

Balanced BE Essentials

PO Box 276 Glenorie NSW 2157 ABN 35 080 300 812
(Street Address: 3050 Old Northern Road, Glenorie NSW 2157)
Freecall 1800 836 826 or Tel: (02) 9652 0555 Fax: (02) 9652 0800
Email: be@aroma.com.au Website: www.aroma.com.au

Newsletter July/August 2011



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

It's been a while since our last Newsletter

It's been a VERY busy time for us at Balanced Essentials since we last wrote and advised that we'd be appearing on the Television Shopping Network, TVSN. It takes a great deal of time and effort to anticipate all the many aspects of marketing our products on this medium. Many apologies for the delay. If you're looking forward to watching the shows we'll be announcing the dates and times soon.

And the WINNER of our BE Lite Firming & Toning Lotion Competition is ... see page 2 for details.

BE Lite Firming & Toning Lotion with a BE Lite for Cellulite Special is now being repeated for the next two months due to the many requests we have received from our customers.

Our soaps support Fair Trade

BALANCED ESSENTIALS supports the Australian Fair Trade Company focusing on the sourcing and marketing of tropical commodities from the South Pacific. We are committed to empowering island communities to achieve sustainable socio-economic development through the "Fair Trade for a Fair Go" charter. Our soaps are ideal for any skin type and rich in moisturising coconut oil which has many health benefits and when combined with essential oils and sweet almond, wheatgerm, macadamia and olive oils it makes our soaps some of the best available on the market today.

To raise money for the 'Bears of Hope' Charity we are going to run, walk, skip the City to Surf

I recently got to know about a couple whose beautiful baby boy died after he was born prematurely at 25 weeks. Xavier was born physically 'perfect' after 29 hours of intense physical and emotional trauma but died in his mummy's arms just one day after he was born. Debb and her husband Chris walked out of the hospital emotionally and physically traumatized and without a baby in their arms. They immediately made a promise to Xavier that his legacy would continue and he would not die in vain. Putting their pain aside they contacted a charity known as 'Bears of Hope', which is a Pregnant & Infant Loss Support Charity. Whilst Bears of Hope have only so far supported the families of stillborn babies and infant deaths, they had not touched the side of 'neo-natal' death. Debb and Chris met with them and launched a proposal for Debb to instrument, run and launch the 'Neo-Natal' area of the Charity. **Balanced Essentials is proud to be a participant in the City to Surf on August 14 in honour of this charity.** See back page for details on how your sponsorship will help.

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

BALANCED ESSENTIALS IS ALL AUSTRALIAN OWNED & OPERATED

Jul/Aug 2011

SPECIAL # 1 "ALL THREE"

BE Relieved, BE Sport &
BE Lite for Cellulite
\$148.50 (save \$30)

SPECIAL # 2 "BE Lite & Lotion"

BE Lite for Cellulite
BE Lite Firming & Toning Lotion
\$94.50 (save \$19.50)

**SPECIAL # 3
"ALL FIVE Soap Sets"**
5 Sets of three soaps – BE Uplifted,
BE Calm, BE Aware, BE Vital &
BE Inspired
\$98 (save \$24.50)

**SPECIAL # 4
"Isagenix Ionix Supreme"**
Isagenix Ionix Supreme 946mL
With FREE Delivery
\$59 (save \$10.50)

**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.**

Pensioners receive a 10% discount.

**SPECIALS ONLY AVAILABLE WHILE
STOCKS LAST**

**BULK DISCOUNTS NOT AVAILABLE
FOR NEWSLETTER SPECIALS**

**PLEASE NOTE: FREIGHT ADDED
FOR OVERSEAS ORDERS**

We send our products to:
NZ, USA, UK, Japan, China,
Malta, Singapore, Greece,
Germany, Latvia, Hong Kong,
Taiwan, Canada, France,
South Korea, Malaysia, Qatar.

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

“For many years now **BE Lite Firming & Toning Lotion** has been a ‘desert island’ product of mine. It has seen me through many trials and tribulations.

