A concept for Trader Joe's · from Wholesale Botanics

Five Organic Essential Oils

Lavender · Peppermint · Eucalyptus · Sweet Orange · Cedarwood

1 Fl Oz (29.5 mL)

You already sell these scents: lavender in the laundry detergent, peppermint in the castile soap, cedar in the balsam candle. Here is what it looks like when the oil itself gets a shelf. We drew it three different ways so you can hold each one up next to the products you already love.

We Love This For...

- Home
- Bath
- Giftable
- Treat Yourself



Scents Your Shoppers Already Know

Lavender

Lavender hand sanitizer spray, laundry detergent, dryer bags and the lavender bath salt in the Pink Salt kit.

Peppermint

Peppermint multi-purpose castile soap and the citrus and peppermint body scrub.

Eucalyptus

Eucalyptus won a Trader Joe's scented candle vote, and fresh eucalyptus bunches sell in the flower section.

Sweet Orange

Citrus scented candles such as Limoncello and Grapefruit.

Cedarwood

The Cedar Balsam room spritz and candle, plus the Woodlands tin candle.

> **Good to know:** Tea Tree Oil is the one true essential oil in the aisle today. These five sit beside it as single-scent oils for the home and the bath.

Trader Joe's website and shopper discussion, September 2026.

Three Ways to Draw It

Same five oils, same amber dropper bottle, same little box. Three completely different personalities.



DIRECTION A

Foil Sprig

One bold color per oil, one gold-foil sprig, and a gold-foil side panel you catch out of the corner of your eye. It comes from the same family as your Organic Argan Oil carton.

- Giftable
- Treat Yourself

SEE THE WHOLE SET



DIRECTION B

Painted Wrap

The plant painted right across the box, with a cream label plate and a brush-script name. It is the most colorful of the three, easy to spot from down the aisle, and a natural for seasonal features.

- Seasonal Feature
- Eye-Catching

SEE THE WHOLE SET



DIRECTION C

Apothecary Ink

Cream board, one ink color per oil, a double-rule border and an engraved drawing of the plant. Quiet, the simplest to print, and right at home next to your Cedar Balsam Room Spritz.

- Everyday Staple
- Backpack Ready

SEE THE WHOLE SET

Meet the Five

Each oil, in all three designs. Tap any photo to zoom.



A



B



C

Lavender

Floral **1 Fl Oz**

A soft, floral oil that makes any room smell calm and clean.

Botanical	***Lavandula angustifolia***
Extracted	**Steam distilled**
Grown in	**Bulgaria**



A



B



C

Peppermint

Cool & Minty **1 Fl Oz**

A crisp, cool oil for a fresh, minty room.

Botanical	*Mentha piperita*
Extracted	Steam distilled
Grown in	India



A



B



C

Eucalyptus

Fresh & Clean **1 Fl Oz**

A fresh, spa-style oil for bright rooms and steamy showers.

Botanical	*Eucalyptus globulus*
Extracted	Steam distilled
Grown in	China



A



B



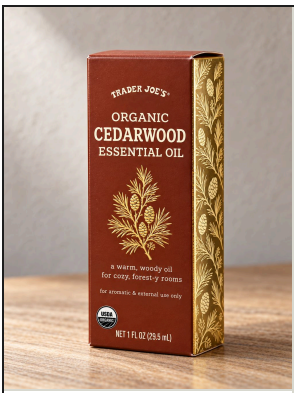
C

Sweet Orange

Bright Citrus **1 Fl Oz**

A bright, juicy citrus oil for sunny-smelling rooms.

Botanical	*Citrus sinensis*
Extracted	Cold pressed
Grown in	Mexico



A



B



C

Cedarwood

Warm & Woody **1 Fl Oz**

A warm, woody oil for cozy, forest-y rooms.

Botanical	*Cedrus atlantica*
Extracted	Steam distilled
Grown in	Morocco

USDA organic oils. Origin lines are confirmed lot by lot before printing.

