

INDIGO ELIXIRS



Summer 2021



*Indigo Elixirs is a
botanical apothecary
founded & formulated
by licensed herbalist
Deanna Rose Ahigian,
L.Ac & Dipl.OM.*

*Our vision is to
infuse the magic of
plants into your daily
rituals with healing
herbal body care that
supports the wellbeing
of you & the planet.*



*We are a diverse team of passionate women working together
in Honolulu's lush Mānoa Valley of O'ahu, Hawai'i.*



**DEANNA ROSE
AHIGIAN**

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MELISSA WILLIAMS

*Sales & Account Manager
(left)
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DIANA HO

Production Manager (right)

HERBALIST FORMULATED

Deanna Rose Ahigian, L.Ac + Dipl.OM, is the licensed herbalist behind every formulation. With over a decade of study & experience in herbal medicine, Deanna draws from traditional wisdom & modern plant science to create products that are effective, versatile & a pleasure to adorn.

NOURISHING BY NATURE

We believe that what you wear on your body every day should be as nutritive as the food you eat, and therefore work only with healing botanicals that are actively beneficial for your entire being. We are proud of what goes into each elixir, and have the highest possible standards when it comes to our stellar natural ingredients.

ISLAND INFUSED

We collaborate directly with local farmers to source the most potent and fresh ingredients available from across the Hawaiian Islands. We are honored to support our growing agricultural community and envision more food secure and independent future for Hawaii.

CONSCIOUSLY CRAFTED

Every aspect of our operation is designed for minimal impact on the environment, as the preciousness of our surroundings is always front of mind. Our apothecary is solar powered, and we extensively compost, repurpose & recycled with the goal of being a zero waste business.

SUSTAINABLY SERVED

Our packaging is chosen with care, to leave the smallest possible footprint. Our labels and cards are printed on recycled paper, and we serve elixirs in recyclable metal tins, glass and compostable tubes. We ship with sustainable materials, including recyclable boxes, repurposed packing materials and eco-friendly kraft paper & tape.

FOR SOCIAL GOOD

We donate to an evolving range of nonprofit organizations that we believe are doing great work for the environment, women's health, social justice, and our Hawai'i community. See our website for more information on the organizations that benefit from sales of selected products.



HEAD TONIC
Headache Relief

ROLL-ON COOLING, CALMING &
MINTY AROMATHERAPY BLEND TO
RELIEVE TENSION, PRESSURE &
CONGESTION

\$10 retail | \$5 wholesale | 0.3 oz

*Head Tonic is our number
one retail bestseller!*



CUSTOMER FAVORITE

*“This Head Tonic is (not to be
dramatic, but) a literal miracle”*

*“Just a little dab onto the temples
and you can feel the relaxation
set in almost instantly”*

*“The amount of friends and
family I have given this to is
beyond my count at this point”*

*“I cannot live without this
product! Love, love, love!”*

06 | HERBAL SALVES

Herbal Salves are the heart of our line. Crafted with potent, healing herbs, these elixirs help ease everyday ailments from pain & aches to cuts & scrapes.



PAIN HEALER *Relieve & Repair Salve*

\$22 SRP | \$11 WS

ALLEVIATE CHRONIC & ACUTE PAIN AND REPAIR DAMAGED TISSUE & BONE. 1 OZ.

BLUE MOON *Cramp & Ache Balm*

\$22 SRP | \$11 WS

WARMING GINGERY RUB FOR CRAMPS, STOMACH ACHES & SORE MUSCLES. 1 OZ.

BREATHE RELIEF *Respiratory Balm*

\$22 SRP | \$11 WS

COOLING AROMATHERAPY BALM TO RELIEVE HEAD & CHEST CONGESTION. 1 OZ.

SOLVE ALL SALVE *Sandalwood or Lemongrass*

\$14 SRP | \$7 WS

HEAL MINOR CUTS & SCRAPES AND SOOTHE DRY, ITCHY & IRRITATED AREAS. 0.5 OZ.