When my beautiful daughter Lauren passed away (she had a terminal lung condition) I experienced so much physical and emotional pain I thought it would never pass. Continually applying **BE Lite Firming & Toning Lotion** I noticed that not only was my skin condition improving, but it was helping to relieve nervous tension and stress. I believe the essential oils were calming and relaxing me and keeping my system balanced. Then in 2005 I fell into a brick wall. Finally my condition was diagnosed (hyperparathyroidism) in 2006, after numerous tests, scans and four lots of surgery in five years some symptoms have improved. A lot of my thyroid was removed and I now have hypothyroidism. Daily I still encounter pain and fatigue.

During my ‘surgeries’ the **BE Lite Firming & Toning Lotion** and **BE Lite for Cellulite** helped detoxify and stimulate my lymphatic system. It helped remove toxic wastes and impurities from my body (anaesthetics can be very destructive on the whole system). The essential oils were beneficial with fluid retention and circulation. At the same time helping to stimulate my digestion and improving my general well-being.

Recently my mother-in-law was diagnosed with “Alzheimer’s” and is now living in a nursing home. After leaving her home of forty-eight years this has been a difficult transition. I believe that applying my **BE Lite Firming & Toning Lotion** has been the one thing that has helped me keep on top of everything, physically and emotionally as I was suffering from headaches and hypertension.

Many of my family and friends have commented on how fabulous my skin looks. This I believe is the result of applying my “lotion” religiously. The aging process can be slowed down naturally as essential oils work well in cosmetics and beauty treatments as anti-aging agents. Their properties work to stimulate skin cells into reproducing at a faster rate. Massage of the skin helps increase blood supply to the tissues and helps the proliferation of cells and regeneration, increasing oxygenation and lymphatic flow.

The NEW formulation **BE Lite Firming & Toning Lotion** would now be like the “Rolls Royce” of skincare – being reformulated to contain Pullulan, making the formulation smooth and light in texture appeals to me (as I have a normal to combination skin type) and find some formulations overload my skin. With the added benefits of Pullulan to firm the skin that can slacken over time, without forming a heavy ‘film’ on the skin can only be great ‘advantages’ to an exceptional formulation.

The carrier oils in **BE Lite Firming & Toning Lotion** I particularly love. The combination of sweet almond, wheatgerm and macadamia in this formulation help build the membranes that surround living cells, strengthen the lipidic barrier and prevent the loss of moisture. They contain many vitamins vital for cells to live and function. With the addition of “essential oils” that increase microcirculation in the skin and by strengthening the capillaries are useful for treatment of spider veins and varicose veins. For all those reasons and more I would like to try the **NEW formulation BE Lite Firming & Toning Lotion.**” Michelle Canute

CONGRATULATIONS to our winner of the **BE Lite Firming & Toning Competition, Michelle Canute.**

Thank you, Michelle, for putting so much time and effort into letting us know your thoughts and in the process informing our customers of the many benefits of BE Lite Firming & Toning Lotion.

And thank you to our other customers who contributed also. Unfortunately we haven’t enough space to include them all.

“I have been using your oils for at least 8-10 years now after discovering you at one of the Mind Body Spirit festivals and then on TVSN (which was an absolute dream come true to purchase your oils, so easy). I have never needed your oils more than these past few years after finding out I had fibromyalgia in my early thirties. Your holistic oils have been my saviour through many ups & downs and in a nut shell they have seen me through having babies, fibromyalgia, hormone imbalance, Physical & emotional pain and insomnia. The results for me have been Happy and positive.

I’m sure I have bought and used every blend in your collection, however **BE Sport, BE Lite and BE Relieved** are my every day must haves. My new favourite is **BE Sensual** (husband loves this one too).

Over the years I have noticed the **BE Lite Firming and Toning Lotion** build and evolve and through your information leaflets have now started to use **BE Lite** on my face as well. I would love to try the lotion to give me the ultimate uplifted feeling of indulgence and beauty in the most natural way. I believe that feeling good helps you feel better in every way. This would be the icing on the cake. On a personal note I can’t stop raving about your oils to my friends and family and have purchased them as gifts over the years.

