

BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: Knowing Lavender

Lavender used to get more respect. While we all have definite opinions on lavender, and we may not realize how deep those petals of old knowledge are seeded in our consciousness, most of us believe we are so familiar with lavender that we actually almost overlook it. "Lavender is beautiful and smells good: lavender is calming: lavender is a standard in daycare products.... just because." As the weather turns to Spring, and many beautiful, colorful and sensuous flowers dot the world around us, let's bring Lavender front and center to our consciousness, and maybe we should bouquet this healing flowering plant into displays that will appeal to everyone as the weather warms and Mother's Day arrives on the calendar.

Lavender "by any other name would smell as sweet", to paraphrase Shakespeare (who mentioned lavender in his play *The Winter's Tale*, which he lists as one of the "flowers of middle summer, and I think they are given to men of middle age"). What!! We considered lavender a flower for women, right?? Maybe we don't know as much about lavender as we think! One hundred years earlier, Leonardo da Vinci said, "To make a perfume, take some rose water and wash your hands in it, then take a lavender flower and rub it with your palms, and you will achieve the desired effect." And then, there is Cleopatra.

In this fast world of mind-blinding chatter, maybe we need to reconsider lavender for all that it does. It is funny how people tag items superfoods: show me a plant that has made a greater mark on history than lavender.

Lavender lives in the bathroom and the bedroom, and we can thank civilizations' accumulated good sense for that. I am sure there were centuries when the scientists of the day claimed that lavender was essential for survival. Consider the era of the Plague. Tough times. Everyone was using lavender when the scourge brought death to every social class, every neighborhood. Lavender was one of the most used plant medicines to ward off those invaders that we now call viruses. Thanks to the rise in interest in the healing applications of essential oils, most people working in health food stores now know that lavender was one of the common herbs in homemade medicines called "Four Thieves Vinegar" that were mythically used by robbers who invaded the homes of the dead after the Plague wiped out a family (one consensus is that the herbs were a combination of thyme, lavender, rosemary and sage steeped in vinegar) to rob the homes, and live to tell the tale. Lavender was probably used because it was a useful household flea repellent,



and the causes of these early pandemics were unknown, but smart people knew how to use the plant world around them to survive when the environment turned deadly. Lavender flowers were strewn on the floors of hospitals as these institutions developed in pre-Pasteur Europe, as the benefit of the flower before it was swept up was believed to have antiseptic effects. And it does. Lavender was a principle triage to disinfect wounds, up until World War I.

Powerful lavender is also gentle lavender. Lavender is still almost synonymous with "calming" in our collective consciousness today. Lavender is the scent that we turn to for delicate washes, and lavender is the preferred scent to lead the exhausted mind to healing sleep. Multi-tasking lavender is also recognized for its anti-viral and anti-bacterial properties. Lavender is associated with cleansing, and lavender was the early herb of choice throughout the Mediterranean for the bath-houses, for its delightful aromatic scent, and its sanitary reputation. We will never know the extent of how widely Lavender was actually used from Syria and Egypt, throughout Northern Africa and in every Euro-Mediterranean culture. We do know that the word we use today comes from the Latin root word "lavare", which means to wash or bathe.

While lavender is so ubiquitous today (as a scent, not as a functional economic plant) that the finicky or indulgent consumer may feel it is too commonplace. Actually, lavender has risen to an herb of commerce all over Europe, from the famous lavender fields of Provence, to the revered lavender farms of rural England. Newer lavender fields now cover valleys in Bulgaria, and the fertile growing fields all over America. Lavender is still an everyday garden medicinal herb & more, from Egypt and Morocco to India

to southeast Asia. There is a yearly July Central Coast Lavender Festival sponsored by the town of Paso Robles, CA and the Central Coast Lavender Growers Association. [great history of lavender at <http://www.centralcoastlavender.com/history-of-lavender/>] In San Luis Obispo County, lavender grows alongside 40 grape varieties, 280 wineries, and almond and walnut groves fed by the Salinas River. A tiny town at the base of the rainy side of the Olympic Mountains along the Dungeness River in Sequim, Washington, has dubbed itself the "Lavender Capital of North America," with a yearly Lavender Weekend every July. Lavender, which loves the sun, is a plant of mid-summer: and it is best harvested on the hottest days of the year, where the essential oils are at their height. Lavender essential oil currently rules the day, but the flower from this shrub is powerful medicine that seems perfect for the mind-boggling stresses and anxiety that we have wrapped ourselves in today. Lavender is good for the anxious teen and the nervous elderly.

Lavender was a famous herb of commerce long before Cleopatra. Historically, the earliest world-renowned lavenders are recorded as coming from Syria: we know that lavender was used in the process of mummification, with urns of lavender found in the pyramids. Lavender was a principal herb for human health 2500 years ago! The Egyptians also used lavender to perfume their skin, and lavender was a treasured essential in the gardens of the elite.

