

# 4<sup>th</sup> International Pharma & Clinical Pharmacy Congress

November 07-09, 2016 Las Vegas, Nevada, USA

## Aroma Niche: New innovative opportunities related to aromatherapy in the United Arab Emirates (UAE)

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The United Arab Emirates (UAE) is a country located in the arid region of the world. The UAE economy is an oil-based economy, which is a non-renewable resource. Besides, the fresh water resources in the country are scarce and limited to ground water, which is also a non-renewable water resource, that's expected to be vanished soon. Though the country has harsh environmental conditions, however, it is a home for around 700 to 750 plant species, in which, "based on our last findings", 135 species are considered as essential oil-bearing species. Many of these aromatic plants were significantly used by bedouins in the traditional practices; also have great economic potential (e.g. pharmaceutical, aromatherapy, food, cosmetic, fragrance, hygiene, etc.). The purpose of this work is to spot the light on new innovative opportunities related to aromatherapy. The idea is to establish "AROMA NICHE" as the first leading aromatherapy company in the UAE that provides superior quality essential oils from the UAE native plants at competitive market prices. The company is a unique of its kind for extracting the original aroma of the native plant species, grown under their original ecological niche. The promising company goal is to be an eco-friendly company, following the best environmental practices in sustainability and providing certified organic health care products. We believe that desert plant species who survive the arid conditions are capable of providing high quality ingredients with potential applications in aromatherapy. "AROMA NICHE" is an officially registered idea in the Science and Innovation Park, UAE University. The company's passion is to offer 100% natural products based on the solid scientific evidences of traditional herbal medicine and laboratory research works. We promise to cross the boundaries of traditional knowledge, modern science and technology and provide our customers luxurious health care products in aromatherapy that are 100% locally produced.

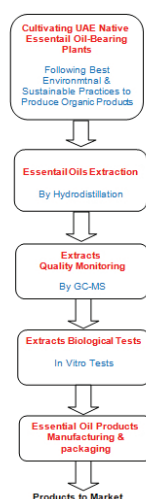


Figure 1: The promising aromatherapy company overview.

### Biography

Rahaf Ajaj is a Ph.D. candidate in the Department of Aridland Agriculture at the United Arab Emirates University. She received Master degree in Radiation Protection, Post-Graduate diploma in Radiation Protection and Safety OF Radiation Sources and Bachelor in Medical Physics. In her PhD., Ajaj conducts research on the activity concentration of NORM/TENORM level in soil. She aims to establish a baseline measurement for radioactivity in the soil in the UAE. Ms. Ajaj is one of the co-founders of the promising company "Aroma Niche". Currently, Aroma Niche is officially a registered company in the Science an Innovation Park/ UAEU, in the idea to prototype "I2P" stage.

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