

the oily edition

the seoc natural health newsletter

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people in business [part 1]

finding success

by angela rossmanith



When a woman who had built a successful international business was asked for advice for beginners, she replied: "Build your business on integrity and on the values that are most important to you. That way, you feed your deepest hungers."

There are many people who would like to boost their business into real success while incorporating principles that are important to them. This can be difficult when the business culture is not supportive of such an approach. For example, having family time as a high priority can run up against accepted ideas of what building a business has to entail. It is also difficult if you aren't entirely sure what your core values are, or what business or work you really want to become involved in.

Whatever the case, if you want to commit yourself to living a life of integrity expressed through your work, there are a few helpful steps to start you on your way.

take time to reflect on what you've always loved doing **1**

Think back to when you were very young, and remember what it was that you loved to do, because it can provide you with valuable clues about what gives you enjoyment and about your own specific strengths.

> *continued page 2*

> from page 1

One woman I know used a photograph of herself at eight years of age to jog her memory. She recalled how she would make up stories with her friends, imagining they were conquering new frontiers and starting their own town where girls would be in charge. "No wonder I started my own business and ended up being surrounded by women business owners twenty years later," she says.

Remember your adolescent and teenage years too, and what it was that attracted you and made you happy. What subjects were you drawn to at school? Did you prefer to work alone or in a group? What activities did you pursue out of school?

reflect on what is most important to you in life and draw up a list

You may include personal values like honesty, compassion, generosity, or wisdom; family and friendships; personal development; the opportunity to be creative; efficiency; excitement; serenity.

Consider what it is about each of these that contributes to your life, or makes you more content. For example, "compassion" may be particularly important to you because it means that you remain open-hearted to others, including your work-mates or employees, and you enjoy the warmth and care this brings to your environment.

As another example, "the opportunity to be creative" may be a driving force for you, and has probably been apparent since early childhood. It may be an integral aspect of your personality, a particular strength of yours.

ask yourself what your vision is for how you would like to live your life

Notice the details: where would you be living? What would the community around you be like? What would you be doing? What would you be selling? How would you be selling it? How big would your business be? What would your income be?

This can be an extraordinarily difficult process, but by sticking with it you will discover more about your core values and about what you really want. The more specific you are, the more helpful it will be.

You can take this process one step further, as did that woman who built the successful business. This is what she told me: "Each year on January the first, I actually make a collage of what I hope for that year. Everything is on it: income, activities, people, places, the products I want to offer, holidays. And then I try not to be too amazed as I check off each of the things as they happen."

acknowledge your skills and talents

Notice what you are good at and what people compliment you on. What feedback do others give you? For example, do they say you are you a good listener? Are you able to sum up a situation quickly? Are you organised and efficient?

Consider all your skills, however unremarkable you think they are. You may be a good swimmer or runner, or an innovative cook. You might be great at writing letters and cards, finding just the right words to express yourself.

In taking steps to uncover and acknowledge all your abilities, you'll get to know yourself even better. All this is helpful in working towards a future based on what is most important to you.

give attention to your personal qualities

When you think back to your early days, consider whether you liked to organise other people; whether you were someone other people liked to talk to about their problems; whether you tended to be an entrepreneur, coming up with new ideas to make a little money; whether you were outgoing and sociable, or quieter and more retiring.

Getting to know yourself through self-reflection and self-awareness is one of the best tools you can develop. Knowing yourself and what fulfils you deeply is an ongoing process, because you do change over time, depending on circumstances and your particular needs.

Some people make the mistake of assuming that what works for them as a young person will continue to satisfy them throughout their life. But human beings are not static. As you meet others and as you experience life, you grow and develop, and what attracts you and pleases you changes with you.

For example, Glen had enjoyed several years as a successful sales manager, but found that as he grew older this position brought him no satisfaction. He struggled on, trying harder and harder to do the work that once came easily to him, but he felt even worse. It took retrenchment, followed by the wise counsel of a former colleague and friend, to point out to Glen that this kind of work no longer matched his personality and needs.

Over the years, Glen had become more reflective and more aware of what mattered most to him. He had always loved working with people, but now he wanted to work with them in a different way, calling on his natural leadership skills, his strong value system, and his longing for authentic relationships. In time, drawing on his lifelong interest in health, he began study in the alternative health field with the aim of establishing his own practice down the track, a path he was sure would satisfy his needs. ■

...to be continued.