The ancient Syrian city of Naarda along the Euphrates River was known for its linen, fabric and lavender, and the fame of Naarda Lavender is still intriguing to ethnobotanists today. The Egyptians, Phoenicians, and peoples of Arabia all used perfumes on their body, and lavender was one of the most treasured.

By the time of Jesus, lavender probably graced many oases and market stalls. We know that it was an expensive plant of commerce in those places it was not yet grown. Mary Magdalene may have washed Jesus' feet with lavender [which she then dried with her hair (John 12:3); and the house was filled with the odor of the ointment. The translations are unclear as to whether the herb was spikenard, or the "spiked" lavender from "Naarda." Either way, the symbol of this story is that a treasured and expensive plant was considered appropriate to cool and clean the feet of this revered healer. The best was appropriate for the Son of God.

Lavender displays a magnificent scent. It is impossible to calculate how many cultivations occurred with the early herbalists to get the

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varieties available today. From ancient Syrian to modern Californian agriculture, that is a lot of propagation: and a lot of happy bees! Bees love lavender too. Angelique Saffle, the Founder and Farmer who brings us **Bodyceuticals** calendula skincare, knows the joy of garden lavender on her Biodynamic farm. "The Horticulturalist who prunes our roses and our lavender recently said, 'You have to bring in some more lavender for the bees which just love it'. Plant diversity," Angelique said, "We want the bees to have different things to eat!" Truths endure, as this wisdom was mentioned in 16th and 17th Century books on gardening, which mention lavender as being good for bees. Remember that, at this time, honey was one of the only sweeteners available in Europe. Bees were more honored then for their utility to goodness, health, and a little sweet.

From Greece to Rome to France to Europe, Western Heritage has a well-mapped history of lavender therapy. The Romans cooked with Lavender, bathed in it and used it throughout the house as the pre-air-conditioning air refresher. Lavender symbolized cleanliness in every room. Lavender and other imported aromatics like rosemary were mixed in rushes that were used as floor coverings. From ancient Persia to India, from Greece and Rome, all these cultures used lavender to disinfect the rooms of sick patients. to calm them and induce sleep.

Lavender is easily the most famous herb of the era of the Roman Empire. Somewhere in the gaudy scents of powerful lavender, there is some truth to the mythic remnants that survive from Egypto-Roman history. It is said that Cleopatra loved lavender, and she was supposed to understand the allure of its fragrance as part of her art of seduction. Cleopatra [Cleopatra VII Philopator, a Macedonian Greek who was the last Ruler of the Ptolemaic dynasty in Egypt (30 BC)] was more a brilliant woman and diplomat, than a gorgeous seductress, though. Most people do not know that she was more Greek than Egyptian; that she spoke many languages and was a clever Diplomat and Ruler; that she married Julius Caesar and moved to Rome with him, where they had a baby together; and that she fled the intrigue of the court when he was assassinated. Lavender flourished in both societies at this time! Marc Anthony pursued her to Egypt where he too fell in love with her, and when the Roman troops came to retrieve this defector, he choose to kill himself rather than leave his lover's side. It is said that at this moment, Cleopatra reached into a lavender bush in her garden, where she knew a venomous asp resided; and she allowed the poisonous Nile-delta snake to bite her, and so she died. Lavender: you are a star in one of the greatest storylines in history! Cleopatra knew her herbs! (It is of note that Aloe Vera was also used by ancient Egyptians with hieroglyphic evidence of its medicinal use from the Pyramids 2.5 millennia ago. Cleopatra is tied to Aloe vera as well: and it is said that she used it externally and internally for health and beauty!)

The Romans loved lavender! "Romans, who perfumed themselves lavishly, used it with the baths, their military flags, and the walls of their houses." Hair pomades with lavender were popular. Their military travelled with copious supplies of lavender for battlefield wounds:



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~ **Learn how to henna your hair** [7.51 mins]

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~ **The Surya Brasil story** [6.05 mins]:

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war-time casualty? An ointment of lavender to the rescue! (<http://kitchenproject.com/history/Herbs/Lavender/>). The variety of lavender they used was probably a wild spikenard or uncultivated lavender (or both), which may have had very different smells than we are familiar with today from our cultivated lavenders!

In another incredibly complex and potentially mythic story found in the Bible, the Talmud, the Quran and Ethiopian texts, one of the precious spices brought by Queen Sheba (from Ethiopia or Yemen) to King Solomon was lavender along with frankincense and myrrh. What was the power and allure of lavender in Ancient times? What did they know by studying this plant?

