

# Bringing Omana Botanicals to life

Draft Positioning, Messaging and Platform for review and input

**.ricky**

20.01.2022

*\_Byline*

Clean Beauty, made of New Zealand

*\_Positioning Statement*

Clinically proven, highly effective pure botanicals for  
hair, body and soul

## *\_Draft Story*

When we dreamt up Omana Luxury Villa on beautiful Waiheke Island, we wanted to create an environment that made it effortless for our guests to rest and restore. In the Villas, we deliberately designed an easy, graceful connection between them and the nurturing healing power of mother nature. It's an honour and privilege to send home 'well beings' after they spend time in our private paradise.

Now we're doing it again, with Omana Botanicals.

## *\_Draft Story*

What we put on our bodies goes into our bodies, and stays awhile. We know it, but it's so easy to be seduced by perfume and poetry right?

We live in an increasingly toxified world. We face them daily through the air we breathe, the foods we eat, the lotions we lather on ourselves, even the homes we live in.

So we've leaned in to the power of our own New Zealand botanicals to create a range of highly effective, clinically proven body and hair care products – completely clean of harmful ingredients.

## *\_Draft Story*

Via a unique proprietary extraction process, we have harnessed the active, anti-bacterial and anti-microbial qualities of some of New Zealand's native botanicals.

Totarol, Kawakawa leaves and seeds, Mamaku Black Fern, Kumerahou and Tarata extract – they are each remarkable in what they can accomplish, and how quickly sustainable results can appear.

*\_Brand Platform*

**Omana**

Luxury Villa

Botanicals

## *\_Vision*

### Luxury Villa

To be the first choice for a luxury escape in New Zealand

### Botanicals

To be the gold standard for clinically proven, highly effective natural products for hair and body beauty – clean of harmful ingredients

## *\_Purpose*

### Luxury Villa

To reconnect couples and individuals to their hearts,  
to the people they love and to nature

### Botanicals

To help create more 'well beings' by sharing the soothing,  
rejuvenating properties of New Zealand botanicals



*\_Promise*

Luxury Villa

The luxury of abundance

Botanicals

Clean beauty

## *\_Personality*

Luxury Villa

Generous. Relevant. Meticulous. Intriguing.  
Confident. Abundant.

Botanicals

Generous. Relevant. Meticulous. Principled.  
Pragmatic. Mindful.

## *\_Values*

Luxury Villa

Authenticity. Sustainability. Kindness. Community.

Botanicals

Authenticity. Sustainability. Integrity

## *\_Brand Platform Overview: Botanicals*

### Vision

To be the gold standard for clinically proven, highly effective natural products for hair and body beauty – clean of harmful ingredients

### Purpose

To help create more 'well beings' by sharing the soothing, rejuvenating properties of New Zealand botanicals

### Promise

Clean beauty

### Personality

Generous. Relevant. Meticulous. Principled. Pragmatic. Mindful.

### Values

Authenticity. Sustainability. Integrity