

AROMATHERAPY - BE AN INFORMED CONSUMER

Your experience of the fragrance and therapeutic quality of an essential oil is dependent upon its quality and appropriateness to the situation. In selecting essential oils we encourage you to consider the following points, as well as Amrita's selection criteria. (See bottom right of this flyer.)

◆ Organic, ecologically ethical, wildcrafted or select farmed ?

Pesticides and insecticides are usually filtered out by the process of steam distillation (except for citrus oils which are primarily cold pressed). But plants grown without these chemicals are usually healthier; and this in turn effects the quality of the essential oil. Many experts regard wildcrafted herbs which grow from people, farms, and urban and industrial pollutants to be the best source of essential oils. However, in some cases, herbs raised by knowledgeable organic farmers exhibit greater potency. Amrita carries a large number of oils from wild-crafted and certified organic sources. Furthermore, many Amrita oils are from producers who farm and distill in accord with ecologically ethical standards, even when there is no organic certification available in their country, as it is the case in many developing countries.

◆ Gas Chromatographic Validation - A Necessity

Gas-chromatographic (GC) testing of essential oils, including chiral column analysis, and expert analysis of the results guarantees the purity of essential oils and shows the variation in the natural chemical constituents - an important factor in determining the therapeutic quality.

◆ Be Aware!

Large quantities of essential oils are produced for the flavor, fragrance, and toiletry industry - an industry which does not need a botanically pure product but rather a consistent and reasonably priced product.

Therefore a substantial volume of the essential oils on the market are industrially processed, reconstituted, rectified or in other ways chemically manipulated.

◆ The Therapeutic Imperative for 100% Pure, Unadulterated Botanical Oils

The self-regenerative power of nature is lively only if true whole essential oils are used. Consider Eucalyptus globulus: 99% of what is offered is industrially rectified, under the misguided thought of heightening its mucolytic power. This product, however, is rather muscle contracting and when used, for example, to dissolve mucous in the respiratory tract causes the bronchii to contract! On the other hand unrectified Eucalyptus globulus is a muscle relaxant as well as a mucolytic; the whole oil gives powerful but holistic and balanced effects.

◆ Courses in Aromatherapy: The Amrita Institute for Aromatherapy Education & Research

Whether you're an aromatherapy enthusiast or a professional therapist the Amrita Institute offers you a level of education appropriate to your individual goals. If you enjoy aromatherapy for your personal use, the Level I, 16-hour course provides the tools to be an informed consumer, introduces you to 20 basic essential oils and carrier oils, gives experience in blending, and much, much more. To extend your knowledge, or to use aromatherapy professionally, additional courses leading to a basic practitioner's certification are available.

Our training is nationally available, customized and modular, allowing us to meet the needs of retailers, spas, salons, and other therapy modalities such as massage, counseling, acupuncture, etc. To sponsor or attend a class please ask your retailer for details, or call us.