The Romans took lavender with them wherever they were stationed, as it was a reminder of the warmer Mediterranean climate and an essential in the bath-houses they built everywhere in their Empire! During the Middle Ages, lavender lost some of its well-known medicinal luster, though Muslim dispensary, and Christian monastic texts preserved the knowledge and reputation on this medicinal plant. German Benedictine Abbess, Hildegard of Bingen (1098- 1179) noted that oil of lavender was effective in the treatment of head lice and fleas, and she recommended lavender for headaches, and spoke of its benefit for a pure life. By the 1400s, lavender was a necessity in all monastery gardens.

Lavender was intimately connected with Christianity at this time. One story is that the plant was taken from the Garden of Eden by Adam and Eve: and another states that a bush gained this scent when Mary laid the clothes of

the Baby Jesus across it for them to dry. A cross of lavender was therefore hung over many doors for protection in Christian homes. The Cistercian Abbey Notre-Dame de Sénanque in the Luberon region of Provence (built in 1148) continues its late June through July harvest of the five hectares of lavender fields that surround the abbey. Lavender and Provence have been connected for a long time.

It was probably at this time that lavender entered Spain from the propagation of a distinct species found in western Africa and the Canary Islands. This lavender (*Lavandula dentata*) could probably have been brought by the Arabs to Spain. Different lavender species were crowding the Mediterranean basin. Meanwhile, every year, bees continued to spread lavender wherever it would choose to grow, all over many histories.

At this time, lavender had accumulated a vast repertoire of use. Compiling the many traditional folk customs, you can see that lavender was trusted for many healing protocols: insomnia, depression and restlessness, "digestion" gas, loss of appetite, vomiting, nausea, upset stomach, minor wounds and bug bites; as well as to deter fleas, lice and even bedbugs. Lavender is an exceptional antidote for keeping moths off cloths too: move over cedar!

We can easily find thousands of years of accumulated medicinal use! Lavender was recommended, topically and internally, by the Greek physician Theophrastus (3rd century BC); the Greek military physician Dioscorides (77 AD); the Roman author, naturalist, and natural philosopher, Pliny the Elder (23- 79

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FEATURED ITEMS: 1 oz., 2 oz., 4 oz. liquid extracts

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- **Stress Manager™**

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- **Kava 60** veggie capsules
- **Good Mood™** liquid herbal extract 1, 2, 4 oz.
- **Kids Lemon Balm Calm Glycerite™** 1, 4 oz.
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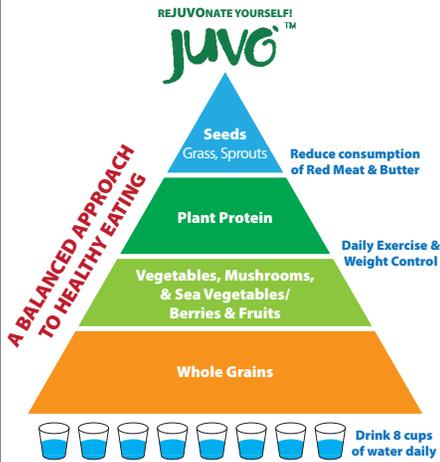
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ONE WORLD™ original lip balms are packaged in large 0.25 oz. tubes made with 40% recycled material.

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Lip Balm with a Kiss of Bliss; certified organic ingredients + Fair Trade Certified™ Cocoa Butter infused with Mongongo Oil, a nutrient-rich oil from Zambia, Africa. Our Mongongo Oil is sourced from a small rural village, helping a group of women create self-worth while increasing their net-worth.



bodyceuticals

organic bodycare

Stock up on these best-sellers for Mother's Day sales!
Enjoy **20% OFF** our **Vanilla and Pink Grapefruit** collections including[^]:

- Calendula + Vanilla lip balm
- Calendula + Vanilla body serum
- Calendula + Antioxidants Facial crème
- Calendula + Pink Grapefruit body serum

Calendula + Antioxidant Purifying Facial crème

This aloe juice based facial crème moisturizes and at the same time restores balance to combination, T-zone, acneic, oily skin.

Contains high potency antioxidants including cranberry, blueberry and neem. A healthy choice for all ages including teens. Ph balanced, will not clog pores.
Ingredients: Vitamin C ester, Organic aloe vera juice, Organic grapefruit, coconut oil, Organic Calendula, Organic cranberry, Organic rosehip seed oil, Wild blueberry extract, Organic black willowbark, rosemary, neem, Vitamin E d-alpha tocopherol & mixed tocopherol.

