

Balanced BE Essentials

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Newsletter June /July 2009



JUNE/JULY 2009

All specials stay current until
our next Newsletter

SPECIAL # 1

"Relieved & Calm"

**BE Relieved – A Calming Blend
for Pain & Inflammation x 2
and BE Calm Massage/Facial Blend
\$129.50 (save \$24.50)**

SPECIAL # 2

"Moisturise & Tone"

**BE Vital Massage/Facial Blend x 2
and BE Lite Firming & Toning Lotion
\$119.50 (save \$20)**

SPECIAL # 3

"Day & Night"

**BE Uplifted Massage/Facial Blend and
BE Calm Massage/Facial Blend x 2
\$115 (save \$20)**

**Specials only available while
stocks last.**

**FOR NEW CUSTOMERS AND ANY
ORDER OVER \$150 (EXCLUDING
OVERSEAS) DELIVERY IS FREE
(SAVE \$10.50).**

**Please Note: Overseas orders are
charged delivery according to our
cost of postage with Australia Post.**

**A 10% discount is available for
pensioners and those in genuine
need. Contact us on 1800 836 826.**

**BULK DISCOUNTS NOT AVAILABLE
FOR NEWSLETTER SPECIALS**

**Don't forget our website at
www.aroma.com.au**

or e-mail: be@aroma.com.au

**To view the feature shown on
A Current Affair
visit our website.**

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

BALANCED ESSENTIALS IS ALL AUSTRALIAN OWNED & OPERATED

We have been overwhelmed with orders and enquiries since our pain relief products, BE Relieved and BE Sport, were featured on Channel Nine's A Current Affair on 17th April as the "miracle oil". Thank you to all our wonderful customers and welcome to all those who are new! Your support and feedback mean a great deal. And it keeps us going helping others.

It was a very hectic and exciting time when ACA contacted us to inform us that they wanted to do a story on our products – the following day! Not much sleep was had by all as we organised our time and office around this big event. Pauline Rose, who owns Thermography Australia, rearranged her appointments so that ACA could see how thermal imaging works. However, she was unable on such short notice to find any of her patients who were in pain and able to be available for filming. When Belinda Russell and her team arrived for filming we informed her of our dilemma. All we could think of was to approach some people on the street. Can you imagine how strange it must have sounded when they were approached and asked "are you in pain and able to come upstairs to be filmed?"

After many attempts we found a lady who worked in one of the shops downstairs who happily agreed to participate. When the thermal image was taken it showed very significant pain and inflammation on her back area. Then BE Relieved was applied, all under the watchful eyes of the film crew. After five minutes another image was taken and the results showed a very substantial reduction. What you didn't see on the show was the rest of the interview with her when she was asked to describe the level of pain when she was first filmed **before** BE Relieved was applied. She described it on a scale of 1-10 as a "10". She was then asked what it was after application as she said "there is no pain now".

I was very *relieved* when the research was finished and everyone was amazed at the result. Even though I know how good the products are and have been researching essential oils for over fourteen years now there is always a part that imagines "Murphy's Law" coming in to play and the thermal imaging showing no change or improvement after application of BE Relieved and the feature on A Current Affair changing from "miracle oil" to "miracle hoax".

And if you are wondering why I was introduced as Cheryl Watt not Cheryl Gilbert it was a simple mistake. One of the people listed as a testimonial reference was Cheryl Watt but there was not enough time for her story, which has now been included on the back page of this newsletter.

My warmest wishes to you,
Cheryl Gilbert (Owner/Creator of Balanced Essentials).



ESSENTIAL OIL PROFILE

Arnica

“Arnica montana”

Botanical Name: Arnica montana

Common Name: Arnica

Other Names: Mountain Tobacco, Leopard's Bane, Mountain Arnica, Common Arnica

History: Arnica has a history of folk medicine use in many locations, including North America, Germany and Russia. The herb has been used in folk remedies since the sixteenth century. A North American indigenous tribe, the Cataulsa, prepared a tea from arnica roots to ease back pain. The German writer Goethe credited Arnica with saving his life by bringing down a persistent high fever.

Parts Used: The flowers are harvested when in full bloom. The rhizomes are harvested after the plant has died back in autumn.

Description: The leaves form a flat rosette, from the centre of which rises a flower stalk, 1 or 2 feet high, bearing orange-yellow flowers. The rhizome is dark brown, cylindrical, usually curved, and bears brittle wiry rootlets on the under surface.

Origin: The herb Arnica grows almost exclusively in the high mountainous regions of Northern Europe.

Cultivation: Arnica thrives in a mixture of loam, peat, and sand. It may be propagated by root division or from seed. Sow in early spring in a cold frame, and plant out in May.