THERAPEUTIC ESSENTIAL OILS

| ESSENTIAL OILS | EFFECTS AND SPECIAL INSTRUCTIONS | (B)ATH (D)IFFUSION (M)ASSAGE (S)TEAM INHALATION (T)OPICAL |
|------------------------|--|---|
| BASIL, HOLY | Stimulates clear thinking and is energizing. Blends well with Ginger, Cardamom and Grapefruit for mental stimulation. | B D |
| BERGAMOT | Emotional sunshine, uplifts, reduces stress. Photosensitive oil - avoid exposure to sunlight for 3 hours after topical application. | B D M |
| CEDAR, ATLAS | Balances, calms, promotes spirituality and courage, grounding. Blend with Sandalwood for meditation. | B D M T |
| CLARY SAGE | Eases PMS and cramps, reduces tension, mild euphoric. Blend with Lavender and Roman Chamomile for cramps, PMS. | B D M |
| CLOVE BUD | Kills germs and bacteria, eases toothache. Rub a drop or two on gums for toothache. Skin irritant - always dilute. | DT |
| CYPRESS | Helps reduce varicose veins, deodorant, eases muscle spasm. Blend with Juniper and Lavender, gently massage on varicose veins and inflamed joints. | B D M |
| EUCALYPTUS, SWEET | Antiseptic, helps defend against cold and flu, insect repellent. Diffused for two hours per day will keep colds and flu at bay. | D M S |
| EUCALYPTUS, RADIATA | Helps clear a stuffy nose, and loosen mucous. A drop or two on tissue swabbed in each nostril will open nasal passages and ease symptoms of a cold. | D M T |
| FIR, BALSAM | Uplifting and energizing yet grounding and strengthening, opens respiratory passages, increases spiritual awareness. Diffuse with Eucalyptus radiata to calm cough and ease congestion. | B D M S |
| FIR, SIBERIAN | Air purifier, energizing, fights germs. Blend with Fir and Spruce then diffuse for a 'walk in the forest' feeling. | B D M |
| FRANKINCENSE | Induces meditative state, slows breathing, rejuvenates skin. Blend with Ginger and Coriander for an exotic massage oil. | B D M |
| GERANIUM, ROSE | Balancing to female hormones, reduces stress, uplifting. Blend with Lavender, Bergamot, Clary Sage for stress relieving massage. | B D M |
| GRAPEFRUIT, PINK | Uplifting, reduces fluid retention, detoxifying, air-freshener. Diffuse to cleanse and purify the air. | B D M |
| JUNIPER | Stimulating and energizing, reduces fluid retention, antiseptic. Blend with Lavender, witch hazel and water for a jet lag spritz. | B D M |
| LAVENDER | Helpful for insomnia, calms anxiety, aids in healing bruises, cuts and insect bites. Primary oil for your medicine cabinet and first aid kit. | B D M T |
| LEMON | Improves concentration, energizes, fights germs and bacteria. Inhale to relieve morning sickness. Photosensitive oil - avoid exposure to sunlight for 3 hours after topical application. | B D M |
| LEMONGRASS | Cooling, insect repellent, uplifting. Blend with Rosemary and Tea Tree for insect repelling oil or spray. | B D M T |
| MANDARINE, RED | Calms anxiety in children, promotes restful sleep, uplifts and creates a happy feeling. Diffuse to help an anxious child relax or sleep. | B D M |
| MYRRH | Great for mature skin, eczema, athlete's foot, grounding. Blend with Rose Geranium and Rosewood for skin care. | B D M |
| ORANGE | Air freshener, promotes a happy atmosphere, calming. Blend with small amount of Peppermint and Rose Geranium for a cooling, energizing room freshener. | B D M |
| PEPPERMINT | Energizes a sleepy driver, aids concentration, reduces nausea and headache, improves digestion. Best diffused, but can be used on skin in dilution for localized massage. | DT |
| ROSEMARY | Great for jet lag, stimulates circulation. Fights germs and bacteria, mental energizer. Use with care if epilepsy or high blood pressure present. | B D M |
| ROSEWOOD | Excellent for mature or sun-damaged skin, uplifting, balancing to mind/body energy. Blend with Helichrysum and Rose Hip Seed Oil for repairing sun-damaged skin. | B D M |
| SAGE | Helps reduce chronic fatigue, nervous tension, tiredness, and depression. Avoid use during pregnancy, or where epilepsy or high blood pressure is present. | D |
| SANDALWOOD, TAMIL NADU | Promotes spirituality and creativity, grounding. Blend with Frankincense and place drop on each temple before meditation. | B D M T |
| SPRUCE | Uplifting, relieves aches and pains, fights colds and flu, helps chronic fatigue. Alternate diffusing with Eucalyptus Sweet to ward off colds and flu. | B D M |
| TEA TREE | Fights fungus such as candida and athlete's foot, repairs cuts and wounds. Primary oil for medicine cabinet, can be used undiluted on athlete's foot and nail fungus. | B D M T |
| THYME, BORNEOL | Superior immune support, stimulates digestion. Massage on lymph nodes. Use in dilution to avoid skin irritation. | B D M |
| YLANG YLANG COMPLETE | Euphoric and aphrodisiac, reduces anxiety, helps reduce blood pressure. Blend with Rose or Jasmine for sensual massage. | B D M |



AMRITA AROMATHERAPY

HARNESSING THE HEALING POWER OF PLANTS

Our Commitment:

In smelling a true essential oil, you breathe in the consciousness of the plant and access nature's immense power for self - regeneration. Amrita means nectar of immortality. It stands for our commitment to supply the finest and the purest essential oils; oils grown and extracted with the diligence and commitment to purity that ensures a liveliness of the immortal intelligence of nature within the oil.

