

WIPO IPMC Case Study

A Gentle Evolution: Indonesia's Quiet Luxury in Sustainable Essential Oils

A Personal Vision Blossoms into a Brand

Earthsensial began as a heartfelt endeavour by Oni Olivya to craft essential oils for personal wellbeing and thoughtful gifting among friends. Since its founding in 2021, the brand has remained steadfast in its commitment to making purity, respect for nature, and appreciation of local wisdom central to every product it creates. In a world increasingly conscious of mental health challenges such as anxiety, burnout, and emotional exhaustion, Earthsensial provides a natural sanctuary with calm and balance distilled from Indonesia's rich botanical heritage. Through the therapeutic power of medicinal plants, the brand seamlessly bridges centuries-old wisdom of Indonesia's Ethnowellness traditions with the needs of modern life. Ethnowellness comprises a comprehensive fitness system which encompasses philosophical principles, knowledge, cultural norms, and physical practices to maintain and enhance body fitness within specific ethnic communities.¹



Image: Earthsensial. "Since my grandparent's time, we've traditionally brought down fevers using a rub made of shallots and coconut oil. When I had lupus, I achieved remission by utilizing over 60 single-steeped herbs. Now, I am continuing the ethnowellness legacy by producing essential oils." – Translated from Bahasa Indonesia

Ethical Sourcing and Sustainable Practices

Earthsensial's essential oils are born from Indonesia's diverse landscapes, cultivated on the brand's own plantations and in partnership with local farmers across regions such as

Kalimantan for Ylang Ylang, and Papua for Sandalwood and Massoia. Following strict zero-waste and eco-conscious practices, every plant is irrigated with rainwater and distilled in-house without chemical additives, with mountain streams used for the cooling process. Naturally, the waste or emissions from the production of Earthsensial essential oils return to nature in a clean state. Post-harvest, the land is replanted, ensuring that ecosystems remain balanced and the land thrives for generations to come.



Image: Earthsensial

Producing just 10 ml of pure essential oil requires at least 3 kg of plants, with flower-based oils needing even more, highlighting the immense value of each drop and the critical importance of sustainable farming. Every product is then packaged using only recyclable and reusable materials, reflecting Earthsensial's commitment to responsible production. With 25 essential oils, and impactful personal care products crafted from these oils, the brand champions quality, purity, and environmental stewardship, proving that wellness and sustainability can flourish hand in hand.



Image: Earthsensial

For Earthsensial, sustainability extends beyond natural ingredients to the people who nurture them. By empowering local farmers and communities, the brand keeps Indonesia's healing traditions alive in a modern way by creating products that nurture the body, uplift communities, and protect the environment.

Crafting Wellness with Mindful, Therapeutic, and Purposeful Products

Distributed primarily via e-commerce and personal networks, Earthsensial has nurtured a community of wellness enthusiasts who appreciate both the efficacy of its oils and the ethical integrity of its production. Signature blends like Earthsensial Malum, combine clove, lemon, cinnamon, eucalyptus, and rosemary to soothe, relax, and revitalize the body and mind. Designed for use during recovery, after exercise, or to unwind from work fatigue, this 100% Pure Essential Oil Blend delivers tangible therapeutic benefits when applied to the soles of the feet or any area that needs extra comfort, helping one to rest better and wake up feeling refreshed.



Image: Earthsensial

Growing with Care, Building Trust and Expanding Market Horizons

What started as a personal passion is evolving into a thoughtfully managed enterprise. Earthsensial is taking steps to register products with the Indonesian Food and Drug Authority (BPOM) and secure Halal certification and organic labelling, all measures aimed at enhancing transparency and building consumer trust.



Image: Earthsensial

The brand has also made strategic business-to-business inroads, supplying wellness-focused spaces such as spas across Jakarta, Kalimantan, Bandung, and Bali, further cementing its presence in Indonesia's flourishing wellness sector. At the same time, Earthsensial fosters community creativity through initiatives like the "Self-Scenting" workshops hosted by the Jakarta Province Dharma Wanita Association. These programs introduce participants to the art of aromatherapy, cultivating new skills and inspiring potential business ventures.



