

JennScents® Scentinel

JennScents®, Inc.

702 W. Montrose St.
Clermont, FL 34711

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www.jennscents.com

JennScents Springs Into Action with Facebook

In today's world, Facebook is a household name. This wave of the future is here and allows us to connect to friends and family as well as helps us establish new relationships with like-minded people across the world.

Well, JennScents has sprung into action and now has a Facebook page

where we can stay in touch with you. We can connect to you and share the latest and greatest services and products, current topics in aromatherapy, offer specials and share personal testimonies.

We invite you to become a fan at www.facebook.com/jennscents and

share your personal success story with aromatherapy under the "Review" Section. As a thank you, we will give you a \$10 coupon (expires 6/30/10) towards the retail purchase of any of our JennScents skin care kits.

For more information, visit www.jennscents.com

April 2010

**Coming
Soon**

*JennScents® Online
Shopping Cart*

*JennScents® Skin Care
Teen Line*

*JennScents® Product
Catalogue*

JennScents Introduces New Natural Hair Care Line

JennScents offers over 200 aromatherapy products for body care, skin care, pets, women and men concerns, children and various health concerns. In March 2010, we relaunched our hair care line, offering more customized products to meet your particular hair care needs. We have

Shampoos and Conditioners for Normal, Oily, Dry and Fine hair, available in 2oz., 4oz. and 8oz. sizes. Convenient travel sets are also available. We have specialty Shampoos, Conditioners and Hair Mists for Alopecia, Eczema and Lice as well as a Hot Oil Treatment and Detangling Spray.

Try our new and improved hair care products today.

*Feed Your Hair and
Feel the Difference™!*

For more information, visit our shop or visit us online at www.jennscents.com

Inside this issue:

*Aromatherapy
Business Tips* 2

*Neem
Essential Oil* 2

In The News 2

Aromatherapy 3

*Aromatherapy
Pet Corner* 3

Upcoming Events 4

*JennScents® Book-
store and Resources* 4

Check out our blog at www.jennscents.com

The information provided is the personal opinion of the writers and meant for conversational and educational purposes only. It is not intended to treat, diagnose or prescribe. It is recommended to consult a professional healthcare professional before beginning any wellness program and if serious health concerns exist.



Aromatherapy Business Tips

Finding your niche....Even though aromatherapy is a special field of its own, there are variety of opportunities and avenues you can pursue with an aromatherapy business. For example, you can focus on products for pets, products for women or children. You can customize home spa parties to whom ever your audience. So, you can have a "Pet Bath Time" where your guests can make a pet shampoo.

Some people find their niche right away, others take months, even

years. The key is to embrace the time to find exactly what your niche is. The aromatic journey is worth it.

Once you figure out your niche you will need to do research about the market you want to embark on. This will help you keep informed and educated about new trends, what's in and what's hot. This will give you the knowledge to help you formulate and develop products while gaining an edge over competition.

Be sure that whatever your niche

is, that it is in line with your business plan and objectives, your morals and mission.

For more business building ideas and education, you can purchase the JennScents Aromatherapy Custom Blending Bar Business Guide at jennscents.com.

Cristine Goonan is a Holistic Aromatherapist. She can be reached at the JennScents Aromatherapy Bar/ Clermont Herb Shoppe or via email naturalescentials@yahoo.com

In The News

- Annette Davis has been appointed by NAHA as their Director Coordinator, www.naha.org.
- Jennifer Pressimone has been appointed by NAHA as their Public Relations Coordinator, www.naha.org
- NAHA updates website

Gift certificates now available online at www.jennscents.com

with more user-friendly information, resources and references. www.naha.org.

- Nature's Sunshine Products introduces their new

cleaning product line made with eco-friendly ingredients and 100% pure essential oils.

- Follow JennScents on FACEBOOK....become a fan ! www.facebook.com/jennscents
- JennScents Aromatherapy and Emotional Healing DVD's will be available in April.

Neem Essential Oil - *By Linda Weber*

The botanical name for Neem is *Azadirachta indica*, derived from the Persian word azaddirakt meaning noble tree. The neem tree is native to the Indian sub-continent, however it grows well in many other places around the world, Israel and even England.

In Asia the twigs are used for toothpaste and the bark and leaves are used for medicinal properties. Neem has antibacterial, insecticidal, antiseptic and antifungal properties and contains vitamin E and essential amino acids.

