

# the oily edition

the seoc natural health newsletter

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## organics can save the planet

BFA Certified Organic farmers, Lauchie Hollis and his wife Jan Olive

### location

Hastings Valley, mid north coast of NSW, Australia

### crops

Lemon Balm (Melissa), Rosemary, Rose Geranium and Calendula as well as Australian native plants including *Leptospermum petersonii* (Lemon Scented tea tree), *Eucalyptus staigeriana* (lemon scented gum), *Melaleuca ericaefolia* (Rosalina) and *Quinquinervia* (Nerolina).



For Lauchie and Jan, choosing to farm their 4th generation property organically, addressed all their concerns about the property's capacity to maintain a viable farming enterprise. Originally a dairy farm, Lauchie realised that the productive capacity of his land was becoming more and more dependant on chemical inputs, which in turn, was reducing the soil's capacity to contribute to the natural cycle of nutrients and ultimately jeopardising long-term sustainability.

They understood the need to change their farming activities to break the cycle of dependency the land had on artificial inputs and also to reverse soil quality degradation. Prior experience in producing essential oil bearing plants,

made their choice to introduce crops which were unique to, or newly grown in Australia for essential oil production, easy.

The property – Koree Herbs – is fully certified organic for all their essential oil production. Lauchie and Jan use green mulching as well as manual maintenance strategies to ensure their crops receive the best possible growing conditions. Green mulching encourages the production of humus, promotes micro-organic activity in the soil and returns nutrients to plants in an increasingly effective manner.

The effects of their organic methods have yielded significant benefits both to the soil quality and structure, as well as to the quality and yield of their oil.

"The success of the farm is based on sustainability and best practice in organic farming. 'Healthy' soils create good plant nutrition and quality products. We believe in farming for the future – our passion for farming organically is an extension of the way we live." says Lauchie.

### "We believe in farming for the future"

As an example, their rosemary crop, which is harvested twice a year by tipping the lateral branches with an adapted forage harvester, produces essential oil which possesses a more robust Rosemary verbenone odour.

Premiums and the yield increases achieved as a result of their Certified Organic management practices are delivering profits for the farm and in the process, are delivering a sustainable, vital and vibrant ecosystem.

# happiness

angela rossmanith

Don't worry. Be happy. These words offer great advice when you're feeling relaxed, but they are infuriating when you're finding life difficult. How can you be happy just like that when you feel as though your world is falling apart?

When life is tough, it's healthy and normal to feel anxious and anguished. These are the natural consequences of distress, and the fact is that human beings do respond to life's events with feelings. In the long term it is only counterproductive to deny them.

However, both anecdotal evidence and research results reveal that if you are frequently anguished or anxious, your body is more susceptible to illness. The negative feelings may be lodged in your body long before obvious symptoms signal that something is physically wrong. For health reasons alone it makes sense to cultivate a happy mind. When life throws painful things your way, it can be challenging to maintain an optimistic outlook, but it's this very approach that can ease the path through thorny circumstances.

For some people unhappiness can become a habit. It might be that they've been through a trauma and haven't been able to move past it after a reasonable length of time. It might be that pessimism was modelled by adults when they were young. It might be that they learnt to get affection from others by appearing to suffer.

If unhappiness has become a habit for you, the good news is that you can break the habit if you really want to. A happy mind can be cultivated and maintained. It may take some work, but who ever said happiness was always easy to come by?

**"Our life is what our thoughts make it."**

More than two thousand years ago, Marcus Aurelius wrote: "Our life is what our thoughts make it". Poets and philosophers have long expanded on this theme. Their message is that your mind is your lens onto the world, and if you want to change your life, then you need to change the way you think.

How do you think? Notice whether you tend to put a negative spin on everyday events. Notice whether you slump when

you're challenged, rather than looking for the positive and the way forward. Pay attention to what you say and think, even for just a few moments each day. If a negative thought starts to form, say 'Stop!' to it. Actively eradicate negative thoughts and replace them with others that are positive and constructive.

