


elysia
naturalskincare



Winter
Newsletter
2004

Happy 10th Birthday Elysia . Dr.Hauschka Bath Care Kit . Rose Gift Box . Winter Skin Care

 Suppliers of Dr.Hauschka Skin Care

Dear Reader,

The nights really are drawing in now and the extra layers are welcome. But the cold, the heavier foods and central heating can have undesired effects on our health, including, of course, our skin. Hopefully, our Winter Skin Care recommendations will come in useful when deciding how best to care for your skin over the winter months.

You will also find details on our long awaited new Bath Care Kit, which we are sure will make a very welcome and special gift. Not only a gift for Christmas, but also invaluable afterwards when the winter blues and the exhaustion are prevalent. The Bath Oils will help soothe frayed nerves and can uplift and invigorate you. There is also a Gift Box Set available for that unique, festive present.

Don't forget that we also offer a gift wrapping service. Your gift will be wrapped and sent to whomever you wish.

So, with the Yuletide season nearly upon us, it is a time to celebrate, a time of family get-togethers and meals with friends; a time of Father Christmas, children laughing, carol singers; a time of gifts, candle light, holly wreaths and mulled wine.

Here, at Elysia, we have a double celebration. It is Elysia Natural Skin Care's 10th Birthday! During the past decade, there have been many orders entered and many, many parcels packed. All new Elysia co-workers spend time in the warehouse picking orders and packing as part of their orientation, so that *everybody* that works here is able to appreciate just how important *you* are to our world! We have also greatly enjoyed talking to you on the telephone, by post or via e-mail, whether that has been to give advice or take an order. So Happy Birthday Elysia, and from all of us here, we wish you all a very Merry Christmas!

Last Posting Dates

To ensure that your order reaches you before Christmas, please place it with us no later than the dates shown in the table below.

<u>Parcel Delivery</u>	<u>Last Posting Date</u>
Standard Delivery	21st December
Express Delivery	22nd December

Christmas Break

We will be open to take orders until 1pm on 22nd December. Elysia will then be closed for the Christmas holiday. We will re-open for business 9am 4th January 2005, refreshed, ready and eager to send out your orders!

Gift Wrap

We can gift wrap all your gifts for you in our Dr.Hauschka Rose Gift Box or Rose Bag (which option is used will be dependent upon the size of your order). Please be sure to specify if the parcel and invoice are to go to separate addresses. We can also enclose a personal message.

Gift Wrap £3.50

Elysia's 10th Birthday

We are very proud to be able to write this – 10 years is a long time and we have worked hard and come such a long way in that time! However, primarily, it is an opportunity to thank you, our customers, for your enthusiasm and support. When the business started all those years ago, we had no idea how things were going to go. But it was your experiences that gave us confidence. Back then only the most dedicated ever found Dr.Hauschka, and those dedicated few were our inspiration. Sure enough, the products have helped all of us, for instance, we all found them and the Dr.Hauschka Treatment a great help with our sensitive skin and eczema (yes a whole family full of sore skin!). But there was always the chance that we were the only ones helped! However, time after time, phone call after phone call, you told us of how your skin, and amazingly maybe, some of your lives had been transformed by Dr.Hauschka. It was back then that someone first told us that after using the products for a month their skin felt like, “well, like, my skin!” It seemed rude to ask who else’s skin it might feel like – but we knew what they meant!

When we started the business we were given two wise words of advice by a kind business guru who happened to be passing: “don’t borrow, and don’t, whatever you do, do any spreadsheets”. Well, the first is very sound and easy to

understand, and meant that we have grown organically. That is helpful because it has allowed us the time and space to maintain the quality of our service. Of course, there are times when things go awry (sorry, if it happened to you!), but we would like to take this opportunity to also thank the staff at Elysia, for their hard work, their dedication and, in a quiet, understated British sort of way, their passion for doing a good job, for doing the products justice, for doing you justice.

The second, more mysterious piece of advice was really about keeping your feet on the ground. Business plans need spreadsheets of forecasted sales, and with a click of the mouse, the business can boom, and in no time at all you have forgotten all about actually having to do any work. Funnily enough, he only actually needed to give the first piece of advice – because we didn’t want to borrow any money, we never had to draw up any business plans!

