



Easton Town Center – Columbus, Ohio

C.O. Bigelow Apothecaries - a unique new approach to well-being that combines the best of the past with the best of the present, addressing and indulging every part of you from your soul to the soles of your feet.

Unique Heritage

Founded in 1838, C.O. Bigelow is America's oldest apothecary, nestled in the heart of New York's Greenwich Village. Known to customers as a neighborhood hub and "go to" destination for personal care needs, where the proprietor knows its customers, their individual needs and does the research to find all the perfect products to suit the unique tastes and needs of its customers. Famous and historical individuals like Eleanor Roosevelt, Mark Twain and Thomas Edison have all entered the doors of this prominent apothecary store for their personal care needs.

Today's Apothecary

The store is divided into 4 rooms, well being/remedies; treatment; spa remedy and parfumerie, making it easy to find exactly what you are looking for, as well as a working sink to encourage you to feel, touch, and try everything before you buy. Easy-to-understand display signs allow you to shop either by brand or by the problem you are looking to solve and you can take home a free sample of anything in the store for you to sample before your purchase. The feature "Trend Tables," multi-branded displays, will define trends, demystify the latest, greatest ingredients, and help you expertly navigate all the hottest products of the season.

Unique Products

C.O. Bigelow has an assortment of luxury products comprised of the best lines in the world and includes unique, niche brands many of which can only be found in this store. The in-store marketing is organized into four levels, to help customers find their way and to give depth to the shopping experience as well as to distinguish its sub-brands and unique product offerings. Timeless images tell the brand's "story" and evoke its historical roots. The overall effect is the most thorough, most credible health and well being store ever. The C.O. Bigelow product ingredients are called out in percentage terms, just like an apothecarist would do. All of the formulas are natural and there's no artificial fragrance. For example, Roses have gone back centuries as an ingredient that have real therapeutic properties not just for its fragrance. In fact rose, as an ingredient, is much more important for the therapy that it offers the skin than for the fragrance that it delivers. C.O. Bigelow Apothecaries houses brands such as **Molton Brown, Davies Gate, NARS, Acqua di Parma, Goldie, C.O. Bigelow, Awake, Fresh, Biotherm, Chantecaille, L'artisan Parfumer, Frederic Fekkai, Shiseido, Wexler MD, and Slatkin & Co.**