



INTERNATIONAL  
CLINICAL  
AROMATHERAPY  
NETWORK

2021-2022 PROMOTION PACK



## WELCOME

Greetings from the International Clinical Aromatherapy Network. Thank you for taking the time to review our 2021-2022 promotion pack for ICAN Fellows, educators, schools and other professionals in the aromatic community.

This pack is intended to help inform and inspire you to communicate with your own network and colleagues about the value of ICAN. It is our hope that by working together, we can motivate more professionals in the aromatic community to join and ensure the continued success of ICAN over time.

Included, you will find resources such as the key benefits of membership, details about membership levels, our press release, our logo, and social media graphics that are ready to share. We hope you will take a few moments to review the enclosed information and share your enthusiasm for ICAN with your own network!

Of great importance, is sharing our message of building a positive professional aromatic community. ICAN has been established from the ground up with a mission statement and values that seek to create an environment that can be both diverse and respectful, fostering growth and continued professional development and connection for the global aromatic community.

If you have any questions please do not hesitate to contact us.

With all best wishes,  
Rhiannon, Lauren and Magali



## OUR MISSION & VALUES

The International Clinical Aromatherapy Network (ICAN) is a global platform that has been created for the purpose of connecting professionals in the fields of clinical aromatherapy, aromatic medicine, essential oil science and essential oil research.

It is dedicated to:

- Building a strong aromatic community that transcends affiliations to any particular membership organisation.
  - Facilitating warm, respectful and edifying connections between aromatherapy professionals from around the world.
  - Sharing information, ideas, advice, protocols, guidelines and best practice in clinical care.
  - Encouraging collaborations between practitioners and healthcare facilities where aromatherapy is an integrative part of supportive or active care.
  - Providing access to research, evidence-based information, clinical case studies, continuing professional development opportunities and other resources that can inform clinical practice and enhance aromatic care.
  - Supporting aromatherapists at all stages of their professional aromatic journey.
  - Offering safe, confidential space for expression between aromatherapy professionals.
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## KEY PAID MEMBERSHIP BENEFITS

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- Access a global network of professional aromatherapists, educators, researchers, growers, distillers and suppliers.
- Use a professional networking tool: create your own profile, upload your CV and stay informed on trending projects and opportunities.
- Obtain unlimited access to a library of resources including: IJCA articles, interviews, reviews, case studies and more. The library is updated weekly.
- Be able to post in the professional forum and discuss pertinent topics with other professionals.
- Gain a unique sense of community support by connecting with other professionals in the field.
- Post on the Live Feed, read member profiles, comment on articles and send direct messages to other users.
- Attend lectures and presentations with guest speakers, streamed live onto the ICAN platform.
- Discover continuing professional development and education courses and connect directly with course providers.
- Browse through a directory of reputable suppliers of products and services and connect with them directly within the platform.
- Contribute to a growing professional community and help secure the future of professional aromatherapy.



# MEMBERSHIP LEVELS

## BASIC ACCESS: FREE!

This basic complimentary access is granted once your application to join ICAN has been approved and you have activated your account. You are then able to immediately access, enjoy and interact in the Live feed and Forums as well as see Events and News that are posted.

However, full dynamic access to the platform (Full User profile, Library, Sources and Supplies, participation in Events, Groups...) is limited to Student, Professional and Business members only.

Typically, basic access allows you to experience the full potential of the ICAN platform as a global aromatic community and permits you to take the next step of becoming a full ICAN member.

## STUDENT ACCESS: €33 + PER 6 MONTHS

Are you studying essential oils / aromatherapy? Are you a university student with a specialization in aromatherapy? This membership category gives you access to and participation in the main parts of the platform including the Resources Library, Forums, Live feed and Events.

Typically, Student members include current students of aromatherapy, essential oil science and phytotherapy. You will need to provide details of the school/ university you are enrolled in as well as the estimated date of completion of your studies. This membership is renewable every 6 months.



## PROFESSIONAL ACCESS: €130 PER YEAR

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This is ICAN'S main membership type. Professional membership of ICAN gives you full access to the platform, enabling you to create a detailed professional User profile and giving you dynamic access to all parts of the platform. With this membership you are the heart of ICAN, able to exchange, interact and take part in all of the platform's functionalities. The only limitation is that you are not listed in the Sources and Supplies Directory or able to create Events (reserved for Business members).

