

INTERNATIONAL FEDERATION OF AROMATHERAPISTS

ABOUT

The International Federation of Aromatherapists (IFA) is the professional body of choice for Aromatherapists worldwide, providing practitioners and non-practitioners with information, professional support and training. We regulate and accredit standards in Aromatherapy for both the practitioner and the course provider, and offer international qualifications through our accredited centres in Aromatherapy and Essential Oils Therapy. The IFA is actively involved with improving academic standards in the practice of Aromatherapy and is also a charity committed to promoting and raising awareness of Aromatherapy and disseminating information to the general public, as well as charity project initiatives in the medical field.



www.ifaroma.org
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34,100

SOCIAL MEDIA
FOLLOWERS

13,200

MONTHLY PAGE
VIEWS

5,000

MEMBERS AND
STUDENTS

110

TRAINING
SCHOOLS

14,400

NEWSLETTER
SUBSCRIBERS



SERVICES OFFERED

- Education
- Training
- Membership
- Charity Project Coverage
- Interviews
- Editorials
- Information

AUDIENCE

73% Female

36% Aged 24 – 36

63% Aged 37 – 70

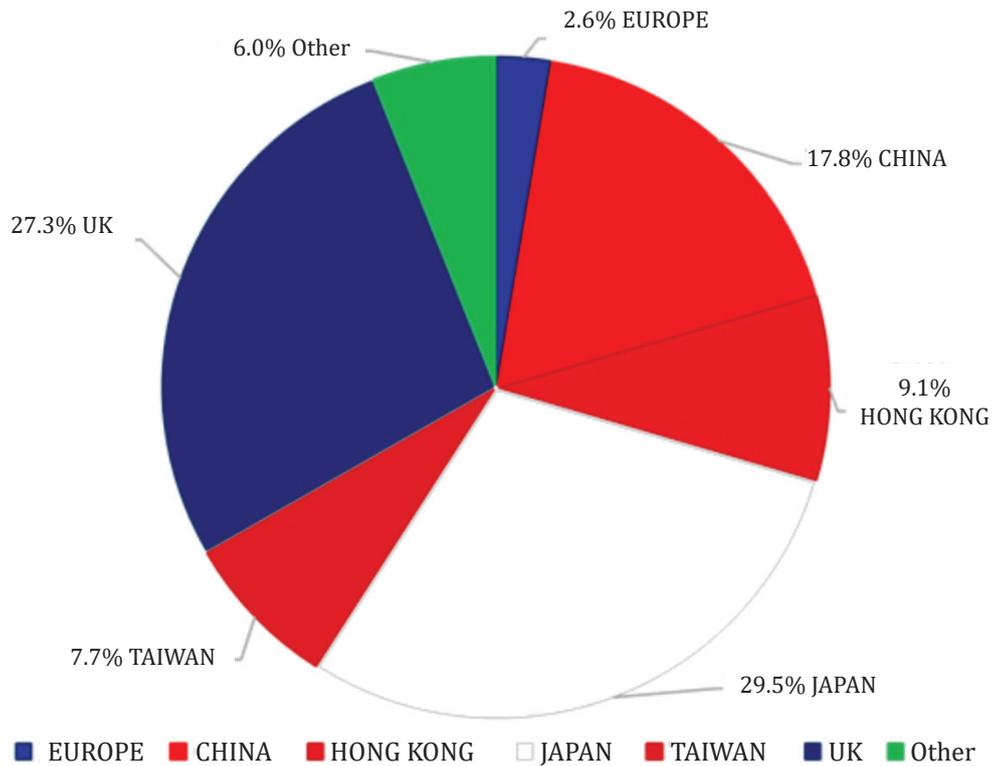
SOCIAL MEDIA

 Facebook 20,440
(6 Multilingual Accounts)

 LinkedIn 5,000

 Twitter 8,660

INTERNATIONAL CIRCULATION



KEY POINTS

- The IFA is the first and oldest governing body for aromatherapy in the UK, established in 1985.
- The IFA was the first aromatherapy governing body to receive charity status in 1986, for the benefit of the public.
- The IFA has been pioneering aromatherapy in the NHS since the 1980's, which is why aromatherapy is as accepted by the medical profession, as it is today.
- The IFA is the only UK aromatherapy charity to have invested in research.
- The IFA is extensively involved in supporting other charities, to introduce aromatherapy as part of their rehabilitation and care programmes and have helped over 30 charities in the past decade.
- The IFA has worked with various government health committees to improve the practice of aromatherapy across the world.
- The IFA has the highest level of education and training of any aromatherapy governing body and introduced quality assurance and externally invigilated examinations in 1989. Our early tutors and experts, who created and informed our curriculum, having been taught by some of the most influential names within the field and pioneers of Aromatherapy.
- The IFA is the governing body of choice for 4,500 Chinese and Japanese aromatherapists and 110 international centres who deliver our curriculum.
- The IFA's journal, the Aromatherapy Times, in circulation since 1986, is registered with the British Library.
- The IFA is the first aromatherapy governing body to receive recognition for its high standard of training by city councils and London boroughs for licensing exemptions and is recommended by the Guardian.

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