

## 5. continued

licensing and government regulations. Sometimes you may see the term GRAS status on a label, meaning that a substance is Generally Recognized as Safe by the EPA & FDA (Environmental Protection Agency & Federal Drug Administration). This does not indicate that an essential oil is safe to ingest as a medicine or from a nutritional perspective.

Many companies are promoting the idea that it is safe to consume essential oils due to their naturalness and purity, with anecdotal marketing tag lines that entice purchasers into believing that essential oils can be used to cure, treat or render the human body from developing illnesses and disease. For example adding a few drops of a cold pressed citrus essential oil to your water or smoothie does not provide any vitamin c, nor does it provide any other nutritional benefits compared to eating and/or consuming the whole fruit. Some essential oils contain naturally occurring substances that cause mucous membrane, esophageal and stomach lining irritation. Under the code of ethics stipulated by organizations such as the CFA & NAHA, essential oils should not be ingested for any reason. However some essential oils can be used in oral products such as toothpaste and mouthwash. As a flavour enhancer 1 drop of essential oil that is of a culinary nature should be well dissolved or blended in 1 teaspoon of olive oil or honey and then could be added to various foods and beverages.

## 6. How do essential oils work and how do odors affect people?

There are numerous books on the subject of Aromatherapy and piles of references on the internet directing folks to use essential oils either topically or internally to treat, cure, or prevent various conditions. However, making such exaggerated and unjustifiable product claims is sheer negligence.

Many of these anecdotal claims are being made by companies and individuals who have construed scientific information. There is however, empirical research indicating that pure essential oils contain constituents that are that are anti-microbial and possess insecticidal properties, some essential oils may provide topical relief related to musculoskeletal disorders, due to their cooling and/or warming properties, and some essential oils may benefit skin conditions. However, essential oils should never be used on the skin undiluted and it is imperative to know which essential oils should be used in lesser dilutions and realize that many can cause dermal irritation especially those that oxidize quickly. There is also verifiable science indicating that from a



## 6. continued

psychological perspective that an odour, be it natural or synthetic, be it pleasant or obnoxious – will light-up various centres of the brain and elicit positive or negative mood states.

## 7. Is one brand of essential oil better than another?

There is a lot of chatter purported by many businesses who indicate that their particular essential oils are classified as the purest or possess most therapeutic quality. One company in particular indicates that their oils are *certified\** which is a misleading statement. Most essential oil companies do not distil or manufacture their oils, rather most businesses buy in bulk from raw material distributors or have pre-arranged contracts with agricultural producers and farms.

*\*Certified Pure Therapeutic Grade: This is a relatively new trademark by a multi-level marketing company. It gives the appearance of being approved by some kind of higher authority and it has been said that the company states it is a FDA approved to use this label. According to Elston (2009), "This registered word mark has not been provided to them by the FDA as they claim and is meaningless in proving that an outside certifying body has declared or designated that DoTERRA's essential oils are certified pure therapeutic grade. DoTERRA, LLC owns the right to exclusive use of the mark (however not the exclusive right to the actual words "Certified Pure Therapeutic Grade" which is revealing) This seal or word mark is nothing more than a commercial trademark that they have registered and paid a fee for". (Jade, Shutes, The East-West School for Herbal & Aromatic Studies).*

## 8. Can people be allergic to essential oils or synthetic fragrance oils?

Just because something is natural doesn't mean that it's good for you! Many botanicals are poisonous, many people have environmental allergies, and many folks have very sensitive skin. If you know that you are sensitive to a particular plant then it is best that you avoid that particular essential oil, absolute or natural essence. Over the last one hundred years many folks have developed sensitivities to synthetic perfumes and to petrochemical derivatives in cosmetics. Best health practices indicate that adopting healthy lifestyle habits and reducing our exposure to toxic ingredients will benefit our planet and our bodies.

### Essential Oil Pricing:

Those companies that sell essential oils through distributorship hierarchies are often more expensive due to the fact their profit margins are being shared. Our prices are very reasonable because we buy in bulk from a world renowned broker who we have dealt with for 25 years. The oils are sourced from ethical producers and farms which are located in the country to which the plant is native, or grown and harvested. It is important to realize that essential oils are agricultural commodities therefore from crop to crop, season to season prices tend to fluctuate.