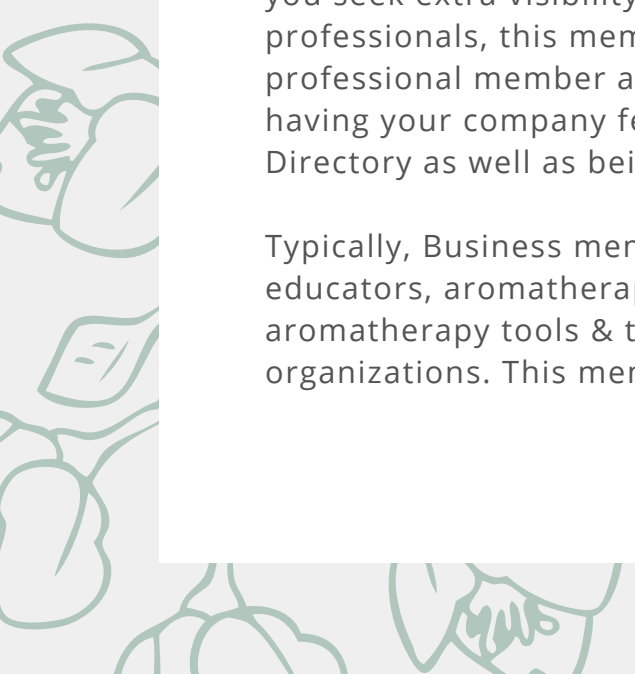
Typically, Professional members include qualified aromatherapists, herbalists, phytoaromatherapists, complementary therapists, health care professionals and academic researchers. This membership is renewable every 12 months.

## BUSINESS ACCESS: €317 PER YEAR

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If you have a business related to essential oils/ aromatherapy and you seek extra visibility and connection with aromatherapy professionals, this membership tier is for you. In addition to full professional member access to the platform, you benefit from having your company featured in our Sourcing and Supplies Directory as well as being able to create/ post Events.

Typically, Business members include farmers, artisan distillers, educators, aromatherapy schools, essential oil suppliers, publishers, aromatherapy tools & technology suppliers as well as aromatherapy organizations. This membership is renewable every 12 months.



## HOW CAN YOU HELP ICAN TO GROW?

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You can invite others to join ICAN simply by directing them to our website at [www.clinicalaromatherapynetwork.com](http://www.clinicalaromatherapynetwork.com) where they can click on the link to register.

Additionally, you can use our logos, press release, ICAN introductory video and social media posts included in our Media Pack.

Make an ICAN announcement in your social media groups, to your contacts, students, in your publications.

Let us know if you need curated design of ICAN announcements for publication.

Further questions can be directed at:  
[admin@clinicalaromatherapynetwork.com](mailto:admin@clinicalaromatherapynetwork.com)

We look forward to welcoming your network to our global aromatic community!



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## SUGGESTIONS FOR BEING INVOLVED ON ICAN

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- Share information about ICAN in your professional network. This could be a regular mention in a Newsletter, at a group meeting or class.
- Like and Follow our social media pages (@icanaroma). Share our social media posts on Facebook and Instagram.
- Comment on posts or in the Forum on the platform itself. Don't underestimate how inspiring it is for others to read your posts and hear from you!
- If you see things going in a direction you find concerning on the platform, please notify us directly. In some cases, you are our additional eyes and ears and we want to be informed if anything needs attending to.
- If you have recent research to share, project ideas or news about your work, please do post general information on the Live Feed!
- Get in touch with us if you accept to be a guest lecturer or be featured on the platform.
- If you wish to contribute content (articles, reviews, videos) to the ICAN library, please contact Rhiannon directly:  
[rhiannon@clinicalaromatherapynetwork.com](mailto:rhiannon@clinicalaromatherapynetwork.com)
- If you, your school or organisation has a newsletter, magazine or other type of publication, please give ICAN a mention in your News section. Contact Lauren Gilbert at  
[admin@clinicalaromatherapynetwork.com](mailto:admin@clinicalaromatherapynetwork.com) to arrange any graphics or materials you may need.
- Keep us regularly posted on events happening in your part of the world! Congresses, conferences, major happenings... all can be shared with ICAN users.
- If you have ideas about leads or development for the growth of ICAN, please reach out to Rhiannon directly :  
[rhiannon@clinicalaromatherapynetwork.com](mailto:rhiannon@clinicalaromatherapynetwork.com)

With our continued thanks and best wishes,

Rhiannon, Lauren and Magali  
ICAN Administrative Team