

# ESSENZA™ BY AGAR



@Agarlimited



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African Agency for Arid Resources Limited

## Sold on order: (Price on demand)

Wild Basil Essential Oil (Clinopodium vulgare)

Cedarwood Essential Oil (Juniperus procera)

Lippia Essential Oil (Lippia Alba)

Leleshwa Essential Oil (Tarchonanthus camphoratus)

## AVAILABILITY

We can distribute monthly bulk volumes between 10 and 30 kgs of each oil given right notice and exporting the line to our buyers outside of Kenya on direct purchase basis. We also have large volumes of Frankincense and Sweet Myrrh essential oils purely for bulk export.

## POST-SALE

When buying/stocking the line under the brand Essenza by Agar™ our clients sign up of for post-sale services such as marketing support and merchandising material intended at helping sales, included offers and on demand in-store visual merchandising. Our vendors and distributors feature often in our social media platform and are supported by our communication efforts and an Operations Manager dedicated to help with management, refills, and payments.

FOR FURTHER INFORMATION  
PLEASE CONTACT US AT  
THE ADDRESSES FOUND BELOW

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## SOME OF OUR PARTNERS



# ESSENZA™ BY AGAR

## ESSENTIAL OILS



## PROFILE

African Agency for Arid Resources Limited (AGAR Ltd) is an award-winning Kenyan company dealing in natural resources from the Arid and Semi-Arid Lands of East Africa. Started as a commodities agency specializing in the trade of gum Arabic and resins such as Frankincense and Myrrh, we soon started creating value addition and distil the resins into essential oils. Shortly after a retail line followed comprising of 10+ essential oils, aloe-based cosmetics, shea butter and carrier oils under the Essenza by Agar™ brand, now present in 4 countries. Agar Limited is also a consultancy agency working with international NGOs and UN agencies.

## ESSENZA BY AGAR™

Essenza by Agar™ is the **first line** of 10+ essential oils made exclusively of raw materials picked and processed on the African continent. The oils in the line are certified organic by international certifying bodies (or in the process to be) and are predominantly made in Kenya, although we also have oils from Rwanda, Tanzania, Uganda, Madagascar and South Africa and all our essential oils have Certificate of Analysis and Material Data Safety Sheet. We also farm our own aloe (A. Secundiflora) and are setting new plantations in arid lands empowering communities and restoring degraded lands; the same farmers (womens' groups mostly) have also been empowered in formulating the organic aloe products, all under the ethical bio-trade criteria and processes of inclusion and transparency. Our shea butter is cold pressed in Kenya under our own eyes, and so are all the carrier oils soon in our line.

## QUALITY AND TRACEABILITY

At Agar, we take quality seriously: With Essenza™ the approach remained the same and analysis are done to certify the quality of the oils against minimum parameters. Furthermore, the majority of our oils are certified organic or in the process to be, meaning thorough inspections have been carried out to ensure the traceability of the biomasses, the absence of any contamination and that processing is done in ways to ensure the oils are 100% natural. We tend to see the oils coming out of the distillation units, making sure they are 100% pure.

## DISTRIBUTION AND WHITE LABEL

Essenza by Agar™ is an international brand sold amongst retailers, spas and agents in Kenya, Uganda, South Sudan and Italy. We can distribute the line to selected resellers on a consignment base, while clients wanting more margin can buy per litre (direct purchase) and clients requesting the line under their own brand can use our **white label option** solely when buying per litre adding only 10% for printing, labelling, and bottling. We also have a wholesale plan intended for small distributors and agents where the minimum order quantity is of only 10 bottles (**The Essenza Box**); this option is highly indicated for anyone doing their own blends and other home products, and of course spas. All orders come with accompanying info pages for each type of oil, which in the white label option shall be re-branded for our clients.

## RETAIL - B2B

The line is sold through three main plans: **Consignment** based; Essenza Box and Direct Purchase/White Label. The Consignment plan is typical for small to medium retailers receiving the line on credit and paying as they sell month-by-month. The **Essenza Box** retains the same prices of the consignment plan but it's bought upfront, for smaller distributors and business using significant amounts of essential oils. These two plans

have the price per bottle on the left column in the price list, and for orders between 10 and 65 bottles assures a margin on the line of **1.8x** on average. The Direct Purchase Plan/ White Label plan is for bigger retailers and orders of more than 1 liters-65 bottles and assures margins of **2.8x** on average.

THE LINE	Price per bottle (sold below a litre – Consignment Plan /Essenza Box)	Price per bottle (sold by litre – Direct Purchase Plan)
Type of Essential Oil		
Sweet Myrrh Essential Oil (Commiphora Myrrha) Organic	Ksh 1,400	Ksh 845
White Frankincense Essential Oil (Boswellia Carterii)	Ksh 1,250	Ksh 770
Frankincense Essential Oil (Boswellia Neglecta) Organic	Ksh 1,150	Ksh 770
Geranium Essential Oil (Pelargonium Gravelens) Organic	Ksh 1,000	Ksh 690
Ylang Ylang (Cananga odorata) Organic	Ksh 1,000	Ksh 690
Lavender Essential Oil (Lavandula Vera)	Ksh 900	Ksh 538
Peppermint Essential Oil (Mentha Piperita) Organic	Ksh 900	Ksh 538
Rosemary Essential Oil (Rosmarinus Officinalis) Organic	Ksh 800	Ksh 385
Clove Bud Essential Oil (Eugenia caryophyllata) Organic	Ksh 800	Ksh 385
Tea Tree Oil Essential Oil (Melaleuca Alternifolia) Organic	Ksh 600	Ksh 310
Lemongrass Essential Oil (Cymbopogon Flexuosus) Organic	Ksh 600	Ksh 350
Eucalyptus Essential Oil (Eucalyptus Globulus)	Ksh 500	Ksh 230
Citronella Essential Oil (Cymbopogon nardus) Organic	Ksh 500	Ksh 230