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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 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