

## Yearly Marketing Themes

### **Quarter 1: Eat Right & Exercise (January/February/March)**

- Weight management
- Fitness
- Mental/emotional health
- Supplements
- Digestive health

### **Quarter 2: Reduce Toxic Load (April/May/June)**

- Cleaning products
- Skincare and skin health
- Internal cleansing
- DIY
- Digestive health

### **Quarter 3: Informed Self-care (July/August/September)**

- Immune health
- Back to school
- Respiratory health
- Aromatouch

### **Quarter 4: Rest & Manage Stress (October/November/December)**

- Cellular health
- Sleep
- Energy
- Self-care
- Holiday