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Shoreline Hotel Waikiki is partnering with Oahu-based Oil Miracles Hawaii to launch a new essential oils lobby bar. Katra Cuskaden, left, co-founder of Oil Miracles Hawaii, assists Honolulu resident Lauren Uno with a selection of essential oils.

## Folks belly up to the bar — for oil

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Shoreline Hotel Waikiki has opened a new lobby bar — but it's stocked with essential oils, not alcohol.

Guests can sample the oils, which are part of a local line from Oahu-based Oil Miracles Hawaii. Two local mothers, Katra Cuskaden and Alison Lum, formed the wellness company in 2015 because they believed that oils could heal their children. Their retail line now includes 18 oils that are blended to enhance energy, aid sleep, keep bugs away, boost immunity, improve serenity or address wellness zappers such as sunburn, itching, asthma, allergies, headaches, coughs, viruses or pain.

"I love this. I haven't ever seen an oil bar at a hotel," said Lauren Uno, a Kaneohe resident, who recently sampled the energize oil at the lobby bar. "I noticed the fragrance right away. It's pleasant and it's not overwhelming. And it's something that I can use because I definitely need more energy."

Shoreline Hotel Waikiki General Manager Alvida Surpia-Jones said the new partnership provides a way for the hotel to cater to the wellness preferences of its



Among the custom blends at the Shoreline Hotel oil bar are Buggy Begone, Energize, Sleepytime, Muscle Relief, Vog Relief, Namaste, Sunburn Soother and Ditch the Itch & Allergies.

guests while delivering an amenity that will distinguish its brand from Hawaii's other boutique hotels. Surpia-Jones said guests in VIP room categories will have essential oils placed in their rooms. Those who like the products, which are available in roll-on or spray form, can purchase them at the front desk, she said.

"We've had a lot of interest since we rolled out the oil bar on July 1," Surpia-Jones said. "Our guests love to test the oils. I've become a fan, too. I tried the Sleepytime oil over the weekend, and I was in awe; it helped me sleep through the night."

Surpia-Jones said the partnership is a win for the hotel, whose many millen-

ning with asthma.

"My daughter kept having respiratory issues. She was in and out of the ER 18 times before she turned 3. They wanted to put her on daily steroids," Cuskaden said. "Alison asked if I would be interested in trying essential oils. We experimented with different oils and found a combination that worked. My daughter hasn't had a single breathing attack since November 2014."

News of Ireland's improvement spread, and soon other mothers started asking the pair to come up with natural alternatives for their own ailments.

"At first we were just sharing, but people encouraged us to go into business. They said, 'You have to get this out to more people,'" Lum said.

Since the business launch at last year's New Baby Expo, most sales have been online. Oils can be purchased at a boutique in Lake Tahoe, Nev., and locally at Hair Candy Salon. Now they are entering the hotel market and soon will be retailing from Hot Yoga Nimitz.

"When we did our launch at the expo, we never thought that we'd be in a hotel," Cuskaden said. "It's been a whirlwind. We've had one nice positive step after another."

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