



How to Buy Essential Oils: A Smart Shopper's Guide

*AVOID THE FAKES, FIND THE GOOD
STUFF, AND SHOP WITH CONFIDENCE*



By Sarah Rueger, Clinical Aromatherapist
& Founder of natural skincare brand
Amaranthine

Welcome

Welcome to your essential oil buying guide.

I created this guide to help you feel more confident when choosing essential oils—whether you're just starting out or looking to refine your collection.

With so much confusing (and sometimes misleading) information out there, it's easy to feel overwhelmed. This guide breaks down what to look for, what to avoid, and how to store your oils so they stay safe, effective, and a joy to use.

Let's demystify it—together.



Sarah

What does 'pure' really mean?

You'll often see terms like "100% pure" or "therapeutic grade" on essential oil labels. These sound reassuring, but they aren't regulated or verified by any governing body.

A truly pure essential oil contains only the aromatic compounds from a single plant—nothing else. No fillers, no synthetic fragrance, and no added chemicals.

Reputable suppliers back up their claims with transparency. Some will share GC-MS test results, which show the oil's full chemical profile. Others may provide a certificate of purity if you ask.



What is adulteration?

Adulteration means the oil has been diluted or altered—usually to cut costs. This can include adding cheaper oils, synthetic ingredients, or fillers. The result might smell similar, but the oil will be less effective and could even irritate your skin.

That's why it's so important to choose brands that clearly list what's in the bottle and are open about their testing and sourcing.



How to store your oils properly



Storing your oils well helps them last longer and stay effective.

- ✓ Keep bottles sealed tightly
- ✓ Store in a cool, dark place away from sunlight
- ✓ Avoid heat & humidity (don't store them in the bathroom)
- ✓ Use dark glass only (never plastic)
- ✓ Keep away from temperature changes, such as window ledges, radiators, or near stovetops
- ✓ Store citrus (like orange, lemon) and herbal oils (like rosemary) in the fridge if possible, as they degrade more quickly

Most oils last 1-3 years. Citrus oils oxidise faster.

How to read a label like a pro

Look for essential oil labels that give you clear and specific information. A trustworthy supplier won't leave you guessing:



- ✓ Botanical name (e.g. *Lavandula angustifolia*) and common name (e.g. lavender)
- ✓ Part of plant used (e.g. flowers, leaves, bark)
- ✓ How it was extracted (e.g. steam distilled, cold-pressed)
- ✓ Country of origin
- ✓ Batch number or GC/MS testing info
- ✓ Production and use-by date



Oils should come in dark glass bottles with tight lids. Avoid plastic packaging.



What is oxidation?

Oxidation is when essential oils react to air and absorb oxygen from the atmosphere. It can alter the scent, reduce therapeutic benefits, and increase the risk of skin irritation.

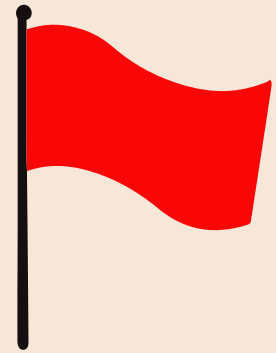
Proper storage helps prevent this.