On the first day of Elysia we sat round the dining room table and wrote down different ideas for what our Business Aims should be – it seemed like the proper thing to do! After a while the list had grown quite long, and then after a bit longer it grew to be much shorter again. In the end there were only three things on the list, and they are the same aims that we have today. One, to provide the very best and most efficient service

to you our customers; two, to make Dr.Hauschka products available, and three, to make them known. The first and second, the rationale behind a nationwide mail order service, later, our website, and today our Approved Outlet programme. The third was our cue for the Educative Marketing strategy we have followed. Wherever you buy Dr.Hauschka, you should be able to find out about it properly. Whether it be from our catalogue, our Customer Services team, the Dr.Hauschka website, your Esthetician or from the staff in your local shop who have received training from our own Consultant Advisors.

Our educative marketing continues with our latest catalogue, which will be sent to you very soon. We have put a great deal of thought, effort and love into this latest edition of the Elysia Dr.Hauschka catalogue and we hope you will find it interesting. We feel that it is much more than just a catalogue - we think perhaps it is a bit of a Dr.Hauschka book!

The best place to really gain an understanding of Dr.Hauschka is to lie on the treatment couch and receive a Dr.Hauschka Treatment! Over these last 10 years we have established a school for training beauty therapists in how to work with the products, how to work rhythmically, how to have “seeing hands” – by which we mean hands

that following the contours of the face without ever rudely bumping in to you. The Treatment and the Estheticians are known by us as the Soul of the Brand. We are very proud of them, and of the work of the Training School, which has developed a career-long training programme for them. It is in the hands-on work of the Estheticians that the products are at their best, and it is in the Training School that the brand is most deeply understood and valued.

Finally, some more thank yous: to our family for their support, to our staff for all that 'doing' and 'making it happen', to the extended Dr.Hauschka family, the Approved Outlets, and the Accredited Estheticians. But most of all, thank you to you for appreciating and enjoying Dr.Hauschka. Our present to you in the week of our 10th birthday will be one of our organic muslins. For those of you who haven't discovered the power of proper cleansing, read the Comfortable Skin chapter in the catalogue (p101), and then place your order for Cleansing Cream, Lavender Bath and Facial Toner and get cleansing, you won't regret it!

Sebastian, Sophie and Tabitha Parsons
(the partners of Elysia)

CUSTOMERS ORDERING IN THE WEEK OF THE OUR BIRTHDAY WILL RECEIVE A FREE MUSLIN. One per customer and while stocks last – there should be enough!

Christmas Present Ideas

Rose Gift Box Set £45



This beautiful Rose Box comes complete with Rose Body Oil, Rose Body Moisturiser and Hand Cream. The Rose products are extremely nurturing and healing, and this gift will make a unique, pampering, present for someone special.

Comprises: Rose Body Moisturiser 150ml, Rose Body Oil 100ml, Hand Cream 50ml and Rose Gift Box

Bath Care Kit 5 x 10ml bottles £12

The five luxurious Dr.Hauschka Bath Oils are enclosed in our signature metallic tin, creating a perfect and stylish way of experiencing the benefits of each of the therapeutic baths, when travelling or trying for the first time.

The essential oils are obtained from freshly harvested plants and are added to hydrophilic oil, which when mixed with water creates pretty iridescent swirls. The Bath Oils are absorbed by the skin, rebalancing and harmonising it, as well as immediately enhancing our mood. Waves of fragrance, captured by gentle steam distillation turn a simple bath into a luxurious, rejuvenating pleasure.

Lavender Bath

Eases nervous tension and anxiety.

Lemon Bath

Helps combat cellulite by toning and strengthening connective tissue.

Rosemary Bath

Warming and stimulating, improves circulation.

Sage Bath

Deeply cleansing with its antiseptic qualities.

Spruce Bath

Encourages deep breathing, offers relief from colds and sinus congestion.



Rose Gift Box Set

This beautifully made Rose Gift Box contains 3 of our best loved and most popular body care products; Rose Body Oil, Rose Body Moisturiser and Hand Cream. This gift is the perfect pampering present for someone special.

Rose Body Moisturiser 150ml

Rose petal extract together with Sweet Almond and Jojoba oils nurture the skin leaving it soft and supple. This is a luxurious, enveloping body moisturiser.

Rose Body Oil 100ml

This nurturing, soothing oil is ideal during times of stress or exhaustion. It is gentle enough for even the most sensitive of skins.

