

JennScents® Scentinel

JennScents®, Inc.

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

CHECK OUT OUR NEWLY DESIGNED WEBSITE - WWW.JENNSCENTS.COM

We have updated and redesigned www.jennscents.com to meet your needs! Now more user-friendly, easy to navigate, up-to-date education and events and a new online store.

Our *About Aromatherapy* link offers education both those new to aromatherapy as well as professional aromatherapists. Gain knowledge about true

aromatherapy, how it works, safety tips, historical facts and recipes.

Our *Products and Services* link features our new online store, skin care line, pet products, Nature's Sunshine products and online gift certificates.

Our *Education and Classes* link lists upcoming classes and events as well as de-

scribes how you can become certified in Holistic Aromatherapy.

Our popular Scentinel can be viewed—current and past editions in addition to more resources, a blog and business opportunities.

Let us know what you think. Also visit our blog often for up to date and current events.

OCT 2010

**Coming
Soon**

*JennScents® Full Product
Line Catalogue*

JENNSCENTS® ONLINE SHOPPING - AVAILABLE NOW

Do you have a favorite JennScents® product but don't always have time to make it to Downtown Clermont or call to place your order? Well we got the solution....you can now purchase JennScents® products online at www.jennscents.com.

All of the JennScents® products are formulated and hand made by

Holistic Aromatherapists upon each order to ensure freshness.

We have our most popular products available online 24/7. Choose from Air Purification, our Botanical Skin Care Line, Hair Care, Pet Care, Personal Care, Natural Cleaning and our Holistic Aromatherapy Certification Courses.

Visa, Mastercard, Discover and American Express are accepted on our secured site.

A special just for you! Save \$10 when you purchase \$50 or more by December 15, 2010. Just apply code JSOCT2010.

See you online!

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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

Labeling and Packaging

Presentation says a lot about your products. It's how your customer will remember you. Your labeling should be eye catching but not overwhelming. Always include your business name, address, phone number, web address and/or email address, this way if a customer wants to reorder they know how to reach you and refer you.

On the label, it is important to include directions on how to use the product,

list all ingredients starting with the highest percent down to the lowest. When listing ingredients include both the common name and botanical name.

You want to also put any precautions on the product such as "Avoid getting in eyes".

You can design and print you own labels with the help of Publisher, PrintShop or any other design software. Avery® labels 5160 and 5163 are good options to start. Further

options are water repellent labels or vinyl labels but a Laser printer is needed for those.

You can also hire a Professional Printer. There are a number of companies that do professional label printing and packaging. As well as help create your image.

Remember labeling and packaging are what catches consumers eyes as they are strolling down the aisle or browsing a store. Make yours the one they choose.

In The News

- JennScents® Intestinal Soother Roll On was featured in the New York Times on July 29, 2010.

http://www.nytimes.com/2010/07/29/fashion/29skin.html?_r=1&emc=etal

- JennScents® is going abroad to Singapore to offer aromatherapy training.
- JennScents® supports runner,

Order JennScents® products
online at www.jennscents.com

Ryan O'Connor, in the Team Challenge Crohn's & Colitis Foundation Half Marathon in Las Vegas, December 2010. To donate go to <http://www.ccfacommunity.org> and click on donate.

- JennScents® introduces a new PreCleanser to its botanical and vegan skin care line.

- JennScents® travels to Paris with Natures Sunshine and visits a perfume museum.

- Believe it or not JennScents® will celebrate its 8th Anniversary, Oct 15

- In November, JennScents will travel to Singapore to teach aromatherapy.

Rose Essential Oil *by Linda Weber*

Ah, the rose! In Shakespeare's play *Romeo and Juliet*, Juliet asks "What's in a name? That which we call a rose by any other name would smell as sweet." Roses symbolize purity, love, passion, sympathy, desire and luxury. The Egyptians may have been the first to macerate roses to make fragrant pomades (a greasy or waxy substance). One source states that rose was one of the first plants distilled successfully by the scientist Avicenna (980-1037 AD).

Rose essential oil (botanical name *Rosa damascena*) is probably the second most popular and versatile essential oil (second only to Lavender, most likely because of its cost). It's wide range of properties include: anti depressant, anti phlogistic (sedating inflammation caused by fever), anti septic, anti spasmodic, anti viral, aphrodi-

siac, astringent, bacterial, cholagogue (promoting flow of bile), cicatrisant (helping scars fade away), depurative (purifying the blood), emmenagogue (triggers hormone secretions triggering menstruations), haemostatic (speeding up blood clotting), hepatic (aids liver function), laxative, nervine, stomachic and uterine. Rose even softens the skin. Emotionally, rose scent is known to help with depression, stress, anger, fear as well as lift the spirit and strengthen the heart.

The oil is extracted by steam distillation from the rosebud flowers that are hand picked in early morning. It can be extracted with chemical solvents but many aromatherapists believe the use of chemical solvents has a negative effect on the properties of the oil.

Distillation takes place in 2 phases. The first yields a small quantity of concen-

trated green essential oil and a large amount of rose flower water. The flower water is then redistilled to produce an additional amount of pale yellow colored oil that is combined with the green oil from the first distillation. It takes about 60,000 roses to produce 1 ounce of oil and 10,000 pounds of blossoms to produce 1 pound of oil.

