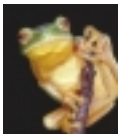


the oily edition

the seoc natural health newsletter

inside 1 organics – kinder to the environment 2 be creative 3 specials
4 recipe – its scrub time 6 serving you better 7 diary 8 seminars

organics – kinder to the environment



Organic products are rapidly growing in popularity. For many, they are no longer seen as a luxury or an alternative, but as popular main-stream products.

With levels of lifestyle related diseases increasing over the last few decades, we are now becoming more health conscious and aware of the products we consume and apply to our bodies, and what they may contain.

The organic movement not only addresses some of our immediate health concerns, but organic farmers are looking beyond their own backyard and into the future.

organic farming

Organic farming methods are geared towards maintaining and improving agricultural production whilst conserving and enhancing other eco-systems that are influenced by their farming activities.

It is very much about balancing the relationships and dependencies between soil fertility, crop quality and surrounding native animal life. Whilst aiming to produce crops and foods of high nutritional quality, organic farming methods avoid degrading the soil structure, water quality or nutrient levels, all of which is good for long term sustainability.

sustainability

The key principle of sustainability is to meet the needs of today without compromising the ability of future generations to meet the needs of tomorrow. If we were to continue on a path of using natural resources at a faster rate than we replenish them, then farming would ultimately become unsustainable.

Organic farmers have addressed and eliminated methods that have negative impacts on the environment and on the productivity of the land.

By definition, organic crops are grown without the aid of artificial or chemical pesticides, fertilisers or herbicides and are not genetically modified. This reduces negative ecological effects such as fertiliser run-offs, low soil water retention, and low levels of natural animal life.



From a human consumption level, it means no chemical residue in our foods or organic body products.

choice

From the farmer's perspective, choosing to farm by organic methods is in many cases a philosophical choice. Some are driven by wanting to care for the environment; others are concerned about the health of their family, and some see it as a way of protecting our planet for future generations. Either way, the farmers' choice ultimately gives us (the consumer) more choice. And when it comes down to the bottom line, organics *are* kinder to the environment and *will* hold us and future generations in good stead for a safer tomorrow.

check the label

Don't be misled by unsubstantiated label claims. Be sure the organic products you buy are "certified organic" by looking for the "bud" logo on the label. The Biological Farmers Association is one of the certifying bodies in Australia that monitors and audits all processes from crop to the bottle/table. Every step is fully traceable to verify their organic status and authenticity.

Sydney Essential Oil Co. products that are certified organic carry this logo.



be creative

by eliza mcgovern – marketing manager

A friend once gave me a small quote card tucked inside a Christmas card. It read:

'Life isn't about finding yourself.

Life is about creating yourself.'

*George Bernard Shaw (1856-1950)
1925 Nobel Prize winner.*

I love this quote! So much so, that I have it stuck on the wall in my office and glance at it every time I take a seat at my desk.

I love it because... at some time or another, most of us have felt a little lost or wanting more from life. This powerful message reminds us that we are able to take control of our lives. We can stop searching and begin creating the life that we dream of. Life doesn't owe us; in fact it's quite the contrary, we owe it to ourselves to go out and discover our strengths, our talents and design a life that gives us joy and fulfillment.

If you have ever wanted more, then now is a great time to begin. 2005 is just around the corner, so why not launch your thinking and start setting yourself some new goals for the coming year.

The list of things we desire for our lives is endless. Here are just a few ideas...

career

- Change your career
- Seek a promotion
- Start or diversify your own business
- Write a book
- Compete at the next Olympic Games

personal

- Give yourself a make-over
- De-clutter your life
- Become a parent
- Be a fitter, slimmer you
- Make a financial plan

12 steps to creating your new self

1 know your goal

- Who is the person that you want to create? Be specific
- Start a new journal and write it down
- Put your goal on the wall or somewhere that you will see it every day

2 what skills do you need to develop?

- How can you accomplish this?

