

Balanced BE Essentials

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Newsletter February/March 2010



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

This year is off to a busy start ...

My very heartfelt thanks to all of you for your support over the last twelve months (and to some who have been customers for the last 14 years). I still find it hard to believe that it's been that long since I started in business. Time has gone by incredibly quickly.

I've spoken to so many people over the years who work in their own business and all of them have met with profound challenges and disappointments. I look back on these times also but as they say "what doesn't kill you makes you stronger". I feel just so blessed to manufacture and supply products to you made with essentials oils. Not a day goes by without someone ringing/emailing/writing to me about how much aromatherapy has benefited them and changed their lives. How could anyone not be inspired to go to work each day with a smile on their face?

To all those who have helped and supported me over the years THANK YOU. You have helped not just me but many others. I look forward to a busy, productive year ahead and wonder what milestones this year will bring.

The Face of Balanced Essentials

People have often commented on the picture I use for marketing and wonder how it came to BE. Late in 1997 I attended an art exhibition at the Trevor Victor Harvey Gallery to view a collection of works by environmental artist Garry Duncan. Garry Duncan began painting full-time in 1977 and lives with his family on a property overlooking the Murray River in South Australia's Riverland. Garry sees his art as a product of the environment without taking from or destroying it.

When I met Garry he went as "white as a ghost" – the reason being that a very large portrait *Australian Sienna* hanging on the wall looked very similar to me (I have naturally curly hair) and Garry felt he had captured something unique in this painting without having met me before. His wife even mentioned that for a long time the painting looked finished but that Garry wasn't completely happy with it. One day when she returned from shopping Garry told her the painting was now perfect. She asked what had been changed and was told that the eyes were changed from blue to brown.

I was so taken with the painting (which came from Garry's imagination) that I purchased this very special work and it became the *Face of Balanced Essentials*. And another reason to use this painting – it won't age! For Garry's website and information on his other works see www.garryduncanlimited.com.au

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

BALANCED ESSENTIALS IS ALL AUSTRALIAN OWNED & OPERATED

Feb/Mar 2010

All specials stay current until our next Newsletter

SPECIAL # 1 “All 3”

**BE Relieved, BE Sport &
BE Lite for Cellulite
\$150 (save \$24
includes free delivery)**

SPECIAL # 2 “BE Lite & Uplifted”

**BE Lite for Cellulite
BE Uplifted Pure 15mL &
BE Inspired Soap Set
\$89.50 (save \$24)**

SPECIAL # 3 “BE Male Twin”

**BE Male Aftershave Twin
Buy 1 get 1 FREE (save \$59.50)
This all-natural aftershave/facial
toner is perfect for hot, humid days
and sensitive skin. No alcohol.**

**POSTAGE & HANDLING CHARGES
\$10.50 for each order under \$150. Any
order over \$150 (or if this is your first
order with us) postage & handling is
free.**

SPECIALS ONLY AVAILABLE WHILE STOCKS LAST

BULK DISCOUNTS NOT AVAILABLE FOR NEWSLETTER SPECIALS

PLEASE NOTE: FREIGHT ADDED FOR OVERSEAS ORDERS

**Don't forget our website at
www.aroma.com.au
for secure ordering -
or email us at
be@aroma.com.au**



Sandalwood

"*Santalum album*"

"Sandalwood oil fosters openness, warmth and understanding"

Susanne Fischer-Rizzi

Botanical Name: Santalum album

Family: Santalaceae

Synonyms: East Indian sandalwood, Mysore sandalwood.

Origin: Native of Asia. The region of Mysore, India exports the highest quality oil.

Essential Oil Characteristics: Sandalwood oil is a pale-yellow to yellow, viscous liquid having an extremely soft, sweet-woody and almost animal-balsamic odour. Sandalwood remains uniform for a considerable length of time due to its outstanding tenacity.

Other Species: The Australian sandalwood (*S. spicatum*) produces a very similar oil, but with a dry bitter top note. The West Indian sandalwood (*Amyris balsamifera*) is a poor substitute and bears no botanical relation to the East Indian sandalwood.

Description: A small, evergreen, parasitic tree up to 9 metres high. The tree must be over 30 years old before it is ready for the production of sandalwood oil.

Part of plant used: Timber, inner heartwood.

Method of extraction: The oil is steam-distilled or water-distilled from the coarsely powdered heartwood and the major roots.

Chemical Components of Sandalwood:

Hydrocarbons: *sesquiterpenes* α - and β -santalene 10%, epi- β -santalene 6%, α and β -curcumene, farnesene

Alcohols: *sesquiterpenols* α -santalol 46-60%, β -santalol 20-30%, epi- β -santalol 4-5%, *trans*- β -santalol 1-2%, *cis*-lanceol 1.5%, *cis*-nuciferol 1%, a monocyclic sesquiterpenol 5%, a tricyclin sesquiterpenol 1%.

