

# Balanced BE Essentials

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Consider that aromatics, such as incense, were used first as calming agents to induce a state of contentment. This sounds like one of our modern day tranquillisers, however the aromatic - unlike the pills - is completely safe (Lee & Lee 1992)

## "Ask Cheryl..."

*I have been recently diagnosed with shingles which is very painful & itchy. I have used some creams recommended by my doctor but have not found that they have helped. Helen.*

Dear Helen,

**BE Relieved** is the product I'd suggest. Perhaps one of the best ways of explaining how this can help is to quote part of a testimonial from one of our customers, Jill. "After three weeks of no sleep and still very blistering and skin red raw and very itchy...I got out my **BE Relieved** and applied the oil to my shingles...under my bust. I waited for the sting of the oils, but there was none, the relief I received within 5 minutes was heaven. I continued through the day to put the **BE Relieved** on my shingles and for the first time in three weeks I had a night's sleep. The red raw skin is no longer there, my Dr. has told me they take between 2-3 months to clear. I showed my Dr. what I was using because he wanted to know what would give such an effect. He said this is an excellent product and to keep using it...there are no side effects and I can prove that **BE Relieved** can be used on broken skin without the sting or discomfort, so please, please read this out because this would definitely help any shingles sufferers out there. This is my second time of having this complaint, the first was on my face and I nearly lost an eye...I only wish the **BE Relieved** had been around 15 years ago."



Cheryl Gilbert  
Owner/Creator of Balanced Essentials



## What a busy time since our last Newsletter!

Since then we have been inundated with orders and requests for information. One of our devoted customers even rang the radio station 2SM (Sydney) one evening to encourage listeners to try **BE Relieved** for pain. Consequently the station was flooded with phone calls and had to say that they could take no more calls. Our regular television shows with The Television Shopping Channel have lately been even more successful than usual - we seem to go from strength to strength. TVSN is planning more shows over the next few months and have even been instrumental in introducing us to the Television Shopping Channel in the U.K. We will keep you posted on any developments with this - just know that it can only be of benefit as we will be able then to bring out more products in our range.

Our very professional and much loved receptionist left in December to give birth to her first child. Congratulations to Alison on the birth of Heath Ryan Trimmingham. We all miss her. She may decide to return part-time later this year.

We welcome the addition of 3 new staff members. Gabriela & Pam who answer phones, take orders, help with customer queries and a whole lot more...Erika, our new Warehouse Planning & Distribution Manager who has decided not to return to the U.S. but will work here. We thank her for accepting this position, as she will bring a great deal of expertise to our growing Company.

Hopefully now we are back on track to bring you our regular Newsletters and Specials since much time has been spent with training our new staff over the past two months. I look forward to enjoying this year and providing you, our wonderful customers with the best service and products we can.

Thank you for all your support.  
Warmest wishes,  
Cheryl

## NEWSLETTER FEBRUARY/MARCH 2006

*"A balanced approach to health and lifestyle are the key ingredients for a successful and happy existence."*

## February & March 2006

All specials stay current until our next Newsletter!

### SPECIAL # 1

Study Pack of **BE Aware** 100ml  
**BE Aware** 15ml Pure &  
**BE Aware** Body Wash 250ml  
\$74.50 (save \$25)

### SPECIAL # 2

**BE Sensual** 100ml Massage &  
**BE Vital** 100ml Massage  
\$59.50 (save \$25)

### SPECIAL # 3

**BE Lite** for Cellulite 100ml  
**BE Lite** Body Wash 250ml  
**Loufa & BE Inspired** Soap  
\$59.50 (save \$20)

See back page for more on these Specials...

Specials only available while stocks last.

Postage/handling free of charge for orders over \$50.

BULK DISCOUNTS NOT AVAILABLE FOR NEWSLETTER SPECIALS  
PLEASE NOTE: FREIGHT ADDED FOR OVERSEAS ORDERS

## TVSN CHANNEL LIVE PROGRAMS

Foxtel Channel 49, Optus 48 Austar 18  
Foxtel & Austar Digital 135

### February 2006 SHOWS

Sat 4<sup>th</sup> @ 1.30-2.30pm

(Buyer's Choice Special Offer)

Mon 13<sup>th</sup> @ 10.30am

Sun 19<sup>th</sup> @ 10.30am

(Buyer's Choice Special Offer)

Thu 23<sup>rd</sup> @ 5.30pm

### March 2006 SHOWS

Sun 5<sup>th</sup> @ 6.30pm

Mon 6<sup>th</sup> @ 2.30pm

(Buyer's Choice Special Offer)

Sat 18<sup>th</sup> @ 10.30am & 5.30pm

(Buyer's Choice Special Offer)

Fri 24<sup>th</sup> @ 4.30pm

Check with TVSN as show times are subject to change. Extra shows are often added to their programming after printing our Newsletter.