Neem essential oil may be used neat (undiluted). With some people who have sensitive skin its recommended to test on a small

patch first. It's bio-degradable and was found to be non-toxic to mammals, birds, bees and earthworms. Some animal studies show side effects when neem extracts are ingested. In the garden a spray solution of neem oil helps control common pests such as white flies, aphids, scales, mealy bugs, spider mites locusts and Japanese beetles.

As far as uses of neem, there are many. It has been used in soaps, shampoos (human and pet), toothpaste, cosmetics, mosquito, sand flea, tick repellants, inhibiting warts, athlete's foot, ringworm, Candida and staph. Additionally, it helps fight allergies and reduces the intensity of allergic symptoms.

Because of neem's powerful properties, many local people in India use it to protect themselves from health issues like chicken pox and small pox. A great oil to keep in your first aid kit.

Basic Pet Shampoo:

Add 1/2 ounce neem oil to 6-8 ounces mild natural chemical free shampoo or Sunshine Concentrate and bathe. Use as needed for pets. Use caution with pregnancy.

Linda Weber is an intern at the JennScents Aromatherapy Custom Blending Bar in Clermont, FL.

Aromatherapy for Pet Health ~ Combating Travel Anxiety by Christine Ailkey

Hmm...Red Mandarin....a scent that is citrus and lively. An excellent oil for emotional stress, tension and restlessness. Frankincense...balsamic, woody, rich and intense-like; used for emotional concerns it is opening, relaxing and fear relieving. And of course we can't forget Lavender; floral, herbaceous and clean. Lavender is balancing, relaxing and calming to the nervous system.

Aromatherapy is a safe way to help your pet with emotional imbalance provided proper dilution ratios are used. Animals are more sensitive to scents than humans. Dogs, horses, pigs, llamas and goats are two to three times more sensitive and cats are four to six times more sensitive.

Therefore exposure should be limited to small amounts at a time (10-15 minutes) and should not exceed more than three times daily. A 1% dilution ratio is recommended for cats and a 2% dilution for dogs, horses, pigs, llamas and goats. These dilution ratios are a general guideline and the amount of essential oils needed may vary depending on the individual animal. Use caution if stronger dilutions are used. To create a travel-spray in a 2 oz. bottle, add essential oils (see below) and follow with Nature's Fresh. Shake gently.

Spray 2-3 times around animal prior to or during travel to help calm and relax your pet. Shake

gently prior to each use.

For Dogs: 2% dilution
Natures Fresh 2oz
Red Mandarin 6 drops
Lavender 3 drops
Frankincense 1 drop

For Cats: 1% dilution
Natures Fresh 2oz
Red Mandarin 2 drops
Lavender 2 drops
Frankincense 1 drop

Christine Aikey is a Holistic Aromatherapy Consultant. She can be reached at www.everybodys herbs.com or at the JennScents Aromatherapy Bar at the Clermont Herb Shoppe.

Aromatherapy Pet Corner by Jenny Wallace

Separation Anxiety

Does your dog suffer from anxiety as soon as you leave the house??? This is a common problem with many dog owners. Fortunately, there are solutions!

As The Dog Whisperer says, "Boredom becomes frustration and frustration becomes unwanted behavior." The #1 thing to do with anxious dogs is to make sure they are exercised BEFORE you leave for work. Otherwise they are at home all day, building up more energy and becoming more anxious than before you left for work. And yes, this will mean you'll have to get up earlier to exercise your dog, but it will absolutely be worth it. You can also teach

your dog to use a treadmill while you are getting ready for work.

Essential oils are also an excellent solution for helping to calm separation anxiety. Lavender, Chamomile and Sweet Marjoram will all help to relax your dog. Make a spray and massage your dog and also spray on your dog's bedding. These essential oils are also great to use in your diffuser for a soothing scent while you're away.

NSP's Distress Remedy can also help. Give to your dog before you leave for work and also put in your dog's water to help throughout the day.

There are also many dog walking services that can offer a solution, by

walking and playing with your dog when you don't have the time, as well as Doggie Day Care.

Remember...your dog depends on you to provide exercise and help with his anxiety while you are away.

2 oz Separation Anxiety Relief Spray

10 drops Lavender
3 drops Roman Chamomile
2 drops Sweet Marjoram
2 droppers Distress Remedy
Natures Fresh

Jenny Wallace, aromatherapist and owner of Something Smells Good! Aromatherapy Bar in Bristol, Virginia, specializes in Aromatherapy products for pets and humans. For more info, visit www.somethingsmellsgood.com.

Q & A by Jennifer Pressimone

How did you get into the natural health business?