Working with growers and distillers who share our concern for quality guarantees you'll always receive the finest plant product.

The Criteria We Use to Select

Our Essential Oils:

- ◆ We seek out essential oils that have been grown from the best cultivars, in the optimum climate and soil conditions, properly harvested, prepared and extracted in a chemical free, low-heat manner.
- ◆ We select only 100% true unadulterated botanical essential oils. We do not accept oils that have been rectified, peroxidized, decolorized, deterpenized, denatured, reconstituted or mixed with other essential oils, lipids, alcohol or other chemical compounds. Our rigorous quality control system based on gas-chromatographic testing ensures authenticity.
- ◆ We choose oils from wild grown or organically farmed plants whenever possible.
- ◆ We verify the chemotypic constituents of certain oils. For example, our Tea-Tree oil has a minimum terpinen-4-ol content of 40% and a maximum cineol content of 3%.
- ◆ We select essential oils whose fragrance spectrum is lively, rich and whole.

AMRITA SYNERGISTIC BLENDS

| SYNERGY BLENDS | DESCRIPTION & INGREDIENTS | (B)ATH (D)IFFUSION (M)ASSAGE (S)TEAM INHALATION (T)OPICAL | SPECIAL INSTRUCTIONS |
|--|---|---|--|
| | | | DO NOT INGEST ESSENTIAL OILS |
| A WOMAN'S BALANCE | A cheerful, relaxing, soothing blend which eases the discomfort of menstruation and menopause. Bergamot, Rose Geranium, Clary Sage, Roman Chamomile. | B D T | Add to massage oil and apply topically where discomfort. Avoid use during pregnancy. Photosensitive blend - avoid exposure to sunlight for 3 hours after topical application. |
| ALLERGY EASER | Especially helpful with hay fever and other allergic reactions including skin irritations. May also relieve symptoms of asthma and oversensitivity of the nervous system. Amni Visnaga, Moroccan Blue Chamomile, Lavender, Rosewood, Hyssop. | DMT | Mix up to 6 drops in 1/2 oz. of base oil and apply to affected skin, or place (diluted) drop inside nostril. Avoid use if you have epilepsy, hypertension, or are pregnant. |
| ANXIETY FREE | Particularly helpful in easing anxiety, soothing and relaxing, relieves stress and irritability, supporting a state of peace and calm. Rose Geranium, Melissa, Thyme, Juniper. | D B M | Very useful in overall body massage. |
| BREATHE EASY | Refreshes, helps protect from respiratory problems in cold season, and encourages deep breathing. Citronella, Sweet Eucalyptus Part Rec, Pine, Siberian Fir | D S | Can apply (diluted) directly inside the nostril. Avoid use during pregnancy. |
| CITRUS BLISS | A celestial sunny blend for a pure and happy heart. This blend is like sunshine - it's the best antidote for a gloomy day. Lime, Bergamot, Tangerine, Neroli, Lemon Yellow, Pink Grapefruit | B D M T | Photosensitive blend -avoid exposure to sunlight for 3 hours after topical application. |
| COURAGE AND CONFIDENCE | A strengthening and grounding blend. Promotes a sense of peace, confidence and protection. Useful as an anointing oil. Spikenard (Nardo), Atlas Cedar, Balsam Fir | B D M T | Can be used as anointing oil - apply (diluted) on forehead or temples. |
| DEEP REST | Very calming, facilitates relaxation and sleep, and may be used night or day to experience relief from stress. Wild Lavender, Sweet Marjoram, Tarragon. | B D M T | Very good for excitation or tension in the body when topically applied to that specific area. Do not use during pregnancy. |
| HEADACHE RELIEVER | A soothing traditional formula considered helpful with migraines and headaches. Also useful for muscle tension and sore feet. Yellow Birch, Peppermint, Sweet Lavandin. | B D M T | Useful for spot massage. Dilute 5 drops in 5ml of base oil and massage into temples, aching muscles or feet. |
| INVINCIBILITY | Extremely useful in promoting optimal immune system function, this blend is especially beneficial during cold and flu season. Bay Laurel, Eucalyptus Radiata, Oregano, Tea Tree, and Thyme Borneol, Red, and Thujanol. | D M S | Do not apply directly to skin, and avoid use if you have epilepsy, or are pregnant. |
