



Individual Highlights:

Aromatherapy & Alternative Health	2
Oil Profile	2
Healthy Naturally	3
Did You Know?	3
New Products!	3
Product highlight	4
Recipes	4



September SPECIALS:

Sept. 1st through 31st, 2003
Discounts cannot be combined with other offers!

10% off

- Castor Sulphated (Turkey Red) Oil
- Neem Oil

20% off

- All Chakra Products
- Coriander e.o.
- Bergamot e.o.
- Peppermint Hydrosol

50% off

- All Floral Waters

Offers cannot be combined.
Quantities limited. First come, first served

Aromatherapy and Alternative Health

President's Letter

Dear Aroma Friends,

I hope you have all been having a wonderful summer. Unfortunately the hot sunny weather has had some devastating effects with regards to fires worldwide and closer to home here in Canada's western provinces as well. With trees being the major part of the world's ecosystem, it is heartening to see that humankind is learning to work towards sustainable harvesting by developing replanting programs to help tilt the balance back to the way nature intended.

While we are on the topic of trees, we are in the process of researching Black Spruce (*Picea mariana*) essential oil and hydrosol as well as Black Poplar (*Populus balsamifera*), St. John's Wort (*Hypericum perforatum*), and Labrador Tea (*Ledum groenlandicum*) hydrosols with the intention of adding these products to our inventory in the future.

As you know, our **One Face** cosmetic line was launched in June with some exciting results. Last Wednesday it was

discussed on the BCTV Morning News (on Global Television out of Vancouver, British Columbia) and that has resulted in further enquiries from other media personnel in Toronto.

By now, most of you will have received our new catalogue and I hope you found it as delightful as we did. We are very proud to have our first full-color brochure and a lot of hard work from our staff went into the creation of it. One note however, we did get a little carried away in our enthusiasm to get it out the door and some of our mailing list customers may have inadvertently received the incorrect price list along with their catalogue. Please accept our apologies for any inconvenience and we will either mail you a correct one (if you advise us) or you can download one from our website. Be sure to check that your price list is the correct one.

More changes within the Green Valley office! It is with great pleasure that I welcome Carmen to our team. Carmen brings with her a wealth of experience in corporate management and we are



looking forward to her assistance in facilitating our next stage of growth smoothly and efficiently.

For those of you close enough to join us, this year we will be participating in the Vancouver Fall Gift Show at BC Place in Vancouver British Columbia on September 7th, 8th and 9th. This is a huge show providing retailers with a great opportunity to see what's new and exciting and to have their stock in-store and ready for the Christmas rush.

Fall will soon be upon us and remember, only 17 weeks 'til Christmas!

Barb Greenwood
President & CEO

On-line Poll Results!

How important is it to you that the company you order your aromatherapy products from has an Aromatherapist on staff?

91%	-	Very Important
2%	-	Quite Important
0%	-	Somewhat Important
5%	-	Not Important

Special Note!

In our quest to become more efficient and process your orders in a timely fashion we will be requesting your **customer number** when you place an order. There will be a space on the on-line order forms to input this number by the end of this month. Your number is located in the upper right hand corner of your invoice. Please make note of it and keep it handy for any correspondence you may have with us.
Thank you!



Aromatherapy and Alternative Health

"Health is a state of complete physical, mental and social well being, not just the absence of disease or infirmity."

– World Health Organization.

From the dawn of humankind, history has recorded the use of plants and essences extracted from plants. We were wise enough to listen to our bodies and to look to nature for the answers to our physical needs.

The ancient Egyptians are generally regarded as the true founders of essential oils (though the use of 'perfumes' used among the general masses has been recorded as early as 2000 BC). Greeks, Romans and Eastern civilizations all have a great deal of recorded history around the use of essential oils and plant essences.

By the late seventeenth century our 'sophistication' had begun as we started to create synthetic and chemical drugs. Even though the

cure sometimes caused more deaths than the actual disease, science pushed forward.

By the nineteenth century chemists began working on isolating the 'active principles' of plants, not yet understanding that all components within a plant work synergistically to help reduce the possibility of side effects.

With the dawn of the twenty-first century we have seen a definite shift in the mindset of a growing public awareness towards our ancestor's belief in the healing powers of plants. "Alternative therapies" are new buzz words and healing without the use of chemicals or drugs is the new direction.