Red flags to avoid

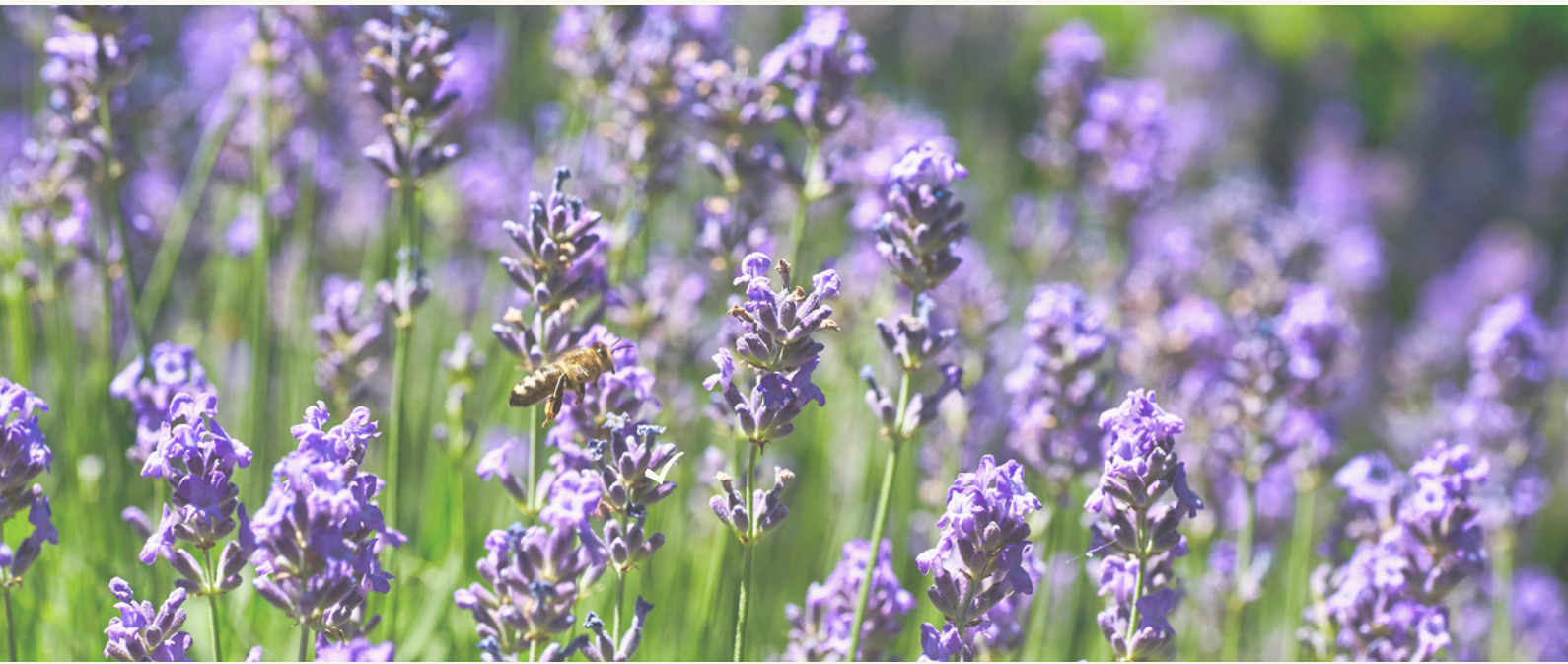
Signs of poor quality or synthetic oils:

- Vague terms like “fragrance oil”
- No botanical name or origin listed
- Low prices across the full range
- Sold in clear bottles or with open droppers
- Sharp, artificial scent



Essential oil prices vary for a reason. Citrus oils are often cheap because they're by-products of the juice industry. Others, like rose, neroli, and jasmine, are much more expensive. They need thousands of petals and are time-consuming to produce.

If a supplier sells all oils for the same low price, that's a red flag. High-quality oils reflect the time and care it takes to make them.



Sustainability & sourcing

Good brands care about the planet.

Look for companies that:

- ✓ Use sustainably harvested plants
- ✓ Support small growers and distillers
- ✓ Avoid overharvested species (like Indian sandalwood and rosewood)

My favourite essential oil suppliers

I don't have affiliate links for these companies – they're just where I buy essential oils for my business and for personal use too.

Florihana

Naturally thinking

Neals Yard

Available on the high street



A note from me

At Amaranthine, I care deeply about quality. Every essential oil I use is chosen for its purity, sustainability, and beautiful aroma. I work with trusted suppliers and follow strict safety standards so that everything I make is kind to your skin, your senses, and the planet.

You don't need to be an expert to make good choices. Just ask questions, trust your nose, and support brands that care as much as you do.



Stay connected

To learn more about natural skincare and essential oils, visit:

www.amaranthinebeauty.com

Instagram: [@amaranthine_beauty](https://www.instagram.com/amaranthine_beauty)

Email: sarah@amaranthinebeauty.com

amaranthine
(adj.) undying, immortal; eternally beautiful