Watch for [part 2] of 'People in Business' in the next *Oily Edition* newsletter.

In the next article we'll look more closely at different behavioural styles and how it can relate to you, your business, your customers and staff.

you asked us

how to keep your natural products fresher for longer

by eliza mcgovern



For many people the attraction of making handmade cosmetic products is their simplicity, freshness and purity of ingredients. You know what goes in and how natural they really are. They are not mass produced and you can customise them to suit your needs or those of your customers. These pluses are certainly desirable in a world cluttered by man-made and highly processed products.

However, the very nature of the ingredients used in your homemade products can also mean these wonderfully nourishing products end up with a short shelf life and occasional inconsistencies between batches.

There are many factors that can influence the final outcome of your product especially if you are working from your home kitchen. Whether you are making products for personal use or to sell, freshness and longevity will be important to ensure you do not throw products out or have customers return them due to spoilage. This will become costly in raw materials and also for your reputation (even if it's just amongst your family and friends).

Producing small batches of products in your home kitchen is certainly viable and cost effective. A key factor to remember is that your kitchen is not a sterile climate-controlled laboratory, nor are you using synthetically stabilised ingredients. Thus it is important to take some precautionary measures to ensure your natural products a) turn out the way you intended, b) remain fresh for as long as possible, c) are safe for the user to apply to their skin by being free from contamination and nasty bacteria. We recommend you consider the following.

create a hygienically clean work space

Bacteria on your work bench, fingers, utensils and/or jars will contaminate your natural products, leading to a reduced shelf life.

- **Clear away** excess clutter from your benches, especially food.
- **Use separate pots, bowls and utensils** to the ones you cook with.
- **Sterilise everything** that may come in contact with your ingredients. This can be done with a blend of essential oils that have high anti-bacterial properties, such as lavender, thyme, eucalyptus and/or tea tree oil. Alternatively use something such as a Milton solution (this is used to sterilise baby bottles), or an Iodine solution.
 - Bench tops – disinfect thoroughly
 - Jars, lids and bottles – this is vital if you are using 'natural' preservative and highly recommended if using a synthetic one. Boil in water for 20 minutes or use options mentioned above. Glass jars can be oven dried on a low temperature (up to 40°C). Plastic jars can also be dried in the oven providing it is low heat and fan-forced. Heat just long enough to evaporate all water residues.
 - Mixing bowls, spoons, etc – wash in hot soapy water first, then rinse and disinfect thoroughly.
- **Use gloves** when measuring and mixing your ingredients.
- **Use disposable** paper towel rather than cloth towel so you do not inadvertently cross contaminate ingredients

caring for your products

Most natural ingredients are light and air sensitive. They deteriorate quickly if stored in a hot environment or when lids are left off for any period of time. We recommend you,

- Buy your ingredients from a supplier you trust. The quality of their ingredients will directly influence the quality of your final product.
- Store your ingredients and finished products in the coolest part of your house, low to the ground or on a concrete floor; don't be tempted to use the back shed because you're short on space as this can turn into an oven on a warm day. The fridge can often be the

best place for expensive, infrequently used ingredients or delicate products such as aloe vera gel.

- Always replace lids immediately after using each ingredient. As soon as air gets to a product oxidation begins, so do all you can to limit this.
- Don't dip your fingers (and bacteria) into your ingredients or finished products. Always use a spoon or spatula.

notice the environment

Another major factor that can affect the outcome of your products is the room environment.

- **Room temperature** – excessive heat or cold and dramatic seasonal changes may influence such things as your product's cooling time, the emulsifying process or product consistencies. High humidity levels can also affect the final result, as bacteria loves to live and breed in water.
- **Dust and fluff** – excess dust particles or pet hairs can get into your product, bringing germs and bacteria with them. So sweep the floor and keep the doors closed if it's a windy day.

keep good recipe notes

Dates and ingredient lists are basic (you'll also need this on your labels), but for the more serious product maker, it is worth recording some extra details. We recommend starting a special note book or recipe file.

- It is often months (or dozens of products) later before you go back to making a particular recipe again. When you do and if it does happen to turn out a little differently to the previous batch, your note book can help you to analyse what you might have done differently.
- It is also useful to record your "mistakes" or "mishaps" as these can often result in the most amazing products. Good notes will enable you to reproduce it again.