# ESSENTIAL OIL PROFILE

## MARJORAM

"*Origanum marjorana*"

### M arjoram Essential Oil

**Botanical Names:** *Origanum*- "joy of the mountains" a spreading plant of 30 different species. *Marjorana* - "the main form of the plant."

**Common Name:** Sweet Marjoram (not Spanish)

**Origin:** Sthn Europe, Near East, Egypt, France

**Aroma:** strong, fresh, herbaceous, sweet and slightly woody

**Quality:** Yang **Ruling Planet:** Mercury and Venus

**Colour:** pale yellow to yellow brown

**Botany:** Dark green leaf to 80cms high with small white to pink flowers in spiky clusters.

**Extraction / Part of plant used:**

Steam distillation of dried or fresh flowering tops yielding between 1-2 % essential oil.

**Properties:**

antidepressant, antispasmodic, sedative, expectorant, antifatulent, calmative, ammenagogue

**History:** Egyptians and Greeks used Marjoram as a funeral herb. Long used for "strengthening and warming the nerves." Drunk as a restorative tea or broth, it was said that even the smell could keep one healthy. Contains flavonoids, tannins and glycosides, which give it unique therapeutic properties.

**Major Components:**

This varies greatly being dependent on country grown, plantation or wild, fresh or dry, but include:

#### Monoterpenes

a-pinene sabinene myrcene a-terpinene p-cymene  
terpinolene limonene

**Sesqui-terpenes** caryophyllene

**Oxides** 1.8 cineole

**Ketones** fenchone

**Alcohols** linalool terpinene-4-ol a-terpinol

**Esters** bornyl acetate

**INDICATIONS:**

**Mind and Spirit**

Marjoram has a calming, sedative effect on the mind; useful for treating anxiety, agitation, depression and obsessions. Encourages self-nurturing and spiritual acceptance of deep loss.

**Body:** Marjoram can reduce muscular and nervous spasm and stiffness resulting in reduced pain.

**Contraindications:** No known contraindications at normal dose. Marjoram Oil stimulates the vagus (parasympathetic) nerve and does not act on the sympathetic nerve, therefore its action is tranquillizing and lightly narcotic, a nervous sedative (Duraffourd 1982). It has antiviral activities against herpes simplex (Herrmann & Kucera 1967).



**Traditional Use:** Was traditionally thought of as a "bone healer" and an aphrodisiac (the opposite to aphrodisiac) by other traditional healers. Marjoram essential oil is also used in the alcoholic drink, Vermouth.



Sweet Marjoram offers comfort and eases anxiety in cases of grief and loneliness. The strong anti-spasmodic properties are renowned for easing stiff joints, tense muscles and hard sinews.



Conditions such as colic and diarrhoea benefit from Sweet Marjoram. It can even help balance excessive male sexual desire!



If you have space to grow only a few herbs, marjoram should be one of them. Marjoram seems to grow equally well in sunshine and semi shade, although the shaded patch will look fresher during hot months. Marjoram was used in early medicines and as a strewing herb to make houses smell pleasant. It's one of the basics in "mixed herbs", but if you have it growing add the fresh leaves to your cooking (especially pizzas & pastas) to add a fresher scent.



**References:**

*The Fragrant Mind* by Valerie Anne Worwood, Doubleday NY 1995

*Aromatherapy An A-Z* by Patricia Davis - CW Daniel Publishing UK 1998

*The Aromatherapy Handbook* by Daniele Ryman - Century Publishing 1984

*The Complete Guide to Aromatherapy* by Battaglia Salvatore Perfect Potion Publishing 1995

*Aromatherapy for Health Professionals* by Shirley Price, Len Price. Churchill Livingstone. Second Edition 2002

## 2005 IFDS SINGLE-PERSON DINGHY WORLDS & SABAUDIA'S CUP INTERNATIONAL CHAMPIONSHIP REPORT 1-10 October 2005

Balanced Essentials is proud to have been a minor sponsor of this amazing race, held at Circeo Yacht Vela Club, San Felice Circeo, Latina, Italy. Sailors came from Australia, Portugal, Croatia, Singapore, Malaysia, Great Britain, Greece, America and Italy so there was a fantastic range of competing countries and many friendships were renewed and new ones established. The Liberty Class yachts and the severely disabled sailors also impressed the International Judges, International Federation of Disabled Sailors (IFDS) Classifiers and Officers as to their ability to handle the severe water conditions and not baulk or get into difficulties. **Colin Johansen**, a customer, wrote to us last May. "I am a C5-C6 Quadriplegic with limited use of my arms and no hand grip or movement in my legs. Despite this disability, caused by a hang gliding accident 28 years ago when I was 20, I still drive a car independently, work full time, use a manual wheelchair and for the last ten years have been sailing independently too. The class of yacht I sail in is called a Liberty and is designed and manufactured by Access Dinghies here in Melbourne. I am able to compete as a Class One (maximum disability classification for sailing) using a small joystick controlling the sails and steering electrically."

