



Breathe

Brand Document

The Company

Breathe was founded in 2016 with the mission to help the busy people of today relax, and de-stress in their own homes. Located in the heart of Toronto, Ontario, we are in the perfect location. Come in and experience our store, by just walking around. We use only the most natural and pure oils, and economic materials in our diffusers, to ensure the purest of healing.

Typography

Segoe UI Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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We chose to Segoe UI as our only font for simplicity. The soft feel of this font is perfect for making people feel relaxed and safe.

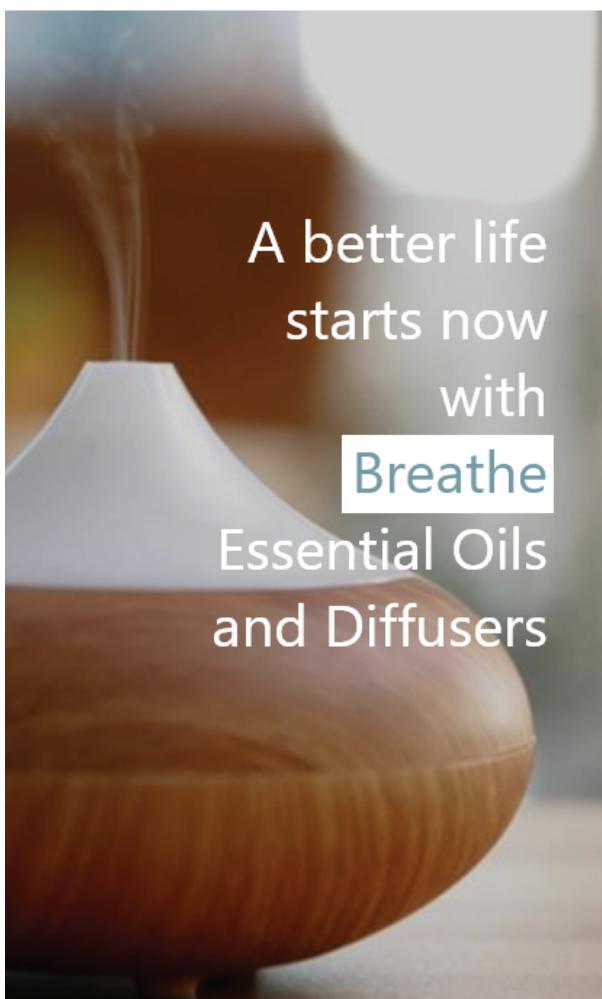
Brand Colours



#759BA8 #707070

We chose these colours for our brand also for simplicity. The soft blue give a sense of claming. The blue is used for headings and accents throughout brand elements. We also wanted to stay away from harsh black text, so we chose a soft grey to use as most of our body text.

Website Design - Mobile Home Page



What are essential oils?

Essential oils are highly concentrated non-water soluble phytochemicals that are distilled from different parts of plants. They can be distilled from leaves, roots, flowers and other parts of plants and are very potent because of their concentration of phytochemicals.

Benefits of essential oils

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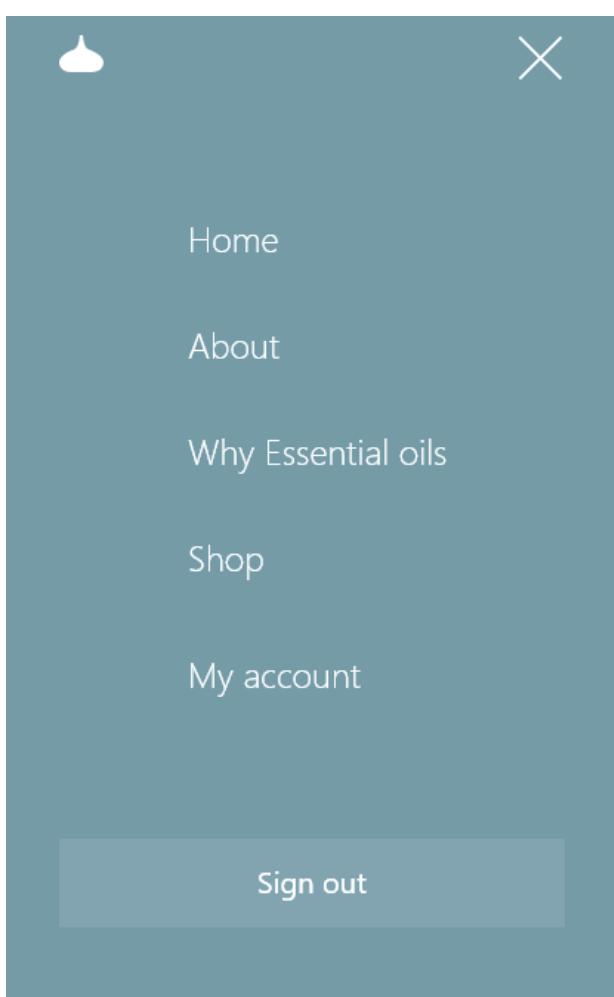
Herbs and plants have been used for thousands of years and modern society has lost some of the wisdom of past generations and the ability to address illness with these natural solutions.