Making natural products will enrich your skin and your life, we encourage you to be adventurous and enjoy experimenting. ■

what's coming up...Organic Expo 2006 Australia's Premier Certified Organic & Environmental Products Expo

Following its huge success in 2005, the Organic Expo is back for its second year. Expect to see an even greater selection of organic lifestyle products, cooking demonstrations by award-winning chefs and key industry speakers. Products at the Expo will include;

- personal care, health & beauty
- mother & baby
- pet care
- food, wine & beverages
- house, garden & building
- fashion & manchester
- restaurants, spas & eco resorts

visit us Stand 131
when July 21 (trade only), 22 & 23 (general public)
where Sydney Convention & Exhibition Centre, Darling Harbour
more info www.organicexpo.com.au



business basics

Q&A

by eliza mcgovern

The recent introduction of our Business Basics seminar has generated much, interest and many questions on the subject of small business.

We would like to thank the 60+ attendees from our first 2 classes held in February and March, your comments, feedback and questions have been welcomed and appreciated and we plan to introduce many of your suggestions over the coming months.

As our first new initiative, we are pleased to launch the 'Small Business Forum'. Here we will discuss the issues that small businesses face within our industry. Our aim is to guide you in the right direction and to help you to find information that will enable you to grow your business.

One of the key things to know is that help and information is always available, no matter what stage your business is at, or what type of business you are in. You may be just starting out, or you may have been trading for several years. Either way, being in business is an ongoing learning process. For most small business owners, the biggest challenge is knowing where to go to get the advice relevant for a particular point in the development of your business.

By using a combination of resources such as industry specialists, books, trade magazines, web searches, government departments and your own leg work you'll be able to find out everything you need to know about being in business. There is certainly no shortage of experienced teachers and professionals who are able to advise and guide you.

In this Small Business Forum we will answer two of the "most asked" questions from our recent Business Basics seminars.

Q where do I get more general information on labelling?

A If you intend on selling your cosmetic products to the public, you must be familiar with the legislation and guidelines before proceeding with printing your labels. The design and branding side of your label development should be secondary to first knowing what you can, cannot and must say in your copy or content. This is a complex area that requires much research and creative interpretation. The following websites will be a valuable source of information to you.

1. Visit the Therapeutic Goods Administration (TGA) website for full information on 'allowable' cosmetic label claims vs. therapeutic claims. Go to www.tga.gov.au and do a search for the 'Cosmetic Claims Guideline' document.
2. Also visit the Australian Competition & Consumer Commission (ACCC) website for full details on your 'responsibilities' and 'mandatory standards' for your labels. Go to www.accc.gov.au and do a search for the 'Cosmetics & toiletries – ingredient labelling' document.
3. If you are developing a range of certified organic cosmetics visit www.bfa.com.au and download a copy of the 'Organic Standard'. This covers the entire organic industry and is mainly focused on food related products. However, in the March 2006 version you will find marketing and label claim information on page 21, plus cosmetic product information on page 64.

tip

We recently published a comprehensive article on labelling in Issue #6 of the Oily Edition. It covers label content, design, legislative issues, printers and more. Download a back issue copy from the newsletter section of our website www.seoc.com.au

Q what is the best way to sell my product?

A There is certainly no simple answer to this. In fact there are many scenarios to explore. How you choose to sell your product will have a direct relationship to all of your other business strategies. Specifically it falls into the area of your 'Distribution (Place)' Strategy as one of the 4 P's in your Marketing Plan.

tip

We recently published an article on putting together a Marketing Plan in Issue #9 of the Oily Edition. It covers positioning, SWOT, knowing your customers, product, price, distribution and promotion. Download a back issue copy from the newsletter section of our website www.seoc.com.au

All distribution strategies have their pros & cons, selecting the right approach for your business cannot be done in isolation, it must be addressed as part of your total Business/Marketing Plan.

Today we will discuss some of the options that are suitable when selling Natural Cosmetic Products. When choosing the one that is best for your business consider your own personal skills, the skills within your team (if you have a business partner and/or staff) and the products you are selling.