If you've just been retrenched, your lover has walked out, your mother is sick, then being told to stay happy is likely to distress you even more. All the same, an optimistic outlook will help ease the pain because it offers some hope for the future. Being optimistic at these times doesn't mean putting on a happy face, but what it does mean is keeping perspective, recognising the temporary nature of what's happening, and using strategies to empower yourself rather than shrivelling up with despair.

**"Happiness makes up in height for what it lacks in length."**

Even in your darkest hour, happiness can appear mysteriously like a momentary flash of light. The poet Robert Frost paid tribute to the highs of happiness, the exhilarating, breathtaking swirl of the spirit, when he said: "Happiness makes up in height for what it lacks in length." That swirl is brief and intoxicating, and leaves us wanting more. The trouble is that in pursuing happiness we can easily overlook the very things that can make us happiest.

"What makes me feel really happy," a friend tells me, "is to go outside and look at a garden. Even one lovely flower is enough to lift me. Sometimes people just don't understand how easy it is to feel this way. It isn't as though I analyse what I am seeing, I don't feel a great rush of gratitude to Nature, for example. But I feel something inside me transform when I see something so beautiful, and it makes me feel ...well...happy."

If my friend believed she would need to see a whole flowerbed to be happy, she'd miss out on the deep happiness offered by the solitary bloom. Hers is an attitude we could all put into practice: happiness is available to us all if we're open and awake to the simple and the beautiful in life.



# day spas – they're addictive!



Kirien Withers  
Spa Guru Down Under. Director of SpaEscapes.com – The Gateway to the Spas of Australia and New Zealand

**Why is it that Day Spas, and every other type of Spa are mushrooming up all over the country and indeed the world at an incredible pace?**

**Are they simply an idea that's time has come?**

**Absolutely!**

The wellbeing movements that are behind the explosion in Spa culture have been weaving their influence through our consciousness for the last twenty years.

It started off as little seeds germinating the messages of integrative therapies, more natural health and personal care methods and products, better self-esteem and honourable relationships. And then later... the importance of respect for self, time-out and the crucial importance of time-out together. Couples cannot live by work alone, intimate times must be shared and what better way to do it than to combine quality time together with personal indulgence – purely for-me time, purely for-US time!

Human evolution is amazing. How rapidly has our world changed in the last 50 years and how much faster have our lives become? The sudden emergence of the Spa service sector is a direct response to our increasingly manic pace of life. We are responding with our own panacea at lightning speed. To balance the accelerating high pace, we are demanding high peace! Instinctively we know, it is time! If we are to cope with this acceleration, we have to learn to retreat, to relax and to renew. We have no choice. Our bodies and our hearts will not survive without nurturing and Spa has answered the call!

**"Our bodies and our hearts will not survive without nurturing"**

That is why Spas are emerging on every urban corner and in every beautiful retreat location. This is why the experience of Spa is so addictive. We have found the answer to our personal care needs. Somewhere that not only massages us into sweet compliance with our body's endorphins but can also provide lifestyle advice, nutritional direction, help us to detox the naughties and nasties, refer us to the specialist practitioner we need and has all the skills to help us to look and feel our best, even when under the everyday stress with which we are so familiar.

Spa is definitely an idea that's time has come. Go get some!

**Happy Spa-ing**

# Asian Quake & Tsunamis Appeal

Many of us have been touched by the recent tragedies in Asia, and none more so than the innocent victims and their families. We know that by now you may have made a donation and these funds are already being put to good use by charity organisations around the world. As recovery will take many months, ongoing support is important.

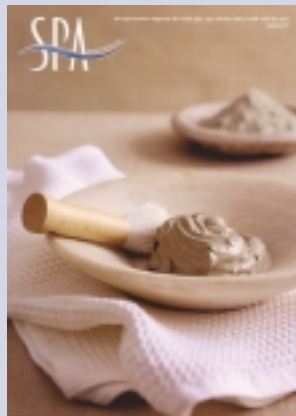
As a company we felt that if we could offer something special to you, our customers and at the same time help this cause, then it would benefit all. Thus, we have developed a range of Limited Edition Essential Oil Blends to help raise funds for the appeal.

100% of proceeds from the sale of these products will be donated to the Australian Red Cross Quake & Tsunamis Appeal.

Each month through until June 2005, we will release a new blend. Each blend will be unique and available for 1 month only. Keep watching our website for full details.