**BespokeAromatics.com & LiveLoveSmell.com**

## Purity & Authenticity Documents are Available

**Organic:** Certified to be Organically Grown

**Pure** – Is a pure high quality unadulterated essential oil. Most essential oils are Distilled, Citrus Oils are Cold Pressed, Absolutes are solvent expressed, Co2 ask us.

**Natural Blend:** Blends of oils from various natural sources to achieve an economical product that resembles the aroma of the pure oil, they do not contain any synthetics. They are not considered therapeutic grade but are suitable for natural product preparations.

**Nature Identical:** Blends of essential oils and aromatic compounds. They provide an almost identical aroma to the natural at a fraction of the cost and are more appealing than 100% synthetic compounds and are suitable for natural product preparations.

**dil. = dilution:** Pure essential oils diluted by us because that particular essential oil, absolute or resin is either too thick to work with, or very costly. Just ask—we'll explain further.

**Stabilized:** An essential oil (such as Lavender) that is used extensively in commercial products that are required to meet quality control standards with respect to flavour and aroma therefore a primary aromatic constituent (such as linalool) is added.

### Note Categorization:

**Top Notes** are sharp crisp aromas that evaporate quickly. They tend to be the first aromas that you smell in a blend of essential oils or in perfumes. **Top Notes** are associated with mental stimulation, aid in concentration, some provide topical relief related to musculoskeletal disorders due to their cooling and/or warming properties.

**Middle Notes** evaporate a little slower than Top Notes they are often referred to as the heart of an aromatic concoction.

**Middle Notes** are associated with a general sense of well being, they are relaxing, stress reducing and several are associated with skin care.

**Base Notes** are very deep earthy aromas that evaporate at a much slower rate. They are typically used to anchor Top and Middle Notes making them linger longer when you are making diffuser blends and or natural perfumes. **Base Notes** tend to be very warming, comforting, grounding and calming. Some Base Notes are soothing in skin care preparations but some can cause skin irritation.

## Essential Oil & Absolute Menu

**T**=Amber, resin blend 25% dil. **rare only avail by drop**  
**B**=Balasm, Copaiba, Pure Resin  
**B**=Balsam Peru, avail. in Pure or 25% dil.  
**B**=Basil Sweet, Pure Distilled, **Organic**  
**T**=Bay, Pure Distilled  
**B**=Benzoin, avail. in Pure or 25% dil.  
**T**=Bergamot, Pure Cold Press, **Organic**  
**T**=Bergamot, Pure Cold Press, **BP Free**  
**T**=Birch (Sweet), Pure Distilled  
**T**=Birch (Sweet), Distilled **Natural Blend**  
**B**=Birch Tar, 25% dilution **rare only avail by drop**  
**M**=Carrot Seed, Pure Distilled  
**B**=Cardamon, Pure Distilled, **Organic**  
**B**=Carnation, Absolute 25% dil. **rare only avail by drop**  
**B**=Cedarwood atlas, Pure Distilled, **Organic**  
**B**=Cedarwood Himalayan, Pure Distilled  
**B**=Champaka Absolute 25% dil. **rare only avail by drop**  
**M**=Chamomile, Roman, Pure Distilled  
**B**=Cinnamon Leaf, Pure Distilled, **Organic**  
**B**=Cinnamon Bark, Pure Distilled, **Organic**  
**B**=Cinnamon Bark, Distilled **Nature Identical**  
**T**=Citronella, Pure Distilled, **Organic**  
**M**=Clary Sage, Pure Distilled