Essential oils have gained incredible popularity in recent years, but they are really an age-old remedy that have become popular again (though it is important to note that many modern essential oils are more concentrated than the oils used historically because of better distillation techniques).

About Our Company

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Website Design - Mobile Menu & product description



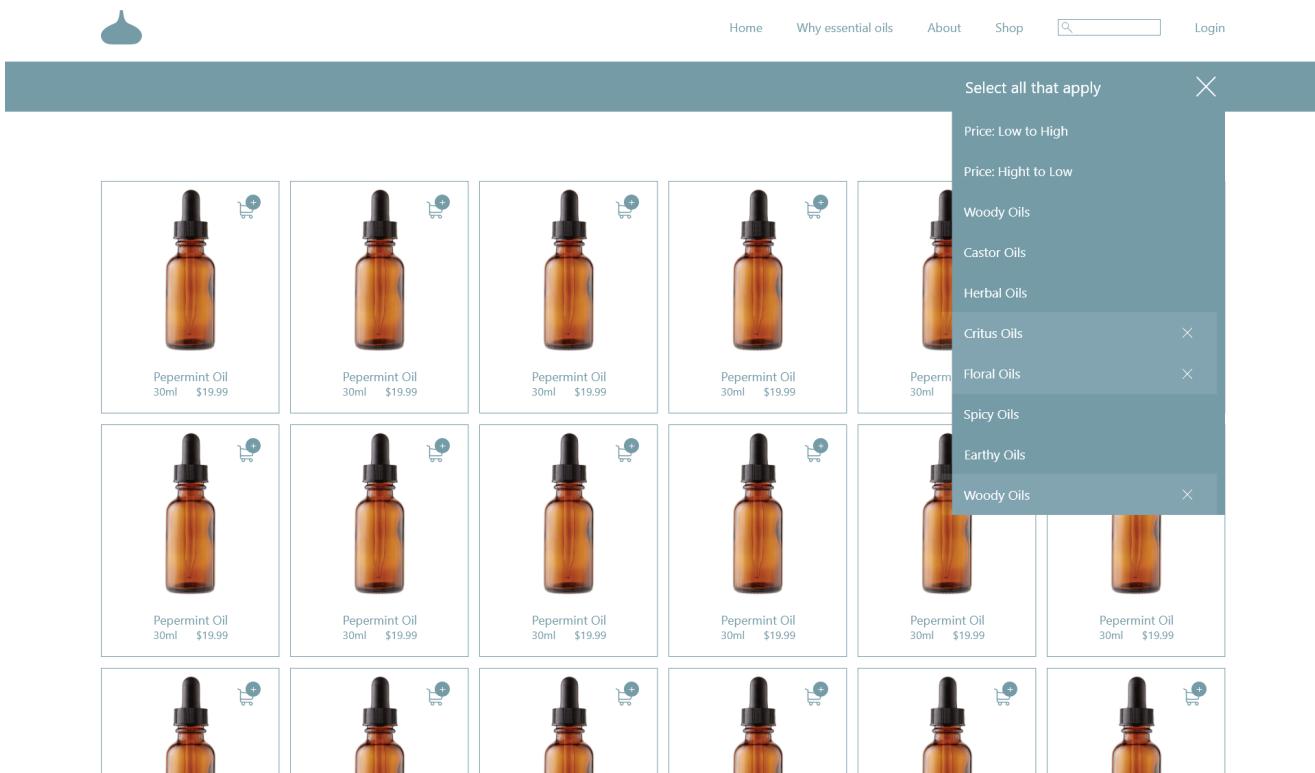
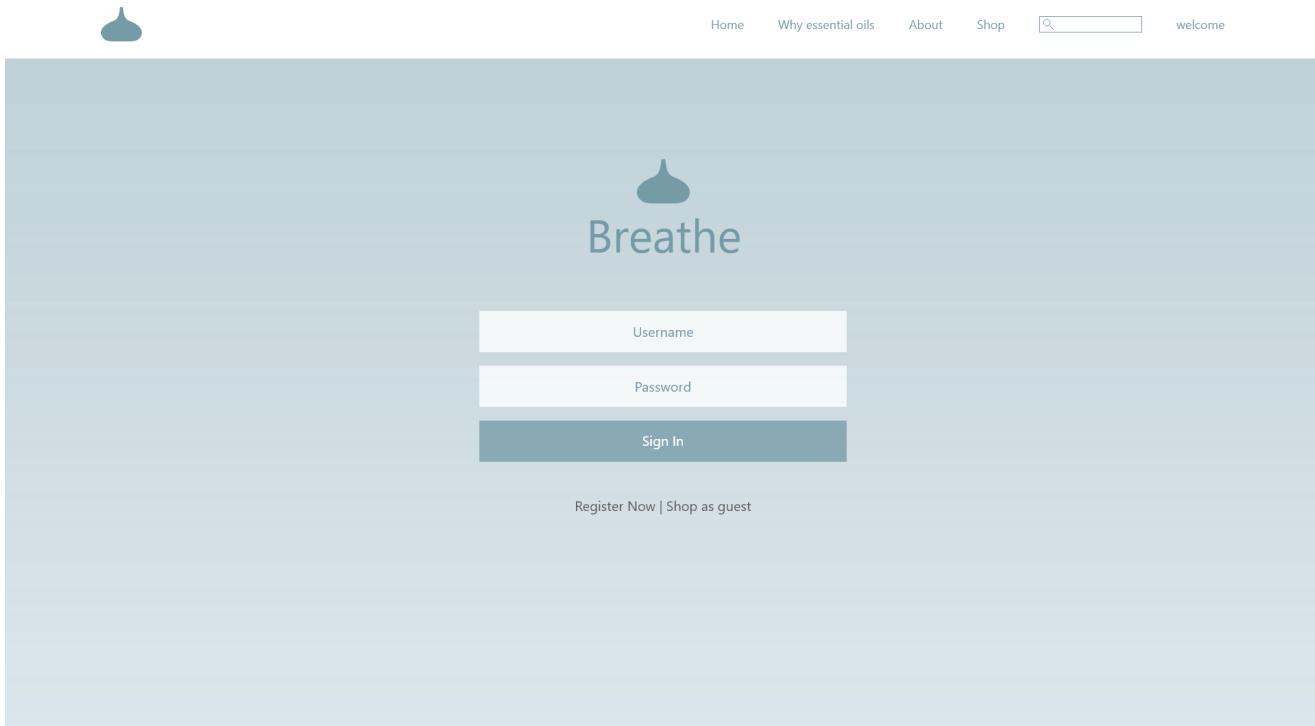
A product detail page for "Peppermint Oil". At the top is a header with a back arrow, the product name "Peppermint Oil", and a shopping cart icon with a "2" notification. Below the header is a large image of a brown glass dropper bottle. To the left of the image is the volume "30ml" and to the right is the price "\$24.49". At the bottom is a "Add to cart" button.

About Peppermint Oil

Peppermint essential oil gives a cooling sensation and has a calming effect on the body, which can relieve sore muscles when used topically. It also has antimicrobial properties so it can help freshen bad breath and soothe digestive issues.