More on page 6...



**Sydney Essential Oil Co's mud treatment featured as the Volume 19 "Cover Girl" for Spa Australasia magazine.**

Spa Australasia is Australia's leading professional industry magazine keeping you up-to-date with product and treatment developments, equipment and design. This publication is an absolute must-read for business owners, managers and suppliers to the spa, hotel, beauty, fitness, and/or natural therapy sectors.

## special offer

Spa Australasia magazine is offering SEOC customers a **10% discount** for all subscriptions to the magazine.

Phone: Fran McKenzie at the Intermedia Group on 02 9660 2113

Quote Reference: SEOC

# recipe – it's sleep-time



## sleep tight spray mist

This deeply relaxing blend is great as a sleeping aid.

Spray around the room and also as a facial mist prior to bedtime. Gentle enough for use with children.

Store in bottles with a spray-mist applicator.

## rating

**preparation time:** 5 minutes  
**cooking requirements:** nil  
**makes:** 1L (4 x 250mL bottles)

## ingredients

500mL lavender spike organic hydrosol  
 500mL chamomile roman organic hydrosol  
 50mL premium aloe vera gel base  
 10g calendula extract  
 10mL sandalwood extract  
 3mL chamomile roman essential oil  
 3mL solubiliser

## how to

- step 1** Combine hydrosols together in clean bowl
- step 2** Add aloe vera gel, stir
- step 3** Add extracts, stir
- step 4** Add essential oil to the solubiliser, then mix in well

# recipes for beauty & wellbeing

## The season for transformation

As the temperature drops and the Autumn days become shorter, crisper and cooler, we enter into a time of change and conservation.

Nature generously envelops us with an abundance of colour. Flashes of burnt orange and deep reds contrast against golden light and long shadows.

As the landscape around us transforms, so too can we. Autumn is a time when we can retreat a little, focus on putting our ideas into action and pursue our ambitions towards happiness and harmony.

Our [autumn edition] recipe book offers you all-new recipes for: bath serums, creams, liquid soaps, body butters, hair conditioning treatments, clay face masks and bubble baths.



NEW

SEOC pricing (\$AUD GST exclusive):  
 [autumn edition] \$15

## november oily edition competition winners

Thanks to all who entered our competition to go into the draw to "win a summer recipe book"; we received an interesting assortment of answers... 😊

**Congratulations** to the **10 winners** who answered correctly:

S. Blevin (NSW)  
 C. Howard (VIC)  
 L. Demy-Gero (QLD)  
 R. Harward (QLD)  
 K. Large (QLD)  
 N. Auckland (NSW)  
 J. Ho (NSW)  
 K. Herron (NSW)  
 S. Elliott (QLD)



Correct Answer: 4.

# practitioners' choice

SEOC's Practitioners' Choice Massage Blend is formulated to be soluble in water. It is a low viscosity blend which means it has great slip.

We developed the blend to address the common request from massage therapists to assist with the cleaning of towels used during treatments. Because the massage blend is water soluble, there is no need for soaking or the use of harsh cleaning agents when washing cotton towels and sheets, and clients will find that it washes off easily in the shower.

SEOC pricing (\$AUD GST exclusive):

Practitioners' Choice Massage Blend

100ml \$6  
 1L \$17  
 5L \$70  
 25L \$300

Or sample Practitioners' Choice as one of 5 massage blends in our **Trial Pack** (pack includes – everyday, original, slip & grip, luxury & practitioners' choice massage blends)

5x100ml \$25

## Components:

**High-oleic Sunflower Oil** – providing natural stability and exceptional shelf life without hydrogenation.

**Almond Oil** – because of its fine texture, it will not make your skin feel greasy or sticky and it can also help in relieving muscular aches and pains, softening the skin and promotes a clear young looking complexion. In aromatherapy a carrier medium, like this product, is used to prevent the essentials from burning the skin.

