

WORK SAMPLE: WEB SITE COPY ONLINE RETAILER - PERSONAL CARE PRODUCTS

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PAGE: ABOUT

My name is Agata Mendez and I feel most alive when I'm traveling.

But of all the places and people I've encountered, nothing has spoken to my soul as deeply as the desert culture of the Bedouins.

In places like Jordan I tapped into a sense of wellbeing connected with nature, simplicity, and ancient wisdom. I found myself wishing I could bottle this feeling and bring it home to my loved ones in the United States. Then I realized that in some ways, I could.

Making Goods

Through Desert Tales, I bring treasures of the Arabian desert stateside, including:

- Bedouin Scents: richly fragrant and health-enhancing distilled frankincense;
- The Syrian Soap Project: organic Levantine soap; and
- Bedouin handcrafts.

Doing Good

I partner directly with people in need in the Arabian world. For example, through The Syrian Soap Project, organic Levantine soaps are hand-made by female Syrian refugees in Zarqa, Jordan. The work of soapmaking enables them to provide their children with food and other basic needs. I'm proud to support this extraordinary cause by bringing the project's soap to you.

My travels have taken on deeper meaning, from being a personal indulgence to a way of helping others.

I hope you'll allow my goods and the stories behind them to touch your world. Every purchase is a step alongside me on my journey of discovery. I think you'll find it an exotic, pleasurable, and meaningful voyage.

PAGE: BEDOUIN SCENTS

“In a world clouded by celebrity-endorsed scents, this aroma is ancient, pure and mystical. It is frankincense.”

Emma Thomson

I created Bedouin Scents in partnership with my Bedouin friend Moath who lives in Petra, Jordan.

Bedouin Scents are derived from the rarest and most highly valued frankincense resin in the world, harvested from the Dhofar region of Oman (where the “holy” trees grow and produce the “tears of God”, according to _____). Our steam distillation technique uses water from the Moses Spring in Petra, dating back to the first century B.C., and handcrafted copper alembic stills that are certified 100% lead-free. The result is a product of purity, soul, and unsurpassed quality.

Bedouin Scents -- offered by Desert Tales as an oil or distilled mist -- carries the breath and soul of Arabia and the ancient frankincense trail. It's no wonder that in Biblical times, frankincense was worth more than gold. Not only does frankincense stand alone as a rich, exotic fragrance, but it offers an astonishing array of benefits.

The Benefits

Frankincense treats:

- Inflammation
- Common cold
- Cancer
- Anxiety
- Depression
- Wrinkles
- Irregular menstrual cycle
- Hormone imbalances
- High blood pressure
- Indigestion
- Ulcers
- Gas and bloating
- Vertigo
- Nausea
- Scars
- Acne
- Stretch marks
- Wounds
- Burns
- Muscle tension

Frankincense also supports:

- Immunity
- Nervous System
- Oral hygiene
- Memory
- Production of digestive enzymes
- Regulation of estrogen production

Additionally, frankincense:

- Destroys airborne germs
- Decreases the risk of uterine cysts and tumor formation
- Repels mosquitos

How to Use Bedouin Scents

The product can be inhaled, diffused, applied to the skin, or taken as a dietary supplement.

Safety Precautions

Frankincense is regarded as safe by the FDA for internal consumption and can be used as a dietary supplement. However, always consult with a physician before use. Pregnant women should not consume essential oils. Always administer an allergy test before use. When used with other medications, some essential oils may cause negative reaction. Frankincense oil is safe to use around pets.

PAGE: THE SYRIAN SOAP PROJECT

The Syrian Soap Project was founded by a female Syrian refugee named Najwa Mohammed. In an effort to provide their children with food and other basic necessities, Najwa and three other female refugees in Zarqa, Jordan began crafting small batches of organic Levantine soap. Desert Tales is honored to bring their product to you.

Soap originated in Syria, so it's no surprise that these craftswomen produce an extraordinary product. Maybe it's in their DNA.

But it's also in the clean ingredients they source exclusively from local farms and gardens. It's in their ancient recipe and the traditional cold process technique they use to make the soap, and the absence of chemical additives.

In a world of mass production by machine, harmful artificial ingredients, and shelves of spiritless, identical products, the Syrian Soap Project offers a pure product handcrafted with love that makes a direct economic impact on women and children in need while preserving traditional skills in an unstable world.

PAGE: BEDOUIN HANDCRAFTS

When you purchase Bedouin handcrafts from Desert Tales, you're part of something special.

Limited quantities ensure that you're receiving something truly unique, and all sales directly benefit female cooperatives in Jordan that aim to:

- raise the standard of living for female refugees
- provide training and job opportunities for women in a patriarchal society
- preserve local heritage.