[^]Must use code "AprilBMC" to receive sale pricing. [^]Discounts are not automatically applied.

www.calendulaskincare.com

TIS THE SEASON REACH for new sales

- **Become a Lavender Center to your community**
Aromaland + Herb Pharm® support the BEST MOTHER'S DAY ever
 - **Alert the Sun Crowd**
shorts look better after **Skinny Garcinia™**
bathing suits fit better after **Skinny Garcinia™**
HairCare, the natural food store way pre-season henna treatment for strength and color retention
the Best Brush for the Planet: the **Bass Brush Green Brush®**
 - **Earth Day is a Celebration**
Highlight **Bluebonnet's Super Earth®** with their Promo
Nordic Naturals® Friends of the Sea® + **Algae Omega**
Bodyceuticals' biodynamically-grown calendula in Organic skincare
 - **Help everyone to be HAPPY**
Newton Homeopathics Pollen~Weeds
Herb Pharm's Pollen Defense™
Bluebonnet's Super Quercetin®
Herb Pharm® Stress Manager™ + Anxiety Soother™
 - **Spring health is all about Bitters**
Herb Pharm® Better Bitters
Herb Pharm's Dandelion liquid extract
Aloe Life Whole Leaf Concentrates
 - **Be The 1st**
Herb Pharm® + Aviva Romm present
Adrena RevUP with Abigenol® silver fir needle extract

AROMA LAND

Lavender Time: April-May Promotion*
The Bodycare Collection Lavender

12 oz. bodycare

50% margin bodycare line!

- Shampoo • Conditioner • Shower Gel
- Hand & Body Lotion • Massage & Body • Bath Salts 20 oz..

Buy 3 ea. per SKU = 10% OFF
Buy 6 ea. per SKU = 15% OFF
Buy 12 ea. per SKU = 20% OFF

• **10% OFF 4 all-natural Aroma Mist Room Sprays: 80 ml**

~ "Goddess" ~ "Angel" ~ "Buddha" ~ "Peace"

• **Aroma Land Mother's Day Lavender Terracotta Candle Sale 10% OFF per-4 candles boxed in one set** {same shape}

~ Lavender 'Cup' 7.6 oz.

~ Lavender 'Amphora' 7.4 oz.

~ Lavender 'Elegance' - 8.1 oz. (2 wicks)

• **Lavender Floral Water**

Buy 3 ea. get 10% OFF 2 oz. hydrosol

• **Lavender Bar Soap 10% OFF with 6 each**
Long-lasting vegetable glycerin base with Shea butter + Vitamin E 4oz. size.

• **Aroma Land Mother's Day Lavender ESSENTIAL OIL Sale 3 each per scent [10 ml] = 10% OFF**

~ Lavender French ~ Lavender Bulgarian
~ Tranquillite ~ Take 5

Bliss in Every Bottle

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

NEW Opportunity:

Rev•Up Wellness

(pack of 30 Tablets in a box) featuring Abigenol®
European Silver Fir Bark extract

New product placement deals:

3 of each SKU 15% OFF

6 of each SKU 20% OFF

12 of each SKU 25% OFF

- **Rev•Up Wellness DEFENSE with Wellmune®**
 - **Rev•Up Wellness ENDURANCE**
 - **Rev•Up Wellness VELOCITY with Wellmune®**
- Rev•Up Wellness products exclusively contain Abigenol®! research done in Slovenia

~ contains 6 phenolic acids, three flavonoids and four lignans

~ Abigenol® isolated from the bark of the Fir Needle (Abies alba) with low molecular weight polyphenols, bioflavones, proanthocyanidins + oligophens. Clinical studies display unique antioxidant potency + activity

~ **Rev•Up Wellness DEFENSE**

with Wellmune® + Abigenol® Silver Fir Bark extract

~ **Rev•Up Wellness ENDURANCE**

Abigenol® Silver Fir Bark extract, Acerola cherry powder + antioxidants power your body against daily stress and fatigue[^]

~ **Rev•Up Wellness VELOCITY**

with Wellmune® + Abigenol® Silver Fir Bark extract
Zincova® Zinc and Microactive® CoQ10 to boost energy, enhance athletic performance + recovery[^]

[^] these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

**Immune support for your family,
peace of mind for you**

MushroomScience®

Good Time to BUILD Mushroom Sales

April Offers Two Products
Reishi + Shiitake

deals* offered per Sku

4 ea. = 10% 8 ea. = 15%
12 ea. = 20%

- **Reishi Super Strength extract caps**
Certified Organic 400 mg hot water extract
12% polysaccharides
Reishi Gano 161® 4% triterpenes
Reishi Super Strength extract is the most potent Reishi supplement available in North America + Mushroom Science takes a number of steps to ensure this is the case. 90 veggie capsules
 - **Shiitake mushroom extract caps**
Organic Shiitake mushroom (Lentinula edodes)
300 mg hot water/alcohol extract
15% polysaccharides 90 veggie capsules
(Shiitake was also the source of the first beta glucan isolate used for immuno-modulation in human clinical studies and medical practice; Lentinan.* All of this attention was probably due to the fact that Shiitake was so highly regarded as a healthy food. In Japan and China Shiitake is considered to be the best of all plant foods.
 - On the items above: not combined with other specials
 - Must mention 'BMC April Promotion' when placing order
- Setting the standard for quality in medicinal mushrooms since 1994!**



