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January SPECIALS:

January 1st-31st 2004
Discounts cannot be combined with other offers!

15% off

- "Aromatherapy Essentials" book

Hydrosols 25% off

- All hydrosols in stock!

Essential Oils 20% off

- Hyssop (*Hyssop officinalis*)
- Orange (*Citrus sinensis*)
- Terminator blend

25% off

- Cloth Essential Oils Travel Bag

50% off

- All Floral Waters
- Offers cannot be combined.
Quantities limited. First come, first served.

Aromatherapy and your Immune System

President's Letter

Happy New Year to all our Aroma friends.

It seems hard to believe that we're already into 2004. 100 years ago, in 1904, my grandmother got married. I think of this and wonder is "ignorance bliss?" What would she have done if she had known that she would be bringing up a large family on a low income, with no welfare, no anti-biotics, very few doctors, no electricity and would be living through two world wars? And yet she always appeared to be a cheerful and happy person.

I'm very glad I was born in this era of choices, and even though I don't always make the right decisions, I am thankful for the ability to make them. However, it seems these choices have ended up making things more stressful in our daily lives. I can't help but wonder though, is this a good thing? Long ago our life was predestined for us and we had little to decide on our own. It now appears we have created some of the stress related illnesses that kill. Science is now looking to the past to natural ingredients and remedies to

help cure our 'futuristic' ills. For instance, statistics show that more and more people are prone to panic attacks and tend to carry paper bags with them for treating hyperventilation. Why not add a cotton ball with a drop of lavender to it?

So here we stand, poised on the brink of a brand New Year. Now is the time to make changes to our own lives to help improve our health and our happiness - I know I will be doing just that.

In keeping with this month's theme, I've been noticing that alternative methods of healing are enjoying increasing popularity. Today's scientists are attempting to supply the demand for proof of what these natural products are capable of. I believe we need to fully understand aromatherapy in order to use it to its full potential but that's a topic for another newsletter.

Thank you to those of you who emailed us with feedback and suggestions. I particularly liked the idea of colouring the newspaper for wrapping gifts (some



Christmas papers and bows are not recyclable) and we tried out some versions of the games that were suggested to us at our staff Christmas Party with great results! Please keep your thoughts and ideas coming, we love to hear from you and look forward to hearing more!

So here's to a happy, healthy and prosperous New Year to you all. Here's hoping 2004 is your best 'you' year ever!

Barb Greenwood
President & CEO

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. At the top of the on-line order forms there is a space to input this number. To find your number, **look 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!

PROMOTION!!!

***Our first 100 customers after January 26th will receive a free trial sized sprayer of Peppermint, Roman Chamomile or Melissa hydrosol!!!



Bacteria, Viruses, Essential Oils and You

Our own **'Terminator'** blend was based on the original recipe of the Four Thieves! When we burn it in the office we find we are less likely to get ill. But if a particularly nasty bug does find its way to make us ill our bodies have the strength to fight back harder and get well faster. There's no better time than now to give it a try at **20% off!**

For those who travel and enjoy bringing essential oils along, our cloth **Essential Oil Travel Bag** is a wonderful thing! This neat little bag contains holders for six 5ml or 10ml bottles, two 50ml bottles and two 100ml bottles. It's soft sided, allowing it to easy fit inside your other luggage. The bottles are held in place with Velcro holders, to help avoid breakage and nasty leaks! **25% off**

And for those of you who have always wondered about aromatherapy but have perhaps been putting off getting yourself a book on the topic, now is the time to treat yourself! Green Valley's own book **"Aromatherapy Essentials"** is on special this month at **15% off!** This book offers a hands on approach to aromatherapy and contains information on a wide range of essential oils, hydrosols and carrier oils as well as cautions, first aid measures and explanations of extraction methods. Make 2004 the year you begin a healthy quest by learning more about essential oils and how to include them in your life!