History: Sandalwood is one of the oldest known aromatic materials and has at least 4,000 years of history of use. In ancient India it was widely used in religious ceremonies. It was also a specific for genitor-urinary infections. In India and Egypt it was used as a perfume, and was an ingredient of many cosmetics. While sandalwood is valued for its essential oil, the closely-grained, fine, pale yellow wood was often referred to as "botanical ivory" as the wood is used for carved objects of high quality.

The spread of the use of sandalwood throughout Asia followed the spread of Buddhism. The use of powdered sandalwood as incense is an example of how sandalwood has always been considered the aromatic foundation of Buddhist practice.

ESSENTIAL OIL PROFILE

Sandalwood

"*Santalum album*"

Blends well with: Basil, bergamot, black pepper, cypress, atlas cedarwood, frankincense, geranium, jasmine, lavender, lemon, myrrh, neroli, orange, palmarosa, rose, vetiver, ylang-ylang.

INDICATIONS:

Nervous System: Sandalwood oil has a relaxing effect on the nerves and may be used for hot, agitated emotional states that lead to conditions such as headache, insomnia and nervous tension.

Respiratory System: Sandalwood is recommended for the treatment of respiratory tract infections, especially when its soothing, demulcent effects are required. It is recommended for chronic bronchitis involving a chronic dry cough.

Skin: Applied to the skin, sandalwood oil is soothing, cooling and moisturising and primarily used for dry skin conditions caused by loss of moisture and skin inflammations. It may be used to relieve eczema and psoriasis and for the treatment of oily skin and acne.

Energetics: The qualities of sandalwood oil are cooling. It is primarily indicated for conditions of a hot, inflammatory and catarrhal nature – particularly where the skin, intestines, genitourinary system and the lungs are involved.

Personality Profile: Sandalwood personalities are serene and in charge of their emotions, fully aware of their direction in life. Fischer-Rizzi suggests that sandalwood aids people who want to make human contact and overcome isolation. She says that it is an ideal remedy for nervous depression, fear, stress and a hectic daily tempo.

Subtle Aromatherapy: Sandalwood has long been considered the wood and oil of choice for meditation. It is reputed to quieten mental chatter and is also recommended for the preparation of healing work.

Administration: Topical application – massage, compress, bath, douche, ointment and skin care. Inhalation – direct inhalation, diffuser, oil vapouriser and steam inhalation.

Balanced Essentials' BE Sport, BE Aware, BE Vital, BE Inspired and the men's Aftershave all contain Sandalwood essential oil.

References:

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

Fischer-Rizzi S, *Complete Aromatherapy Handbook*, Sterling Publishing Company, USA, 1990

The Complete Illustrated Guide To Aromatherapy by Julia Lawless.

Natural Home Health Care Using Essential Oils by Daniel Penoel MD & Rose-Marie Penoel.

SPECIAL # 1 **"All 3"**

BE Relieved, BE Sport, BE Lite for Cellulite
\$150 (includes free delivery saving \$24)



SPECIAL # 2 **"BE Lite & Uplifted"**

BE Lite for Cellulite, BE Uplifted Pure 15mL
And BE Inspired Soap Set
\$89.50 (save \$24)



SPECIAL # 3 **"BE Male Twin"**

BE Male Aftershave Twin
Buy 1 get 1 FREE (save \$59.50)



BE Male Aftershave contains essential oils of Cedarwood (2 kinds), Rosewood, Bay, Cypress, Sandalwood, Spearmint, May Chang, Elemi, Tagetes, Cypriol, Hyssop and Clove.

A fabulous special to help spread the word about how good this product is.

All THREE of our most popular products were requested by one of our customers to be included in this month's specials.

BE Relieved is the most versatile of our pain relief products and can be used at any time of the day but is especially useful at night when sleep becomes a priority. **BE Sport** is our stimulating pain relief product and helps warm and relax tight muscles before exercise. It also helps with bruising as it contains arnica essential oil. **BE Lite for Cellulite** is not just for cellulite and for helping remove toxins it also helps with the build-up of fluid and encourages digestion. So if you have a painful and swollen knee that seems to have a build-up of fluid this can be especially useful. BE Relieved or BE Sport can also be applied over the top of this product so that you can gain maximum benefit.

*"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...**BE Relieved** helped my mum 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. 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 22 Apr 2009*

Our **Special # 2 – "BE Lite & Uplifted"** has been popular on our internet site so we have included it in our Newsletter. So as well as getting your body in shape while we still have some summer and sun left you can also use **BE Uplifted Pure** in your vapouriser to enjoy a wonderful aroma in your home or office. It contains Bergamot, Geranium, Lavender, Lemon and Lemongrass. These essential oils help uplift your emotions, encourage positive thoughts and freshen your environment.

"Since essential oils are carriers of life force, builders of vigour and strength, and generators of calm and joy, they contribute powerfully to achieving and maintaining authentic and profound global health. It is easy to see that an impressive quantity of medications of all kinds could potentially be rendered useless or obsolete by these essential oils."