Arnica grows from a cylindrical, hairy rhizome with a creeping underground stem. First year leaves are downey and grow in a flat rosette at the base of the stem. In the second year, Arnica sends up a round, hairy stem with smaller, sessile leaves growing in one to three opposite pairs. This central stem may branch into three or more stems each with a terminal composite blossom. Arnica's aromatic, dairy-like flowers have 10-14 bright yellow rays, each with three notches at the end. Flower rays are irregularly bent back. The central disk is composed of tubular florets.

The flowers are collected entire and dried, but the receptacles are sometimes removed, as they are liable to be attacked by insects. The root is collected in autumn after the leaves have died down.

Properties: Arnica is a fragrant, bitter and astringent herb that stimulates the immune system and heart, relieves pain and inflammation and clears fungal and bacterial infections.

It contains the anti-inflammatory sesquiterpene lactone helanalin, as well as flavones, flavonols, triterpenoids phenolic acid, polysaccharides and an essential oil containing thymol, thymolmethylether and azulene.

Medicinal Action and Uses: In countries where Arnica is indigenous, it has long been a popular remedy. In the North American colonies the flowers are used in preference to the rhizome. They have a discutient property. The tincture is used for external application to sprains, bruises, wounds and as a paint for chilblains when the skin is unbroken. It is seldom used internally, because of its irritant effect on the stomach.

Arnica is an anti-inflammatory, pain reliever and a local antibiotic which helps to prevent bruising and swelling after traumatic skin injuries and prevents the blood platelets from gathering to the site of the injury. It reverses the effect of pain causing prostaglandins and thereby has a pain relieving effect, which is further enhanced by the sesquiterpene lactones, helanalin and dihydrohelanalin contained, which also reduces inflammation and fights bacteria.

It is particularly useful for joint, muscle and rheumatic pain and it has also been found to prevent muscle stiffness and reduce pain when applied before athletic events.

Aromatherapy and Essential Oil Use: A macerated oil (where the plant material is infused into a base oil) is useful for treating bruises, strained muscles and swelling.

Balanced Essentials' BE Sport contains Arnica essential oil.

References:

Battaglia S, *Complete Guide to Aromatherapy 2nd Ed 2003 ICH*

Kneusel, O., et al. Arnica montana gel in osteoarthritis of the knee: an open, multicentre clinical trial. *Adv Ther.* 19(5):209-218, 2002

Baumann, L. Arnica Montana L. *Skin & Allergy News.* 32(3), 2001

Goldfaden, G. Preventing and treating bruises. *Life Extension.* January 2005

Hyperhealth Pro 7.0, 2007

SPECIAL # 1
"Relieved & Calm"

BE Relieved – A Calming Blend for Pain & Inflammation x 2 and a BE Calm Massage/Facial Blend
\$129.50 (save \$24.50)



BE Relieved - A Calming Blend for Pain & Inflammation contains 11 essential oils – Lavender, Bergamot, Sweet Orange, Geranium, Marjoram, Lemon, Cedarwood, Petitgrain, Lemongrass, Neroli and Vetiver.

BE Calm contains Lavender, Petitgrain, Marjoram, Orange, Neroli, Cedarwood and Vetiver.

Both are blended in sweet almond, wheatgerm & macadamia oils making it ideal for use on the skin.

SPECIAL # 2
"Moisturise & Tone"

BE Vital Massage/Facial Blend x 2 and a BE Lite Firming & Toning Lotion
\$119.50 (save \$20)

BE Vital is one of the best moisturisers for the face. It includes Petitgrain, Frankincense, Sandalwood, Ylang Ylang, Sage and Orange essential oils with sweet almond, wheatgerm and macadamia oils. Apply morning & night. For added firming and toning use **BE Lite Firming & Toning Lotion** over this.



We love your stories!

These become a very valuable reference to help others and become a body of anecdotal evidence to help promote and educate others about the uses of essential oils.

SPECIAL # 3
"Day & Night"

BE Uplifted Massage/Facial Blend and BE Calm Massage/Facial Blend x 2
\$115 (save \$20)



BE Uplifted contains Bergamot, Geranium, Lemon, Lemongrass and Lavender essential oils blended with sweet almond, wheatgerm & macadamia oils. A morning pick-me-up to help get you through the day!

BE Calm contains Lavender, Marjoram, Vetiver, Neroli, Cedarwood, Orange and Petitgrain essential oils blended with sweet almond, wheatgerm & macadamia oils. And as the name suggests it is very calming!

Did you know?

Geranium is known as an anti-inflammatory, Bergamot is anti-spasmodic. Orange stimulates lymph fluids, which is helpful in reducing swollen tissue. Neroli helps relieve anxiety and is sedative in nature and Lemon assists peripheral circulation. Lavender and Marjoram oils combine to provide temporary pain relief. Lemongrass helps tone and warm muscles while Vetiver, Cedarwood and Petitgrain has a relaxing nature.



