

# Balanced BE Essentials

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## Newsletter Jan/Feb/Mar 2009



### Jan/Feb/Mar 2009

All specials stay current until  
our next Newsletter

#### **SPECIAL # 1**

#### **"AM & PM Relief Set"**

BE Relieved & BE Sport  
with a BE Aware Single Soap  
\$104.50 (save \$10)  
(includes free delivery)

#### **SPECIAL # 2**

#### **"Lite Lotion Twin Set"**

2 x BE Lite Firming & Toning Lotion  
with a FREE BE Lite Firming & Toning  
Body Wash  
\$99.00 (includes free delivery)  
**A ONCE-ONLY SPECIAL!**

#### **SPECIAL # 3**

#### **"His & Hers Set"**

BE Sensual, BE Male Aftershave  
with a BE Aware Single Soap  
in a maroon gift bag  
\$114.50 (save \$10)  
(includes free delivery)

**Specials only available while  
stocks last.**

**OUR DELIVERY CHARGE IS  
\$10.50 BUT FREE FOR  
NEW CUSTOMERS AND ANY ORDER  
OVER \$150 (EXCLUDING OVERSEAS)**

**Please Note: There is a delivery charge  
for overseas orders and is calculated  
according to our cost of postage with  
Australia Post.**

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

**BULK DISCOUNTS NOT AVAILABLE  
FOR NEWSLETTER SPECIALS**

**Don't forget our website at  
[www.aroma.com.au](http://www.aroma.com.au)  
for secure ordering  
or email us at  
[be@aroma.com.au](mailto:be@aroma.com.au)**

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

### Welcome to 2009!

My heartfelt thanks to you for all your support! I am continually surprised by just how many letters and emails I receive thanking me for producing Balanced Essentials' products and encouraging me to continue on and "never let them run out". In particular are many, many references to BE Relieved – "A Miracle in a Bottle". I can only express my overwhelming joy that I am able to be involved in such a wonderful way of helping people through the use of essential oils. And I will continue producing products of the highest possible quality and effectiveness that I can for as long as they are of benefit. May we travel this road together!

Some of our most popular products are our specials this month. Special # 1 "BE Relieved – A Calming Blend for Pain & Inflammation and BE Sport – A Stimulating Blend for Pain & Inflammation". These 2 products can be used separately or together for greater effect. BE Relieved is calming and can be used day or night while BE Sport is more stimulating and may keep you awake at night. However as it is more stimulating it works better for people with impaired circulation or those who have bruising. Both are ideal to use for arthritis, muscular spasms, pain, inflammation, bruising, minor burns, scratches etc.

Our Special #2 "Lite Lotion Twin Set" is an incredibly generous offer as it contains a free BE Lite Firming & Toning Body Wash due to a mix-up in our laboratory.

**Our laboratory incorrectly included the blend of essential oils used in our BE Lite Firming & Toning Lotion instead of using BE Lite Stimulating Body Wash blend. An expensive mix-up but one that will benefit you! Therefore we have a limited quantity of BE Lite Firming & Toning Body Wash in stock and have included it in our Special # 2 for free. We also offer one free to those who order over \$150. As freight is also free for those who purchase over \$150 this is a very generous offer and one that won't be repeated. We hope you enjoy!**

### Is your Sunscreen Toxic?

Dr Peter Dingle, Associate Professor, Toxicologist from Perth was interviewed on "Sunrise" on Channel Seven on 17 December 2008. He brought to our attention yet again that the sunscreen you apply to your skin to prevent skin cancer could indeed be causing cancer. He went on to say that many ingredients used in our sunscreens such as titanium dioxide, PABA, Padimate A, Padimate O and others are known to contain ingredients that should never be used on babies and on pregnant women. This leads one to speculate that they should not be used at all. (Continued on Page 4).

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

**BALANCED ESSENTIALS IS ALL AUSTRALIAN OWNED & OPERATED**



## Basil

*"Ocimum basilicum"*

*"The smell thereof is so excellent that it is fit for a king's house."*

*Sir John Parkinson 1629*

**Botanical Name:** Ocimum basilicum

**Common Name:** Basil or Sweet Basil, probably from the latin "Basileum" meaning royal, as basil was considered a king among plants.

