

BAY HOUSE AROMATICS

Newsletter 48

Winter 2005



Welcome to our Winter newsletter.

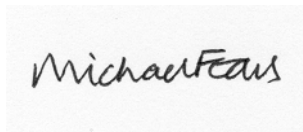
This is the time of year when we are getting to grips with our new catalogue.

We have many new products to tempt you in our 2005 catalogue, but first some really good news.

20 years of selling essential oils

A personal message from Michael – “I started *Bay House Aromatics* in 1988, purely as a mail order business. But it was three years before that, in 1985, that I first started selling essential oils from my shop *Sussex Herbs*, in Lewes. At that time, of course, aromatherapy hardly existed, the main book about it advocated taking oils internally on sugar cubes, and as for quality control, we thought it meant making sure the empty bottles were clean! No, that’s not true; I have always sought to provide not just essential oils, but the best I can find. It’s just that in the early days we relied far more on “nose” than on scientific analysis of the oils. There were very few firms selling oils in those days and over the years many people have seen what appeared to them as a lucrative opportunity and have set up in competition with us and the original handful of traders. The aromatherapy world market has continued to expand during this time and still attracts new talents to this tiny industry. (As well as attracting vast numbers of bureaucrats who get their kicks from controlling it!)

We have not expanded as much as some of our competitors, mainly because I have no interest in growing “big”, but we know we have a loyal and growing band of customers who continue to buy from us. To celebrate twenty years of selling essential oils, and to thank all our customers for supporting us during this time, I would like to offer all our customers 20% off any one order during 2005. That’s right, 20% off all our prices for one of the orders you make with us during this year. You can order as much or as little as you like.”

A handwritten signature in black ink that reads "Michael Feaus". The signature is written in a cursive style and is centered within a light gray rectangular background.

There are no catches, this is a genuine offer. There are just a few conditions, to make it quite clear what is being offered.

Only one order per customer will receive the 20% discount. This offer only applies to customers who have already purchased from us – you cannot apply it to your first order. The order must be received by us before 31st December 2005.

The order can be made in person, by phone, fax, letter, our order form, email or through our web site. You must quote “20% offer” when you make the order. If you are ordering through the web site put the quote in the comments box on the order page.

When we process your order we will deduct 20% from the listed prices in Catalogue 60 (or the prices shown on the website). If you are one of our student or trade customers the 20% will be deducted from the prices you normally pay. No further discounts will be allowed on that order (that is, no web site special offer discount for that month or large order

discount or multiple item discount or discount for cash will be given)

There will be a carriage charge of £3.95 on all orders from the UK receiving the 20% discount, whatever their value. Orders outside the UK (and from the “Highlands and Islands”) will be charged according to our normal carriage charges. You may pay extra to insure your parcel but our priority service normally available to UK customers is suspended for these discounted orders.

Enjoy your 20% off!

Surfactants, sulphates, and shampoos

Many of you have been asking for shampoo, bubble bath and shower gel bases that are made without SLS, that is, sodium laurel (or laureth) sulphate. We in turn have been asking our chemist, but he has been carrying out trials during the last eighteen months or so and has only recently been able to offer us a real alternative. He wasn't very keen on using ammonium laurel sulphate as an alternative because he saw the problem as the sulphate, with ammonium not being a great improvement on sodium. So, starting from scratch, and after nearly 100 different trial batches, our chemist has developed a new surfactant. This is made from naturally derived wheat protein and natural soap bark extract (*Quillaia*) from *Quillaja saponaria*. It must be admitted that although this does a good job of cleaning, it isn't as powerful as the synthetic SLS version. But that's the whole point. SLS was an industrial detergent that was used for cleaning garages.

SLS is powerful but many believe that it is also too irritant to be used on the human body. Our opinion at Bay House is that the jury is still out, but we are a commercial company and we will try and provide what our customers want. Our new 2005 catalogue includes the new SLS-free products. Some 2005 catalogues have been printed without showing the old (SLS) bubble bath and shampoo prices (they are listed on our web site) but we do have stock and can supply these products at the 2004 prices. Other products that contain SLS that we are continuing to stock are liquid soap and emulsifying wax. We haven't yet been able to find alternatives for those.