We were happy to give some help, providing many bottles of "BE Sport A Stimulating Blend for Pain and Inflammation" for all the competitors to use. "It is such a beneficial relief for sore spots, that wheelchair users are so prone to" said Colin. He reported, "My final result was 2nd in the World Championship and 8<sup>th</sup> overall in the Sabaudia Cup. Bento from Portugal, deservedly sailed into 1st for the Worlds and 2nd in the Sabaudia Cup, with some very consistent and fast sailing. Bento also proved that full servo control can be competitive in open competition, so I simply was beaten by a better sailor. First in the Sabaudia Cup was won by Zoltan Pegan of Australia, with the biggest team of all (7 sailors), faring well. No-one was injured in the sailing and everyone finished the competition having felt they had achieved a lot in the difficult weather conditions."

### "Balanced Essentials" at the Sydney MindBodySpiritFestival, Nov 2005



#### *Winner "Best Small Stand" Award*

Thank you also to the many other stallholders, who, following the long BE banner hanging from the cavernous roof, came to look and then generously congratulated us. The stand was designed by award-winning Totem Designs, of Baulkham Hills, NSW and the flower arrangement was commissioned from the famous "Flowerman" George Lo, who was responsible for the David Jones, Elizabeth Street displays last Spring.



Fabulous Australian Native Arrangement by The Flowerman, George Lo of Double Rav



The BE Banner flying high above the stand.

### **CONGRATULATIONS! Julie Zwan**

#### **Winner of the Balanced Essentials' Gift Basket!**

Julie visited us at the show. She was very surprised when we rang her at home in Patonga to tell her she had won. Patonga is a delightful beachy hamlet near Woy Woy on the NSW Central Coast. Julie manages the Patonga Creekside Bed'n'Breakfast. Phone (02-4397 1132)



*A smiling Colin with his Winning Trophy!*

#### Interesting Websites:

[www.mercola.com.au](http://www.mercola.com.au)  
<http://www.iahf.com.au/>  
[www.wddty.co.uk](http://www.wddty.co.uk)  
[www.curezone.com](http://www.curezone.com)  
[www.thexton.com.au](http://www.thexton.com.au)  
[www.womentowomen.com](http://www.womentowomen.com)

### **Our Skin, Detoxing & Mitochondria Damage**

What is detoxification? Most people think of detox as withdrawal from drugs, but actually it is much more. Detoxification is a primary function of the body — and the body's most energy-consuming metabolic process. Your body is detoxifying all the time; it has its own body-cleansing system consisting of enzymes, hormones and lymphatic fluids that rid the body of unwanted materials or chemicals. Focusing attention on the health of your skin is one of the best and easiest ways to listen to your body. Whatever is going on inside will eventually show up on the outside. The anatomy of the skin is linked to all our major functions, including the immune, respiratory, circulatory, lymph and neurotransmitter systems. Caring for yourself on any one or all of these levels will improve the health of your skin. Undiagnosed food sensitivities, poor diet, stress, hormonal imbalance, toxic overload and a sedentary lifestyle form a potent challenge to the immune system, making it harder for the body to fight inflammation on the inside. On the outside, sun exposure, weather, bacteria and environmental toxins trigger an immune response that ultimately weakens collagen, dilates surface blood capillaries and clogs pores. It's cellular, or biological, aging. It means that the DNA inside a healthy cell has become fragmented or shortened, which affects the mitochondria (the energy fuel factory) inside the cell. When mitochondria malfunction, the cell dies. How well we age, including our vulnerability to disease is due in part to how healthy our mitochondria are. Recent studies have linked oxidative stress — the accumulation of free radicals in the cell to mitochondrial damage. Our skin is also barraged by free radicals externally through sun, pollution, x-rays, chemicals and toxins in lotions and cosmetics. Any process that facilitates the body's own cleansing system is highly beneficial. **See Special # 3**



### **SPECIAL # 1**

#### **Student Study Pack**

BE Aware 100ml Massage & 15ml Pure  
BE Aware Body Wash 250ml  
\$74.50 (save \$25)



### **SPECIAL # 2**

BE Sensual Massage Blend 100ml,  
BE Vital 100ml Massage  
\$59.50 (save \$25)

Especially for those who haven't tried  
these products. They also make one of  
the best facial moisturisers available.



