

FLEUR NEWS

Autumn 2002

Issue 7

Hello from the Editor

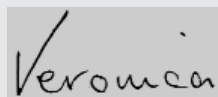
Welcome to the autumn edition of Fleur News, our new look quarterly newsletter designed to provide you with the latest news, advice and tips. This edition includes details of our new counter unit available to retailers – feedback so far has been very good. You will also find some exciting news on our Fleur International College and an interesting article on the rose harvests this year.

As you know, we pride ourselves on the quality and safety of the aromatherapy products we produce. Good manufacturing practice is of prime importance in maintaining customer confidence. We have been busy improving our warehouse facilities even further to meet the high standard of the Good Manufacturing Practice (GMP) guidelines.

We hope to show you around our new warehouse in the New Year, when we will be organising open days which will include a free aromatherapy seminar. Whether you are a retailer or a professional therapist, we would like to give you the opportunity to come and learn more about aromatherapy.

I hope you enjoy this issue. I would welcome any ideas you have on features or topics for forthcoming newsletters. Please send an email titled 'Newsletter ideas' to me at aroma@blueyonder.co.uk

Very best wishes,



Veronica Sibley
Editor

Introducing...

...our new counter unit, available to Fleur Aromatherapy retailers.



For more information, please call 01772 491 074.

New beginnings

Carole Garthwaite and Jackie Burns are both qualified aromatherapists with a host of experience working in the retail market.

They join the Fleur team to provide support to retailers in the North East and Scotland.

If you are in these areas, Carol and Jackie will be contacting you shortly.

Have you got what it takes?

We need agents to cover the following areas: North West, Midlands, Wales, South East, South West and London.

If you are interested, please call 01772 491 074 or send an email to aroma@blueyonder.co.uk



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aromatherapy

www.fleur.co.uk

Fleur International College of Professional Aromatherapy



SPREADING THE KNOWLEDGE...

The aim of Fleur International College is to teach aromatherapy as a complete healing art. Our approach is towards diagnosis and massage therapy. We produced our training manual last year which was granted full IFPA affiliation in April.

Congratulations to our first students, Nina Blight and Anne Harrison who started the course last year and have recently qualified for the Fleur Diploma in Aromatherapy and Bodyworks – well done!

...AROUND THE WORLD

We have had so many enquiries from Hong Kong and Korea that we have decided to open the following schools:

The Suwon College, Seoul Korea - opening October 2002.

JGO Holistic Aromatherapy and Health, Hong Kong – opening December 2002.

Course details for 2003

Our diploma course teaches you the knowledge and skills for the safe, effective and holistic evaluation and enhancement of health, through the combined use of essential oils and massage. The cost for each module is £375 plus VAT.

Dates still to be confirmed will be published in a future issue of Fleur News.

V E N U E	M O D U L E	D A T E
The London College of Massage 5 – 6 Newman Passage London W1T 1EH	Module One*	2 December 2002
	Module Two	10 March 2003.
	Module Three	TBA
	Module Four	TBA
The Body Works Centre 19 St Mary's Chare Hexham NE46 1NQ	Module One*	6 January 2003
	Module Two	28 April 2003
	Module Three	TBA
	Module Four	TBA

* The essential oils and carriers needed for Module One will be supplied free of charge.



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Want to know more about the college?

Call 01772 491074 or send an email to aroma@blueyonder.co.uk titled 'College'

Date for your diary

See us at the
Professional Beauty North 2002,
13th – 14th October.



Held over two days at the G-Mex centre in Manchester, the Professional Beauty North promises to be an exciting event – your chance to see the latest trends and discover new techniques. **Come and meet the Fleur team on stand E42** in the central hall – we'd love to see you.

For more show tickets or information, please phone 0870 429 4506 or visit www.professionalbeauty.co.uk

Stand E42

Hot tip

The clocks go back on October 27 and you get an extra hour in bed! It could be worth making that a regular habit according to time management expert Vince Panella, author of *The 26 Hour Day* (Career Press £14.99). He contends that an extra hour's sleep a night increases productivity by 25% - the equivalent to an extra three hours in your day.

To promote sleep, calm your emotions and leave your skin feeling smooth and silky, add to your bath the following: a spoonful of clear honey, one drop of Vetiver, three drops of Lavender and two drops of Clary Sage.

