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## **A Recipe for Success: Aroma Chef Bath & Body Revitalizes Online Business and Beats the Recession**

“If you can’t take the heat...well, stay out of the kitchen.” That’s what Aroma Chef Bath & Body’s owner and founder, Kristy Gilbraith, says. Gilbraith knew she had to do something quick. The economy was taking a toll on her natural body care business, and it would only be a matter of time before the poor economy would come her way. “I saw all of these major companies that have been mainstays for years close their doors. I wondered about what my future would look like if the big guys weren’t able to keep afloat.” That’s when she took a close look at what was working and wasn’t, and decided on a recipe for success.

“I knew my brick and mortar was sucking the financial life out of my business. However, I knew if I were able to offer an in-store experience, but do it online, I would be on to something.” That’s when Gilbraith decided to re-vamp her online look, and create a sensory effect that pulls potential customers in visually with aesthetically bold photos, sounds that relax, and information that educates.

“It is important to me people feel good about Aroma Chef Bath & Body. I want people to feel as though they have walked into a store, where all of their senses are stimulated, and where they can find the answers to their questions on skin and hair care. Customers should feel relaxed, they should know who they are shopping from, know what is in their products, and feel good about the purchase.” Aiming to educate and stimulate her customer’s senses, Gilbraith is hoping to set herself apart from the “traditional and popular brands” currently on the market.

As a small business, Gilbraith says her company is doing its best to stay fresh and new, and give new and old customers a reason to shop Aroma Chef Bath & Body. “It’s easy to get people to click on your site, but it’s a completely different story to engage them, have them feel good and trust you.” Gilbraith’s passion and determination are evident in sustaining her business. As part of Aroma Chef Bath & Body’s commitment to better serve customers, they have also launched an online radio show to discuss varied topics on health and well-being.

About Aroma Chef Bath & Body:

Aroma Chef Bath & Body offers a variety of affordable natural body, skin and hair care alternatives, in addition to home fragrances. Aroma Chef Bath & Body has been featured in a variety of media including the Michael Baisden Show, McHenry County Woman Magazine, and others. For more information or to schedule an interview contact Kristy Gilbraith at 312-278-1097 ext. 701 or email at info@aromachef.com