



Everything Jersey

## Deborah Olivo Franqui, Founder of Aromatic Therapy, LLC and winner of 'Best Media Pitch'

Published: Thursday, December 02, 2010, 8:58 AM Updated: Thursday, December 02, 2010, 9:02 AM



**Melissa Gasnick Cloeter and Linda Wellbrock/Business Blogger**

# VidaAire™



VidaAire, Winner of 'Best Media Pitch' at Entrepreneur Expose'

At our last Entrepreneur Expose, we had the pleasure of meeting Deborah Olivo Franqui and watching her declared winner of "Best Media Pitch" category. Her company, Aromatic Therapy LLC, was created to manufacture and distribute VidaAire, an all-natural sanitizer. Currently, VidaAire is sold in over 40 locations on the East Coast and the Caribbean, has been officially accepted by the nation's largest natural market, Whole Foods and is on sale in 5 test markets in New Jersey.

Like many entrepreneurs, Deborah created a product to meet her own needs after finding nothing available in the marketplace and found her creation to be wildly popular. As she explains, "Some 10 years ago when I opened my practice as a Neuromuscular Therapist, I needed

something to sanitize and refresh my treatment room and couldn't find anything without harsh chemicals and fake smells. I did lots of research and mixed up my own concoction of environmentally friendly natural essential oils and VidaAire was born. You can say I created a 'Green' product when it was considered just a color and not a lifestyle."

As expected from her success, Deborah has some solid advice for female entrepreneurs looking to move forward with their dreams. In describing her experience in growing her business, Deborah recommends checking into grants. As the recipient of a SEED grant as well as a grant from Jones NY and as someone who saw the benefits firsthand, she plans on watching out for grants and awards which can benefit through

coaching or funding and suggests other female entrepreneurs do the same. She also recommends looking for opportunities to create strategic alliances for manufacture and distribution.

Deborah also knows the value of networking. "Networking has been the richest resource for the successes I have experienced in a short time. In organizations, like Entrepreneur Expose, they immediately put you in touch with other like-minded business people that are willing to share, support and offer expertise and the value of their experience. The connections have been extraordinary making the process of a start-up easier and providing the confidence to move forward." (Thank You, Deborah!)

Her recommendation for female entrepreneurs is simple: "Network, network, network. In speaking with other women it helps to sharpen your goals and clarifies your vision. In addition, you receive information relevant to workshops, seminars (a lot of them are offered at no cost) and marketing opportunities while sharing your story, your brand, your dream. It's a great launching vehicle that allows you to bounce your ideas around and sharpen your goal and direction."

We congratulate Deborah on being chosen as the "Best Media Pitch" winner at the last Entrepreneur Expose. For information on VidaAire, please visit

**[www.VidaAire.com](http://www.VidaAire.com)**.

For information on Entrepreneur Expose, visit **[www.entrepreneurexpose.com](http://www.entrepreneurexpose.com)**.

© 2010 NJ.com. All rights reserved.