



## SENTIMENTS LOCKET COLLECTION + **mood·ology™ 2016**

In the mood to change your life? It's time to make a choice to lead a Calm, Happy, Energetic, Fit and ultimately, balanced life. Let the Sentiments Jewelry Collection paired with Moodology™ 100% Pure Essential Oil Blends be the start.



Everyone experiences the chaos of life; balancing family, friends, work, school, kids, pets, finances. More often than not, it's the end result - your mission statement in life - and your "why" that holds it together.

### THE "WHY" FOR YOU AS A DESIGNER

- + As Independent Designers at Origami Owl®, our Mission is **TO BE A FORCE FOR GOOD; TO LOVE INSPIRE + MOTIVATE PEOPLE OF ALL AGES TO REACH THEIR DREAMS AND EMPOWER THEM TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS.**
- + If you are feeling blue, discouraged or apathetic, how can you love and motivate others around you? Did you know your bad mood not only affects you, but can affect those around you?
- + Scent has the ability to influence how you feel and how you feel impacts how you live. How you live and interact will impact those around you.
- + Impact your mood on a daily basis and add personal meaning to your Sentiments Locket, and ultimately your everyday life, with the addition of Origami Owl's 100% pure essential oils.

## THE SENTIMENTS COLLECTION

It starts with Jewelry! Customize with the **SENTIMENTS** Jewelry Collection.

- + The Sentiments Jewelry Collection was inspired by vintage lockets found in Paris flea markets when Origami Owl® founder's, Chrissy and Bella Weems, and our design team traveled across Europe in search of Living Locket® inspiration. Like traditional Locketts, our Sentiments Living Locketts allow for multiple functionalities and styling.

### WEAR IT YOUR WAY

#### 1. ADD CHARMS TO TELL YOUR PERSONAL STORY

- + Our New Sentiments Jewelry Collection offers the ability to keep your special moments and stories out of the spotlight. Choose Charms that are symbols of who you are and ones that represent stories close to your heart.

#### 2. ADD SPARKLE WITH SWAROVSKI® CRYSTALS

- + Our Sentiments Living Locketts are stunning when worn to simply sparkle! Add Swarovski® Crystals for a brilliant and fashionable statement pendant.

- ▶ Try this look with a traditional Glass Medium Living Locket Twist Base. Additional light will refract through the crystals adding brilliance. Medium Twist Living Locket Bases are found online only under our Mix N' Match Living Locketts®.

Note: Due to the open filigree design on the Sentiments Medium Twist Living Locket Face we do not recommend our Stardust Crystals by Swarovski.

#### 3. ADD A PRIVATE MESSAGE WITH AN INSCRIPTIONS® PLATE

- + Add an Inscriptions® plate with a personal message, phrase or date that has special significance to you.

#### 4. ADD MOODOLOGY: USE OUR MOODOLOGY FILIGREE MOOD DISC AND YOUR FAVORITE ORIGAMI OWL MOODOLOGY OIL BLEND TO LIFT YOUR MOOD

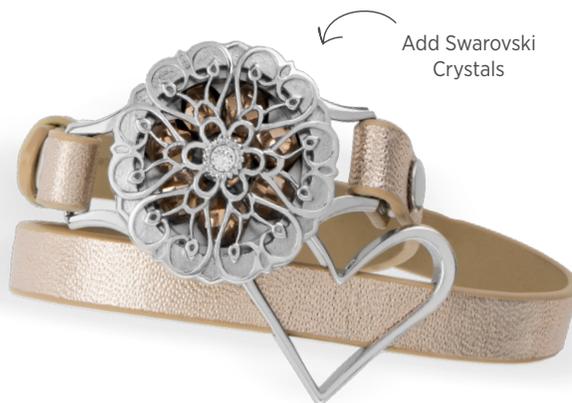
- + The combination of our Sentiments Collection with Moodology was inspired by antique Parisian vinaigrette boxes and jewelry pomanders updated for the modern woman. Our Sentiments Living Locketts can be used to carry Origami Owl's Moodology Pure Essential Oils to evoke certain emotional responses when smelled.
- + Founder Chrissy Weems' vision was to incorporate the mood-boosting power of aromatic essential oils with beautiful customizable jewelry.

Your  
Personal  
Charm  
Story

Add Moodology  
100% Pure  
Essential Oil



Add Swarovski  
Crystals



**PRODUCT FEATURES + BENEFITS:**

Sentiments Living Locket® sets were created to make assembling your Sentiment Living Locket Base + Face with Moodology as simple as possible.

You will find these sets in our Fall 2016 Take Out Menu, our Moodology Menu and online. They include a Medium Twist Solid Base and a Sentiments Medium Twist Face with Swarovski Crystal.

