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Aromatherapy is currently an unregulated and unlicensed field both for the practice of aromatherapy as well as the manufacturing of aromatherapy products, generally speaking aromatherapy inspired products fall under the category of natural wellness products (as long as no medical claim is being made) otherwise they may be considered as cosmetics. As a whole the industry seeks to comply with current safety and standards of practice, and to stay informed about potential impending regulations with regards to the manufacturing of aromatherapy inspired products and items that contain essential oils.

4. Pure essential oil vs. a fragrant oil?

Essential oils are predominately distilled from leaves, stems, flowers, roots, seeds, bark or resinous substances that exude from trees such as sap. Natural cold pressed essential oils are extracted from the peel of citrus fruits such as grapefruit, lemon, lime and orange. Fragrant oils are industry approved aromatic materials that are used predominately in soaps, detergents, cleaning products, body care products, cosmetics and perfumes. Fragrant oils are relatively inexpensive and are created with petrochemicals, commercial brand products that are fragrant also contain synthetic fixatives which allows the scent to last for several hours or an entire day.

Advancements in the petrochemical industry over the last century have provided industries with the ability to create synthetic fragrance and produce aromatic chemicals (such as musk) or that simulate natural odours such as lilac or watermelon. These synthetic aromas are used extensively in the perfume industry and by companies that manufacture body care products, detergents and soaps. Pure essential oils are expensive and unstable constituents; for example a batch of fresh distilled lavender oil could contain between 25—50% linalool (a terpene alcohol that occurs in hundreds of aromatics plants and flowers). However, from season to season and depending upon the geographical growing location the resulting amount of linalool in a particular batch of lavender will vary. Varying amounts of linalool is not conducive to quality control standards when a manufacturer is trying to achieve a consistent scent. Therefore synthetic linalool is used extensively as an inexpensive filler and adulterator.

5. Can essential oils be used internally?

Essential oils that are of a culinary nature are used in the food and beverage industry as flavour enhancers. These additives are formulated by food chemists who are bound by industry protocols,

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We are always creating new aromatic and botanical concoctions in small batches and we prefer to work with Pure Essential Oils when it comes to scenting products.

Custom blending requires a good nose and a pinch of time. On a busy day we may not be able to accommodate you at the Aroma Bar and wait times might exceed one hour. So please consider your schedule or you can always call to book an appointment..

Disclaimer: Please be advised that none of Bespoke Aromatics owners or employees advocate and/or promote the use of essential oils to diagnose, treat, cure or prevent any health condition or disease. Due to the fact that essential oils are derived from natural botanicals and do possess properties that are akin to herbology, we recommend consulting with your physician as to whether or not you should use products that contain essential oils on your body or for inhalation purposes. These recommendations are of particular concern if you are pregnant or have high blood pressure, have epilepsy or have any other medical condition or if taking medication. All essential oils must be diluted prior to using on your body. All essential oils must be kept out of the reach of children and should not be used on children without a solid understanding about how to use them safely.

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Pure Essential Oils



Sandra Topper is a Professional Aromatherapist registered with the National Association for Holistic Aromatherapy. Sandra is the founder of Bespoke Aromatics, with 25 years of experience in the essential oil industry.

1. What is an Essential Oil?

Essential oils are distilled essences that are derived from a wide range of aromatic plants. These essences contain upward of 50 different naturally occurring components that work synergistically within the botanical matrix of the plant rendering the plant with the ability to protect itself from invasive disease, repel predators and attract pollinators. The term 'essential' does not indicate that these substances are essential to humans, rather the term 'essential' is derived from the word *essence*. While these substances are natural they are still considered volatile chemicals that require stringent respect. There are many references indicating that humans have used herbal and aromatic extracts and resins dating back to the Mesopotamia era. It is imperative to know that herbal extracts and resinous plant materials are completely different from distilled Essential Oils.

2. How are essential oils made?

Essential oils are predominately produced through a steam distillation process. Citrus essential oils are primarily produced through a cold pressed process. It takes several kilos of plant material and flower petals to yield a **natural** essential oil. Some plant material yields more essential oil than others which is why essential oil prices differ. When a particular plant does not yield much oil it's natural odour molecules can be captured through a solvent process commonly referred to as absolute. The oldest known method for preserving plant odours is called enfleurage. For example gardenia petals would be soaked in a fat for several days and then the process is repeated until fat is saturated with the fragrance.

3. Are essential oils and the practice of aromatherapy regulated?

In Canada and the United States there are two professional organizations; respectively The Canadian Federation of Aromatherapists (CFA) and the National Association for Holistic Aromatherapy (NAHA), these organizations have strict guidelines that practitioners and businesses adhere to with respect to the proper dissemination of information and education surrounding the use of essential oils, absolutes and natural essences and including the distribution of such.

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