Think about 'who' your business is in the 'selling chain'. Are you the manufacturer, distributor, or retailer? It is possible to be more than one, but clarity on this is essential for you to be able to develop your pricing structure. You'll need to consider how many middlemen there are in the chain before your product reaches the end user.

Then consider who your customers are. Are they the consumer or another business? Again it may be one or both. This will impact on your packaging and total brand image.

Next consider where/how you sell your product. Is it sold in a retail shop, on-line shop, mail order catalogue, call centre, via sales reps, via a distributor or agent, via practitioners or by party plan, telemarketing, hampers, domestic market or export, or some other way? Each type of customer will have different requirements that will influence whether or not they actually choose to buy it and if they will require any after-sales service. Knowing who your customers are helps you address these issues. As your business expands you may attract new customer types, and it is possible to have a multi-faceted service strategy that suits a variety of needs.

Let's explore a few of the more common elements in the where/how a little further.

retail shop

Selecting the right location for your store is critical. Don't rush this process. Do lots of homework and research before signing on the dotted line. If leasing a premise, seek the advice of a commercial leasing solicitor, as they will be able to interpret the contract and point out any potential danger clauses. Get to know the right person at the local council. Find out how frequently rates go up; what developments are going on in the area that could impact on your business; what safety regulations you need to know about when designing your shop fit out. Find out about the parking situation; how much walk-by traffic you will get, how many other stores in the area are selling similar products; and what seasonal influences will impact sales.

Selecting the right staff can make or break your business. Look for people who have self confidence and a team work attitude. Selling and serving your customers will require good communication skills, the motivation to work hard and relevant product knowledge. Are your staff reliable and punctual? Do they have relevant schooling/qualifications or relevant prior experience or a good track record of loyalty to a previous employer? Will they fit in with the culture of your store and with other staff members?

If you are manufacturing the product and you are also the retailer store owner, you are in the best situation from a gross profit perspective. There is no middle man to pay therefore more profits go back to your business. Drawbacks include high running costs, expensive shop fit out, rent, rates, etc. So a substantial amount of start up capital is required. Unless of course you are selling at a market stall, whereby your overheads are low, but you are at the mercy of the weather and will face stiff competition from other stall holders.

If you have a fixed store location, the upside is that this situation enables you to build your brand and gives you the potential to expand to a second or third store location or even into franchise.

The other side of retailing is supply. You may not want your own store but may instead choose to sell your product to other retailers. As the supplier you should consider your retailers as your business partners. Look after them by offering good margins, don't saturate their immediate area with too many other stockists. Whilst having your customers in close proximity may seem an easy way to service deliveries and keep in touch with your customers, it may saturate the market and result in each store having a lower stock turnover and reduced cash flow. And for you the supplier, it will be more cost and time effective to service fewer customers with larger orders, than more customers with



smaller orders. In summary, your objective should be to get repeat sales from your retailers by doing what you can to help them sell your product. If their customers keep coming back for your products, it's good business for them and for you.

Retailers may sometimes ask you for exclusivity on your brand in their area. If you do consider this option, make sure it is for a short time frame to begin with and that you set mutually agreed sales targets in order to retain that exclusivity. Don't leave yourself without an 'out' clause if they are not performing in sales.

on-line shop

You can of course have a website presence without selling your product on line. This can be a cost effective way to start if your budget is small.



If selling on-line is critical to your selling strategy, we recommend you consider the following points.

Shop around and choose your web developer carefully. Are they more experienced on the technical side or the design side? Do they work with anyone else to balance their skills? Can they show you other sites they have developed and do you like them? Are they using off the shelf software or are they selling you something they have developed themselves? How do they present their quotation, is it a flat fee, or hourly/daily rate? Ask what hidden costs may crop up?

On the design side look for simple page layouts, ease of navigation, limited clicks to move from page to page, ease of placing an order. On the technical side, will you get good search engine recognition? Where is it hosted, how much will it cost? Investigate security issues if taking credit card payments on line. Who will you call when something goes wrong? How much time will it take for you to administer ongoing updates to the site? Will you be able to make changes to your site yourself? What ongoing support do they offer and how much will it cost?

direct sales

This could be approached by developing a mail order catalogue, supported by a call centre and office staff to process and pack orders. Building a strong database with up to date contact details is vital and developing a good networking ability will help spread the word about your brand. You can build your database several ways. Use targeted advertising to gather enquiries and leads; take a stand at a consumer or trade expo; telemarketing, use word of mouth or referral programs. Your ability to provide good customer service, fulfil your orders quickly and offer a swift delivery service will all enhance the shoppers' experience.



party plan

Here you actually have three key groups of customers to consider – the consumer buying the product, the host/hostess who gathers friends to view your product and the consultant who sells your product. When starting out it is helpful for you to experience wearing each of these three hats. This way you'll be able to identify with how each person "feels" in the selling/buying process.