Image: Earthsensial

Protecting IP and Collaboration

For Earthsensial, the World Intellectual Property Organization (WIPO) Intellectual Property Management Clinic (IPMC) Program, conducted in partnership with DGIP Indonesia, IP Australia, and WIPO Singapore, proved transformative, offering Olivya a clearer perspective on the strategic role of intellectual property, especially trademarks and trade secret, in protecting a brand devoted to high-quality, therapeutic products.

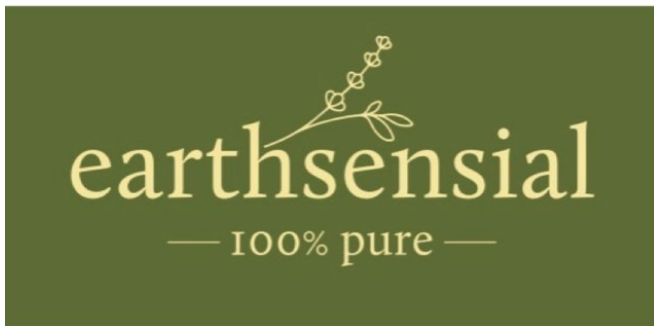


Image: Earthsensial

More significantly, the program paved the way for meaningful collaborations. During the IPMC, Earthsensial expanded its partnership with Poppetite.Co to co-develop a new line of scented soaps and bath bombs, infused with its signature essential oils. This marked the brand's first venture, but definitely not the last, into joint product development, illustrating how intellectual property not only safeguards innovation but also empowers it through trusted, value-aligned partnerships.



Image: Earthsensial

Embracing “Quiet Luxury” as a Brand Philosophy

Amid a crowded wellness market, Earthsensial stands out through its philosophy of “Quiet Luxury”, appealing to those who seek mindful self-care over performative wellness. Minimalist yet elegant design, sustainable packaging, and transparent sourcing reinforce this identity. For Earthsensial, luxury is not about excess, it is about creating moments of calm,

intentionality, and sensory delight, allowing wellness-conscious consumers to enjoy refined care in harmony with nature.



Image: Earthsensial

Championing Community, Sustainability, and Wellbeing for Tomorrow

Sharing its vision with the world, Earthsensial has showcased its products at international platforms, from the 2021 Indonesia Wellness Tourism International Festival to becoming the first Indonesian essential oil brand featured at New York's Summer Market NYNOW. In FIND Design Fair Asia 2025 in Singapore, Olivya shared on "The Full Circle: How Indonesia is Shaping a Conscious Design Ecosystem" as a key member of the panel on how essential oils can be present in a design context - not just as a material form, but also as a sensory medium, ritual, and emotional connection



Image: Earthsensial

Earthsensial envisions a future where sustainability goes beyond products to nurture people, plants, and ecosystems. By deepening partnerships with local farmers, conserving biodiversity, and replanting harvested land, the brand aims to create wellness that benefits both communities and the environment for generations to come. Through various collaborations, including the Wellnest Ride Bali 2025 program with Bluebird taxi to offer aromatherapy onboard rides, Earthsensial continues to expand the conscious living movement, both for the body and the environment.

As Olivya reflects, *"For us, essential oils are not just scents, but a cultural heritage used for generations to maintain health and balance in life. Our vision is to present the best quality from Indonesian nature in a way that is environmentally friendly."*

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This is part of a series of 4 case studies showcasing real-world outcomes from the IP Management Clinics (IPMC) held in Jakarta. These stories originated from WIPO's IPMC program co-organised by IP for Business Division (IPBD) and the WIPO Singapore Office (WSO). The initiative was made possible through the generous support of Funds-in-Trust (FIT) Australia and delivered in close collaboration with the Directorate General of Intellectual Property (DGIP) of Indonesia.

References:

1. Jajang Gunawijaya¹, Nurbaeti¹, *, Ismeth Emier Osman¹, Fetty Asmanati¹, "Quality and Analogue": The Essence of Food and Beverage Ethno-wellness at Sumedang Palace, West Java, Indonesia, Proceedings of the 4th International Conference on Tourism, Gastronomy, and Tourist Destination (TGDC 2023)