

JennScents® Scentinel

JennScents®, Inc.

702 W. Montrose St.
Clermont, FL 34711
352-243-9627
www.jennscents.com

JennScents® Expands Botanical Skin Care Line

The JennScents® Skin Care Line is now complete with retail friendly packaging that includes a simple color-coded system, making choosing your products easy and convenient. Categories include Normal, Oily, Dry, Combination, Mature, Sensitive, Acne and Men's. This botanical line consists of:

Precleanser: A combination of hydrating and nourishing oils to lift dirt and debris from pores, enhancing cleansing of the skin with a double action process.

Cleansers: Customized botanicals to cleanse skin,

promoting cell renewal and pH balance.

Exfoliants: Removes dead skin cells and impurities.

Toners: Hydrates and nourishes skin.

Masks: Provides rich nutrients, deep hydration, protection from free-radical damage.

Serums: Variety to reduce inflammation, firm skin and provide extra hydration.

Moisturizers: Nourish and moisturize skin, leaving a healthy complexion.

Eye Creams: Reduce puffiness, fine lines and stimulate collagen production.

Specialties: Products for Hyperpigmentation, Blemishes, Milia and dry lips.

The JennScents® Skin Care line, made with 100% botanicals and essential oils, is vegan, paraben-free, cruelty-free and eco-conscious. Available in 2oz. and 4oz. sizes in addition to a convenient travel pack for each skin type.

Wholesale available for professional salons and spas.

To purchase your skin care products stop by the shop, call us at 888-568-HERB or email jh@jennscents.com. *Feed Your Skin and Feel The Difference™.*

June 2010

Coming
Soon

*JennScents® Online
Shopping Cart*

*JennScents® Product
Catalogue*

JennScents® Institute - NCBTMB Approved Provider

The JennScents® Institute, located in historic downtown Clermont, was recently approved as an approved NCBTMB Provider. NCBTMB is the National Certification Board for Therapeutic Massage & Bodywork. It is an independent, private, nonprofit organization that was founded in 1992 to establish the highest standards of excellence and uphold a certification program for Licensed Massage Therapists. They foster

and promote ethical and professional practice in the delivery of services through a recognized credible certification program that assures the competency of practitioners of therapeutic massage and bodywork.

JennScents® has offered the highest standards of holistic aromatherapy education since 2002. We offer a complete Holistic Aromatherapy Certification consisting of eight core classes comprised of over 215 hours of education.

Their certification courses also comply with the National Association of Holistic Aromatherapy (NAHA) which allows professionals to complete their National Certification in Aromatherapy and receive a Registered Aromatherapist designation.

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

Providing excellence in holistic education.

Inside this issue:

<i>Aromatherapy Business Tips</i>	2
<i>Guardian Essential Oil</i>	2
<i>In The News</i>	2
<i>Aromatherapy</i>	3
<i>Aromatherapy Pet Corner</i>	3
<i>Upcoming Events</i>	4
<i>JennScents® Bookstore and Resources</i>	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

Advertising is a powerful tool to educate your customers about your aromatherapy products, specials and business location. Gain name recognition and existence within your community. The key to advertising is to maximize the opportunities you can afford and be consistent without overextending your budget. Your advertising plan will depend on your target market, geographical location and budget among other things. Consistency is the name of the game. Consumers like to know that they are supporting a strong, viable business who can deliver consistent

products and service. They like the security of knowing that their "favorite" store will be around for years to come and is not a "fly by night" entity. The best source of advertising, and the most economical, is a word-of-mouth referral. These are built with integrity, creditability and honesty.

An inexpensive means to advertise is through networking. Join clubs and organizations that promote small businesses such as associations for professional business owners and the Chamber of Commerce. When

creating an advertising budget, determine which sources you are already using or have immediate access to. Categorize advertising providers and sources or plan by cost, market distribution and frequency of distribution when making your decision. This will help you set parameters for distributing your advertising dollars. For example, if you are in a high traffic location with high visibility, you may not need to spend as much money on advertising as a location in a low traffic, low visibility area.

In The News

- A new source for up-to-date research and education on natural health products. www.personalcaretruth.com. Kayla Fioravanti and Robert Tisserand along with several other professionals serve as experts on this information based website.
- Attention spa owners and estheticians...JennScents® Whole-

Gift certificates now available online at www.jennscents.com.

sale Professional Skin Care is now available. Be sure to stock up your back bar with our result driven professional products! Call or email jh@jennscents for details. Give your clients that natural spa glow!

- New research on Clary Sage: Sclareol, a compound in clary sage, is found to mimic estrogen if there is an estrogen deficiency, but will not create more estrogen in the body. For the full story, visit www.personalcaretruth.com.
- JennScents now offers monthly aromatherapy classes with Holistic Aromatherapist, Jennifer Pressimone at the Clermont Herb Shoppe & Day Spa.

Guardian Essential Oil Blend *by Linda Weber*

Guardian Essential Oil is a blend of Fine Lavender AOC (*Lavandula angustifolia*), Ravensara (*Ravensara aromatica*), Roman Chamomile (*Chamaemelum nobile*) and Tea Tree oil (*Melaleuca altemifolia*). These oils together act to strengthen immunity and fight bacterial, viral & fungal infections. This blend is beneficial as an air purifier and disinfectant preventing the spread of infectious airborne pathogens. The Guardian combination also aids in respiratory concerns, immune function, germ protection, lung concerns and grief.