SURYA
Brasil

LOVE YOUR HAIR

Buy-in dates:

04/01- 04/31

15% OFF

- **Henna Powder**
- **Henna Cream**
- **Color Fixation Line**

20% OFF

Amazonia Preciosa

- **ALL Shampoos + Conditioners**
- **Hair Masks + Body Care**
- **Facial Care**

~~~~~  
**Detoxify Your Beauty**

<http://suryabrasilproducts.com>



AD); the Persian polymath, Islamic philosopher and physician Abu Ali Ibn-Sinā, [known as Avicenna. (980-1037 AD). Garden and Apothecary.

The Brits, keenly enthusiastic gardeners, accepted this Mediterranean gift and have been cultivating lavender ever since. Lavender is first mentioned in the records of the English Augustinian Merton Priory in 1301. There are now beautiful cultivated fields all over England—and lavender was spread wherever their colonialism went—but at one time it was found primarily in the gardens of the Aristocracy. “When Henry VIII dissolved the monasteries, lavender moved to domestic gardens.” Lavender became even more functional, as it was used throughout the house, sewn into linens: laundry was laid over lavender to bring a refreshing scent onto the clothes. The women who performed the daily clothes washing were known as “lavenders.”

English naturalist and physician William Turner published a groundbreaking 3-Volume set, *A New Herball* (between 1551 and 1568) where he references lavender for what was possibly a diagnosis for mental disease. This was one of the first herb books to give uses for herbs and to use familiar common names, for which this reformer risked condemnation for telling the common people uses for the common plants of England. Now more people could know how to use lavender.

By the 1700's, the areas in Kent, Pembrokeshire and East Anglia had become famous for their lavender fields. “In 1749, the famous Mitcham-based company, Potter and Moore, set up as distillers of lavender water. From then on they would be forever associated with lavender toiletries and cosmetics. Until the early 20th century, thousands of acres were given over to lavender production. Every day, a long procession of lavender-laden carts trundled to the London markets during the August and September harvest period. Men, women and children worked 14 hours a day in the lavender fields, harvesting the crop with small, steel sickles. Whole families came over from Ireland for the lavender harvest, moving on to Kent or Hereford and Worcestershire for the hop picking season. For south Londoners, too, the lavender harvest was a major source of seasonal employment. By the mid-19th century, lavender was grown mostly for its essential oil, used as a base for eau de cologne and for perfuming soaps. Queen Victoria was a keen lavender soap user, and other companies, notably Yardley's, produced well-known lavender toiletries.” ([www.blackcountrybugle.co.uk/lavender-sweet-smell-success-ancestors/story-27622273-detail/story.html#LY8uCGPoKIMqfljm.99](http://www.blackcountrybugle.co.uk/lavender-sweet-smell-success-ancestors/story-27622273-detail/story.html#LY8uCGPoKIMqfljm.99)) By 1910, cheaper French lavender was flooding the market.

The varieties that we now call English lavender were not introduced in England until the 1600s, and it was about this time that lavender first made its journey across the Atlantic. The English Quaker sect known as Shakers were the first to grow lavender commercially in the English colonies in America, and in Canada. Their interesting story of becoming the first herb and herb seed sellers is remarkable: and they grew and provided lavender to America!

Queen Elizabeth I (1533-1603) always had lavender jelly on her dining table, and drank the

continued on page 7



## SPRING MARKETING OPPORTUNITY KNOW LAVENDER, SELL LAVENDER: ALL THINGS LAVENDER FOR MOTHER'S DAY

**Aromaland two month promotion: April-May**  
**The Bodycare Collection: LAVENDER 12 oz.- great prices! 50% margin bodycare line!**

- Shampoo • Conditioner • Hand & Body Lotion
- Shower Gel • Massage & Body • Bath Salts 20 oz.

~ including Pure Therapeutic Grade Essential Oil Blend: *Lavender Angustifolia*, *Lavendula Burnati*, Sweet Orange, Geranium, Cedarwood, Spanish Marjoram, and Frankincense (*boswellia carterii*).

**Buy 3 ea. per SKU = 10% OFF    Buy 6 ea. per SKU = 15% OFF**  
**Buy 12 ea. per SKU = 20% OFF**

### **Aroma Mist Room Sprays: 2.7 fl. oz. 10% OFF**

All 4 all-natural scents with Pure Essential Oils in a convenient mister to bring scents that will make your spirit soar!

- “Goddess” - light citrus notes of Orange. Tangerine and Grapefruit blended with rich floral of Jasmine the warmth of Ginger and deep resinous Muhuhu.
- “Angel” - delightful citrus Essential Oils Grapefruit, Lemon and Lime are blended with exquisite flowers Jasmine and Ylang Ylang, and grounded with Cedarwood.
- “Buddha” - an enlivening richness with the citrus note of Orange and rich scents of the forest Pine + Ho Leaf combined with the resinous oils of Frankincense, Patchouli + Cistus Labdunum.
- “Peace” - blended to bring calming and relaxation at anytime: beautiful Essential Oils of Lavender, Orange, Geranium, Cedar and Frankincense

### **Aroma Land Mother's Day Lavender Candle Sale**

**10% OFF per 4 candles boxed in one set (same shape)**

4 natural terra cotta soy candles made in Santa Fe, New Mexico

- Lavender 'Cup' Terracotta - 7.6 oz.    • Lavender 'Amphora' Terracotta - 7.4 oz.