**Capric-caprillic triglyceride** – an emollient derived from the coconut plant that prevents water loss from the skin.

**Polysorbate 85** (Oil dispersant) – a non-ionic surfactant known to not react to the

## product profile

water dispersible massage blend

dermal areas when applied. Trials show no visible changes where healthy individuals were treated with the surfactant directly on the skin. No definite histologic changes were observed by microscopic evaluations. The subsequent biochemical essays showed that content of the epidermal phospholipids was elevated within a range of 5 to 65 percent as a result of the treatment with Polysorbate 85 preparation.

**Vitamin E** (DL-alpha-Tocopheryl Acetate) – moisturises skin from within, enhances the skin's smoothness through cumulative effect (in particular, useful in soap bars, liquid soaps and frequent massages). Soothes and aids in tissue repair, protects skin from environmental stress and provides and in-vivo antioxidant function.

## need a massage?

To find a massage therapist in your area log on to:

[www.naturaltherapypages.com.au](http://www.naturaltherapypages.com.au)

We love this website! It is a comprehensive and easy to use Australia-wide listing of natural therapists across all modalities.

## special offer

[www.naturaltherapypages.com.au](http://www.naturaltherapypages.com.au) is offering a **free 30-day trial** for new practitioner listings for SEOC customers. Contact Michael on 1300 762 991 or [sales@naturaltherapypages.com.au](mailto:sales@naturaltherapypages.com.au)

Quote reference: SEOC



**Note:** If you have already ordered the subscription offer, your [autumn edition] will automatically be sent out to you. Keep an eye on the mailbox; it will be arriving any day now!

# subscribe to 100% pure & natural recipe books (set of 4)

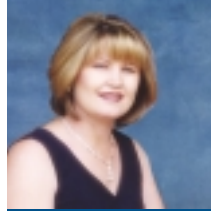
Order the subscription offer and save!

Our series of 100% pure & natural recipe books are brimming with seasonal recipes, tips and how to do-it-yourself information. Each recipe is given a star rating and they range in difficulty from simple to the more advanced (for the experienced or adventurous product maker).

The full collection comprises of 4 seasonal books, including the [spring edition] (out now), [summer edition] (out now), [autumn edition] (out now) and [winter edition] (due out 1st May-05).

Ordering a subscription for the complete set means that you won't miss any of them. Plus you'll save 15% off the regular cover price. Individually the books are \$15 each (+ GST). Subscribe and receive the entire collection for just \$51 (+GST)

Explore the world of aromatherapy and start making your own range of skin and body care products that are high quality and free from artificial additives.



## new seminar profile

# cold-process soap making

The age-old process of making cold-process soap is truly an art form and one that is a joy to learn. The recent launch of our soap making classes has been a popular one, and those who have already attended have thoroughly enjoyed the day.

We selected the lovely Melissa Sammut to teach this seminar due to her extensive knowledge and experience. Melissa has been making soap for about ten years. She loves the creative process and discovering new and delicious essential oil combinations that are possible through cold process techniques.

Melissa has been teaching soap-making for five years, plus runs her own business producing and distributing her hand-made product. The positive response and enjoyment of her students and customers inspired her to publish her first book on the subject.



Creating Natural Soaps is available to purchase from Sydney Essential Oil Co.

Should you wish to attend one of Melissa's seminars, you'll receive her book on the day. (See page 7 for dates)



## free catalogue

How can you possibly shop for your aromatherapy needs without a SEOC catalogue?

Do you have the latest one?

Call us today on **02 9565 2828** and we will send you a copy pronto!

Or visit [www.seoc.com.au](http://www.seoc.com.au) to shop on-line.