What is it like being a guest at a party? What motivates you to buy on the night? Are there any special offers or discounts?

What is it like being the host/hostess? How many people should you invite? How much should you spend on catering? What gifts or discounts will you receive?

What is it like being the consultant? How much commission will you earn? How do you get party bookings? How do you recruit consultants to grow your team? Is there a career path to grow your income? How much training and support does the company provide?

Begin by looking at the situation from all angles. This will give you insights for developing your promotions and offers. Building loyalty with your customers, consultants and hostesses will be an ongoing process. You'll want to keep things fresh and new to keep everyone interested.

mixing them all together

If you are considering adopting more than one of these selling options – be mindful that your pricing structure should not undercut any third party seller. Don't minimise the incentive for them to continue stocking or selling your product.

in summary

Sales are the lifeblood for your business. Sales generate cash flow and much needed profits that enable you to grow your business. When you are starting out it is most likely that you will be doing most of the selling yourself. So choose a selling style that suits your experience or personality. The art of business also becomes the art of dealing with people. Understanding people, personality types and what makes us all so different will be a major step forward in understanding how to be successful in business. ■

Stay tuned for more in the Small Business Forum next issue.

In the meanwhile if you have any topics that you would like us to discuss please forward your questions to marketing@seoc.com.au





recipe feature

aromatherapy for winter

There are a number of ways to keep in good health this winter. Avoid getting run down by eating a variety of fresh fruit and vegetables every day, include some exercise in your weekly routine and vaporise essential oils around the home and office to reduce the risk of spreading airborne germs and viruses.

But if you are feeling low, catch a cold or feel the chill, essential oils make an excellent natural alternative that will get you on the road to feeling better. Try using inhalation, adding them to your bath, or applying them topically to the skin in a massage oil or unscented base product.

In this Recipe Feature you will find two effective recipes to make up now and have on-hand to get your through the chilly winter months.

lippy protector

Rich and nourishing for chapped lips whilst working as a protective barrier against the elements.

Makes 10 x 10g jars

- 50g *beeswax* (works as a protective barrier from the elements)
- 25g *cocoa butter* (softens skin and gives flexibility)
- 5mL *rosehip oil* (high in vitamin C, GLAs, strengthens the skin)
- 5mL *calendula infused oil* (deeply healing, high in beta carotene, works as anti-inflammatory)
- 5mL *jojoba oil* (mimics collagen, restoring elasticity to skin)
- 5mL *evening primrose oil* (high in linoleic acid, rejuvenates skin cells)

- 5g *glycerine* (adds shine)
- 5 drops *vitamin E* (protective and restoring)
- 0.5mL *chocolate, vanilla or strawberry flavour* (optional)

how to

step 1 In a double boiler, gently melt the beeswax and cocoa butter until soft. DO NOT BOIL.

step 2 Once melted remove from heat and add remaining ingredients.

step 3 Pour into jars immediately, before the balm solidifies.

application

Apply to lips as required.

tip

Using our natural or certified organic beeswax will give the balm a mild honey aroma and yellow colour.

Alternatively you may use the refined beeswax which has been deodorised and decoloured.

Key

➤ This ingredient is available in Certified Organic. Using Certified Organic essential oils in these recipes is optional, but we do recommend them for their aromatic potency and efficacy.