Within our bodies we have perhaps 100 trillion cells. Each of these cells has a nucleus to give it the energy it needs to complete the job it was created to do. Without a doubt we are amazing and complex machines. So much of what our bodies do for us happens without our conscious knowledge or thought. Bacteria are single celled organisms that have no nucleus and are perhaps 1/100th the size of a human cell. They are completely independent organisms with the capacity to eat and reproduce. Under the right conditions bacteria can reproduce very quickly, conceivably dividing once every 20 or 30 minutes. With that thought in mind, you can see how quickly one singular bacterium could become millions in a very short period of time.

A virus is completely different in that it is not considered to be alive. It is a fragment of DNA in a protective coat. When it comes across a cell, it attaches itself to the cell wall and injects its DNA into the cell. The DNA uses what is present in the cell, turning it into a factory to reproduce new virus particles. Once the virus kills off the overtaken cell it bursts, releasing these deviant virus cells into the body to wreck further havoc.

Almost every essential oil used in aromatherapy is helpful to the immune system, either directly or indirectly (psychotherapeutic). Some of the more well known

beneficial essential oils are listed below:

****For fighting bacterial infection:** Lavender (*Lavendula angustifolium*), Lemongrass (*Cymbopogon citratus*), Rosemary (*Rosemarinus officianalis*), and Tea Tree (*Melaleuca angustifolium*).

****For protecting against viral infections:** Garlic (*Allium sativum*), Eucalyptus (*Eucalyptus radiata*), Marjoram (*Origanum marjorama*), and Tea Tree (*Melaleuca alternifolia*).

****For increasing the activity of white blood cells to help fight infection:** Frankincense (*Boswellia thurifera*), Lavender (*Lavendula angustifolium*) and Rosemary (*Rosemarinus officianalis*).

****To help the body detoxify:** Fennel (*Foeniculum vulgare*), Juniper (*Juniperus communis*), and Rose Otto (*Rosa damascena*)

****To help heal wounds:** Lavender (*Lavendula angustifolium*), Frankincense (*Boswellia thurifera*), Marjoram (*Origanum marjorama*), and Rosemary (*Rosemarinus officianalis*).

****from The Encyclopedia of Aromatherapy by Chrissie Wildwood**



Product Highlight

Hydrosols-25% off

The word *hydrosol* is derived from the Latin *hydro*, meaning "water", and *sol*, meaning "solution". According to Suzanne Catty a definition of hydrosols would be "The condensate water co-produced during the steam or hydro-distillation of plant material for aromatherapeutic purposes." Hydrosols contain the water soluble components of the plant material making them a gentler version of the essential oil. Suzanne Catty states that "every litre of hydrosol contains between 0.05 and .2 millimetre of dissolved essential oil, depending on the water solubility of the plant's components and the distillation parameters." Hydrosols are on the acidic end of the pH scale, ranging from 2.9 to about 6.5 (compared to water at 7.0).

Some hydrosols smell nothing like the essential oil, while others smell very similar. It is important to note, however, that hydrosols never smell exactly like their essential oil counterpart. This is due to the fact that hydrosols do not contain the same molecular structure as the whole essential oil. Also there are the water soluble components that are not in the essential oil, only in the hydrosol that also affect the scent.

Hydrosols are wonderful in skincare, great for use with children and those with delicate or depressed immune systems. They do not replace essential oils but work synergistically with them. Hydrosols do not need to be mixed with anything, and can be sprayed directly onto the skin.

This month all of our hydrosols are on sale for **25% off!** What a great time to try them out!

"They say that you never know what you have until you lose it. This is not true, you know what you have; losing it is what makes you appreciate it." Anonymous





Oil Profile: Hyssop (*Hyssopus officinalis*)

The **Hyssop** plant is native to the Mediterranean and generally grows two to three feet high. It is steam distilled from the flowering tops and leaves. It has a high ketone content which makes it an oil that is borderline as far as toxicity is concerned. It should be used with great caution.

Hyssop is known to help with chest infections where there is thick mucous. It may help to thin the phlegm. **Hyssop** may help

to alleviate the symptoms of bronchitis and whooping cough. It may also help to stimulate the respiratory system and the heart.

Hyssop may have a healing effect on scars and both dermatitis and eczema may respond to this oil. **Hyssop** is also an oil which may have a tonic effect on the digestive system and it has been used to help relieve stomach cramps and stimulate the appetite.