I want to take this opportunity to thank you for your magical and miraculous oils and I hope that you never stop doing what you do.” Haylen Nunez



“I have found once you reach your 50's your body needs more attention. With menopause and changing hormones, bloating, weight issues, fluid retention, hot flushes and skin dryness they all change your life in one way or another. Trying the NEW formulation of the **BE Lite Firming & Toning Lotion** would be a great starting point to help me with all these changes Mother Nature is sending my way. Who doesn't want to be more lighter, cooler, smoother, firmer and toned! I know I do. Remember: Happy wife, happy life.” Janine Bonello



“I would like to try the new formulation of **BE Lite** as I just loved the old formula, it is just so wonderful for firming plus getting rid of extra fluid. I am so happy you will be on TVSN again as you are so informative and passionate, all products are wonderful.” Sharon Hill

SPECIAL # 1

"ALL THREE"

BE Relieved, BE Sport, BE Lite for Cellulite
\$148.50 (save \$30)



SPECIAL # 2

"BE Lite & Lotion"

BE Lite for Cellulite 100mL
BE Lite Firming & Toning Lotion 250mL
\$94.50 (saving \$19.50)



SPECIAL # 3

"ALL FIVE Soap Sets"

5 Sets of three soaps – BE Uplifted,
BE Calm, BE Aware, BE Vital & BE Inspired
\$98 (saving \$24.50)



SPECIAL # 4

"Isagenix Ionix Supreme"

With FREE delivery
\$59 (saving \$10.50)



“My name is Angela and I am 41 & an avid user of your products! I have a two year old son and when he was born, my sister in law bought me a gift pack of your products and I absolutely loved them! Inside the beautifully boxed set was a bottle of **BE Relieved** which I massaged into my new born sons tummy every time he was grizzly, and sure enough soon after he would release some gas & stop the grizzling, music to a mothers ears!” Also in the pack was some **BE Calm**, which is another joy, I massage this on him every evening after his bath, and we have never had any drama's with him settling for bed, another blessing! I was overweight when I fell pregnant, and then put on another 20kg during my pregnancy, It has taken me the last 2 years to lose the baby weight I gained, and slowly but surely I will lose the other 20kg that needs to go also, but I would love the opportunity to try your **BE Lite Firming & Toning Lotion** as I need all the help I can get in getting my body back to shape & gain some confidence which slips away when the clothes come off! Angel Randell

“I have been a long time lover of your essential oils, I use them around my children because I trust your products 100%. Being a mum of 6 boys doesn't leave much time or money to treat myself. I haven't had a chance to use the **BE Lite** range I usually buy the **BE Calm or Relieved** for the boys. As you can imagine six pregnancies takes its toll on your body and mine has definitely gone south!! It would be a dream to win this prize, thank you so much for your awesome products. Please use my entry in your next newsletter. You are a lovely person and I wish you all the best for your company. Please keep making your wonderful products as so many people love them.” Vera Watson

“My favourite are the soaps. I have dry skin and get "winter itch" and dermatitis in cold weather. Your soaps are the **BEST** cleansing product for dry skin I have ever tried. Sometimes I don't even have to moisturise after a shower.” Annette Thain

Isagenix's flagship product may well be the Cleansing and Fat Burning System but one of its component products, Ionix Supreme, has such potential that it could have been the focus of the company from the start.

Ionix Supreme is the most nutrient-rich product. It contains over 200 specially sourced ingredients from around the world, including both antioxidants and nutrients that help rejuvenate the body. Most of the ingredients included in Ionix Supreme are not typically found on your average grocery shelf. Among them are herbs and natural substances - some of them quite rare - that provide powerful adaptogenic and antioxidant properties. Isagenix Founder and Formulator John Anderson says he designed the formula with the intention of bringing together health-giving nutrients from all over the world.

Suggested amount 30-50mL twice per day.

Do you know what's in the products you put on your skin?