**Family:** Lamiaceae (Labiatae)

**Phenotype:** An annual herb that grows to around 60 cms. Has dark green pointed oval leaves and white flowers with either greenish or pink shading.

**Origin:** Mainly produced in France, Italy, Egypt, USA and Bulgaria. Varies greatly in chemical constituents dependant on factors such as temperature, geographic location, soil and water availability.

**Characteristics:** A pale yellow or almost colourless essential oil.

**Scent:** Sweet spicy slightly green fresh top note with a balsamic-woody undertone.

**Extraction / Part of plant used:** Produced by steam distillation of the flowering tops. The pruned flowering tops grow back to allow for 3-4 harvests over the 2-month flowering season. This takes about one and a half hours and the average oil yield is about 1%.

**Properties:** analgesic, antidepressant, antiseptic, antispasmodic, carminative, cephalic, digestive, emmenagogue, expectorant, febrifuge, nervine, sudorific

**Personality Profile:** The scent of basil is uplifting, awakening, clarifying and stimulating.

**Chemical Components of Basil:**  $\alpha$ -pinene 0.11%,  $\beta$ -pinene 0.07%, myrcene 0.13%, camphor 1.43%, camphene 0.02%, limonene 2.04%, cis-ocimene 0.03%, linalool 40.72%, methyl chavicol 23.79%,  $\alpha$ -terpineol 1.90%, citronellol 3.57%, geraniol 0.38%, methyl cinnamate 0.34%, eugenol 5.9%.

**History:** The Hindus believed Basil offered protection to the soul in life and death. Rubbing it all over the body was also thought to help protect those who had nightmares about snakes and also promote fertility. Basil is also thought to protect from bad destinies and evil spirits. In Egypt aromatic oils were offered to the gods and also mixed with myrrh and incense when embalming. Different varieties can be confusing and give rise to different therapeutic effects, however it is always a good diuretic, nerve and stomach fortifier and will give relief from difficult menses, dyspepsia, insomnia

## ESSENTIAL OIL PROFILE

# Basil

*"Ocimum basilicum"*

and migraine. Pliny recommended Basil for jaundice, epilepsy and as a diuretic.

### INDICATIONS:

**Nervous System:** Basil is considered one of the finest remedies for the brain. It clears the head, relieves intellectual fatigue, and gives the mind strength and clarity. It is suitable for all types of nervous disorders, especially those associated with weakness, indecision or hysteria.

**Digestive System:** Basil is good for digestive disorders especially vomiting, nausea, dyspepsia and hiccups. Antispasmodic when rubbed on the stomach. Good for mouth ulcers and gum infections.

**Skin:** Used in low dilutions to improve the tone and appearance of skin.

**Muscles:** Good for athletes and dancers for tired, tight, overworked muscles and any strenuous exercise.

**Medicinal Use:** Chest infections, bronchitis, influenza, whooping cough and all fevers.

**Administration:** Massage, ointment, topical skin application, direct inhalation and vapourisation.

**Cuisine:** Basil is excellent in salads, often served alone in Italy and France, and enhances soups and casseroles and, of course, "basil pesto".

**Balanced Essentials' BE Sport & BE Aware blends contain basil essential oil.**

Basil essential oil is extracted from the basil plant, which is one of the world's major culinary herbs. Adding basil to your meals will have many health benefits. Research suggests that traditional Mediterranean diets are associated with longer life expectancy and reduced risk of some diseases such as cancer and metabolic syndrome. The inclusion of Garlic, Rosemary, Basil and other herbs and the protective effects of this diet may be partly due to the antioxidant capacity of these herbs.

As the essential oils are highly volatile, it is best to add the herb near the end of the cooking process, so it will retain its maximum essence, flavour & benefit.