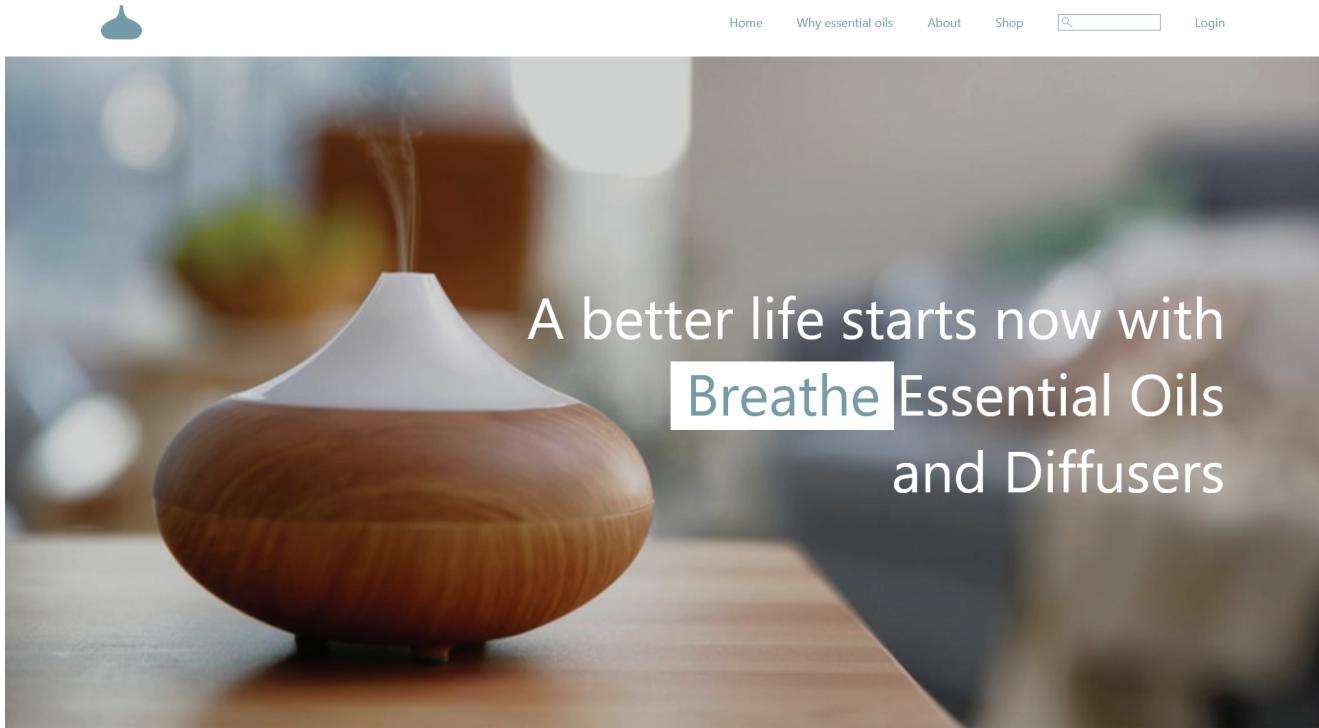
Peppermint is a hybrid species of spearmint and water mint (*Mentha aquatica*). The essential oils are gathered by steam distillation of the fresh aerial parts of the flowering plant. The most active ingredients include menthol (35–45%) and menthone (10–30%).

Website Design - Desktop Signin & Products page



Website Design - Desktop

Home page



A better life starts now with
Breathe Essential Oils
and Diffusers

What are essential oils?

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Herbs and plants have been used for thousands of years and modern society has lost some of the wisdom of past generations and the ability to address illness with these natural solutions.

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What are the benefits of essential oils?

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Website Design - Desktop Product page



[Home](#) [Why essential oils](#) [About](#) [Shop](#) [Login](#)

Peppermint Oil



30ml \$19.99

[Add to cart](#)

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Clinically speaking, peppermint oil is recommended for its anti-nausea benefits and soothing effects on the gastric lining and colon because of its ability to reduce muscle spasms.

Peppermint Oil Benefits

- Reduces stomach aches
- Soothe digestive issues
- Freshens bad breath
- Relieves headaches
- Antimicrobial properties
- Improves mental focus
- Clears respiratory tract
- Boosts energy
- Releases tight muscles
- Cost-effective natural solution to replace pharmaceutical drugs

Product Reviews

 Bob Smith - 5/5
Great price for that amount. Came really quickly

 Janice Holly - 2/5
Took forever to get here.

 Brodie Schmidt - 1/5
Came really quickly, but the bottle was empty!!

 Beth Josey - 4/5
A little bit pricey, but great

Review Peppermint Oil

Rate out of 5

[Write review \(250\)](#)

(optional)

[Submit](#)