Like many people, I stumbled into the Natural Health arena after suffering from severe personal health challenges and was not getting results with conventional medicine. I had IBS, Crohn's and Colitis and was experiencing intestinal and digestive distress as well as mental

and physical fatigue. One of my first experiences with natural health was a creation of 100% pure roman chamomile essential in a base of apricot oil. I used this blend on my abdomen area to calm intestinal cramping and discomfort as well as combat headaches and fatigue. To my surprise, the results were immediate. From here, I was sold on aromatherapy. I

developed a friendship with the herbalist who helped me and started an Aromatherapy Custom Blending Bar in her Herb Shoppe & Day Spa. Needless to say, I left my former career as an Insurance Underwriter and embraced my new found passion...aromatherapy.

If you have a question for Jennifer, email her at jh@jennscents.com.

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Independent Nature's Sunshine Distributor
Regional Manager #1365631-9
www.mynsp.com/jennscents

JennScents®, Inc. was established in October 2002 by holistic aromatherapist and entrepreneur Jennifer Pressimone. Jennifer has taught a variety of aromatherapy classes and workshop throughout the United States and offers a Level I & II NAHA certified program as well as CEU credits for Florida Massage Therapists.

JennScents®, Inc. provides high quality, therapeutic products for various health concerns including personal care for women and men, pet care, children and natural cleaning. We offer a full-line of essential oils, carrier oils, aromatherapy accessories, educational books and aromatherapy products for retail and wholesale.

Jennifer Pressimone is a Regional Director and Donor Business Member of the National Association of Holistic Aromatherapy. At JennScents®, we strive for excellence in education, product development and true aromatherapy awareness.

Jennifer can be reached at jh@jennscents.com. Please allow 3-4 weeks for a response.

Upcoming Events - 2010

Monthly	Every Saturday Herbal Hours at the shop in Clermont, various topics, 10-11a, \$5 (includes handout)
Weekly	Every Thursday, 5:30-6:30p, Body System Herbal Hours at the shop, \$5 fee, each week covers different body system
Monthly	1st & 3rd Friday, NSP Business Building, Clermont, 5-6:30p, Free
Monthly	Schedules for all classes available on www.jennscents.com ; or email us for schedule
Annual	JennScents® Certification Courses, Correspondence, www.herbballure.com/jennscents
April	NSP Education Week April 19-26
July	JennScents Webinar—TBD
Oct 9	Clermont Herb Shoppe Health Education Day, 9-5p, Lake Sumter College



JennScents Bookstore: www.jennscents.com

- ◆ JennScents® Aromatherapy Certification Courses, \$150 - \$195 each + s&h (includes DVD and workbook)
- ◆ JennScents® Aromatherapy Custom Blending Bar Business Guide, \$195.00, www.herbballure.com/jennscents
- ◆ JennScents® Aromatherapy Recipe Guide, \$20 + s&h - www.herbballure.com/jennscents
- ◆ JennScents® Aromatherapy Guide for Pets, \$20 + s&h - www.herbballure.com/jennscents
- ◆ Wholesale Products Line - Call for Current Pricing Information and Wholesale Terms and Information
- ◆ Emotional Healing Sessions, \$150 (includes 80 min. consultation and 4 oz. custom blend), by appt. only
- ◆ The Health Chic Guide to Hip, Fun & Delicious Living, \$20 + s&h (discounts available for 12 or more)
- ◆ Ultrasonic Aromatherapy Diffusers, \$85, unit includes timer, cord and replacement parts. A portion of the proceeds go to support the United Aromatherapy Effort, helping people in crisis with aromatherapy.
- ◆ Terra Cotta Aromatherapy Necklaces, \$20 + s&h

Reference and Resource Center

www.jennscents.com - Aromatherapy products, education materials and consultations. FREE newsletter available

www.naha.org - Aromatherapy education, events, tips, recipes, schools, publications and more. FREE newsletter available

www.thehealthchic.com - Healthy living tips, FREE newsletter and environmentally-conscious products

www.herbballure.com - Natural Health educational material, JennScents® authored books

www.unitedaromatherapy.org - resources, charity, education

www.treelite.com - Natural Health educational material, Nature's Field e-newsletter, Sunshine Sharing Newsletter

[www.zytopcompass.com/af/link.aspx?a=\(jpressimone\)](http://www.zytopcompass.com/af/link.aspx?a=(jpressimone)) - Have the compass scan? Use it as a new way to make custom blends