DIRECTION A

Foil Sprig



The five cartons, together.

One bold color per oil, one gold-foil sprig, and a gold-foil side panel you catch out of the corner of your eye. It comes from the same family as your Organic Argan Oil carton.

We Love This For...

- Giftable
- Treat Yourself

The Five Packs



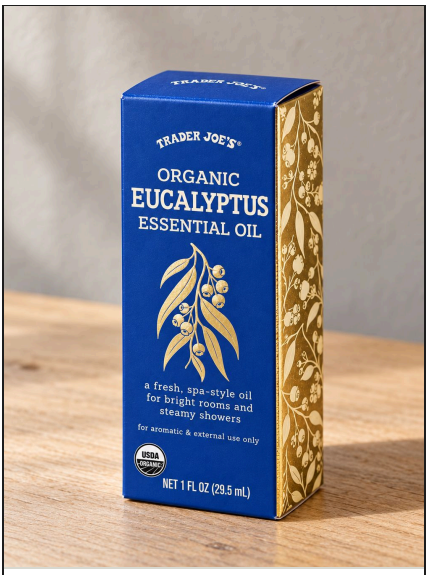
Lavender

A soft, floral oil that makes any room smell calm and clean.



Peppermint

A crisp, cool oil for a fresh, minty room.



Eucalyptus

A fresh, spa-style oil for bright rooms and steamy showers.



Sweet Orange

A bright, juicy citrus oil for sunny-smelling rooms.



Cedarwood

A warm, woody oil for cozy, forest-y rooms.

In the Aisle

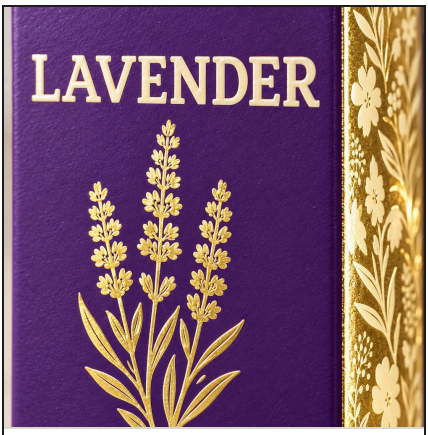


On the shelf



In the hand

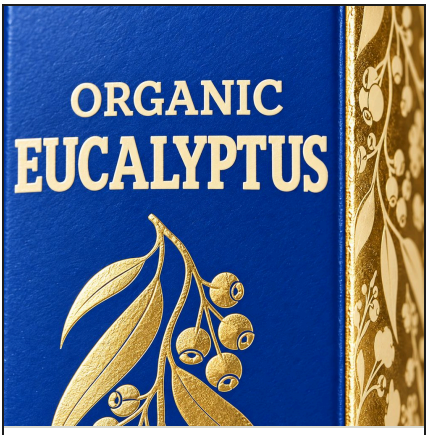
Up Close: The Cartons



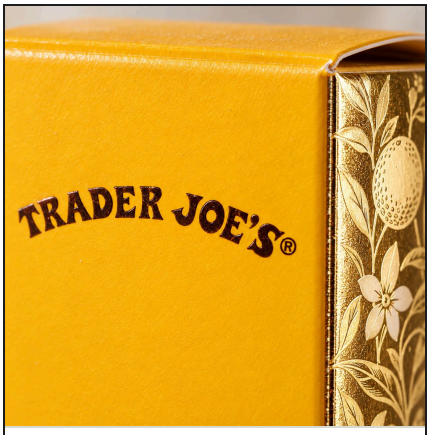
Lavender



Peppermint



Eucalyptus



Sweet Orange



Cedarwood

Hot-foil gold sits on a matte, finely toothed lacquer. The sprig and the side-panel pattern catch the light and change as the pack moves.