HIBISCUS KISSED

Lip Oil

TINTED HYDRATING GLOSS WITH
HAWAIIAN HIBISCUS, CINNAMON &
VANILLA INFUSED IN LOCAL OILS

\$18 retail | \$9 wholesale | 0.3 oz



MOCHA ROSE

Lip & Cheek Stain

A NOURISHING, ROSY TINTED LIP BALM
& BLUSH WITH HAWAIIAN CACAO,
COFFEE AND ORGANIC ROSE PETALS

\$20 retail | \$10 wholesale | 0.15 oz



MATCHA KALO MASK

with Maui Clay

DETOXIFY & REVIVE YOUR PRECIOUS
SKIN WITH THIS POWDER MASK,
PERFECT FOR ALL SKIN TYPES

\$27 retail | \$13.5 wholesale | 2 oz

Matcha Kalo Mask is truly a microcosm in a bottle, crafted with ingredients that represent modern-day Hawai'i: a fusion of the Islands' soulful roots and eastern Asian influence.

This unique powder formula features rare mineral-rich Red Clay from Maui, soothing O'ahu grown Kalo root and antioxidant Japanese Matcha for a radiant complexion.

Our Matcha Kalo Mask was featured in the New York Times Style Magazine in 2020.

T The New York Times Style Magazine

ON BEAUTY

Hawaii's Next Wave of Natural Skin-Care Brands

A new generation of beauty companies is rediscovering the islands' powerful native ingredients, from taro to ferns.

Invite lush, exotic island aromas into your space & onto your body with these versatile botanical elixirs for your skin, hair & atmosphere.



MOON

All Over Oil

NOURISHING SKIN & HAIR
SERUM WITH JASMINE &
HAWAIIAN SANDALWOOD

\$27 SRP | \$13.50 WS



TROPICAL LOCKS

Hydrating Hair Serum

THIS FLORAL & CITRUSY
OIL SMOOTHES THE STRANDS
AND SOOTHES THE SCALP

\$30 SRP | \$15 WS



MANOA MIST

Atmosphere Spray

ADORN YOUR SKIN AND
YOUR SPACE WITH A LUSH
EXOTIC JUNGLE AROMA

\$18 SRP | \$9 WS

10 | CRYSTAL ELIXIRS

The Crystal Elixir Collection was inspired by the Daoist philosophy of the Central Palaces: vital energy centers in the mind, the heart and the root of the abdomen. Each of these moisturizing aromatherapy balms can be used to hydrate and gently perfume the skin.



**AMETHYST
CRYSTAL ELIXIR**
to Free the Mind

**WITH LAVENDER, NEROLI
& AN AMETHYST STONE**

\$24 SRP | \$12 WS



**ROSE QUARTZ
CRYSTAL ELIXIR**
to Open the Heart

**WITH ROSE, ROCK ROSE
& A ROSE QUARTZ STONE**

\$24 SRP | \$12 WS



**SMOKY QUARTZ
CRYSTAL ELIXIR**
to Ground the Root

**WITH PATCHOULI, BENZOIN
& A SMOKY QUARTZ STONE**

\$24 SRP | \$12 WS

Stay tuned for seasonal releases of small batch limited Elixirs throughout the year!



SUN
All Over Oil

NOURISHING SKIN & HAIR SERUM
WITH LAVENDER & LOCAL
LEMONGRASS | \$27 SRP | \$13.50 WS

LUCID DREAM
Enchanted Sleep Balm

APPLY BEFORE BED TO INVITE VIVID
& LUCID DREAMS | \$16 SRP | \$8 WS

DON'T BUG ME
Insect Repellent Oil

LONG LASTING BOTANICAL BUG
REPELLENT | \$18 SRP | \$9 WS

STING ZINGER
Roll-On Bite Relief

HERBAL BLEND TO EASE INSECT
BITES & STINGS | \$14 SRP | \$7 WS

Order Requirements

ORDERS CAN BE PLACED BY PURCHASE ORDER AT [INDIGOELIXIRS.COM/ORDER](https://indigoelixirs.com/order). ALL RETAILERS MUST BE APPROVED AND ARE REQUIRED TO PROVIDE A VALID RESELLER / GENERAL EXCISE / BUSINESS LICENSE TO BUY WHOLESAL E FROM US. WE DO NOT HAVE A MINIMUM ORDER REQUIREMENT.