Note: As a general rule 20 drops = 1mL of essential oil

warming chest rub

A natural and effective recipe for warming the chest and back during the cold and flu season.

makes 1 x 100g jar

- 100g *SEOC premium lip (or foot) balm*
- 10 drops *ginger essential oil* (warming to symptoms of colds, flues, coughs; anti-septic to lungs)
- 5 drops *eucalyptus essential oil* (de-congesting to lungs)
- 5 drops *wintergreen essential oil* (warming)

- 5 drops *aniseed myrtle essential oil* (calming to spasmodic coughs)
- 5 drops *angelica essential oil* (warming and anti-septic to lungs)
- 4 drops *frankincense essential oil* (anti-inflammatory to lungs)
- 4 drops *peppermint essential oil* (clears sinus and lung congestion)
- 3 drops *thyme essential oil* (clears lung congestion, anti-septic)

tip

The balm base may be substituted with SEOC's Premium Body Butter. Do not heat the Body Butter, simply stir the essential oil blend through thoroughly and jar.

how to

step 1 Combine the essential oils in a small beaker or bowl.

step 2 Place SEOC Balm in a double boiler & gently melt until it becomes liquid.

step 3 Remove from stove. Add the essential oil blend and stir thoroughly. Pour into jar. As it cools it will reset to a firm balm.

application

Massage into chest front and back 2-3 times a day. We recommend having a hot bath or shower before hand.

Note: This recipe has been developed at a safe Adult dosage. For children (age 5 to 12) please reduce the essential oils by half. Always consult a health care practitioner for treatment of specific ailments.

head to toe

recipe finder

Take a look inside the 'creams' chapter in the Autumn edition.

This chapter begins with a recipe for making creams from scratch. This includes tips for customising with your choice of essential oils, extracts etc.



The chapter continues with four easy to follow recipes, each giving you the option of using our Premium Bases or the 'from scratch' recipe from the previous page.



The Sydney Essential Oil Co. series of 100% pure & natural seasonal recipe books has something for everyone (ladies, gents, kids, the novice and the experienced product maker). Every recipe has been formulated, tried and tested by Daniel Galea and Michael Samperi, resulting in simplicity and ensuring success every time.

You can choose to make the recipe from scratch using all raw materials or with SEOC's unscented Premium Base products. Follow the recipes or use the handy tips to customise for yourself.

Product type	Recipe type	Spring	Summer	Autumn	Winter
hair					
shampoos & conditioners	with premium base	●			
treatments	with premium base			●	
face					
clay masks	from scratch			●	
cleansers & toners by skin type	from scratch and / or with premium base				●
creams / lotions (eyes / neck)	from scratch and / or with premium base			●	
creams / lotions	from scratch and / or with premium base	●			
exfoliating scrubs	from scratch and / or with premium base		●		
lip balm	from scratch and / or with premium base		●		●
body - bath time					
bath milks	from scratch	●			●
bath salts	from scratch	●	●		●
bath serums	from scratch			●	
bubble bath	with premium base			●	
soap - melt & pour	with premium base	●	●		●
body - moisturising					
body butters	from scratch and / or with premium base	●		●	
body whips	from scratch and / or with premium base		●		
creams / lotions	from scratch and / or with premium base	●		●	
body - other					
aloe vera (gels / shave balm / sprays)	with premium base		●		
body powders (clay / talc) inc. babies	with premium base		●		
clay masks - body	from scratch	●			
exfoliating scrubs	from scratch and / or with premium base		●		●
liquid soap / shower gel	from scratch and / or with premium base			●	
hand					
creams / lotions	from scratch and / or with premium base			●	
exfoliating scrub	from scratch and / or with premium base		●		
liquid soap	with premium base			●	
feet					
bath salts / foot soak	from scratch	●			●
creams / lotions	from scratch and / or with premium base			●	
exfoliating scrubs	with premium base		●		



over 10,000 copies sold

Some of things you said...

- "Easy to make"
- "Wonderful results"
- "Simple and fun"
- "It works"
- "Yummy"

If you haven't joined the happy group of customers who already have our recipe books, then why not order a set today and find out what fun you can have making your own cosmetic products!

SEOC pricing

(\$AUD GST exclusive):

SEOC's 100% Pure & Natural (Single edition) **\$15.00** each

SEOC's 100% Pure & Natural (Complete set of 4) **\$51.00**

save 15% off the regular cover price

seminars

Learn to make natural products for your own use, as gifts or to sell. Our fun and informative seminars will give you some great new skills to work with and help you get started.



3-day blitz

Attendees from the blitzes held in February and March gave them the big thumbs up! So, the blitz is on again...

You'll be taught by Michael & Daniel (the company's co-founders) and Melissa Sammut (author of *Creating Natural Soaps*).

