



RESEARCH & DEVELOPMENT
Look Further, Look Deeper & Find More

Capital Allowance Review Service Ltd

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Case Study – Penny Price Aromatherapy

**Research and Development Tax Credits Claimed:
£122,500**



Penny Price Aromatherapy and the Academy of Aromatherapy and Health Studies was founded by Penny Price in May 2003. The company provides both Aromatherapy Training Courses and Aromatherapy Products. Penny initially spent most of her time hand-blending every recipe until the aroma and the consistency of each aromatherapy product was just right. Over 400 different aromatherapy products, falling into about 11 ranges – some for babies, some for men, some skincare, some therapeutic were developed. She also wrote and published the course material needed for the Academy and the IFPA accreditation in order to teach aromatherapy training courses.

**R&D Claim
Totalled
£122,560.00**

**Total Tax Saving
£30,640**

**Refund of
Tax Generated**

“I was put in touch with Simon by my Accountant and was absolutely thrilled to save such a large amount from my tax bill. The whole experience was professional, with personal contact, and extremely easy to go through.

I would recommend Capital Allowance Review Service to anyone who does R&D as part of their business.”

Penny Price, Managing Director