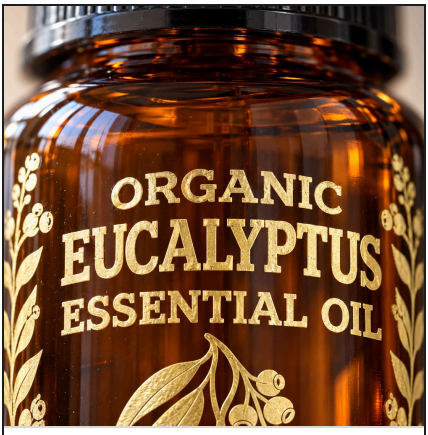
Up Close: The Bottles



Lavender



Peppermint



Eucalyptus



Sweet Orange



Cedarwood

The design is printed in gold foil straight onto the amber glass. There is no label edge to lift, and the oil glows through the lettering.

How It Is Made

CARTON

Matte lacquer on folding board, one color per oil: violet, green, blue, yellow and cedar red.

PRINT

Gold hot-foil for the sprig, the lettering accents and the side panel (deep bronze on the yellow).

BOTTLE

The design is hot-foil printed straight onto the amber glass. No paper label.

DIRECTION B

Painted Wrap



The five cartons, together.

The plant painted right across the box, with a cream label plate and a brush-script name. It is the most colorful of the three, easy to spot from down the aisle, and a natural for seasonal features.

We Love This For...

- Seasonal Feature
- Eye-Catching

The Five Packs



Lavender

A soft, floral oil that makes any room smell calm and clean.



Peppermint

A crisp, cool oil for a fresh, minty room.



Eucalyptus

A fresh, spa-style oil for bright rooms and steamy showers.



Sweet Orange

A bright, juicy citrus oil for sunny-smelling rooms.



Cedarwood

A warm, woody oil for cozy, forest-y rooms.

In the Aisle



On the shelf



In the hand

Up Close: The Cartons



Lavender



Peppermint



Eucalyptus



Sweet Orange



Cedarwood

Every brush ridge of the gouache artwork shows. The cream plate sits on top of the painting with a fine dotted border.

Up Close: The Bottles



Lavender



Peppermint



Eucalyptus



Sweet Orange



Cedarwood

A cream paper label with a clean cut edge, a dotted rule and the brush-script name, wrapped around amber glass.

How It Is Made

CARTON

Full-color print on folding board, with the painting wrapping onto the side panels.

PRINT

Cream label plate with a dotted-rule border and a brush-script oil name.

BOTTLE

Cream paper wrap label with a small painted vignette of the plant.

DIRECTION C

Apothecary Ink



The five cartons, together.

Cream board, one ink color per oil, a double-rule border and an engraved drawing of the plant. Quiet, the simplest to print, and right at home next to your Cedar Balsam Room Spritz.

We Love This For...

- Everyday Staple
- Backpack Ready

The Five Packs



Lavender

A soft, floral oil that makes any room smell calm and clean.



Peppermint

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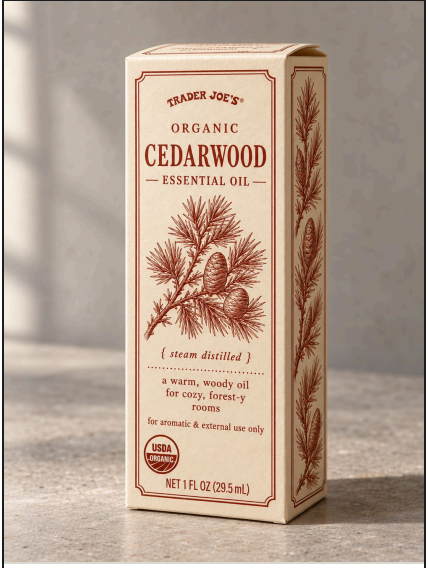
Eucalyptus

A fresh, spa-style oil for bright rooms and steamy showers.