## diary dates

Showroom opens on these Saturdays

Seminar dates – see back page for full details

Seminar tickets go on sale - call at 9am to book your seat

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	<b>February 1</b> 100% pure & natural [autumn edition] recipe book on sale	2	3	4	<b>5</b> Showroom Open 9am-1pm. <input type="checkbox"/> Seminar – Gas Chromatography 10am-11.30am	<b>6</b> <input type="checkbox"/> Seminar – Cold Process Soap from Scratch (basic) 9am-2.30pm
7	<b>8</b> Tickets for March seminars on sale from 9am	9	10	11	12	<b>13</b> <input type="checkbox"/> Seminar – Natural Products 8.45am-2.45pm
14	15	16	17	18	19	<b>20</b> <input type="checkbox"/> Seminar – Creams from scratch 8.45am-2.45pm
21	22	23	24	25	26	<b>27</b> <input type="checkbox"/> Seminar – Cold Process Soap from Scratch (advanced) 9am-2.30pm
28	<b>March 1</b>	2	3	4	<b>5</b> Showroom Open 9am-1pm. <input type="checkbox"/> Seminar – Gas Chromatography 10am-11.30am	<b>6</b> <input type="checkbox"/> Seminar – Cold Process Soap from Scratch (basic) 9am-2.30pm
7	<b>8</b> Tickets for April seminars on sale from 9am	9	10	11	12	<b>13</b> <input type="checkbox"/> Seminar – Natural Products 8.45am-2.45pm
14	15	16	17	18	19	<b>20</b> <input type="checkbox"/> Seminar – Creams from Scratch 8.45am-2.45pm
21	22	23	24	25 Good Friday Office closed	26 Easter Saturday	27 Easter Sunday
28 Easter Monday. Office closed.	29	30	31	<b>April 1</b>	<b>2</b> Showroom Open 9am-1pm. <input type="checkbox"/> Seminar – Gas Chromatography 10am-11.30am	<b>3</b> <input type="checkbox"/> Seminar – Cold Process Soap from Scratch (basic) 9am-2.30pm
4	<b>5</b> Tickets for May seminars on sale from 9am	6	7	8	9	<b>10</b> <input type="checkbox"/> Seminar – Natural Products 8.45am-2.45pm
11	12	13	14	15	16	<b>17</b> <input type="checkbox"/> Seminar – Creams from Scratch 8.45am-2.45pm
18	19	20	21	22	23	<b>24</b> <input type="checkbox"/> Seminar – Cold Process Soap from Scratch (advanced) 9am-2.30pm
25 Anzac day Office closed	26	27	28	29 Watch your letterbox for the next Oily Edition newsletter	30	<b>May 1</b> <input type="checkbox"/> Seminar – Cold Process Soap from Scratch (basic) 9am-2.30pm
<b>2</b> 100% pure & natural [winter recipe] book on sale	3	4	5	6	<b>7</b> Showroom Open 9am-1pm. <input type="checkbox"/> Seminar – Gas Chromatography 10am-11.30am	<b>8</b> <input type="checkbox"/> Seminar – Natural Products 8.45am-2.45pm
9	10	11	12	13	14	<b>15</b> <input type="checkbox"/> Seminar – Creams from Scratch 8.45am-2.45pm
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## more on the Asian Quake & Tsunamis Appeal ...and the purpose of the Red Cross Appeal

The funds raised in Australia will be used in one of three ways:

- To fund the deployment of specialist delegates to the region to assist in the International Red Cross response
- To support the relief and rehabilitation work of Red Cross and Red Crescent Partners through the global emergency appeal
- To support an Australian Red Cross program of assistance in the affected area

More specifically Red Cross is working to provide emergency assistance as well as longer-term support for the affected people in a range of areas such as:

- Shelter (tarpaulins, tents, temporary accommodation, etc.)
- Food and non-food assistance (food rations, supplementary food, kitchen sets, hygiene kits, clothing, etc.)

- Water & Sanitation (safe water supplies, sanitation facilities in camps and elsewhere, building water storages, preventing outbreaks of waterborne diseases)
- Health (first aid, treatment and recovery, prevention of outbreaks of disease, recovery of public health care facilities, psychological support.)

This global appeal of the International Federation of Red Cross and Red Crescent Societies has extended the initial appeal upwards to AUD\$75.9 million to be used for:

- Initial emergency assistance to persons in affected areas
- Providing the most pressing relief items (e.g. family tents, blankets, plastic sheeting, water purification tablets, mosquito nets, medical supplies, equipment & services)
- Providing the systems necessary to distribute and provide these services (personnel, transportation, accountable administrative systems, etc.)

- To respond to longer term needs of those affected by the disaster.

The Australian Red Cross will not deduct more than 10% of any donation for an international appeal to cover its own costs. For more information and current press releases on the work of the Red Cross for this appeal, please log on to [www.redcross.org.au](http://www.redcross.org.au)

At the time of going to press, the Australian Red Cross had already raised AUD\$66.8 million in pledges to assist those affected by the devastating Asian earthquake and subsequent tsunamis.