For a relaxing bath, mix three drops of Rose in three and a half Tablespoon of almond oil and add to the bathwater. For a truly sensuous scent, add a few drops of Sandalwood or Jasmine essential oil and increase the carrier oil by 1.5 Tablespoons.

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

Skin care with Essential Oils *by Christine Aikey*

Whether you have dry, sensitive, mature or oily and acne prone skin, using 100% pure essential oils are a natural alternative to nourish and balance any skin type. Each essential oil has its own distinct properties. Below are just a few combinations that can be blended to suit your skincare needs. Also consider changing the essential oils you use throughout the year as most people require more hydration during winter months.

Sandalwood ~ as the name implies this oil is derived from wood that comes from 20 year old – 20 foot trees. It is subtle, woody, rich and exotic. Absorption is lasting, making it excellent for dry, flaking or chapped skin and promotes elasticity.

Roman Chamomile ~ distilled from the flower of the plant; antibacterial, antiseptic

and disinfectant, however is best known for its anti-inflammatory properties. Calms and soothes skin like Lavender thus mixing the two oils increase effectiveness of both. Ideal for sensitive skin.

Vetiver ~ derived from the root of the plant. Restores, firms tissue, provides nourishment deep into skin layers providing lasting hydration leaving a velvet texture. Excellent for mature skin.

Tea Tree ~ an indigenous Australian tree, highly antiseptic, anti-fungal, antiviral, antibacterial, cleansing and clearing. Provides healing properties and also known as the bacteria buster; best suited for oily/acne prone skin.

Honey Healing Mask for acne prone skin: Combine 1 Tablespoon all natural

honey with 1 drop of Tea Tree essential oil. Apply to face avoiding eyes and leave on for 10 minutes. Natural honey is known to have natural enzymes and is highly antiviral, antibacterial, antifungal and provides healing without drying.

As an alternative to a moisturizer for dry/flakey skin: Combine 1 Tablespoon organic Jojoba oil, 1 capsule flax seed oil and 1 drop of Sandalwood. Massage small amount gently into skin. Store unused portion in airtight container.

Christine Aikey is a Holistic Aromatherapy Consultant and Detox Foot Bath Provider. She can be reached at www.everybodys herbs.com or at the Jenn-Scents® Aromatherapy Bar.

Aromatherapy Pet Corner *by Jenny Wallace*

Healing Your Dog's Hot Spots

“Hot Spot” is the familiar term for moist acute pyoderma. These painful, itchy spots can double in size overnight and can become an infected, open wound with fur loss around the area. They can erupt after trauma to the skin, usually as a result of intense scratching due to bug bites or allergies.

So what can you do to help your dog?

Carefully clip away the fur on and around the area. Cleanse the area

with Nature's Fresh Enzymes.

Assess your dog's diet. Make sure it's free of additives, artificial colors and byproducts. In many cases, switching to grain free, raw or limited ingredient diets will get allergies under control.

Pure Essential Oils are excellent for combating hot spots. They are antibacterial, healing and will provide relief from the constant itching. Treat the hot spot with the following solution at least 3x daily.

Hot Spot Spray:

2 oz Nature's Fresh Enzymes
2 droppers Aqua-sol Silver Shield
5 drops Tea Tree
5 drops Lavender
2 drops Helichrysum

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*

Q: With a use life of 6-12 months for most essential oils - what do you do with out dated bottles of essential oils?

A: Great question! To first answer your questions, if any of my oils go rancid or are outdated, I use them in my personal cleaning products. This helps me use them up without waste. If the essential oils do not smell rancid, then you can continue to use them in less therapeutic purposed blends. You may have to in-

crease the number of drops by a couple to compensate for the potentially decreased potency (only if they are passed their shelf life).

To help avoid such situation, keep in mind that all citrus essential oils and some others typically have a shelf life of 6-9 months. So, when purchasing oils, buy the quantity that fits your intent. This is where buying 5ml bottles come in handy. They provide you with enough oil

to accomplish your goals and still allow for freshness. You can also store these oils in the refrigerator, to extend their shelf life.

Now, some essential oils get better with age like sandalwood and myrrh. SO you should not run into this problem with these base note oils.

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 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	Schedules for all classes available on www.jennscents.com ; or email us for schedule
Annual	JennScents® Certification Courses, Home Study, www.herballure.com/jennscents
October 9	Clermont Herb Shoppe Herb Conference, 9a-4p, Lake Sumter College, call 352-243-3588 to register
October 25	Women's Health—Herbs & Aromatherapy, Astoria, OR, call 503-338-9921 to register
November 13	NSP Natural Health Seminar, 9a-5p, Orlando, FL, \$35, call NSP at 800-223-8225 to register
December 4	Aromatherapy Gift Giving, 10a-12p, \$40 (includes 5 aromatherapy gifts), Clermont Herb Shoppe



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
- ◆ 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.

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

<http://www.zytocompass.com/af/link.aspx?a=jpressimone> Have the compass scan? Use it as a new way to make custom blends.