"There are two things you need to have a killer night-time skin routine: BE Vital and BE Lite Intensive Firming & Toning Lotion. It's like having a skin drink every night. You will wake up with beautifully soft, supple, and silky smooth skin. It even gave me flawless skin through that time of month if you know what I mean.

It is one of the best blends for use on the face as a moisturiser to help with lines, wrinkles and stretch marks. And combine this with the Be Lite Intensive Firming & Toning Lotion and you've got the face bomb. This lotion contains natural plant ingredients & grade 1 pure essential oils, also assisting with wrinkles and dry skin." RoxyLee www.roxylee.com

SPECIALS

Customer Comments ...”

Cheryl Watt's story from page 1 ...

*“I first became aware of **BE Relieved** when my pet sheep had arthritis and went lame. I even had to take him in a wheelbarrow to be shorn. The vet suggested I put him down, but being an animal lover I wanted to find another way to help him. After using **BE Relieved** and massaging him day and night for a week he was able to return to his paddock. Thank you.” Cheryl Watt*

*“I have used Balanced Essentials products for approximately 10 years. I tell everybody about them. The first time that I used **BE Relieved** on my arthritic knees, I could not believe that I was able to walk upstairs pain free. I also used it on a customer whom her hands were so painful from her arthritis that it was painful for me to massage it in. She rang me about an hour later to let me know that it had worked wonderfully...” Joanne Ayton*

*“Dear Cheryl, I spoke with you this morning on the phone. We spoke about what, and when I started to use your product. That I had started when you were first with TVSN. All those many years ago. They have been such a great help to me throughout lots of illness on my part and my family's. They got me through some of the toughest times of my life. Using them not only benefits me pain wise, but also mentally as well. I'm 65 and a pensioner, so every penny counts now and I indulge whenever I can. I use **BE Relieved** the most, everyday for pain relief. Also **BE Lite**, not for cellulite, but for water retention in my legs and on my tummy. **BE Sport** for my husband. And I have found that **BE Calm** has helped heaps when over the last few years, what with my own health issues, I had a few bad years with my mother's health, cancer, breast, hip operations and shoulder operations, heaps of stuff. **BE Relieved** helped her at the same time my wonderful husband went through and won prostate cancer, and bad legs with cellulitis infections. **BE Relieved** and **BE Lite** to the rescue again. And my darling grandson born 6 months premature I've used **BE Relieved** on, he is now two and a half years old and doing wonderfully well. So while all this was going on my father's dementia went berserk, and so did I. So **BE Calm** was my answer. I'm telling you this, not for sympathy, ... I'm just writing to tell you my story and the wonderful help your product has had with me. So keep up the good work. I spread the news to whoever will listen. I believe in it so much.” Yours truly. Thanks heaps. Marian Mayne*

RECYCLING our blue bottles!

Our bottles are imported. Energy is used making, transporting and disposing of them. If you have a minimum of 15 (maximum of 25) empty bottles please contact us and we will send you an empty box and a reply paid sticker with your next order. Thank you for your suggestions!

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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I was reminded again how important and life-changing aromatherapy can be when one of our new customers rang to place an order. Tara is the daughter of a couple who visited us on a bus tour some months ago. Tara's mother gave her a bottle of **BE Relieved** to try. Two years ago Tara underwent another spinal operation and as a result of this ended up with a massive infection that was treated with antibiotics and mini-chemo. It left her with the debilitating side effect of chronic neuropathic pain and arthritis in the spine, hips, legs and hands. Then, Tara's husband, a doctor, died six months ago leaving her with two children aged 9 and 5.

aromatherapy can be life-changing!

After using **BE Relieved** for only a few months she has found incredible relief from the pain and says that it has been a “godsend”. So much so that she is now playing footy at the local oval with her children. Tara is now down to taking only a couple of tablets of medication a day after being on massive doses of high-grade opioids! She told us that she cannot believe the difference to her life and cannot speak highly enough about the product to her friends and to all the medical practitioners that she has contact with.

Just to let you know ...

We may temporarily run out of our beautiful blue bottles. Our order was placed some months ago and we've been informed that the bottles are on their way, somewhere at sea, but they may not arrive for another 4 – 6 weeks. After many sleepless nights we have found a short-term solution so that you, our valued customers, don't run out of your favourite products. If we do run out we will be able to supply them in a clear glass bottle, same size and same cap. Let's hope they arrive soon!

I have purposely not mentioned in this newsletter much about the recent outbreak of H1N1 (swine flu). We must remember that influenza (ordinary flu) kills a number of people each year, far more than has been reported with H1N1. There are more deaths from reactions to the flu vaccines. Frequent hand-washing is good, but if the product you use is not washed off what chemicals are you storing in your skin?



Cheryl Gilbert
Owner/Creator of BE