**B**=Clove Bud, Pure Distilled, **Organic**  
**B**=Coffee, Roasted Cold Press, avail in Pure or 25% dil.  
**M**=Coriander, Pure Distilled  
**M**=Cypress Blue, Pure Distilled  
**B**=Davana, Distilled 25% dil. **rare only avail by drop**  
**T**=Eucalyptus Dives, Pure Distilled  
**T**=Eucalyptus Globulous, Pure Distilled, **Organic**  
**T**=Eucalyptus Citriadora (lemon), Pure Distilled, **Organic**  
**T**=Eucalyptus Radiata, Pure Distilled  
**M**=Fennel (Sweet), Pure Distilled  
**M**=Fir Balsam, Pure Distilled  
**M**=Frankincense serrata, Pure Distilled, **Organic**  
**M**=Frankincense carterii, Pure Distilled  
**M**=Geranium Bourbon, Pure Distilled  
**M**=Geranium, Pure Distilled, **Organic**  
**M**=Geranium Rose, Pure Distilled  
**B**=Ginger Root, Pure Distilled, **Organic**  
**T**=Grapefruit (white), Pure Cold Press  
**T**=Grapefruit (pink), Pure Cold Press  
**T**=Grapefruit (pink), Cold Press **Natural Blend**  
**M**=Helichrysum, Pure Distilled, avail in 25% dil.  
**M**=Ho Wood, Pure Distilled  
**B**=Jasmine Sambac Absolute, avail in 25% dil.  
**B**=Jasmine Grandiflorum Absolute, avail in 25% dil.  
**T**=Laurel Leaf, Pure Distilled  
**M**=Lavender Bulgarian, Pure Distilled, **Organic**  
**M**=Lavender French, Pure Distilled  
**M**=Lavender 40/42, Pure Distilled & **Stabilized**  
**T**=Lemon, Pure Cold Press avail in **Organic & Non-Organic**  
**T**=Lemongrass, Pure Distilled, **Organic**  
**T**=Lime, Pure Cold Press avail in **Organic & Non-Organic**  
**T**=Litsea Cubeba, Pure Distilled, **Organic**  
**B**=Lotus Pink Absolute, avail in 25% dil.  
**T**=Mandarin Sicily, Pure Cold Press  
**M**=Marjoram (Sweet), Pure Distilled, **Organic**  
**M**=Michelia Alba, Pure Distilled  
**M**=Myrrh Egyptian, Resin avail in Pure or 25% dil.  
**M**=Neroli, Pure Distilled, avail in 25% dil.  
**M**=Nerolia, Pure Distilled  
**B**=Nutmeg, Pure Distilled  
**B**=Oak Moss, Absolute, 25% dil. **rare only avail by drop**  
**T**=Bitter Orange, Cold Press **Natural Blend**  
**T**=Orange (Sweet), Pure Cold Press, **Organic**  
**T**=Palmarosa, Pure Distilled, **Organic**  
**M**=Palo Santo, Pure Distilled  
**B**=Patchouli Light, Pure Distilled, **Organic**  
**B**=Patchouli Dark, Pure Distilled  
**M**=Pepper (Black), Pure Distilled, **Organic**  
**T**=Peppermint, *piperita* (supreme) Pure Distilled, **Organic**  
**M**=Petitgrain, Pure Distilled  
**M**=Pine, Scotch, Pure Distilled, **Organic**  
**T**=Ravensara, Pure Distilled, **Wild**  
**M**=Rose Absolute, 25% dil.  
**M**=Rose Otto, distilled, 25% dil.  
**T**=Rosemary, Spanish ct camphor, Pure Distilled  
**T**=Rosemary, Moroccan 1,8 cineole, Pure Distilled  
**M**=Rosewood, Pure Distilled, ethically harvested  
**M**=Rosewood, **Natural Blend**  
**M**=Sage, Pure Distilled, **Organic**  
**B**=Sandalwood, avail in 25% or 50% dil.  
**M**=Spearment, Pure Distilled, **Organic**  
**T**=Spruce, Black, Pure Distilled, **Wild**  
**M**=Tansy Blue, Pure Distilled, avail in 25% dil.  
**T**=Tea Tree, Pure Distilled, **Organic**  
**T**=Thyme, White, Pure Distilled  
**B**=Tonka Bean Absolute 25% dil. **rare only avail by drop**  
**B**=Vanilla Absolute 25% dil. **rare only avail by drop**  
**B**=Vetiver, Distilled, avail in Pure or 25% dil.  
**M**=Violet Leaf Absolute 25% dil. **rare only avail by drop**  
**M**=Wintergreen, pure, **Organic**  
**B**=Ylang Ylang #1, pure