While we have yet to accumulate a convincing level of scientific evidence related to the ability of essential oils to cure serious illness, we are finding more and more ways to utilize these oils as preventative measures. There is also a growing body of evidence to suggest that science has only begun to tap into the amazing abilities of essential oils. In this month's newsletter we will address some of these abilities and we welcome your stories about how essential oils have helped you. In our quest to detoxify, rebuild, and revitalize it makes sense to look to nature as our ancestors did so many years ago.

Oil Profile: German Chamomile (*Matricaria chamomilla*)

General properties

- ☞ analgesic
- ☞ antidepressant
- ☞ anti-inflammatory
- ☞ antispasmodic
- ☞ hepatic
- ☞ sedative

Aromatherapy uses:

May help with acne, dermatitis, rashes, arthritis, cuts, earaches, headache, inflamed skin, insect bites, nausea, rheumatism and sprains.

Ways to use:

Diffuser, massage, facial, body oil, inhaler, compress, bath and lotion.

Several different varieties of Chamomile are used in aromatherapy, although the ones most used are Roman Chamomile (*Anthemis nobilis*) and German Chamomile (*Matricaria chamomilla*).

Both varieties carry with them soothing, calming and anti-inflammatory properties. German Chamomile is higher in anti-inflammatory properties due to the high levels of chamazulene, which is not present in the plant but is created during processing when reactions take place between chemicals within the plant and the steam from the distillation unit. This makes it an excellent choice for topical application when inflammation (either on the skin or inside the body) is present.

Chamomile is also very calming and

soothing emotionally, so it is great for use in blends where stress and depression are of concern. With stress being at the root of so many physical problems, it stands to reason that regular use of chamomile during stressful times may help your body cope more effectively with stress and help you stay well at the same time.

This essential oil is also extremely helpful for a variety of skin problems like dry, itchy and flaky patches, redness and irritation as well as allergies (like eczema and urticaria).

Because of its gentleness, Chamomile is great for use on children. Keep in mind, however, that one should always use a 1% dilution on children under 10. (See dilution chart for blending amounts.)

German chamomile blended into a carrier oil has been used successfully to treat ear-aches by massaging it around the ear or applying a warm chamomile compress over the ear. This can be done by adding Chamomile to warm water, soaking a cloth, wringing it out and applying. It can also be blended with Lavender to help a child with problems sleeping.

Massage Dilution Percentages

- ☞ 1% is 7-8 drops of essential oil to 30ml of carrier oil (suitable for children and the elderly)
- ☞ 2% is 15 drops of essential oil to 30ml of carrier oil
- ☞ 3% is 23 drops of essential oil to 30ml of carrier oil
- ☞ 4% is 30 drops of essential oil to 30ml of carrier oil (localized area only)



Healthy Naturally

Homeostasis is derived from the Greek words for "same" and "steady". The term refers to the way the body works to maintain a stable internal environment despite constantly changing external factors. It is a fascinating testimony to the body's commitment to sustain its own health and stability.

When exploring holistic therapies the individual is the focus, concentrating on all aspects of their lives - physical, mental, emotional and spiritual health. The theory behind illness is that the homeostatic balance of the body is thrown off due to imbalances somewhere within one's life. This creates optimum conditions in which disease (imbalance) occurs within the body, leading to disease of the body.

Our body's homeostatic balance is

regulated by three main systems: the nervous system, the endocrine system and the immune system. Disharmony within these complex systems will lead to overcompensation and adaptation, which, if allowed to continue will ultimately lead to system overload and illness.

The best way to avoid this is to keep your body, mind and spirit balanced and strong, thus helping to increase your body's resistance to stress and disease. Avoiding stress, germs, bacteria and the like is not possible. It is possible, however, to maintain a healthy diet, practice stress-reducing techniques, nourish your spirit in whatever way best comforts you, exercise and introduce essential oils into your life to help calm your body and mind, boost your immune system and help keep your environment clear

of disease-carrying germs and bacteria.