### References:

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**SPECIAL # 1**  
**“AM & PM Relief Set”**

BE Relieved & BE Sport  
 with a BE Aware Single Soap  
**\$104.50 (save \$10) and includes free delivery**



BE Relieved - A Calming Blend for Pain & Inflammation and BE Sport – A Stimulating Blend for Pain & Inflammation are 2 of our most popular products! And deservedly so!

They are analgesic, anti-inflammatory and contain essential oils that are also anti-depressant in nature. Ideal for many conditions. Truly a very versatile pain relief and first aid measure for all the family!

**SPECIAL # 2**  
**“Lite Lotion Twin Set”**

2 x BE Lite Firming & Toning Lotion  
 with FREE BE Lite Firming & Toning Body Wash  
**\$99 (includes free delivery)**

BE Lite Firming & Toning Lotion contains the highest quality essential oils of Lavender, Sweet Orange, Sage, Frankincense, Lime, Lemon, Fennel, Ginger, Juniper & Cypress. Apply all over the body after showering with BE Lite Firming & Toning Body Wash and for great effect used in conjunction with BE Lite for Cellulite. It can also be used during the day to moisturise your hands.



**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!**

**SPECIAL # 3**  
**“His & Hers Set”**

BE Sensual, BE Male Aftershave  
 with bonus BE Aware Single Soap  
**\$114.50 (save \$20) and includes free delivery**



Both of these very special products contain some of the most expensive essentials oils available on the market today!

BE Sensual contains Rose, Neroli, Ylang Ylang, Benzoin, Patchouli, Rosewood & Frankincense blended with Jojoba & Sweet Almond oils. Very aphrodisiac and a great moisturiser for very dry skin.

BE Male Aftershave contains 13 essential oils including Rosewood, Cedarwood, May Chang, Hyssop, and Clove blended with Jojoba and Witchhazel – no alcohol. Very toning for the skin.

**Did you know?**

Balsam has been used by traditional healers for a very long time. It was known as the “pain killer tree” by the ancient nomads. Pure Myrrh is the gum that comes out of the Balsam Plant. Myrrh essential oil is used for the treatment of chronic wounds and ulcers due to its antiseptic, astringent, anti-inflammatory & antiphlogistic properties.

*“BE Lite is amazing. After working with Cheryl and using many of Balanced Essentials products for years, I am still amazed when they prove to be so effective. I recently dug out a lot of my favourite summer tops and silk skirts. Lo and behold a small drop in weight meant they looked better BUT what was that ugly underhang under my upper arms? What would Cheryl advise? So every morning and evening I rubbed BE Lite oil vigorously into the underside and tops of my arms. Only a week later the greater firmness and tone was amazing. You could see the improvement, as the flab didn't wobble nearly as much. I felt confident wearing all my great summer wardrobe and flabby arms is no longer an issue. All this WITHOUT additional exercise! It seems to give me a boost too, in both mood and physical bounce. The days seem to have a bigger lift. Apply, apply, apply is all I can say. Even when I think I know how good they are I am still constantly amazed! The only things I would not be without on a desert island – OILS, sarong, mascara and a toothbrush!” Louise Smithers*

## Customer Comments ...

*"I have suffered from childhood earaches that can really be painful. My mother used to warm-up to blood temperature OLIVE OIL and put a few drops and a little cotton wool in the ear-hole. Recently I got an earache and I used **BE Lite** oil. I put a narrow little teaspoon in a cup of hot water, dried and then put the **BE Lite** oil on it to warm it up before pouring it into my sore ear. The warmth of the oil brought swift relief and the therapeutic effects of the ingredients cleared-up the infection within a few days (with repeat application). I think this worked better than either **BE Sport** or **BE Relieved**. At present I have a slight infection and I have used **BE Relieved** as I have run out of **BE Lite** oil (MY FAVOURITE)." Margaret Rose Miller*