Rose harvests 2002

In the Valley of the Roses, Kazanlak, Bulgaria, you will find our producers of rose essential oil cultivating 50 hectares of rose fields. Our source controls the entire production chain - from the production of the plants to flower picking, distillation and oil control. Every year, for three weeks starting 20 May, flower pickers move through the rose fields from dawn until noon, providing the distillery with rose petals of incomparable freshness. Keeping up this tradition ensures Bulgarian rose oil retains its own specific character.

However, this year exceptional climatic conditions have prevented the maturation of half of the buds and caused the 2002 Bulgarian harvest to fall by 50% - compared to our expectations from last year's harvest. This dramatic fall in supply will trigger a buying war and a surge in prices. The average USD (reference currency) price of a flower has increased by 70% compared to 2001 prices. Yields have fallen by 7–10% which has contributed to an increase in extract prices. It is too early to gauge the level at which prices of Bulgarian extracts will stabilise, but sharp rises will be expected as there is nothing left to carry forward from previous years.

The average price of flowers has increased this year by 33% in USD, and this rise will need to be reflected in the price of our essential oils.

	Flowers tons		Essential Oil kilos		Concrete kilos	
	2001	2002	2001	2002	2001	2002
Turkey	5,000	6,200	960	1,200	4,000	4,800
Bulgaria	3,500	1,900	960	450	1,350	950
Total	8,500	8,100	1,920	1,650	5,350	5,750



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Email your order to sales@fleur.co.uk

ESSENTIAL OIL PROFILE

Niaouli

Properties

Niaouli (*Melaleuca viridiflora*) oil has a slightly sweet, fresh smell and its colour varies from colourless to pale yellow and green.

Origin of Niaouli oil

This large evergreen tree is native to Australia, New Caledonia and the French Pacific Islands. It has a flexible trunk, spongy bark, pointed linear leaves and spikes of sessile yellow flowers. The falling leaves covering the ground act as a strong disinfectant and purify local water. The botanical name of *Melaleuca viridiflora* was assigned in 1788 during Captains Cook's voyage. Niaouli oil was used in French hospital obstetric wards because of its antiseptic properties and is still a popular ingredient of toothpaste and mouth sprays.

Extraction

Niaouli oil is extracted from the young leaves and twigs by steam distillation.

Chemical composition

The main chemical components of Niaouli oil are as follows: 1, 8 cineole 38-68% (Oxides) limonene and pinene (Monoterpenes) linalool, terpineol terpinene-1-ol-4 (Monoterpenols) viridifloral up to 15% and nerolidol (Sesquiterpenols).

Precautions

Niaouli oil is considered a safe oil since it is non-toxic, non-irritant and non-sensitising, but care is advised for pregnant women and children. If in doubt, contact your GP.

Therapeutic properties

The therapeutic properties of Niaouli oil are: analgesic, immune stimulant, anti-rheumatic, antiseptic, balsamic, expectorant, decongestant, stimulant and vermifuge.

Uses

- Niaouli oil aids concentration and clears the head.
- It can be useful to fortify the body to fight infections such as colds, fevers, flu, chest infections, bronchitis, pneumonia, whooping cough, asthma, sinusitis, sore throats, catarrh and laryngitis.
- Niaouli oil can be effective against enteritis, dysentery, intestinal parasites, cystitis and urinary infection. It can be helpful to relieve the pain of rheumatism and neuralgia.
- As a disinfectant, Niaouli oil is most valuable for washing wounds and to get the area germ free. Niaouli oil can firm skin tissue and help with ulcers, acne, blemishes, boils, burns, cuts, insect bites and oily skin.

Burners and vaporizers

Vaporising Niaouli oil can help with clearing the head and fighting air borne infections.

Bath

In a blended massage oil or diluted in the bath Niaouli oil can assist with infections, relieving pain and skin care.

Blending

Although most essential oils blend well with one another, Niaouli oil blends particularly well with Coriander, Fennel, Juniper, Lavender, Lime, Pine, and Peppermint.

And finally....

Perhaps the greatest benefit of Niaouli oil lies in its disinfecting properties - to fortify the body against infections, to help with the digestive system and to assist in skin care.



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