# what's on

seminars

Sign up for our fun and informative seminars and learn to make your own skin and body care products for home or commercial use. See page 7 for dates.

## tickets

As classes are very popular and seats are limited, we ask that you call us on 02 9565 2828 at the following times to secure your place(s).

### February seminars

Limited tickets may still be available – call today!

### March seminars

On sale 9am Tues 8 February

### April seminars

On sale 9am Tues 8 March

### May seminars

On sale 9am Tues 5 April

## gift certificates

Gift Certificates are now available to purchase for use as seminar tickets. When ordering please nominate the specific seminar and date.

## conditions

Seminar tickets and gift certificates must be paid in full at time of booking. Once bookings are confirmed, tickets are non-refundable and cannot be transferred to another date. Tickets may be transferred to another person of your choice if you are unable to attend.



## cold-process soaps

(see page 6 for more info)

### basic

Learn how to make cold-process soaps from scratch using quality olive oil, vegetable oil and essential oils.

Seminar includes lunch, refreshments and basic soap making book. Plus you get to take home pre-cured samples and everything you make!

- 1-day seminar (9.00am – 2.30pm)
- \$176 pp (incl. GST)

### advanced

Pre-requisite: Attendees must have attended the “basic” class.

Learn more advanced techniques including marbling, swirling, layering, goat's milk soap and more. Recipe sheets, lunch and refreshments are provided. Plus take home pre-cured samples and everything you make!

- 1-day seminar (9.00am – 2.30pm)
- \$176 pp (incl. GST)

## gas chromatography

Learn how to test the quality and authenticity of essential oils, as you go behind the scenes and see our Shimdzu GC-17A Gas Chromatograph at work. This seminar is ideal for Aromatherapists, students and teachers alike, who have an interest in the quality of the essential oils they are using.

Seminar includes data sheets and a take home sample of the oils that is tested.

- 90 minute seminar (10am – 11.30am)
- \$22 pp (incl. GST)



## natural products

Learning how to make your own products for home use or commercial use is fun. At our Natural Products seminar we will teach you the basics of blending ingredients and making products based on using essential oils, extracts, raw ingredients and premium base products. A Recipe Book, morning tea and lunch are also provided. Some of the products you'll learn to make include: Clay Mask, Foot Scrub, Bath Salt, Body Whip, Aloe Vera Shave gel, Shampoo & Conditioner, Body Cream, Body Powder and you'll take home samples of everything you make.

- 1-day seminar (8.45am – 2.45pm)
- \$165 pp (incl. GST)



## creams from scratch

This seminar is excellent if you want to learn to make your own creams, lotions and body butters from scratch, either for home or commercial use.

We'll teach you several ways to create a scent-free base, then go on to make recipes that incorporate blending extra ingredients such as essential oils, extracts, dyes, etc.

A Recipe Book, morning tea and lunch are also provided. Plus you'll take home samples of everything you make.

- 1-day seminar (8.45am – 2.45pm)
- \$187 pp (incl. GST)

## contact us

Sydney Essential Oil Co. Pty Ltd  
ABN 95 096 439 299

address Unit 4, 2-10 Fountain Street  
Alexandria NSW 2015  
Australia

mail PO Box 171  
Alexandria NSW 1435

ph +61 2 9565 2828

fax +61 2 9519 8009

web [www.seoc.com.au](http://www.seoc.com.au)

### office hours

9am – 5pm monday to friday

### showroom hours

9am – 4pm monday to friday

9am – 1pm 1st saturday each month

### email us

product enquiries and orders  
[sales@seoc.com.au](mailto:sales@seoc.com.au)

### general enquiries

[info@seoc.com.au](mailto:info@seoc.com.au)

### newsletter feedback or info

[newsletter@seoc.com.au](mailto:newsletter@seoc.com.au)

### to get in touch with michael or daniel

[michael@seoc.com.au](mailto:michael@seoc.com.au)

[daniel@seoc.com.au](mailto:daniel@seoc.com.au)

order on-line

[www.seoc.com.au](http://www.seoc.com.au)

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