- + Sentiments Living Locket sets are Medium Twist Living Locket sets™, featuring our twist closure. Just like all of our Twist Living Locket sets you can find Faces and Bases sold **online only** in our Mix N' Match Living Locket sets section.
- + Medium Twist Solid Bases are used with Moodology to hold the 100% pure essential oils.
- + The Medium Sentiments Twist Face features a delicate filigree open work (no glass) design so the scent can escape when used with our Moodology Essential Oil Blends.
- + Our Sentiments Living Locket sets are made from durable Stainless Steel which is highly resistant to scratching, rusting and tarnishing.
- + Our Sentiments Living Locket Face includes a scalloped edge that allows for extra texture when twisting close if oil comes in contact with your hands.
- + At this time our Sentiments Living Locket sets with Solid Bases are the only Living Locket sets compatible with Moodology products.

- ▶ Look for our entire Sentiments Jewelry Collection in our Fall 2016 Take Out Menu and online for pieces that pair perfectly with your Sentiments Living Locket sets. No collection would be complete without accessories!
- ▶ Want to tell your story in a Living Locket, but still want to utilize Moodology? No problem! We have created both necklace and bracelet options for you to choose from to add versatility to your look. Also, the Sentiments Locket sets are available in our Medium Twist Living Locket size, making them perfect for layering with a Story Living Locket or CORE.

**THE SENTIMENTS COLLECTION**



**Sentiments Medium Twist Living Locket™**   
**(includes Face + Base)**  
 Silver \$32/\$45 LK9036 ●  
 Gold \$32/\$45 LK9037 ●



**Sentiments Medium Wrap Bracelet Twist Living Locket™**   
**(includes Face + Base)**  
 Silver \$34/\$48 LK9038 ●  
 Gold \$34/\$48 LK9039 ●

 Crystals by Swarovski



**mood·ology™**

change your **mood**, change your **life™**

Introduction of 100% pure essential oil blends, exclusively blended and distributed by Origami Owl.

**WHAT ARE ESSENTIAL OILS?**

- + Natural aromatic compounds derived from elements of plants.

**WHAT ARE BLENDS?**

- + Multiple essential oils blended together, creating unique combinations that layer with complementary benefits.

### BEHIND THE SCENES

- + This collection of essential oil blends is near and dear to Origami Owl®'s founder Chrissy Weems and has been inspired and mindfully crafted by her intensive use, research and love of essential oils. They have been paramount to her personal well-being and now she's sharing her love and knowledge with Origami Owl. Chrissy's vision was to incorporate the mood-boosting power of essential oils into beautiful, customizable jewelry.
- + For thousands of years, essential oils have been known to enhance your mood and state of mind. Our intention for each of our blends is to uplift and enhance your mood. Origami Owl's oils are 100% pure essential oils.

### QUALITY SELECTIONS, NOT QUANTITY

- + Origami Owl offers 4 blends that have been carefully chosen based on common mindfulness aspirations to focus on being calmer, happier, energetic and healthier.
- + Along with Chrissy Weems' passion and desire to combine jewelry with aromatic essential oils, Origami Owl has partnered with a reputable company who has ethically and responsibly sourced these 100% pure oil essential oil blends. Every essential oil is sourced from a FDA regulated facility and undergoes individual testing and analysis prior to being added to a Moodology blend.
- + Origami Owl has made it simple and fun – nothing technical about it! Now that's happy!

## OUR PROMISE TO YOU

All of our essential oil blends contain only 100% pure essential oils. They contain no synthetic ingredients, are blended in the USA and are made in accordance with the below:

NO FILLERS

NO PARABENS

NO PHTHALATES

NO FORMALDEHYDE

VEGAN

GLUTEN-FREE

NO ADDED DYES OR COLORS

NO PRESERVATIVES

NO ANIMAL TESTING

NO NANOMATERIALS

CONTAINS NO GMO'S

CRUELTY-FREE

MADE IN THE USA





There's No Place Like Ohm...  
There's No Place Like Ohm...

Say ahhh...these calming essential oils have been attributed with countering anxiety, reducing tension and mental stress, promoting relaxation, relieving hyperactivity and more. So sniff back, relax, and enjoy!

**FULL INGREDIENTS LIST**

- + Lavender Oil, Ylang Ylang Flower Oil, Roman Chamomile Oil, Sandalwood Oil
- + Ingredients are listed in order of decreasing percentage. Cruelty Free and Made in the USA.