- Lavender 'Classic' Terracotta - 7.1 oz.    • Lavender 'Elegance' Terracotta - 8.1 oz. (2 wicks)

### **Lavender Floral Water buy 3 ea. get 10% OFF**

This genuine Aromatherapy French Lavender Floral water tones & soothes irritated skin. The relaxing scent of Lavender relieves tension and anxiety: a great remedy after sunbathing, or to reverse the effects of dry air. Aromaland's Floral Hydrosol Waters lift the spirit, soothe the skin, tone hair and nurture mind with the fragrant goodness of nature. (contains No drying alcohol or chemicals). Spray liberally for fragrant refreshment to face and body, or use to freshen your surroundings.

*Share the beauty of Lavender!*

### **Lavender Bar Soap 10% OFF with 6 each.** Long-lasting 4 oz. size.

Rich vegetable glycerin base with Shea butter and Vitamin E, scented and enhanced with an exclusive blend of pure Essential Oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram and Frankincense. Natural Ingredients.

### **Aroma Land Mother's Day Lavender ESSENTIAL OIL Sale**

**3 each per scent [10 ml] = 10% OFF**

- Lavender French • Lavender Bulgarian • Tranquillite • Take 5

(consider combining with Aroma Land's scent diffusers (not on sale))

~ **Lavender French** : (*Lavandula* (or *Lavendula*) *angustifolia*; *L. vera*; *L. officinalis*)

Country of Origin: Provence, France. Cultivation Method: Conventionally Grown

Extraction Method: Steam Distilled. Extracted From: Flowers.

~ **Lavender Bulgarian**: (*Lavandula angustifolia*: country of Origin: Bulgaria)

a popular, soft, well-rounded scent, the Bulgarian Lavender is very floral, and our best-selling Lavender.

~ **Tranquillite**: Lavender-based synergy essential oils of Lavender, Lavandin Super, Orange, Geranium, Cedarwood, Wild Majoram & Frankincense.

~ **Take 5**: countless parents praise this blend for relaxing restless, overactive children.

It is a Lavender aroma that is serene, yet playful + “yummy”. Essential oils of Lavender, Mandarin Orange, Marjoram, Roman Chamomile & Spikenard

*Bliss in Every Bottle™*

## **Lavender by Herb Pharm® Lavender liquid herb extract**

Lavender Extract from the flower of *Lavandula angustifolia* shrubs certified-organically grown in their natural habitat of Provence, France.

Products blended with lavender extract or essential oil:

- Anxiety Soother™ • Gastro Calm™ • Head Soother™ • Nervous System Tonic™

^ items on sale from Herb Pharm® through 05/31. See Promo sheet for deals

tea for her migraines. Queen Victoria (1837-1901) took a specific interest in lavender, and her obsessions quickly made it fashionable. The demand for lavender led to an even more robust industry for many things lavender. Queen Victoria was the ultimate early cultural icon, and the society that she represented was clean and orderly—and scented with lavender. The influence of this plant scent on the household—and the lure of its scent as a symbol of civilization—took another step forward because of this monarchical phenomenon. Long before Provence, lavender was the quintessential English scent, found on every woman's dressing table.

The Romans probably brought lavender to France. High French culture was not immune to the allure of lavender, either! King Charles VI of France demanded lavender-stuffed seating cushions wherever he went. Louis XIV, The Sun King, carried sprigs of lavender in his pockets, and loved to wash with lavender water. There is also a theory that lavender entered southern France from the beautiful collection of three Mediterranean islands at the base of Provence, called the Iles d'Hyères, which are part of the department of Var in the region of Provence-Alpes-Côte d'Azur, but which actually were Greek territory around 600 AD. The species *Lavender stoechas* is found only in the mountains of France, Spain, Portugal and these islands, which were once called the Stoichades Islands. There are 50 species of *Lavandula* recognized today, but we still must muse: wild lavender, where did you come from? The climate of Southern France seemed to suit lavender well, while also allowing these lime-tolerant aromatic shrubs to produce profound and exceptional magic. Today, the finest-quality lavender comes from the Provence region of France.

Lavender in French soil, specifically in Provence, produced plant harvests with a greater concentration of essential oils than that from Britain; and for this reason, the French perfume industry saw a benefit to growing the lavender harvest in southern France. In 1910, the English lavender industry was all from cultivated harvests, while the French market was supplied by more wild plants and the occasional monastery. The arid zones of Provence were rough land and it was harder to maintain other types of cultivation there. Before a government intervention, suggested by the growing French perfume industry, Provence was one of the poorest areas in France. Farmers picked wild lavender to make ends meet as they raised sheep. Almond trees were cleared out, land tilled: and lavender was planted: an industry was born. Lavender essential oil had been known to be good for headaches for centuries, but the world of essential oil aromatherapy was now about to explode.