Our bodies are in a constant state of destruction and repair. Free radicals and the damage they inflict on the body are the unavoidable result of breathing! What can we do to help? As with all things in nature, there is a good for every bad (even nature strives to maintain homeostasis) and so there are available to us antioxidants whose purpose it is to counteract the oxidization that occurs during the free radical attacks on our bodies. There are many different types of antioxidants available in foods, nutritional supplements and the like, and also in some essential oils. Give some of these oils a try the next time you are in the need of some antioxidant activity! (Do not take internally!)

Essential oils with antioxidant activity:

- ➔ Coriander - *Coriandrum sativum*
- ➔ Eucalyptus - *Eucalyptus globulus*
- ➔ Bay - *Laurus nobilis*
- ➔ German Chamomile - *Matricaria chamomilla*
- ➔ Nutmeg - *Myristica fragrans*
- ➔ Myrtle - *Myrtus communis*
- ➔ Oregano - *Origanum vulgare*
- ➔ Rosemary - *Rosemarinus officinalis*
- ➔ Sage - *Salvia lavandifolia*
- ➔ Thyme - *Thymus vulgaris*
- ➔ Ginger - *Zingiber officinale*

Product highlight: Chakra Products – 20% off!



Chakras are the psychic centers in the body that are active at all times, whether we are conscious of them or not. They spin and are the body's energy centers that draw up and transform raw kundalini energy from the earth into each of these centers, converting it into a more subtle, usable form of energy. Each chakra is connected to specific physical, mental and emotional issues. The logic behind this system is that blocked energy in

any of the chakra points causes disease and disharmony within the body. To bring about healing one must meditate on the chakra centers (beginning with the root and working upward to draw the earth's energy to where it is needed).

Green Valley has carefully chosen and created chakra-specific blends and anointments to mentally and physically help the body work through the issues relevant to the chakra points they were

blended for.

The anointments are essential oils blended into a beeswax base to be used on the body when meditating or even during the day to help keep you grounded in the chakra of your choice.

The pure essential oil blends were created for those who wanted to add them to bath salts and massage oils, to diffuse and to inhale directly.

Since the arrival of the 21st century we have seen an incredible increase in people's desire to pursue more spiritual pathways to help them find peace. Our chakra products have been used to help many of our clients achieve this.

For the month of September Green Valley is offering all Chakra products at 20% off. This will help you discover the products through which so many people have found peace. Ask for a free Chakra pamphlet when you place your order.

Did You Know?

Research has been conducted that has helped to confirm that exposure to fragrance (especially citrus) may help restore stress-induced immuno-suppression. It has been suggested that the body's stress response by the limbic system can be blocked by inhalation of these aromatic fragrances. These findings have been confirmed in both animal and human studies. A citrus blend of lemon, orange and bergamot essential oils was used.

"Effects of citrus fragrance on immune function and depressive states." Komori T, Fujiwara R, Tanida M, Nomura J, Yokoyama MM (1995) Neuroimmunomodulation 2: 174-180

Neem Oil – 10% off!

Neem Oil comes from the Neem Tree which is native to India. Every part of the tree is utilized and has medicinal, cosmetic and pest inhibiting properties. While it is very strong smelling, this oil is extremely useful for everything from acne to yeast infections as well as being an effective natural insecticide. Some of the pests that have been controlled by Neem are aphids, blow flies, caterpillars, cotton boll worms, cowpea weevils and the desert locust. On the skin, Neem has been used effectively for cuts, bruises, skin disorders and acne; as well, it is helpful for removing blemishes. It has analgesic properties and as such may be useful for helping to alleviate earaches and headaches.

NEW! New! NEW!

Castor Sulphate (Turkey Red) - 10% off!

This oil is used emulsify essential oil in water and makes an excellent bath oil base into which essential oils may be added. A great product for making those personalized Christmas bath gifts!

Peppermint Hydrosol – 20% off

A topical anti-inflammatory, this hydrosol can be used for stiff muscles, aches and pains. Acneic skin may be treated with peppermint hydrosol compresses. Spritz on the face and body to help with hot flashes or during hot weather. It also is helpful as a mental stimulant.

Caution! Avoid on children under 3.