**MIND + BODY CONNECTION**

Key Notes:

- + Lavender helps counter anxiety encouraging overall well-being.
- + Ylang Ylang has been known to reduce tension and promote relaxation.
- + Roman Chamomile's calming attributes help relieve hyperactivity.

**WHAT AFFIRMATION WILL YOU SAY, TO HELP ACHIEVE A CALM DAY?**

With every breath, I release the stress within me and become more calm.  
I am always safe and protected.  
Peace surrounds me in all that I do.



Turn that frown upside-down. Drop a little sunshine and sniff those blues away!

That smile is just around the corner – these uplifting essential oils have been known to combat depression, counter stress, promote emotional balance and more. When life gets you down, get back up again!

**FULL INGREDIENTS LIST**

- + Bergamot Fruit Oil, Orange Peel Oil, Lemon Peel Oil, Tangerine Peel Oil, Grapefruit Peel Oil
- + Ingredients are listed in order of decreasing percentage. Cruelty Free and Made in the USA.

**MIND + BODY CONNECTION**

Key Notes:

- + Bergamot has been known to counter stress and promote emotional balance.
- + Orange has uplifting properties and helps with concentration.
- + Tangerine has a calming effect and aids in purification.

**WHAT AFFIRMATION WILL YOU SAY, TO HELP ACHIEVE A CALM DAY?**

I am happy now, in this moment.  
My challenges bring me opportunities and abundance.  
I have faith in God's plan for my life.



Like lightning in a bottle, these invigorating essential oils have been known to promote alertness, improve stamina, increase focus and energy, ease anxiety and more. Let's do this!

**FULL INGREDIENTS LIST**

- + Peppermint Oil, Cornmint Oil, Orange Peel Oil
- + Ingredients are listed in order of decreasing percentage. Cruelty Free and Made in the USA.

**MIND + BODY CONNECTION**

Key Notes:

- + Peppermint promotes alertness, refreshes the senses and can help to improve stamina.
- + Cornmint helps dispel tension while aiding in increased focus and energy.
- + Orange eases feelings of nervousness and anxiety while brightening your mood.

**WHAT AFFIRMATION WILL YOU SAY, TO HELP ACHIEVE A CALM DAY?**

With every breath, I release the stress within me and become more calm.  
 I am always safe and protected.  
 Peace surrounds me in all that I do.



Those temptations don't stand a chance — these essential oils have been known to quiet cravings, increase metabolism, dispel fatigue and more. Oh yeahhh...who's in charge now!

**FULL INGREDIENTS LIST**

- + Grapefruit Peel Oil, Peppermint Oil, Bergamot Fruit Oil, Lemon Peel Oil, Cinnamon Bark Oil
- + Ingredients are listed in order of decreasing percentage. Cruelty Free and Made in the USA.

**MIND + BODY CONNECTION**

Key Notes:

- + Grapefruit can aid in quieting cravings and dispel fatigue.
- + Bergamot has been known to regulate key digestion functions and nutrient absorption.
- + Cinnamon has warming qualities that supports better circulation.

**WHAT AFFIRMATION WILL YOU SAY, TO HELP ACHIEVE A CALM DAY?**

I accept my body for the shape I have been blessed with.  
 I'm grateful for my body and all that it does for me.  
 I am strong and healthy.

## HOW TO USE MOODOLOGY MOOD OILS IN MY SENTIMENTS LIVING LOCKET

Introducing Moodology Filigree Mood Discs, our exclusive ceramic discs made for absorbing the Moodology 100% Pure Essential Oil Blends.



1. Place a Moodology Filigree Mood Disc into your Sentiments Living Locket® Medium Solid Twist Base.
2. Apply 2-3 drops of 100% pure essential oil onto your Mood Disc and watch it fully absorb.
3. Twist on your Sentiments Medium Face.
4. Breathe easy!



## MOODOLOGY FILIGREE MOOD DISCS: WHAT YOU NEED TO KNOW

- + Our Moodology Filigree Mood Discs are porous by nature and quickly absorb our Moodology 100% Pure Essential Oils.
  - + Continuous application of essential oils will eventually cause our discs to lose their ability to properly absorb. We recommend replacing a new Mood Disc per each 4ml bottle, or 80 drops of oil (whichever comes first). If used every day, this is approximately 30 days.
  - + You will know when your Mood Disc is ready to be replaced when the scent of your Moodology Essential Oil Blend becomes duller and you notice visual changes in the disc.
  - + To maintain the integrity of each 100% pure essential oil blend, using only one essential oil blend per Mood Disc is recommended. Applying more than one blend to a Mood Disc may yield undesirable results. Besides, we've done the blending for you!
  - + Beautiful as they are functional, our Moodology Filigree Mood Discs are embossed ceramic spheres that transform your Sentiments Locket into a personal aromatherapy vessel. Our Filigree Mood Discs are unique in that, unlike messy and flimsy paper or cloth discs, they disperse the essential oil blends evenly, allowing the scents of our Moodology 100% Pure Essential Oils to last even longer.
- Available in both Silver and Gold metallic painted finishes, our Moodology Filigree Mood Discs pair perfectly in our Sentiments Living Lockets®.