The Perfume industry was an industry disruptor at the beginning of the 1900s; and the famous story of French chemist René-Maurice Gattefossé immersing his hand in a container of lavender essential oil after experiencing a horrible burn in a laboratory experiment—and accidentally finding that lavender was incredible for burns—may have been one of the earliest marketing embellishments associated with the emergent field of Aromatherapy. The real story is even more amazing. In his own words, Gattefossé did experience a burn in the laboratory that was severe enough that it could

have killed him or necessitated amputation. The scholar Gattefossé knew to extinguish the fire by rolling around on a grassy lawn, and then he smartly applied lavender essential oil to his burns: “the external application of small quantities of essences rapidly stops the spread of gangrenous sores.” The results were significant, and nearly miraculous. By the time he published his book, *Aromathérapie* (the first appearance of the word “aromatherapy” in print), in 1937 the evidence was well-known that the antiseptic, anti-inflammatory lavender was exceptional for burns and tissue healing. It was also powerful enough to prevent infections. Successes in World War I proved that! lavender had a whole new market, just as the global market for essential oils was emerging! Provence was the perfect place, producing the most exceptional lavender in the world. At its peak in 1960, the industry was producing 150 tons of essential lavender oil yearly.

Today's bucolic tourist tours were yesterday's “land of ancient stone villages, winding country roads and Roman ruins.” It was not until 1905 that the farming of lavender began in Provence. A lavender culture quickly developed, where a local female labor force “cut the flower stems during the cool of the morning after the dew has dried” with sickles (the first lavender-cutting machines appeared in 1952) and sold the harvest to distilleries or middlemen. The men continued to work the farms. Eventually, migrant workers arrived to help with the late June to early August harvest.

Lavender is mainly cultivated in Northern Provence—Drôme Provençale, Haut Vaucluse (Vallée du Lubéron) and Alpes de Haute Provence (Plateau de Valensole).

It is accepted today that lavender was critical to preserving rural life in Provence. Lavender Festivals, such as the Fête de Sault, take place each year on August 15: and a Lavender Museum opened in 1991 in Coustellet (Lubéron Regional Natural Park) dedicated entirely to True Lavender ([www.museedelalavande.com/en/le-musee-de-la-lavande](http://www.museedelalavande.com/en/le-musee-de-la-lavande)).

In the 1990s, lavender production hit a major snag. It is believed that French lavender both then and now is threatened by the ramifications of global warming. Eastern European countries developed as strong competition to France's dominance, but through good farm plant science, lavender has been able to rebound in France.

The standard for commercial lavender today for essential oils and herbal use, is *Lavandula angustifolia* (also called True lavender or English lavender, though it is not native to England but is indigenous to Mediterranean countries of Spain, France, Italy, Croatia). This plant used to be identified as *Lavender officinalis*; and the terminology of species is very confusing. One must study a bit before buying lavender for both garden and for optimal medicinal use.

Today, lavender is grown around the world, in warmer sunny climates that are low in humidity. Lavender is grown commercially in France, Bulgaria, Spain, Italy, England, Australia, New Zealand, the Ukraine, Japan, and The United States.

*Lavandula angustifolia*, commonly grown as an ornamental plant and for its fragrance, is considered hardy to USDA zone 5, but does best in Mediterranean climates characterized by wet winters and dry summers. It is a hardy plant, though: there is a 26-acre lavender farm

along the St George River Valley in Appleton, Maine, and the second biggest lavender growing farm in North America is near Montreal in Quebec, Canada. Lavender does not grow well in continuously damp soil, and benefits from increased drainage from inorganic mulches such as gravel: in some measure, moisture is lavender's enemy. It tolerates acid soils but prefers neutral to alkaline soils, and can survive with low water consumption.

Lavender stands on its own as a tonic for the skin, from smoothing the skin, to benefiting scars and reducing stretch marks. Lavender loves your scalp, helping with everything from dandruff associated with dry skin, to hair growth. Bathing in lavender is regal. A lavender scrub is to shine. And the scent may be the most important attribute: value-added, holistic healing.

Reconsider lavender as a prime bodycare herbal. Think essential oil scent AND the lavender oil (or lavender water) skin care benefit. Too often (for many), the time-tested superstar gets waylaid by a fascination for the new and unknown. Lavender is as valuable as aloe vera, and rosehip seed oil and calendula for skin care: teach your communities well.

This April/May, take advantage of a two-month promotion on many of the lavender products from **Aromaland**. One of the oldest aromatherapy companies in the USA, they source their own lavender directly from long-standing relationships. Carry the entire Aromaland Bodycare Collection, highlighting this lovely scent for two months—and promote Mother's Day and see lavender successes. Offer lavender candles and glycerin-based soaps at the register: bring the energy of Provence to your store, and the bright, clean, omniferous scent and energetic will lift the entire workday to a happier dimension. Unleash lavender everywhere!