| MANDARINE SUNSET | An uplifting blend which brings to mind a sunny citrus grove. It refreshes and purifies the air in the office or home. Red Mandarine, Mandarine Petitgrain, Holy Basil, Lemongrass. | B D M T | Photosensitive blend - avoid exposure to sunlight for 3 hours after topical application. May be irritating to sensitive skin. |
| MENTAL ENERGIZER | Optimizes mental performance, energizes the body, clarifies the mind, and increases concentration and memory. Lemon Yellow, Lime, Peppermint, Ginger CO2. | DM T | Dilute in vegetable oil to rub into temples. Avoid use if you have epilepsy, hypertension, or are pregnant. |
| MODERATION OF APPETITE: CALMING FORMULA | Eases tendency to over-activity, low tolerance for frustration or stress and food cravings. Especially helpful in the evening. May be used in alternation with the Energizing formula. Sweet Fennel, Pink Grapefruit, Petitgrain Bigarade. | D | Diffuse intermittently through the day, in the afternoon or, at minimum, before meals. To ease cravings when away from the diffuser, inhale directly from bottle. Do not apply topically. Avoid use if you have epilepsy, hypertension, or are pregnant. |
| MODERATION OF APPETITE: ENERGIZING FORMULA | Eases tendency to low metabolism, slow activity level and overeating. May increase physical energy. Particularly helpful to use in the morning. May be used in alternation with the Calming Formula. Holy Basil, Cypress, Juniper Extra Fine, Sweet Fennel. | D | Diffuse intermittently through the day, in the morning or, at minimum, before meals. Do not apply topically. Avoid use if you have epilepsy, hypertension, or are pregnant. |
| MOUNTAIN FOREST | A strenghtening fragrant forest synergy that lifts the spirits, supports the respiratory system and helps keep colds and flu at bay. Balsam Fir, Pine Sylvestris, Hemlock Spruce, Black Pine, Pine, Pine Pinaster. | B D M | Diffuse to cleanse and purify a room or area. |
| OUTDOOR FREEDOM INSECT REPELLENT | This pleasant, refreshing, lemon-scented blend naturally discourages mosquitoes, gnats, fleas, ticks and other flying, biting pests. Lemongrass, Eucalyptus citriodora, Sweet Lavandin, Peppermint, Rosemary 1.8 cin. | DM T | Sprinkle on candles before lighting, or onto firewood before adding to the fire. Dilute in vegetable oil and apply to face or wherever skin is exposed to biting insects. Not effective with ants. Useful for pets. Avoid use if you have epilepsy, hypertension, or are pregnant. |
| PURE JOY | An uplifting, relaxing blend with an aphrodisiac effect. Use it to create a happy atmosphere or to enhance a romantic occasion. Ylang Ylang Extra, Bergamot, Pink Grapefruit, Lavender. | B D M T | Photosensitive blend - avoid exposure to sunlight for 3 hours after topical application. |
| QUIT CRAVING | This blend soothes irritability and nervousness, promotes a feeling of calm, centering and peace. Helps ease cravings and detoxify while energizing and aiding underlying emotional imbalances. Can also be used for clearing and purifying the air. Helichrysum, Clove Bud, Spearmint, Lime, Bitter Orange, Pink Grapefruit, Black Pepper. | D | Diffuse 3 times per day for 30 minutes. To ease cravings when away from the diffuser, inhale directly from bottle when necessary. Do not apply topically. Avoid use if you have epilepsy, hypertension, or are pregnant. |
| RESPIRATION | Use during the cold season to prevent respiratory problems. Helpful in alleviating the symptoms of colds and flu. Eucalyptus Swt., Part Rec, Siberian Fir, Niaouli. | D S | Steam inhalation particularly effective. |
| SPIRITUAL AWAKENING | Combines oils extolled since ancient times for heightening spiritual awareness. Also has very relaxing and stress relieving properties. Sandalwood Tamil Nadu, Frankincense, Atlas Cedar. | DBMT | Can be used as anointing oil - apply (diluted) on forehead or temples. |
| SWEET RESTORATION | This is a traditional French aromatherapy blend. A variety of Lavender species and Wild Rosemary combine to produce a stress relieving yet uplifting and restorative synergy. Rosemary 1.8 cin, Lavender, Sweet Lavandin | D B M | Avoid use if you have epilepsy, hypertension, or are pregnant. |
| WINTER'S GLOW | Makes heart and body glow with merriment and warmth. A spicy, cheery, stimulating delight. Cinnamon Bark Extra, Bay Leaf, Bitter Orange, Red Mandarine, Nutmeg CO2, Clove Bud | D | Diffuse only. Do not apply topically. |

