our best kept secret.

TELL ME MORE

SUMMER PRODUCT STORIES

# Carrot Body Butter (BB)

# Carrot BB / Email (A/B Test)

GO-LIVE FRIDAY AUG 12

SUBJECT LINE / LEADING TEXT


SL: Soak up more summer  
LT: Our #1 after-sun solution.

SL: Got too much ☀️?  
LT: Natural after-sun care.

SL: Over-exposed ☀️ sun-kissed  
LT: Beach body by Carrot Butter.


Test A  
(Hero only)

[Please view in Sharepoint](#)



# Carrot Body Butter

natural after-sun care




Smooth on to quench thirsty skin and encourage healthy cell turnover with restorative antioxidants.

SHOP CARROT BODY BUTTER


Test B  
(With extra education)

[Please view in Sharepoint](#)



# Carrot Body Butter


natural after-sun care



Smooth on this community-favorite to support skin after time in the sun.


SHOP CARROT BODY BUTTER

## Why it Works




*The Star*  
**carrot seed**

Calms the skin and encourages cell turnover for a healthy, sun-kissed glow.



*The Support*  
**hydrating butters**


Cocoa seed, mango seed, and shea butters replenish the skin's moisture barrier.



*The Scent*  
**fresh & earthy**

Grounding patchouli and balancing geranium restore body and mind.

SHOP NOW



GO-LIVE FRIDAY AUG 12

# Soak Up More Summer

Smooth on antioxidant-rich Carrot Body Butter to support skin after time in the sun.

SHOP NOW



# Soak Up More Summer

Smooth on antioxidant-rich Carrot Body Butter to support skin after time in the sun.

SHOP NOW



GO-LIVE FRIDAY AUG 12

## Soak Up More Summer

Smooth on antioxidant-rich Carrot Body Butter to support skin after time in the sun.

[SHOP NOW](#)



GO-LIVE FRIDAY AUG 12



SUMMER PRODUCT STORIES

# Core Diffusers

## Core Diffusers / Email

**GO-LIVE THURSDAY, JULY 28**

**SUBJECT LINE / LEADING TEXT**

SL: New : Saje Book Club

**LT:** Blends and books made to mingle.

**SL:** What w e're reading

**LT:** And what to diffuse with it.

Please view in Sharepoint





SUMMER PRODUCT STORIES

# New SNEOs

GO-LIVE FRIDAY AUG 5

# Single and Loving It

Discover the power of single note essential oils with two new releases: copaiba and spearmint.

SHOP NOW



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Discover the power of single note essential oils with two new releases: copaiba and spearmint.

SHOP NOW

## Single and Loving It

Discover the power of single note essential oils with two new releases: copaiba and spearmint.


[SHOP NOW](#)





GO-LIVE FRIDAY AUG 5


DESKTOP

[SHOP](#) [LEARN](#) [ABOUT US](#)



What can we help you find?  



[SIGN IN](#) [STORES](#)  [MY BAG](#)



NEW ARRIVAL


Aroma Muse | Mineral Grey  
LIMITED-EDITION DIFFUSER  
\$108

ADD TO BAG




Peppermint Halo  
HEADACHE 30 ML REMEDY  
\$60

ADD TO BAG



Pain Release  
ANALGESIC 30 ML REMEDY  
\$60


ADD TO BAG



NEW ARRIVAL

Aroma Muse | Soft Peach  
LIMITED-EDITION DIFFUSER  
\$108


ADD TO BAG



DIFFUSER BLEND INCLUDED

Positively Poosh Grey  
DIFFUSER KIT  
~~\$100~~ \$80



ADD TO BAG





Good Health  
RESTORATIVE DIFFUSER BLEND COLLECTION  
\$48


ADD TO BAG

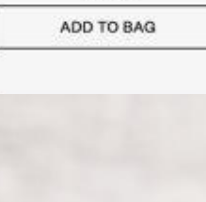
MOBILE




What can we help you find?  