Now, hopefully, you have a better appreciation of lavender's use as a healing herbal. **Herb Pharm® Lavender liquid herb extract** is one of those amazing sleeper herbs that you need to have on your shelves! The more you learn of the simple, safe versatility of lavender, the more dexterous you will be with recommending and adding this single extract to your toolbox. Their Lavender Extract is from the flower of *Lavandula angustifolia* shrubs certified-organically grown in their natural habitat of Provence, France. Consider this, Herb Pharm® Lavender balances some exceptional and popular compounds: **Anxiety Soother™**, **Nervous System Tonic™**, **Gastro Calm™** and **Head Soother™**. Learn these formulas, realizing that no one is more important than the other: all can be brought in now on sale, and added to your lavender endcap.

Lavender is a Medhya herb in Ayurveda, for its effects on the mind and brain functions. In TCM, lavender (Xun Yi Cao) is used to treat infection, anxiety and fever and infertility. Huocheng County, on the western border of Xinjiang Uygur Autonomous Region, is a renowned lavender production area which accounts for 95% of the total lavender and lavender essential oil production in the country. Located on the Ancient Silk Road, this area has been producing lavender since several groups of agricultural planners first transplanted lavender from Beijing Botanical Garden to Ili Prefecture in the 1960s. These are the claims approved in Europe through the Commission E: Loss of

*continued on page 8*



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO  
MICHAEL@BLUEMOOSECONSULTING.COM

## VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

*"If you don't read this newsletter every month, you are missing something."*

### Knowing Lavender *continued from page 6*

appetite, Nervousness and insomnia, Circulatory disorders, Dyspeptic complaints. (Wow, lavender is good for our Grandparents afterall!)

There is no time like the present to immerse your mind in the current uses of lavender. Suggested angles for further research: support for occasional & mild anxiety; digestive comfort for occasional gas & bloating; relief from occasional minor headache pain; and traditional support to strengthen & calm the nervous system. Lavender: never meant to be earmarked just for sachets and dresser drawers.

Humans yearn to grow magnificent fields of lavender, and those who do are truly lucky and blessed. Grow some lavender in your home garden, for the bees. Lavender is in the royal purple of herbs. Some of the greatest societies in human history heartily embraced lavender, with those who could, choosing to have lavender around them every day. Lavender lives in many of the greatest Spiritual books ever written—coincidence?

Realize this: lavender—to some people—brings memories of happy homes from an earlier time; memories of revered grandparents. Others associate lavender with major romantic love in their lives, while others think of lavender as softness and pampering. Others yet praise lavender for stifling headaches or calming gut volcanoes; and it is an herb that tames and nurtures the nerve-wiring of our anatomy. Lavender will mellow out the greatest clean freak, and a whiff of lavender transforms Dirtman®. Lavender is what happens when early Latin and Gallic societies become civilized: Lavender is clean.

Lavender is certainly the most loved scent of mothers everywhere. It is the softness of a baby's blanket and the relief of relaxation. Lavender and rose: Leonard da Vinci was truly a Renaissance Man! You can be the lavender oasis, and the natural gift center this Mother's Day. Use some quality lavender products yourself: I dare you. You will be seduced by the message of calming and nurturing love. Bring the lavender fields into your life. And remember: most people are selling fake lavender. Real lavender should be all over your store: Herb Pharm and Aromaland. Lavender Bliss, now 🍀

## How to Reach Blue Moose Consulting

*Call as often as necessary: we want to be of assistance*

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office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256  
770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30013

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc  
818-882-4247  
fax: 818-341-3104  
Chatsworth, CA 91311

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234

#### Immune Health Basics

www.wellmune.com  
www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Eco Lips, Inc

www.ecolips.com  
Ph: 1-866-326-5477  
fax: 1-319-364-3550  
Cedar Rapids, IA 52401

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#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544  
831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Surya Brasil

www.suryacosmetics.com  
516-328-0021  
fax: 516-328-0760  
New Hyde Park, NY 11040

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

#### Bodyceuticals

Ph: (425) 333-5480.  
Orders & fax: (425) 491 8354.  
Carnation, WA 98014

#### Support all the lines we represent: Independence, Quality, Strength

**Note:** The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call your BMC Rep and put in your request now.