### **SPECIAL # 3**

BE Lite for Cellulite 100ml,  
BE Lite Stimulating  
Body Wash 250ml with Loufa &  
BE Inspired Soap  
\$59.50 (save \$20)

**Specials that benefit everyday life,  
in a natural and healthy way!**

#### **SPECIAL # 1 Student Study Pack**

BE Aware blend contains oils of Rosemary, Basil, Bergamot, Geranium, Sandalwood, Lemon and Orange energised with an amethyst crystal for focus and concentration. Traditionally Basil strengthens the mind, purifies the environment and is known for its stimulating effects. Bergamot uplifts, refreshes and is calming whilst also balancing oily skin. Rosemary's aroma is fresh and woody; stimulating, encouraging the retention of knowledge. Sandalwood is grounding & good for stress. Lemon helps clear the head, dispelling mental fatigue and energizing.

The essential oil of Sweet Orange promotes energy & courage. When feeling overtired or gloomy, the scent may help with its fresh fruity aroma.

Use BE Aware Body Wash first thing in your morning shower; BE Aware Massage as a body moisturiser; and BE Aware Pure in your vapouriser, mister or on a tissue or hanky to smell during the day when you need a boost.

"My circumstances in life changed dramatically several years ago - and I found myself (in my mid 50's) having to retrain. This has been quite difficult - but the rewards of going back to 'school' have been tremendously enlightening. Assignments have been a struggle - but the last one was done with the aid of your wonderful "BE Aware" I was blown away with the focus I experienced!! It was the speediest assignment I have ever done and I managed a B+ for it!! My sincere thanks." Tina Cushman

#### **SPECIAL # 2 BE Sensual & BE Vital Massage**

BE Sensual contains essential oils that are rich & musky to promote sensuality and put you into a 'romantic' state of mind. Rose, Neroli, Ylang Ylang and Patchouli, Benzoin, Rosewood and Frankincense all combine to relax and enhance. BE Vital also contains Frankincense, extracted by making incisions in the tree bark to exude a yellow resin from which the oil is distilled. It has a warm, woody aroma with a hint of lemon. Great combined with Sandalwood & Neroli for aging skin!

Use these as a body moisturiser or massage medium but

they are ideal as a treat for dry, mature skin. They can be used on their own, together or even applied before your existing moisturiser. Massage well!

#### **Special # 3 BE Lite for Cellulite and BE Lite Stimulating Body Wash plus BE Inspired Soap**

The natural support of our skin's own lymphatic cleaning system is enhanced with this particular blend of essential oils which have a strong diuretic action. This is especially helpful in detoxing.

Use BE Lite Body Wash in the shower, then apply BE Lite for Cellulite to dry skin, massaging well.

BE Inspired soap is ideal for use in the bath.

(See our article on page 3 about why detoxing is so important to our overall mitochondrial health.)

### **CUSTOMER COMMENTS**

"BE Sensual. When I opened the bottle the smell was just divine...I started using it on my face. It felt so soothing as my skin was stressed from using A.H.A's (it was red and blotchy). Within two days my skin looked normal again, which was great, as I had been trying different products to fix the blotchy red patches - to no avail.

But 'BE Sensual' was healing my skin. It looked smooth, firm and plump. It is without a doubt the best face product I have used. I have tried the most expensive cellular serums and creams. But no more! I will only be using your 'BE Sensual' oil on my face. It is too beautiful just to use as a massage or bath oil. Also it is very, very relaxing. It is so good to wake up in the morning knowing my skin will look good and every day I use it my skin looks better and better. I just love it! I will never use A.H.A's again. They were too aggressive for my fine skin. Even though I was told by the company it was O.K. for sensitive skin. I am so pleased to have found a product that works.

Thank you again, Cheryl." Margaret McCarthy.

**Disclaimer:** This information is provided with the hope that it may be helpful for those who choose to take greater responsibility for their own health. It is not intended to diagnose, treat, cure or prevent any disease. You should always speak with your doctor or other healthcare professional before taking any medication or nutritional, herbal or homeopathic supplement, or adopting any treatment for a health problem.

**For any information on these or other products in our range please contact us.**

**We'd love to hear from you.**

**Freecall 1800 836 826 or write to us at:**

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