[SIGN IN](#) [STORES](#)  [MY BAG](#)




LIMITED-EDITION  
DIFFUSER  
\$108

ADD TO BAG




HEADACHE 30 ML  
REMEDY  
\$60

ADD TO BAG




Single and Ready to Mingle

Create your own aromatic blend with new single notes and carrier oils.



Pain Release  
ANALGESIC 30 ML REMEDY  
\$60

ADD TO BAG



NEW ARRIVAL

Aroma Muse | Soft Peach  
LIMITED-EDITION DIFFUSER  
\$108

ADD TO BAG



GO-LIVE FRIDAY AUG 5



GO-LIVE FRIDAY AUG 5



GO-LIVE FRIDAY AUG 5

SUBJECT LINE / LEADING TEXT

SL: Two new singles

LT: Introducing: copaiba & spearmint.


SL: All the single notes

LT: If you like them then you better add to cart.


SL: Single and loving it

LT: Keeping things simple.

[Please view in Sharepoint](#)



Single Note  
Essential Oils



one ingredient, infinite uses

SHOP NOW

Discover the power of single notes with two new releases: Copaiba and Spearmint.

**Copaiba**  
THE AROMA: softly sweet and earthy.  
THE BENEFIT: helps to ease physical discomfort by calming the body and mind.  
SHOP NOW

**Spearmint**  
THE AROMA: fresh, minty and sweet.  
THE BENEFIT: soothes physical discomfort and uplifts your state of mind.  
SHOP NOW

Blends with Benefits




Create your own topical blends with two new carrier oils: Jojoba and Fractionated Coconut.

SHOP NOW


ON THE BLOG

Learn why single notes are our best kept secret.

TELL US MORE



Single Note  
Essential Oils



one ingredient, infinite uses

SHOP NOW

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**Copaiba**  
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Create your own topical blends with two new carrier oils: Jojoba and Fractionated Coconut.

SHOP NOW

ON THE BLOG

Learn why single notes are our best kept secret.

TELL US MORE

SUMMER PRODUCT STORIES

# Other Emails



# Jute & Joy / Email refresh

GO-LIVE MONDAY JUL 25

SUBJECT LINE / LEADING TEXT

SL: Jump for Jute & Joy  
LT: Skin so soft it's worth celebrating

SL: Your skin has never felt *this* soft  
LT: A luxurious upgrade to soap

[Please view in Sharepoint](#)



**Luxurious Lather**  
naturally scented suds and gentle exfoliation  
for your softest skin yet



**Liquid Sunshine**  
A zesty blend of joyful  
lemongrass and sweet  
tangerine.

[SHOP NOW](#)

[SHOP JUTE & JOY](#)



**Goddess**  
An uplifting blend of  
balancing florals and  
bright citrus.

[SHOP NOW](#)



**Tingle Mint**  
And invigorating blend  
of refreshing herbs.

[SHOP NOW](#)

[SHOP JUTE & JOY](#)




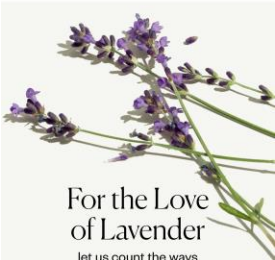
GO-LIVE TUESDAY JUL 26

SUBJECT LINE / LEADING TEXT

- SL: 100+ w ays to relax.
- LT: Thanks to one ingredient.
- SL: Our top-searched ingredient
- LT: Hint: It's floral, relaxing & dreamy

[Please view in Sharepoint](#)






For the Love  
of Lavender

let us count the ways

SHOP LAVENDER

Found in over 100 of our products, lavender is our community's favorite essential oil.



**Pure Lavender Essential Oil**


Create your own topical or diffuser blends with a high-grade single note.


SHOP NOW

**Sleep Well Roll-On**

Put your mind and body at rest with this lavender-rich lullaby.