3 find a role model

- Someone you admire for particular traits or talents that relate
- Someone who is already doing what you want to be doing

4 develop a step-by-step strategy

- Set realistic timeframes and write them down

5 make a commitment to yourself

- Stick to your plan

6 start today

- Take the first step
- Keep a log in your journal as you complete each step

7 passion

- Get excited, get very excited
- Share your passion

8 find a support network (a friend or family member)

- Someone to share your progress with
- Someone who will give you encouragement along the way

9 care for yourself

- Mentally (keep building your knowledge)
- Emotionally (have a laugh, everyday)
- Physically (exercise regularly, eat well and have regular massages)

- Spiritually (give your time, your affection, advice, or a gift)

10 step outside your comfort zone

- Don't put limitations on yourself

11 check in with your timeline on a regular basis

- Are you making progress as you planned?
- If not, don't be discouraged just adjust your timeline
- Accept that you may make mistakes, grow and learn from them
- Always refer back and re-focus on your goal

12 last but not least

- Celebrate the small victories along the way... it's as much about the journey as it is reaching the final goal.

I wish you every success and joy as you embark on this adventure.

If you have a personal experience about creating yourself that you'd like to share, I'd love to hear from you.

Email me at eliza.mcgovern@seoc.com.au



limited edition electric oil vaporisers – just in time for Christmas

offer ends 5pm 22nd December 2004

These three limited edition styles, each come with an "on" light and are available for a limited time only, while stocks last.

Only \$43.90+GST each, with a bonus twin pack of essential oils FREE*, save up to \$16.

Electric Oil Vaporisers are safe and easy to use. They do not require water (no more spills), and they do not require candles (no more mess or naked flames).

Simply plug in to a standard electrical outlet and allow 15 minutes to reach full operating temperature.

Add 8-10 drops of your favourite Essential Oil or Essential Oil blend to the bowl and enjoy.

Use only 100% Pure Essential Oil or Essential Oil blend; as products diluted in base/carrier oils will not vaporise.

** Free gift applies to these colours only. Offer valid while stocks last. The company reserves the right to substitute the free gift for another of equal or greater value.*



plum + FREE twin pack of 12mL grapefruit white pure essential oil.

Order code: PROMOPLUM

Grapefruit White Essential Oil is known for its uplifting and reviving effects on the mind, and it is helpful for congested or oily skin types.



sky blue + FREE twin pack of 12mL orange sweet pure essential oil.

Order code: PROMOSKY

Orange Sweet Essential Oil is known for its zesty and refreshing aroma, that helps relieve tension and encourages positive feelings. It is a good skin tonic that clears congestion and may help with dry skin.



rosewood + FREE twin pack of 12mL mandarin pure essential oil.

Order code: PROMOROSEW

Mandarin Essential Oil is fresh and is known for its uplifting effects on the mind.

limited time offer

cleaning pack

offer ends 5pm
22 December 2004

The cleaning pack contains the Essentially Clean book, plus a set of 4 essential oils to help you clean around the house (pine scotch, tea tree, lemon and eucalyptus).

value \$44 (+GST)

special price \$39 (+GST)



recipe – it's scrub-time



If you haven't already ordered your copy of the 100% pure & natural [summer edition] recipe book you'll be missing out on the chapter of fabulous new summer exfoliating scrubs. However, we don't want you to miss out altogether, so here's one that we didn't publish.

deluxe detoxifying body polish

This one takes a little time to prepare, but it is absolutely worth the effort. You will love the way it leaves your skin feeling cleansed, moist and positively glowing. If you are looking for a great gift idea, this is a guaranteed winner.

rating ☆☆☆

(special recipe that requires more time & patience)

preparation time: 60 minutes
cooking requirements: yes
makes: 1kg (4 x 250g jars)

seoc books



100% pure and natural [summer edition] recipe book

out now!

The Summer edition features all new recipes to get you ready for the season of celebration. Find out the step-by-step of how to make your own exfoliating scrubs, lip balms, body whips, bath salts, soaps, aloe vera gels and body powders.

If you can bake a cake (even if it's a packet mix) then you can make your own natural products. Each title in the new series of 100% pure & natural recipe books are brimming with seasonal recipes, tips and how to do-it-yourself information. Every recipe is given a star rating and they range in difficulty from simple to the more advanced (for the experienced or



adventurous product maker). And each recipe has been trialed and tested to ensure success, even for the novice.

With Christmas coming up, the 100% pure & natural recipe books or products you can make from the recipes will make great gifts for friends or family.