Fast track your product knowledge & learn everything in one convenient long weekend.

Make just one trip to Sydney (if travelling from interstate or regional areas)

It's more affordable than ever – see below for special ticket offers.

May 2-day blitz

SOLD OUT

July 3-day blitz

DAY 1. Friday 14 July 2006

spa at home [8.45am-3.00pm]

DAY 2. Saturday 15 July 2006

creams & lotions [8.45am-3.00pm]

+ BONUS business basics session [3.30pm-5.30pm]

DAY 3. Sunday 16 July 2006

cold process soap [9.00am-3.30pm]

August 3-day blitz

DAY 1. Friday 25 August 2006

natural products [8.45am-3.00pm]

DAY 2. Saturday 26 August 2006

creams & lotions [8.45am-3.00pm]

+ BONUS business basics session [3.30pm-5.30pm]

DAY 3. Sunday 27 August 2006

cold process soap [9.00am-3.30pm]

special ticket offer

Special offers for booking multiple dates...

Book 3 **consecutive*** 'blitz' dates in July for ONLY \$412.50[^] or August for ONLY \$396[^] (save 25%)
Or book **any** 3 'blitz' dates and get 20%[^] off.
Or book **any** 2 'blitz' dates and get 15%[^] off.
Or book any single date for the usual price.

* This offer includes the full day sessions only. The Business Basic bonus session does not count as one of the consecutive dates.

[^] Offers only apply when the same customer attends all classes. Offers only valid for July & August dates. Offers valid until tickets sold out.

July & August TICKETS

ON-SALE 9.00am Tuesday 23 May 2006

tickets As class sizes are limited, call us today on 02 9565 2828 to secure your seat(s).

gift certificates Purchase for use as seminar tickets. When ordering nominate seminar/date.

booking conditions Seminar tickets must be paid in full at time of booking. Tickets are non-refundable once booking date is confirmed. They may however be transferred to another person of your choice if you are unable to attend.

NEW spa at home

Spa at Home is an all-new seminar, with all-new recipes that will take you through some very simple and often exotic ways to pamper yourself at home. Learn to make sugar & salt glows, dreamy moisturising lotions (from scratch), massage oil, body scrub, face mask, and more...

Recipes will utilise all natural ingredients such as essential oils, clays, extracts, etc. Includes recipe book & notes, lunch, refreshments, plus samples of the recipes you make on the day!

Ticket price **\$187pp** (inc. GST)

NEW business basics

This 2-hour session is ideal if you are thinking of starting a business or if your existing business needs an injection of ideas. We'll cover the basics of getting started, and discuss positioning your business so that you 'stand out from the crowd'.

Ticket price **FREE** to anyone attending a seminar over the July or August blitz periods.

Or **\$25pp** (inc. GST) for pre-2006 seminar attendees

Or **\$60pp** (inc. GST) for other customers.

natural products

Personalise your own aromatherapy cosmetics. Learn to make scrubs, masks, face creams, shampoos, conditioners, body lotions, bath salts and more. This seminar will teach you the basics of blending natural ingredients with unscented premium base products. It's great for beginners, as well as those wanting new product ideas. Includes recipe book & notes, lunch, refreshments, plus samples of the recipes you make on the day!

Ticket price **\$165pp** (inc. GST).

creams & lotions

Featuring all-new recipes – starting Feb 06.

This seminar is excellent if you want to learn to make your own lip balms, face creams, body lotions and body butters from scratch, either for home or commercial use. Recipes start with all raw materials and incorporate ingredients such as essential oils, exotic butters, extracts, etc. Includes recipe book & notes, lunch, refreshments, plus samples of the recipes you make on the day!

Ticket price **\$187pp** (inc. GST).

cold process soaps

Enjoy the luxurious, creamy and moisturising benefits of handmade cold-process soap. Commercial soaps can be drying and irritating to the skin, once you've learned the skill to make your own soap, you'll never go back. Learn basic and advanced techniques such as swirling, layering & goat's milk soap, using olive & other vegetable oils, essential oils, clays, exfoliants. Includes recipe book & notes, lunch, refreshments, a pre-cured take-home sample, plus samples of the recipes you make!

Ticket price **\$176pp** (inc. GST). ■

contact us

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