SHOP NOW





**Lavender Love Foaming Hand Soap**


Cleanse with a luscious lather of floral suds.


SHOP NOW

**Lavender & Friends Body Lotion**

Hydrate and relax from head-to-toe with this balancing blend.

SHOP NOW





SHOP LAVENDER

## Diffuser Blend Collections / Email

**GO-LIVE TUESDAY JUL 26**

**SUBJECT LINE / LEADING TEXT**

**SL:** Press play ☐

**LT:** Diffuser blends with a soundtrack.

**SL:** Scent x sound

**LT:** New aromatic playlists.

**PAIRINGS:**

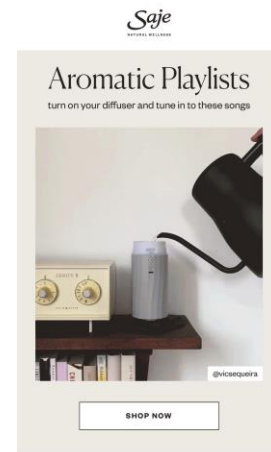
Best of Saje > [Classic Oldies](#)

Happy Home > [Dance Mix](#)

Good Health > [Mood Booster](#)

Sw eet Dreams > [Lofi Beats](#)

Please view in Sharepoint

the greatest hits the chart toppers 

a feel-good album 

a mellow mix 

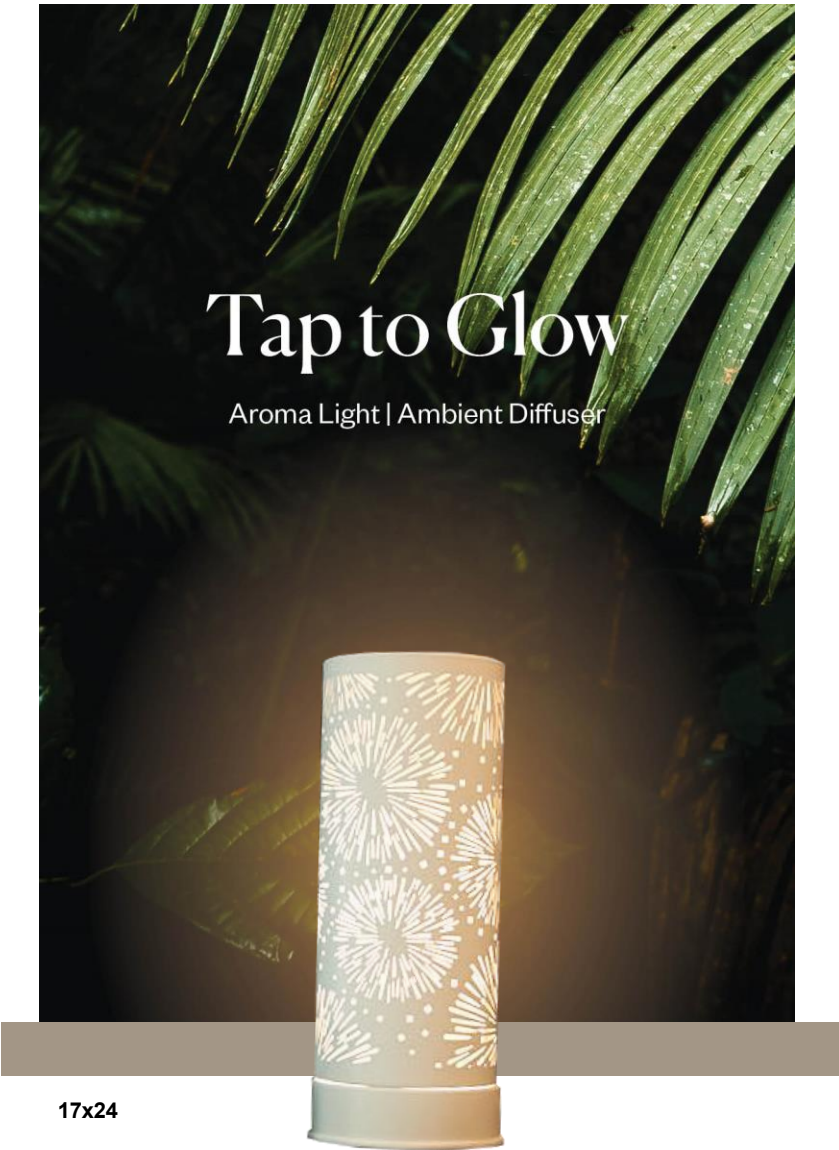
SUMMER PRODUCT STORIES

# In-Store Signage

In-Store / Aroma Light Option 2 - approved

PRINT DEADLINE THURSDAY, JUNE 30

Aroma Light for mockup purposes only,  
unit will be placed in front of sign



17x24



Back side



PRINT DEADLINE THURSDAY, JUNE 30



18x18 main sign

PRINT DEADLINE THURSDAY, JUNE 30



18x18 main sign

### Blending Basics



Scan here  
or ask a Team Member to  
learn about blending safety.

NEW

Copaiba + Spearmint

single note essential oils

NEW + BACK BY POPULAR DEMAND

Fractionated Coconut + Jojoba

carrier oils

24x6 mat (lays flat, bottles sit on mat)  
Not to scale with other signage on this page

## NEW

to our single note library

COPAIBA

Helps to ease physical discomfort  
by calming the body.

SPEARMINT

Soothes physical discomfort and  
uplifts your state of mind.

5x8 support sign

**NEW**  
to our single note library

**COPAIBA**

Helps to ease physical discomfort  
by calming the body.

**SPEARMINT**

Soothes physical discomfort and  