Detox

We suspect that the current enthusiasm for detoxing ourselves is not entirely just another craze, to disappear as quickly as the last one. We lead stressful lives, many of us eat too much and drink too much, and in fact many of us in the aromatherapy business make our living from helping people who have abused or over-indulged their bodies. There are many ways to detox, most of them relying on aiding the liver to work more efficiently at expelling poisons (toxins) from the system. Milk thistle is one of the best herbs for this, and we have noticed sales of our milk thistle tincture go up in the past year. Externally, there isn't a lot you can do, except through a massage which allows useful oils to be absorbed into the bloodstream.

We have created a new detox massage oil which contains four relevant essential oils. These are organic lemon and organic rosemary, carrot seed and helichrysum. The blend has a nice warming, slightly medicinal aroma, dominated by the helichrysum notes. All these oils are known for their

actions of reducing liver congestion or acting as a tonic to the liver.

Miscellaneous changes

On our “box page” of the paper catalogue (inside back cover) we now have an additional box. This is a sturdy little box, with a carved inlay on the lid which unfortunately doesn't show up too well in the photograph.

We have replaced the 180ml size in a blue glass bottle of all the massage blends with a 250ml size in a blue plastic bottle. This is following a trial period in our shop where a similar exchange proved popular. We are still supplying the 90ml size in a blue glass bottle as before.

Many of you are familiar with the French lavender soap with olive oil that was so popular, and then had its recipe changed when its manufacturer changed hands. We now have an improved version of this, same price same name, but it is better than the replacement we had last year.

The main price rises this year are in the bottle and jar department. Prices of glass and plastic have shot up in the last year, and are still rising. We have had to put all our bottle and jar prices up by 10% to cover the increased prices charged to us. Nutmeg essential has gone up in price, and so have the tinctures, but many of you will benefit by the reduction in the price of our lavender medley oil and in the price of tea tree (ordinary and organic).

New Products

Angelica seed oil We used to stock this some years ago and then the demand went down so we stopped. We've decided to try it again because we have had many requests for it recently. It has a warm earthy aroma with a spicy top note. It is a stimulating oil, recommended for stress-related problems, sluggish digestion and congested skin. It is one of the few oils that seems to have an effect on psoriasis.

Dill herb Again this is an oil we have been asked for much recently. It is a very gentle oil, safe for use with children in cases of indigestion or wind. Gently massage their tummies with a 1% dilution in a vegetable oil. Also useful to encourage a regular menstrual cycle and to promote milk flow in nursing mothers.

Organic oils This year we have added to our range the oils of Palmarosa, Bergamot FCF, and Spearmint. The bergamot is very close in aroma to the non-organic, but the other two are much more complex. We have always felt that both palmarosa and spearmint are neglected oils. We think after using these organic ones that you will want to use them more.

Green clay A natural wealth of minerals and oligo-elements. It has analgesic, anti-inflammatory, and healing properties. Make a compress with spring water for skin problems and to relieve the pain of muscular strains, stings, and bruises. Mix a handful into a large bath to soothe and soften your skin. Or make a face mask by adding yoghurt, spring water or oil to the clay to cleanse and tighten pores and give a smooth glow to your complexion.

Organic Melissa flower water Using a naturally derived flower water or hydrolat is one of the fastest growing ways of applying essential oils to your skin. Many people have never smelt true melissa oil, and have had to make do with the compound version

which does not contain any of the honeyed top-notes of true melissa. If you are unfamiliar with this oil, we recommend you try some of this flower water. Use it as you would the other waters, either as a toner or skin cleanser. Melissa is also an insect repellent and will relieve the pain of insect bites and stings. Melissa also has a reputation for calming the nervous system in times of shock, and in depression and anxiety, but you may need to use the essential oil to get the full benefits of these properties.

Last but not least We have a Nagchampa soap with the exquisite aroma of Nagchampa, organic tea tree and organic lavender soaps from Faith, and a lavender soap from Urtekram. And some new burners, tea, eye pillow, hand warmers, mulled claret candies, crystal deodorant, essential balm . . .