Payments

YOU WILL RECEIVE AN INVOICE TO CONFIRM YOUR ORDER. ALL ORDERS MUST BE PAID IN FULL BEFORE BEING PROCESSED. FAIRE CLIENTS WILL RECEIVE AN INVOICE VIA THE PLATFORM; OTHERWISE WE WILL SEND AN ONLINE PAYABLE INVOICE VIA EMAIL FROM SHOPIFY OR WAVE.

Processing & Shipping

ORDERS GENERALLY TAKE 1-2 WEEKS TO SHIP OR 3-4 WEEKS IN NOVEMBER & DECEMBER. WE SHIP USPS: PACKAGES TYPICALLY ARRIVE IN 1-2 DAYS INTER-ISLAND & 5-7 DAYS TO THE MAINLAND.

Product Testers

WE RECOMMEND PURCHASING TESTERS FOR YOUR CUSTOMERS TO SAMPLE. TESTERS ARE FULL-SIZE ITEMS AVAILABLE AT HALF THE WHOLESAL E PRICE. PLEASE ENSURE THAT YOUR TESTERS HAVE UP TO DATE PACKAGING, LOOK & SMELL APPEALING, AND ARE REGULARLY WIPED CLEAN OF OIL & DUST.

Product Shelf Life

UNLESS OTHERWISE NOTED, OUR ITEMS ARE MOST POTENT WITHIN A YEAR FROM WHEN THEY REACH YOU. IDEALLY, ELIXIRS SHOULD BE SOLD WITHIN 2-3 MONTHS TO ENSURE CUSTOMERS HAVE AMPLE TIME TO ENJOY THEM. PLEASE KEEP THE SHELF LIFE & TURNOVER TIME IN MIND WHEN ORDERING.

Returns & Exchanges

IF AN ITEM ARRIVES BROKEN OR OTHERWISE UNSELLABLE, LET US KNOW PROMPTLY AND WE WILL SEND A REPLACEMENT OR GIVE A REFUND. IF A CUSTOMER RETURNS AN ITEM, WE WILL PROVIDE STORE CREDIT. PLEASE GET IN TOUCH IF SALES ARE SLOW: WE WILL EXCHANGE ITEMS WITHIN TWO MONTHS OF RECEIPT AND WORK WITH YOU BEYOND THAT POINT TO FIND A SOLUTION.

13 | PRICE LIST

Please place orders by via our Purchase Order Form at indigoelixirs.com/order

ELIXIR	SIZE	SKU	SRP	COST
HEAD TONIC	0.3 OZ	12120	\$10	\$5
PAIN HEALER SALVE	1 OZ	10301	\$22	\$11
BLUE MOON BALM	1 OZ	10401	\$22	\$11
BREATHE RELIEF BALM	1 OZ	10501	\$22	\$11
SOLVE ALL SALVE SANDALWOOD	0.5 OZ	10200	\$14	\$7
SOLVE ALL SALVE LEMONGRASS	0.5 OZ	10100	\$14	\$7
HIBISCUS KISSED LIP OIL	0.3 OZ	20420	\$18	\$9
MOCHA ROSE STAIN	0.5 OZ	20100	\$20	\$10
MATCHA KALO MASK	2 OZ	22212	\$27	\$13.5
MOON ALL OVER OIL	1 OZ	30141	\$27	\$13.5
TROPICAL LOCKS SERUM	1 OZ	30341	\$30	\$15
MANOA MIST	1 OZ	33151	\$18	\$9
AMETHYST CRYSTAL ELIXIR	1 OZ	31101	\$24	\$12
ROSE QUARTZ CRYSTAL ELIXIR	1 OZ	31201	\$24	\$12
SMOKY QUARTZ CRYSTAL ELIXIR	1 OZ	31301	\$24	\$12