uplifts your state of mind.

PRINT DEADLINE THURSDAY, JUNE 30

# Blending Basics



Scan here  
or ask a Team Member to  
learn about blending safely.



NEW

Copaiba + Spearmint

single note essential oils



NEW + BACK BY POPULAR DEMAND

Fractionated Coconut + Jojoba

carrier oils

20x6 mat (lays flat, bottles sit on mat)  
Bottles NOT printed onto mat, shown for mockup purposes

# Personalized Wellness

Get 20% off and a free carrying case  
when you purchase two or more  
10ml roll-ons.



Limited time offer. While supplies last.



SUMMER PRODUCT STORIES

# Email

DEPLOYS THURSDAY JULY 7

SUBJECT LINE / LEADING TEXT

SL: You're invited  
LT: Wellness events near you.

SL: Hang out w ith us IRL  
LT: RSVP: ☒☒☒

[Please view in Sharepoint](#)



Roll With Us  
Join us at these summer events



Khatsilano Street Party  
Experience our best sales and our refreshments.  
Every \$49 purchase receives a gift.

WHERE

Saje West 4th

WHEN

Saturday, July 9

ADD TO CALENDAR



Joy Rides  
Watch for happy bikes. With tea-rolling around  
the city and rolling products on you.

LONSDALE QUAY

Sunday, July 10, 10-4 pm

ADD TO CALENDAR

PARK ROYAL

Saturday, July 23, 12-4 pm

ADD TO CALENDAR

ROBSON STREET

Sunday, July 24, 12-4 pm

ADD TO CALENDAR



Aromatherapy Workshop  
Be the first to experience upcoming products  
while learning from our expert teacher.  
Refreshments and gifts with purchase included.

WHERE

Saje at Park Royal

WHEN

Thursday, July 16

RESERVE YOUR SPOT



Saje x A Few Fun Moves  
Join us and wellness leader Andrea Barlow for low impact  
movement with our best-selling wellness blends.

WHERE

Saje at West 4th

WHEN

Saturday, July 23

RESERVE YOUR SPOT



SUMMER PRODUCT STORIES

# Archive