Another use for **Hyssop** essential oil is to assist with bruises. Immediately after bruising has occurred, apply a cold compress containing **Hyssop** essential oil. To

help with rheumatism, try a warm **Hyssop** compress instead.

CAUTION: This oil must never be used by those who suffer from epilepsy, as it may trigger an attack. It should also be avoided by those who are pregnant and those who have high blood pressure. It should also never be used on children under 2.

General Properties: Antirheumatic, antiseptic, antispasmodic, decongestant, digestive, expectorant, sedative, stimulant.

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- ✿ decongestant
- ✿ digestive
- ✿ expectorant
- ✿ sedative
- ✿ stimulant

Aromatherapy uses:

May help to alleviate the symptoms of bronchitis, whooping cough, digestive problems, dermatitis, eczema and wounds. Hyssop is a well known expectorant.

Ways to use:

Diffuser, massage, bath, compress, inhalation and lotion (especially for the feet!).



After Christmas Crunch

We here at Green Valley understand how your wallet and credit card may still be smarting after Christmas shopping. Small businesses especially sometimes have a difficult time coming up with the \$100.00 minimum order requirements in January. To help make life a little easier we thought it might be a good idea to process wholesale orders from just \$50.00 for the month of January without attaching the handling charge. And if you get your order in before the 12th you won't have to worry about our increase in shipping rates either! **This great deal is only available for phone orders, so call our toll free line at 1-877-572-7662** and take advantage of our great specials this month! We'll look forward to hearing from you!

“The most dangerous space on this planet is the space between a Mother and her Child.”

-Unknown

Orange (*Citrus sinensis*) 20% off

Part of staying healthy is maintaining a positive mental attitude. Orange (*Citrus sinensis*) essential oil is known to be a naturally uplifting oil (antidepressant). It is a warm, happy aroma that most people easily recognize and are buoyed by. 20% off



Did You Know?

Your brain has a smell 'memory'? Odours once remembered are rarely, if ever, forgotten. Have you ever found yourself transported back in time after catching a whiff of some scent from your past?

The limbic system is the olfactory area in your brain, sometimes called the 'old brain' or the 'smell brain' as it is said to have developed from the ancient olfactory lobes of our Neanderthal cousins.

The limbic system is concerned with our instinctive drives: emotion, intuition, memory, creativity, hunger, thirst, sleep patterns, sex drive and more. Odour perception occurs mainly in the instinctive, right hemisphere of the brain, all but bypassing the cerebral cortex (or the 'logical' brain).

Scent memories can be very powerful, bringing some people and events right back into the now. Indeed, scent memory appears to be one we don't lose, even with the onset of Alzheimer's. When patients cannot remember anything or

anyone directly, scents can bring back childhood and youthful memories, stimulating the mind in ways nothing else can. It is a fascinating area of interest, one that deserves further, in-depth study.

Recipes

Pro-Immune/Anti-Stress blend

Help to boost your immune system while calming and relaxing your body and mind (remember stress can make you sick!)

2½ ml Lavender (*Lavendula angustifolium*)

1ml Ravensara (*Ravensara aromatica*)

1ml Tea Tree (*Melaleuca alternifolia*)

½ ml Roman Chamomile (*Anthemis nobilis*)

Combine all oils into a 5ml bottle seal tightly and invert many times to thoroughly blend. This blend can be used in a diffuser, bath or massage oil. Particularly effective at night

Lymph Support Blend

Your lymph system helps to filter out organisms that cause disease, produces certain white blood cells and generates antibodies. These essential oils are said to help support the lymph system!

2ml Fennel (*Foeniculum vulgare*)

1ml Geranium (*Pelargonium*

graveolens)

1ml Juniper (*Juniperus communis*)

1ml Rosemary (*Rosemarinus officianalis*)

Combine all oils into a 5ml bottle seal tightly and invert many times to thoroughly blend. This blend can be used in a diffuser, or mixed into an invigorating salt scrub for the shower. *Due to the presence of Rosemary, which is known as a stimulant, this blend is best used during the day and not before bed.*



Clearance Centre

Have you visited our Clearance Centre 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

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