

Los Angeles Times

January 2016



Sure, essential oils smell great. But are they good for anything else?

The recent trend in essential oils has more to do with healthcare than perfume.

Therapeutic benefits attributed to essential oils run the gamut from mood elevation and stress relief to remedies for chronic pain, insomnia, migraine, arthritis and more.

LATHER's creator, Emilie Davidson Hoyt, was inspired to start the business after growing up with severe migraine headaches.

"One thing that triggered my migraines was synthetic fragrance. So I had to eliminate fragrance from lotion, shampoo — any kind of beauty product or personal care product," Hoyt said. She looked for products scented with essential oils, which are concentrated compounds extracted from plants but at the time they were considered "alternative" and geared more toward the health-food market than the mainstream market.

"That was very weird to me," she recalled. "I thought, why is natural the alternative? The [artificial] fragrance should be the alternative."