Sweet Orange

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Cedarwood

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In the Aisle



On the shelf



In the hand

Up Close: The Cartons



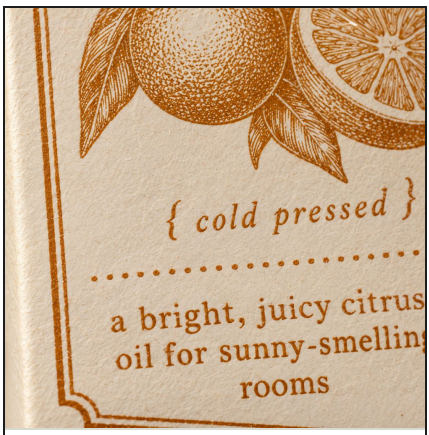
Lavender



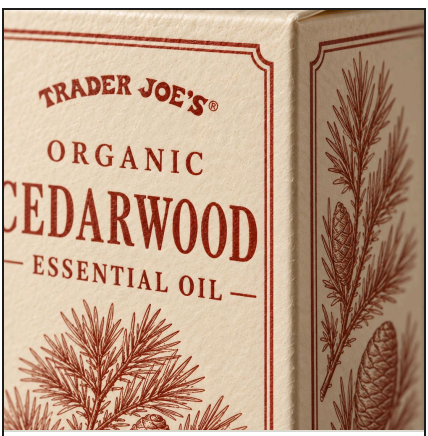
Peppermint



Eucalyptus



Sweet Orange



Cedarwood

Single-color ink pressed into uncoated board. The paper tooth is visible and the engraving lines stay crisp.

Up Close: The Bottles



Lavender



Peppermint



Eucalyptus



Sweet Orange



Cedarwood

A single-ink paper label with a double-rule border and the Trader Joe's wordmark, wrapped around amber glass.

How It Is Made

CARTON

One ink on uncoated cream board, with no coating and no foil.

PRINT

Double-rule border, dotted rule and an engraved drawing of each plant.

BOTTLE

Cream paper wrap label printed in the same single ink.

The Pack, in Detail



Front Panel

1. **Trader Joe's** wordmark, arched, at the top
2. **Name:** ORGANIC, the oil, ESSENTIAL OIL
3. Illustration of the plant
4. Lowercase descriptor, one short sentence
5. Use line: for aromatic & external use only
6. USDA Organic seal

7 NET 1 FL OZ (29.5 mL)

Carton and Bottle

Carton: reverse-tuck folding carton, square footprint of about 1.5 in, about 4.25 in tall

Bottle: 1 fl oz (29.5 mL) amber Boston-round glass

Closure: black dropper with a ribbed collar

Side panel: carries the direction's pattern

Back Panel

Ingredient in INCI form, and the origin line

Dist. & sold exclusively by Trader Joe's

SKU and barcode, use and care lines

Sizes are concept sizes. Dielines, the back panel and all legal copy are prepared with your team.

Made by Wholesale Botanics

Filled and Capped in Maryland

Wholesale Botanics fills and caps in house in Beltsville, Maryland, with bottle toppers that include euro droppers, orifice reducers and bulb droppers.

Organic Stays Organic

USDA-organic oils keep their certification when sold under your brand.

Documented Oils

Pure oils come with third-party GC-MS reports and a certificate of analysis.

Your Artwork, Your Boxes

Labels and custom folding cartons are produced from templated or fully custom art, including the three directions shown here.

What Happens Next

1. **Pick a direction.** Or mix them: A for the gift shelf, C for the everyday aisle.
2. **Settle the details.** Bottle size, the origin line for each lot, the back panel and the use and care lines, written with your team.
3. **Samples and paperwork.** Dielines, a sample run of each oil, the organic certification details and the GC-MS report for each oil.

NOTE: This is concept photography. Since posting, the details of this idea may have changed due to fluctuating harvests, label regulations, rush hour traffic and at least one very opinionated lavender farmer. Final artwork, wording, certification marks and the Trader Joe's wordmark are confirmed with Trader Joe's before anything goes to print.

TRADER JOE'S

A concept from Wholesale Botanics · September 2026