Grab a copy today.

ingredients

- 740mL demineralised water
- 200mL sweet almond oil
- 65g emulsifying wax
- 30g stearic acid
- 10mL lavender *angustifolia* essential oil
- 3mL lemon scented tea tree essential oil
- 3mL tea tree essential oil
- 20mL apple fruit extract – nourishing, moisturising, soothing
- 20mL kiwi fruit extract – moisturising, refreshing
- 10mL spirulina marine extract – nourishing, moisturising
- 10mL gota kola herbal extract – firming, stimulating
- 2mL wheat amino acid protein extract – highly moisturising
- 50g ground pumice
- 50g tea tree powder
- 50g australian organic soft green clay – revitalises dull complexion
- 30mL unigerm g-2 – preservative

how to

- step 1** Place water in saucepan and heat to 70°C
- step 2** Place oil, wax and stearic acid in another saucepan and heat to 70°C
- step 3** Once both reach same temperature, add water to melted oil/wax and mix well
- step 4** Keep stirring as it cools
- step 5** When temperature drops to 45°C or lower, add essential oils and extracts, mix well
- step 6** Add exfoliating granules and clay, mix well
- step 7** Add preservative, mix well
- step 7** Continue stirring until cool, then jar, add lid and label.

Store in sealed jars and label with ingredients and date made.

application

Place a generous amount in the palm of your hand and gently massage your entire body with small circular movements. Leave for at least 5 minutes to get the best detoxifying effects. Rinse off in the shower.

tip

Place lids on the mixture once it has totally cooled. Put a paper towel over the jars while you are waiting.



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

subscribe to collect all 4

100% pure & natural recipe books

Order the subscription offer and save 15% off the regular cover price. Individually the books are \$15 each (+GST). Subscribe and receive the entire collection for just \$51 (+GST).

With Christmas just around the corner, we are always searching for a unique and special gift for friends and family. A subscription is a gift that will keep coming several months into the new year.

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

Skip the box of chocolates and give a gift of health and happiness. Explore the world of aromatherapy with recipes for you to make your own range of quality skin and body care products, that are free from artificial additives.

serving you better

apology

We wish to apologise for the recent delays in our regular turnaround time for orders. The overwhelming demand for items in our new catalogue has set us back 1-2 days behind our usual service. This is only temporary, as we are working around the clock to catch up, and are just about back to normal. Thank you for your patience.



Daniel Galea



Michael Samperi

bulk order enquiries

We now have a special division established to service our bulk buying customers. For essential oil orders of 5kg or more, please ask for "Bulk Sales" at the time of calling and David Johnson or Iris Chau will prepare a "best-price" quotation for you.



Iris Chau



David Johnson

shopping at SEOC

The SEOC showroom opens every Monday-Friday 9.00-4.00pm (except public holidays). Come in and browse through our range of essential oils or use our extensive reference library for recipe ideas and tips on enjoying aromatherapy as part of your everyday life.

Can't get in to visit our Showroom during the week?

Then why not drop in on a Saturday instead. We will be open on the following Saturdays over the coming months.

Saturday 6th November 9.00am – 1.00pm

Saturday 4th December 9.00am – 3.00pm
NB: extended hours

Saturday 18th December 9.00am – 3.00pm
NB: extended hours

Saturday 1st January CLOSED

Saturday 8th January 9.00am – 1.00pm

Christmas trading

Is it that time again already?

This year we will be closing for the Christmas break from 12noon Thursday 23rd December and will re-open for business at 9.00am Tuesday 4th January 2005.

Christmas freight

As we all know, things get very hectic with postal and courier services in the weeks leading up to Christmas.

We would like to help ensure that you have all the products that you need before the Christmas/New Year break.

We recommend that if you wish to receive a delivery prior to Christmas that you see **diary dates** (page 7) for the **LAST ORDER DATE** for your area. Orders placed after these dates cannot be guaranteed for pre-Christmas delivery.

The last date for Pick-up orders is Wednesday 22nd December. Orders must be in by 3pm for pick-up same day.

No orders will be processed during our closed period; the first orders of the New Year will be dispatched on Tuesday 4th January.



Disclaimer: Whilst we will endeavour to dispatch your order in time for it to reach you before Christmas, Sydney Essential Oil Co. cannot guarantee Australia Post's service.

win

 a copy of the new 100% pure & natural [summer edition] recipe book.

We have 10 books to give away!