*"Hi Cheryl, I just love your new **BE Lite Body Wash**, it smells absolutely gorgeous and feels so creamy. In winter I like to have my shower quite hot which in turn make my skin quite itchy, since using your body wash I've notice that my skin isn't itchy anymore, my skin feel moisturised when I get out of the shower. I also have very dry skin on my feet, which peels, and I have found that using your body wash, my feet have improved. My grandmother also has very itchy skin in winter and her Birthday is in a week so I decided that this would be lovely a gift to give her. I think this is a WONDERFUL product and I love it and never want to be without it. Thank you once again for your effort and hard work coming up with such great products."*  
Kind regards, Tracey Webb

*"For 15 years I have suffered severe spinal/back pain. Then twelve years ago I found 'TVSN' (TV Channel) and your products. Never looked back "tried heaps other groups" but since using **BE Relieved** I have noticed 50-60 maximum reduction in swelling/pain (especially spinal inflammation, ↓ swelling, ↓ sciatic, ↓ nerve impingement pain) use it most days! Especially with flair ups! One week 2 years ago unknowingly, I had used a mix of this (agony day) **BE Relieved** with **BE Sport** & **BE Lite**. What was once a NON-circulating leg (elephant looking leg full of lymphatic fluid) IS almost now normal now shaped! Thank you (keep it up!). Lisa McKay*

*"I've been very unwell with the dreaded skin spots for the last few months and haven't been using the oils a great deal...but I can tell you the ongoing effects were remarkable even with little use – no more fluid retention in legs – cellulite reduced (**BE Lite**) and lymph glands cleaned with no further trouble. So I am very happy. It's 'amazing' so I wish you every success with your great endeavours." Sincerely, Lois Scott*

### RECYCLING our blue bottles!

So many of you have asked us what to do with your empty bottles stored at home. Our bottles are imported and not manufactured in Australia. Energy is used making, transporting and disposing of them and we would like to lessen our eco-footprint. If you have a minimum of 15 (max. of 25) empty bottles please contact us and we will send you an empty box and reply paid sticker to return them to us. 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:  
**BALANCED ESSENTIALS PTY LIMITED**

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## Is your Sunscreen Toxic?

(Continued from Page 1).

Instead he offered that some ingredients found in your kitchen cupboard have the same, if not more SPF (Sun Protection Factor) than some sunscreens. Some of these are **plant-based oils (essential oils)**, Vit E, green tea to name a few. However, if you believe the TGA and the Cancer Council (who make their own sunscreens and receive considerable amounts of money in research for skin cancer) they disagree. Imagine if it was found to be correct then our Slip Slop Slap Campaign could become one of the largest litigation cases that has come before the Courts to date.

I stopped using sunscreen many years ago when I first heard suggestions reporting of the problems with titanium dioxide and zinc oxide in sunscreens and speculating that they can cause changes to the DNA making us more susceptible to skin cancer. It made some sense to me then that this may be why the incidence of skin cancer was rising and not falling as should be the case. Sunscreens are not tested for their ingredients only for the effectiveness of how long they take to prevent the "burn factor". I often apply **BE Lite Firming & Toning Lotion** as a hand cream during the day and this one day I put my hand on my partner's arm after applying and by the end of a very long and exhausting day in the garden found that his arm was very red but there was a white "handprint" on his arm that had not been sunburnt. I then began to investigate the reasons and found that many plant-based ingredients contain a sun protection factor. I have tried over the last few years to receive a government grant to study the effectiveness of my product but it seems they are more used to giving grants to pharmaceutical companies and find it difficult when a natural therapy product is submitted.

Our offer in October/November/December Newsletter 2008 continues... "We would like to support your loyalty and will not raise our prices for the next 12 months. We would also like to help those in genuine difficulty and who are on pensions, or are seniors by discounting your orders by 10% (Newsletter Specials excluded)."

Our costs have risen, and we ask for your help. If you currently receive your Newsletters by mail could you supply us with an email address for future correspondence? Many thanks.

**In these uncertain and stressful times it is understandable to feel stressed and anxious. Aromatherapy is a valuable tool to help you cope and deal with stress in a positive and empowered way. As most essential oils are antidepressant they can help alleviate anxiety and allow you to positively interact with these challenges.**



**Cheryl Gilbert**  
Owner/Creator of BE