Essential Oils Travel Bag

Soft sided with a zip closure, these travel bags are an excellent way to take your essential oils and carrier oils with you wherever you go. Velcro holders (for six 5ml or 10ml bottles, two 50ml bottles and two 100ml bottles) keep your bottles snug and secure, avoiding the worry of breakage and nasty leaks! **Product is not included.**



Natural Health Products – It's Everybody's Business

Picture this: You walk into your favourite natural health product (NHP) store, only to be told that the product you are seeking is no longer available for purchase over the counter by the lowly layperson. You would be fully justified in feeling at least confused on being informed that this product is now treated by Health Canada as a 'drug,' albeit one they identify as a "sub-set" of drugs.

Never mind that you have been using this or other natural products for years with excellent results for your health and pocketbook. Never mind that in so choosing this product you were exercising your right as an intelligent, informed consumer. Never mind that such natural healthful alternatives have been used safely and successfully for thousands of years. A wide

range of such NHP's in fact are in danger of being taken out of the consumer's control—your control. More specifically, under the guise of "It's for your own good as a consumer," Health Canada is poised to give the big-dollar drug manufacturing companies virtually exclusive control of these natural health products.

One would prefer to believe that our own federal government's sole objective is noble—that is, to safeguard our health and that of our loved ones. Perhaps you do not realize to what extent you, indeed all of us will be affected by these regulations. And we all will be adversely affected, whether as consumers or as alternative health care practitioners, by the erosion of our choices and freedom to exercise control over our own health and wellbeing.

We at Green Valley Aromatherapy are passionately committed to sourcing out and providing our customers with the highest available quality of pure essential oils from around the world. We are proud to count ourselves among some of our country's most ethical suppliers of NHP's—and to stand up for the practice of good corporate citizenry.

However, in the case of these unnecessarily restrictive and intrusive regulations looming over natural health products, we urge all of you, your friends and families to join with us in standing up for our rights as individuals and consumers of NHP's. Contact Health Canada and express your concerns—for the natural and holistic good of us all.

Blend Recipes

Nite Nite Blend

- ✦ 1ml Ginger
- ✦ 1½ ml Lavender
- ✦ ½ ml Roman Chamomile
- ✦ 1ml Vetiver
- ✦ 1ml Sandalwood (Aust.)
- ✦ 1ml Mandarin, red

Combine all oils into a 5 ml bottle and keep close to your bed. 5-6 drops may be added to your pre-bedtime bath; you could place a drop or two onto a cotton ball and tuck this into your

pillow or leave on your night stand or blend into a massage oil to help you drift off to sleep.

Immune Boosting

- ✦ 2 drops Vanilla
- ✦ 1ml Tea Tree
- ✦ 1ml Rosemary
- ✦ 2ml Eucalyptus
- ✦ 1ml Juniper

Combine all oils into a 5ml bottle and use in a diffuser, massage oil or in Epsom salts for the bath.

Anti Stress

- ✦ 1ml Lemon
- ✦ 2ml Bergamot
- ✦ 1ml Clary Sage
- ✦ 1½ ml Sandalwood (Aust.)
- ✦ ½ ml Neroli

Combine all oils into a 5ml bottle and diffuse wherever stress finds you, or blend into a carrier oil for a stress relieving massage or add 5-6 drops to your bath for a care lifting soak!

Clearance Center



Have you visited our Clearance Center lately? Discontinued items, old labels - they all have to go to make room for our new products and our new look!

Check out our web store <http://www.57aromas.com/57aroma/store> and click on the first drop

down menu on the right hand side of the screen. At the bottom of that menu you will see the clearance center icon. Click on that and you're there! Great products at great savings! But remember, if you find something you like, stock up 'cause once these products are gone, they won't be back!

Green Valley Aromatherapy

4988 N. Island Hwy.,
Courtenay, BC
V9N 9H9

Toll Free Line:
USA & Canada Only
1-877-57-AROMA
1-877-572-7662

Phone:
(250) 334-4836

Fax:
(250) 338-4835

E-Mails:

General Inquiries
greenvally@57aromas.com

Orders & Customer Inquiries
sales@57aromas.com

Your Comments & opinions
are always welcome!
productinfo@57aromas.com

Catalogue Requests
catalogues@57aromas.com

Online Newsletter Sign-Up
newsletters@57aromas.com

*Our business makes
good scents for your
well being!*

We're on the Web!
www.57aromas.com