Lavender is an essential part of every home first aid kit. Naturally antibiotic, antiseptic, fungicidal,

antidepressant, sedative and detoxifier. Helps promote healing and prevents all kinds of scarring and it stimulates the immune system. Ravensara is antiseptic, antibacterial and antifungal. It is primarily used in treatment of viral, liver and lung infections.

Roman Chamomile is calming and offers antiseptic, disinfectant, anti-inflammatory properties. It is also used in the treatment of burns (including sunburn), skin conditions, respiratory issues and all nervous and depressive states.

Tea Tree is a good choice for all sorts of infections, sunburn, acne, cold sores and athlete's foot. It may help a wide variety of microorganisms

with its antifungal, antiviral, and antibiotic properties.

With the combination of these immune building, infection fighting, disinfecting, mood heightening and calming essential oils Guardian is an excellent choice for use in vaporizers, diffusers and room sprays.

The Guardian Blend can be combined with Nature's Fresh as a sanitizer or apply to chest, back or feet every day (in a lotion or massage oil).

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

Vacationing with Essential Oils

by

The word 'vacation' for most of us evokes feelings of joy, excitement and relaxation. However, for many it also brings feelings of fear, anxiety and stress. Strange as it may be, all these emotions do overlap while vacationing. When preparing to travel here are some essentials to bring along to assist with a relaxing and fun vacation.

Lavender is considered to be the jack of all trades oil aiding in wound healing, burns and skin irritations. It's floral and clean scent is calming, balancing, soothing and relaxing to the nervous system. Great for insect bites or scrapes.

Roman Chamomile a good choice for agitation, nervous irritability and fear and a great choice for people who think or worry too much— calms that mental chatter.

Tea Tree's is a very beneficial as an air purifier, disinfectant and anti-septic. It's camphor like smell assists in clearing the head of confusion and feelings of being overwhelmed. Great for wound cleaning.

Lemon is a citrus scent to bring sunshine and joy. Great to purify the air and water as well as lifts spirits.

Travel applications: Diffuse

Aroma Ball Plug-In or car diffuser: (available online at www.clermontherbshop.com) Apply 4 to 6 drop on aroma pad. Works best in small areas - great choice for hotel rooms. You can also add to some cotton balls and keep in the car or around the hotel room.

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

Aromatherapy Pet Corner by Jenny Wallace

Using Peppermint Essential Oils with Dogs

It's minty, it's clean, it's refreshing. It's Peppermint Essential Oil. After Lavender, it's my second favorite! This great smelling essential oil will help you enjoy the summer season with your dog.

Peppermint is analgesic, antiseptic and anti-inflammatory. It blends well with Lavender, Lemon, and Rosemary, just to name a few. This is a wonderful oil to use with dogs and has numerous benefits. Remember to always dilute in a carrier before use.

- It's great for repelling insects, which will surely come in handy this summer. Dilute 7-8 drops in 2 oz of Nature's Fresh and spray on your dog
- Blend 5 drops of Peppermint with 5 drops of Ginger essential oil into 2 oz Nature's Fresh and to help relieve car sickness. Spray on your dog and in the car. Great for use when traveling with your best friend this summer!
- Because of its pain relieving properties it's terrific as a massage for dogs with arthritis, sprains and strains. Dilute a few drops in Nature's Fresh or Jojoba Oil and massage onto your dog's affected area.
- On top of all its terrific uses, it will leave your dog smelling sweet and minty 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

Q & A by Jennifer Pressimone

Can essential oils be used on plants to repel bugs?

Historically, essential oils have been used as repellents for humans as well as animals and plants. A few options to consider are:

- Place cotton balls with 3 drops of essential oils around where the plants are.
- Use Eucalyptus Mulch around the

plants

- Consider planting certain plants that act like repellants, such as mint, tansy and citronella.

I use the following recipe in my garden:

- o 1oz. Nature's Fresh
- o 1oz. Nature's Concentrate
- o 4 drops each of Peppermint, Eucalyptus, Geranium and Thyme

Also try the Herbal Insect Repellent Recipe in the JennScents Aromather-

apy Recipe Guide and dilute it by 75% with H₂O.

In Larissa Jones' book, *Is Your Home Safe?*, she suggests NSP's Sunshine Concentrate and essential oils to make a safe alternate to pesticides. Depending on what you are trying to repel would determine which essential oils to use.

If you have a question email me 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 and is a NCBTMB Approved Provider.

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 the Public Relations Coordinator 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 2-4 weeks for a response.

Upcoming Events - 2010

Monthly	2nd & 4th 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.herballure.com/jennscents
July	July 21– Aug 18 Self Discovery through Journaling with Lee Butler Wednesday 6-8pm \$175
Aug 19	Clean Green class at the Clermont Herb Shoppe, \$15.
Oct 7– Nov 18	National Health and Herbal Certificate Class—A series of 7 classes \$125
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.herballure.com/jennscents
- ◆ JennScents® Aromatherapy Recipe Guide, \$20 + s&h - www.herballure.com/jennscents
- ◆ JennScents® Aromatherapy Guide for Pets, \$20 + s&h - www.herballure.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.herballure.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 a compass scan? Use it as a new way to make custom blends.