Daniel Penoel M.D. and Rose-Marie Penoel *Natural Home Health Care Using Essential Oils.*

BE Male Aftershave is all-natural and contains 13 essential oils in a base of witchhazel and jojoba with an amethyst crystal. These unique aromas combine to empower, energise and refresh.

It doesn't contain alcohol and is ideal for sensitive skin, helping to balance and normalise whilst maintaining the skin's natural moisture.

BE Male Aftershave is very refreshing and toning for the skin. Women use it as well to help tone the skin and close the pores after cleansing.

Splash it on your face especially when it's a hot, humid day!



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Customer Comments ...

"I would just like to thank you for your advice on my infected nail. I have been using the **BE Uplifted Pure** for a few weeks now & the infection has almost completely cleared up. It did initially make my nail turn a bit brown but it is slowly growing out. After 2 years of going to the GP, & the chemist, & not getting very far, I have finally found something that works. I would be happy for you to use my email, I'm sure there are others out there who may have a similar problem and could benefit from this information. I might also mention, that after using the **BE Uplifted** for a few days, I trimmed away as much of the infected part of the nail as I comfortably could and then went on using the **BE Uplifted** as usual. Thank you again for your help."

Kathy Christensen 9 Dec 2009

"My mother visited your estate last week with Rozelle Probus. She came back in absolute awe of your achievements, the story and the products. She is using the **BE Relieved** oil and her very arthritic knees are really freed-up and much less painful. She is cautiously optimistic, but she keeps saying "I can't believe it"! Warm wishes, and well done!!"

Andrea Ferrari, Managing Director, Esprit Magazine

"I would like to say THANK YOU to BE & Cheryl.

I am 42 & suffered 3 strokes at the end of July and then spent the next couple of months in hospitals here in Tasmania & in Melbourne. I constantly used **BE Relieved** and **BE Calm** to help me through a lot of pain and stress. I received so many comments from patients & hospital staff asking what the beautiful smell was, and then passed on your details. It made a huge difference to me, so thank you.

It really made me feel sorry for patients who do not know about the power of aromatherapy and these beautiful oils, and how much this can help them cope. So I am happy to do anything I can to spread the word!"

Kind regards, Liza Brodel 30 Nov 2009

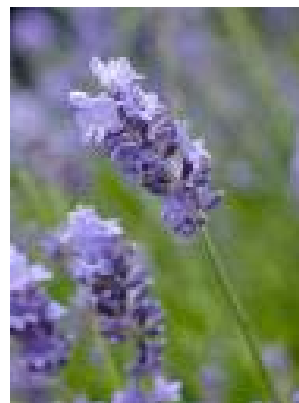
"I had to write and tell you of another wondrous way **BE Lite** has changed my life. I have those fatty deposits on the back of my hands, knees and inner thighs. These areas had become most unattractive especially my hands that I became uncomfortable showing them in public. I have always massaged **BE Lite/BE Lite Lotion** into my stomach/abdomen for relief from menopausal symptoms, gall bladder problems and bloating due to an irritable bowel. Wow how **BE Lite** works wonders in these areas. So when I massaged **BE Lite** and **BE Lite Lotion** into my hands I could not believe the results. Within half an hour the change was evident. I now massage my hands with my incredible **BE Lite** every night while I watch TV. The knees and inner thighs are coming along splendidly too." Bless you, Val Johnson.

We love your stories!

Help the natural therapy industry and tell us about your experiences with our products! 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!

Every testimonial is valuable to us!

Why is Lavender oil used in many of our products?



Lavender is one of the most versatile essential oils and is included in many of our products. It can be used neat on the skin, such as applied on a burn or blended with other essential oils for those who aren't drawn to its strong fragrance. One of its interesting properties is that as well as being calming it also has a stimulating effect when blended together with energising essential oils. It also tends to increase the effectiveness of any blend and has a regulating effect on the nervous system.

When used in a product for pain relief it is soothing, analgesic, antispasmodic and anti-inflammatory which is wonderful for a variety of conditions such as arthritis, muscular aches and pains, toothache, earache and period pains.

Lavender has fungicidal qualities and is a valuable prophylactic agent and immunostimulant. Used as a preventative remedy it helps protect against all types of infectious conditions including colds and flu. In cases of fever, lavender has in addition a diaphoretic (sweat-promoting) and antipyretic (fever-reducing) effect.

It is anti-toxic, anti-venomous, and vermifugal and contains parasitocidal properties making it good for all kinds of insect bites and stings. It repels moths and other insects, such as mosquitoes, and is often applied to a windowsill to discourage these annoying insects.

I look forward to 2010 with hope and joy.

Many of you have commented that 2009 was a difficult year both emotionally and financially.

I have decided not to review our pricing at this time and hope that this will be of help. And I thank you again for all your support, for without you BE would not BE.

I wish you the very best for 2010.



Cheryl Gilbert
Owner/Creator of BE