**HOW THEY WORK TOGETHER! SENTIMENTS COLLECTION + MOODOLOGY**

How to Build your Moodology Living Locket®

1. What do you need today? Choose your Moodology Oil Blend.
2. Choose your Sentiments Living Locket.
3. Choose your Moodology Filigree Mood Disc. Place the disc in a Sentiments Medium Twist Locket Set with a Solid Locket Base. We recommend applying 2-3 drops of oil to the Moodology Filigree Mood Disc. Drop the oil in the center of the Mood Disc and watch for immediate absorption before twisting on your Sentiments Medium Locket Face.
4. Breathe easy and make your mind + mood connection.

We've created accessories for perfect styling with our Sentiments Living Lockets such as:

- ▶ Sentiments Key Dangles in Gold + Silver
- ▶ Sentiments Silver Earring Drops
- ▶ Sentiments 18"/36" Silver Convertible Chain
- ▶ Layer with your story Living Locket, CORE and other accessories. The options are endless!

**HOW TO ESTABLISH A MIND + MOOD CONNECTION**

Scent in the brain

- + When a scent enters the nostrils, olfactory receptors inside are what help our brains interpret smells and scents. This triggers a response and can aid in changing our mood and controlling the way we feel.
- + Moodology 100% Pure Essential Oil Blends awaken your olfactory receptors and helps to activate your brain, temporarily causing a shift in your mood and in your mind! Paired with your daily affirmations you will create your mind + mood connection!

What is an affirmation?

- + Affirmations affect our thoughts. They are short statements packed with a simple and powerful message. Usually inspirational or motivational by nature, they encourage a goal or a newly desired outcome in your life. When you say them, think them or even hear them, the purpose is to change your thought process and thus help you make a small change in your reality.
- + The affirmations designated to each Moodology 100% Pure Essential Oil Blend are inspirational, powerful and reassuring statements that can be repeated throughout your day to help you make a shift in your thought process and to put you in a contagiously positive frame of mind.

### EXTEND YOUR CUSTOMER REACH WITH THE SENTIMENTS COLLECTION + MOODOLOGY

Essential oils have been around for thousands of years; their modern-day use is still relevant and easily accessible. You will find customers who love and use other brands of essential oils — and that is okay! Origami Owl's proprietary Moodology 100% Pure Essential Oil Blends are unique in that they are derived from the finest and purest ingredients, purposefully blended for life's everyday challenges, and they smell amazing! In combination with any of the pieces in the Sentiments Collection, we recommend using only pure essential oils for best results.

The 3 Moodology Customers

1. I LOVE essential oils.
2. I'm a distributor for an essential oil company.
3. I have never used essential oils but I'm curious.

### HOW ABOUT THAT MOODOLOGY PACKAGING?

A fun 'Tongue and Cheek' take on essential oils; the introduction of Moodology is inspirational, playful, intentional, motivational....

- + Emphasis on the mind-mood connection, boosting your mood, putting "happy" in your day VS. a medicinal approach to cure symptoms or your health.

The packaging contains the following items:

- + 4ml (60-80 drops) 100% pure essential oil blend (individually packaged)
- + An informational insert card
  - + Full ingredients list
  - + Affirmations associated with the Moodology Blend
  - + How to instructions

Each Moodology Essential Oil package is designed to act as both a durable carry case for the oil, and also to stand as a durable fixture on a Designer's Jewelry Bar.



### THE JEWELRY BAR® EXPERIENCE

- + Our Square Riser Set is available on [origamiowltools.com](http://origamiowltools.com) and the Moodology Easel Sign will be in the Back Office in the Jewelry Bar Business Essentials shop. More details coming soon. Watch for updates in News from the Nest!
- + We recommend displaying as seen above on your Jewelry Bar. The packaging provides a great sense of Moodology Branding setting the theme of Moodology.
- + Display with Sentiments Locketts and Moodology Filigree Mood Discs and in the color order seen for consistency.

To learn how to incorporate the Sentiments Collection and Moodology into your Jewelry Bars, be sure to check out the Fall Jewelry Bar Presentation Script in the Jewelry Bar section of O2 Academy. You'll also notice it has been added to the Jewelry Bar Outline in the Fall Designer Take Out Menu as well.