To enter:

Simply email your name, phone number and answer to the question to win@seoc.com.au
Entries close 5pm Friday 19 November.

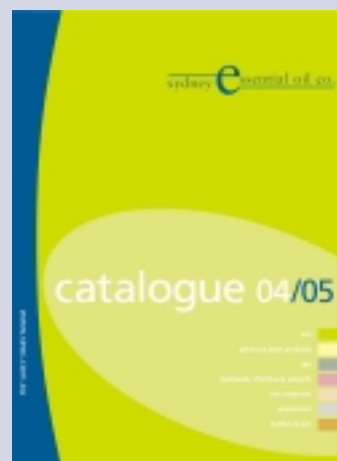


Question:

How many times can you find this image in the 100% pure & natural [spring edition] recipe book?

Winners:

Prizes will go to the first 10 correct entries we draw. Winners will be contacted by email and published on our website and in the next issue of the Oily Edition.



free catalogue

How can you possibly do your Christmas shopping 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 to download a pdf version or shop on-line.

diary dates

Christmas Freight –
Last order dates for delivery
prior to Christmas

Showroom opens on
these Saturdays

Seminars (see back
page for details)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1 December	2	3	4 Showroom open 9.00am-3.00pm SEMINAR GC 10am-11am	5 SEMINAR Natural Products 8.45am-2.45pm
6	7	8	9 WA-country	10 TAS-country	11	12
13 WA-Perth	14 SA-country TAS-Hobart	15 QLD-country VIC-country	16 SA-Adelaide	17 NSW-Country QLD-Brisbane VIC-Melbourne	18 Showroom open 9.00am-3.00pm	19
20 NSW-Sydney	21	22 3pm cut off for pick up orders	23 Office closes at 12 noon	24 Office closed	25 Xmas day	26 Boxing Day
27 Office closed	28 Office closed	29 Office closed	30 Office closed	31 Office closed	1 January	2
3 Office closed	4 Office Opens at 9.00am	5	6	7	8 Showroom open 9.00am-1.00pm	9
10	11	12	13	14	15	16 SEMINAR Natural Products 8.45am-2.45pm
17	18	19	20	21	22	23 SEMINAR Creams & Lotions 8.45am-2.45pm
24	25	26 Office closed Australia Day Holiday	27	28	29	30
31	February 1	2	3	4	5 Showroom open 9.00am-1.00pm	6 NEW SEMINAR Basic Soap Making 9.00am-2.30pm
7	8	9	10	11	12	13 SEMINAR Natural Products 8.45am-2.45pm
14	15	16	17	18	19	20 SEMINAR Creams & Lotions 8.45am-2.45pm

what's on?

seminars

Sign up for our fun and informative seminars and learn how to make your own skin and body care products.

A ticket for a friend will make a great gift!

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).

December seminars

On sale 9am Tues 23 Nov

January seminars

On sale 9am Tues 14 Dec

February seminars

On sale 9am Tues 25 Jan

conditions

Tickets 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.



NEW basic soap making

Sunday 28 November

(tickets on sale from 9am Tuesday 16 Nov)

Sunday 6 February

Learn how to make cold-pressed 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)

NEW gas chromatography

Saturday 4 December

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 Aromatherapist, 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.

- **1-hour seminar** (10.00am – 11am)
- **\$22 pp** (incl. GST)

natural products

Sunday 5 December

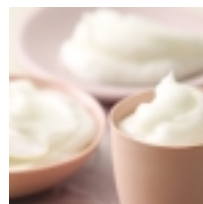
Sunday 16 January

Sunday 13 February

Learn to make an extensive selection of your own natural skin and body care products. Including bath salts, shampoo, conditioner, bubble bath, creams, lip balm, exfoliating scrubs and more...

Seminar includes lunch, refreshments and a copy of the latest 100% pure and natural recipe book. Plus you get to take home everything you make!

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



creams & lotions

Sunday 23 January

Sunday 20 February

Learn to make creams, lotions and body butters from scratch using natural raw materials and ingredients. You'll finish up with products that you will love to use and be proud to sell.

Seminar includes lunch, refreshments and a copy of the latest 100% pure and natural recipe book. Plus you get to take home everything you make!

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

contact us

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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
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general enquiries
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newsletter feedback or info
newsletter@seoc.com.au

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