AROMATHERAPY TECHNIQUES

Aromatic (B)aths

For a soothing, sensual, cleansing treatment for body, mind and spirit, vigorously mix 5-8 drops of your favorite essential oil or synergistic blend with the water; or use an emulsifier such as a tablespoon of honey, cream, bath gel or powdered milk, and add to the tub just before getting in. For a soothing, restorative bath, try a mixture of Lavender, Mandarine and Geranium. For detoxifying, experiment with a little Juniper and Lemon with Lavender in a bath which is hot, but not scalding.

Aromatic (D)iffusion

Diffusion is the easiest and most rapid and comprehensive way to benefit from aromatherapy. Select a pure, fresh essential oil or blend, according to your needs. Diffuse for 10-15 minutes intermittently when desired. The best diffusers use a glass nebulizer to diffuse the oil on a stream of air. Ask your retailer about Amrita's line of diffusers.

(M)assage

This honored and ancient holistic treatment is delightfully enhanced with aroma oils, and can be designed to benefit specific tissues, imbalances and emotional conditions. For most oils, use 5-10 drops per 1 oz. of base oil. However, halve the amount for sensitive skin. Add the essential oil to any fresh vegetable oil such as almond, olive or sesame. Slightly warming the oil enhances the pleasure of the massage.

(S)team Inhalation

Fill a glass or stainless steel pot with 2-3 quarts of very hot water. Add 2-5 drops of essential oil or synergistic blend. Position your face, eyes closed, about 10 inches above the water, or as close as is comfortable. If you wish, drape a towel over your head and around the sides of the basin. Relax, breathing in the steam, for 5-10 minutes. Additional 1-2 drops can be added as needed.

(T)opical Application

Topical application can take several different forms: A limited number of oils, such as Lavender or Tea Tree can be applied neat to a small area of skin for a cut, bruise, or blister, etc. A compress can be made by mixing 6 drops of essential oil or blend in a bowl of hot or cold water (depending on need). Dip gauze into water, squeeze excess out and apply to affected area. Use up to 15 drops in a little base oil, preferably vegetable, to massage a sore muscle group, etc. Essential oils in alcohol or vodka can be used as a scalp massage or liniment.

Blending

A synergy is created when the individual essential oils in a formula harmoniously support each others' characteristics. The particular effect of any one oil may become far more powerful when that oil is properly matched with others. If you wish to blend yourself, start with 2 or maximum 3 oils. Blend the 2 less odor intensive oils together in a 50/50 mix. Drop by drop add more of the weaker oil in the mix until the two oils form a harmonious whole. Minute quantities of a third more intensive oil can be added until the blend has a comfortable but not overpowering flavor of this third oil. Shake the oil vigorously at each point.

Care of Essential Oils

Essential oils, though powerful in effect, are delicate and vulnerable to environmental conditions such as heat, moisture, some metals and plastics, and prolonged exposure to light and air. These cause chemical changes which degrade the therapeutic effects of the oil. Keep your blends out of the sun, in airtight amber or cobalt blue glass (as Amrita oils are packaged.) Most essential oils have an approximate two-year shelf life. Citrus oils (Grapefruit, Lemon, Mandarine, etc.) oxidize rapidly and should be used within one year. Florals such as Rose and Neroli and woody oils like Sandalwood, Frankincense and Cedar often improve with age so their shelf life is much longer.

Safety Concerns

Essential oils are highly concentrated and must be used with caution. Some are irritating to skin or mucous membranes. Photosensitive blends require avoiding exposure to sunlight for 3 hours after topical application. Others should not be used during pregnancy. A few are contraindicated for individuals with a history of high blood pressure or epilepsy. We recommend that you follow the guidelines listed in this brochure for each oil and synergy. When used correctly, essential oils are very therapeutic and effective. Ingestion is not recommended.

Note that this chart gives specific information on using our blends and general guidelines for use of essential oils. We encourage you to learn more about aromatherapy by consulting reputable publications or qualified aromatherapists.