According to a recent study, as reported by Green Med Info: "The results indicate that several commercially available moisturising creams increase the rate of formation and number of tumours when applied topically to UVB-pre-treated high-risk mice. Further studies are needed to determine the effects of topical applications of moisturising creams ... in humans."

Many skin lotions, creams and oils contain mineral oil, as do many tanning products. Mineral oil is a derivative of petroleum and is a known carcinogen. Studies have found that mineral oil and paraffin can bio-accumulate in the tissues. According to the authors of one 2008 study:

"Mineral paraffins might be the largest contaminant of our body, widely amounting to 1gram per person and reaching 10 grams in extreme cases."

It also blocks your pores and your skin's natural respiration process. Because mineral oil can create an impenetrable film on your skin, it may also block the absorption of any beneficial ingredients. Please think carefully before using creams and lotions that contain mineral oil (especially Vaseline) on your skin and especially your breasts if you're breastfeeding or on your baby's skin, as most baby oil brands contain straight mineral oil!

City to Surf 14th August

The Team at Balanced Essentials is proud to be running the City to Surf supporting 'Bears Of Hope' Pregnancy and Infant Loss Support and in particular Chris and Debb Meyer in honour of their baby Xavier Christopher. After their son passed away, Chris and Debb made a pact that in Xavier's honour, they would help other parents in their situation. Chris and Debb have a goal of \$50k to see Xavier's legacy come to life, they have currently raised \$41k.

To raise money for their charity 'Bears Of Hope' and to see Xavier's legacy come to life we are going to participate in the City to Surf on Sunday 14th August! All money raised will help parents who lose their "angels" to neonatal death. Instead of walking out of the hospital alone, they will be given a Xavier Bear to hold as they make the long and lonely journey home to their empty nursery. It will also pay for psychologists to help support parents through their darkest hours and help them on their journey to healing.

If you would be willing to sponsor us to help Chris and Debb and 'Bears of Hope', all you have to do is visit Xavier's fund-raising page www.gofundraise.com.au/xavier and donate using a credit card. As it is their fund-raising page (not ours) please leave your name and the below message.

"Sponsoring Balanced Essentials in the City to Surf to help raise money for Xavier Bear".

Chris and Debb's wish is that Xavier's passing will provide immeasurable love, support and hope to many other parents suffering their pain.

We love your stories! 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!

There are many weight loss and nutritional companies and sometimes it's very confusing.

So many companies promote fast and rapid weight loss and whilst that seems very appealing it is definitely not the best approach for your health. Nothing good and sustaining comes from a quick fix. And filling your stomach so that you'll feel less hungry doesn't remedy the reason why you are hungry - your body is craving nutrition. Eventually you'll feel tired and run-down and will give up using these products and gain back all the weight you lost plus more.

The only healthy and long-term way to lose weight and remain at that weight is to adequately nourish your body whilst at the same time encourage it to release the toxins that are damaging and that help give rise to the cravings that are so frustrating and hard to resist.

It's been fifteen months and I'm still using the **Isagenix Nutritional Cleansing Products**. I feel full of energy, so much so that I've been going to the gym and have also taken up Bigram Yoga. And I'm feeling fit enough to go in the City to Surf. Last year I damaged a number of vertebrae in my back and felt that I'd never be active again. Now I'm out of pain and the tingling and numbness in my foot and leg has gone. I put that down to great nutrition and aromatherapy. Both have also given me a positive mindset and helped me ward off any depressed feelings that I had.

I start and finish each day with 50mL of the **Cleanse for Life** and 50mL of the **Ionix Supreme**. Then I have either a chocolate or vanilla **IsaLean Shake** - it's one of the best breakfasts you can have. And to help me drink lots of water during the day and increase my energy levels I include **Want More Energy** citrus sachets in my drinks. Simple, easy and incredibly healthy!



This time of year is very challenging for our immune systems so if you are suffering from colds and flu or just feel generally run-down then do yourself a favour and include essential oils in your daily routine. You'll develop a high level of resistance to illness, catch fewer colds and if you do you'll recover quicker.



Cheryl Gilbert
Owner/Creator of BE