Hand Cream 50ml

Special Bryophillum extracts hydrate and regenerate the skin while special oils and waxes protect and soothe our hands.

£45



The Rose

The Rose is the queen of all flowers, a wonderful expression of harmony and balance. Mentions of the Rose are found in ancient Persian manuscripts, where the first Rose water was distilled, probably around the 10th century. It is evident that the Rose is, and always has been, a symbol of love and beauty, elegance, compassion and sensuality.

Historically, it has religious, mythological and folk-lore medicinal associations. To early Christians, the Rose was the flower of the Virgin Mary and the Ancient Greeks prized it as the flower of Aphrodite. In traditional medicine, it was known to have a great many benefits and as well as providing aesthetic appeal, the Rose has now been proved to have many therapeutic properties for both the physical and emotional body.

Remedially, the Rose has a long history in the area of skin care, where it is especially valuable for dry, sensitive skin. It is very soothing to sore, irritated skin and it also has regenerative properties making it ideal for mature skin.

The Rose also helps heal emotional wounds, and is valuable for grief, despair, and depression as well as general fatigue and exhaustion. It uplifts us, calms and soothes our nerves and restores a feeling of well-being.

Dr.Hauschka has a long association with the Rose, due of course, to its harmonising, protecting, balancing qualities. Genuine Rose essential oil is used in virtually all of the skin care preparations as the delicate fragrance pampers the senses and the skin is encouraged to rebalance itself using the strong vitality of this remarkable flower.

right: Rose harvest, WALA, Germany

These Roses are used to make the mother tinctures, used in WALA's anthroposophical medicines and the Dr.Hauschka Skin Care preparations. Rose essential oil is produced from Damask Roses grown biodynamically especially for WALA in Turkey and Romania.

Suprisingly they are pink!



The Common Cold

We all get them from time to time and although uncomfortable and somewhat irritating, they are usually harmless enough. Sneezing, a runny nose, a sore throat, often accompanied with a cough, and general lethargy are all symptoms of the common cold.

Adults average 2–3 colds per year and they usually last for about a week. They occur most often during the autumn and winter as our bodies struggle with the climatic change and we turn artificial heating on and wear more clothes, meaning that our skin does not breathe so easily. We become more sluggish and eat heavier foods. All in all, the body has more to detox and it does this by using elimination channels not usually needed.

Dr.Hauschka preparations can ease the discomfort experienced during a cold.

Spruce Bath is wonderful for encouraging deep breathing; the pine needle oil helps clear the airways. You can use this in a warm bath (not too hot though as this can leave you tired), or add some drops to a bowl of hot water and leave in your room. Using **Rose Body Oil**

is very beneficial if you are feeling exhausted from your cold as it is very nurturing and promotes a feeling of renewed strength and resilience.

WALA, the manufacturers of Dr.Hauschka Skin Care, also produce **Sage Pastilles**. These are excellent for sore throats, with essential oils and extracts which refresh and soothe the throat. You could also try WALA **Elderflower Elixir**, if you are suffering from catarrhal problems.

Remember to get plenty of rest, minimise consumption of fats and sugars and drink plenty of water.



Product News

Novum 2004

As the year comes to an end, so too does the availability of the trend make-up range, **Novum 2004**.



The 3 lipsticks, **01 – Glossy Chocolate**, **02 – Orange**, **03 - Hazelnut** and the **Novum Lipliner**, will all be discontinued during January 2005. They will be available while stocks last.

Please note that the **Bronzing Powder** and the **Liquid Eyeliner** will remain available.



Fitness Leg Spray

This product has now been discontinued. We still have some limited stock left, so place your order now to avoid disappointment. This revitalising product comes in a spray bottle and costs **£12** for 100ml.

Winter Skin Care

Our hair can be one of the first areas where we notice the effects of the colder, harsher weather. It becomes dry and dull, lacking lustre, often exacerbated by an increased use of our hairdryers during the winter season.

Re-evaluate your shampoo to ensure that it is working for you. Dr.Hauschka **Neem Shampoo** helps with sensitive scalps and dry hair; the anti-inflammatory properties of Neem leaf help to restore harmony and balance. Also make sure you use Dr.Hauschka **Moisturising Conditioner** after shampooing. The Rose wax brings back the shine to your hair and the other plant extracts help to rejuvenate the scalp.

Another common area that we have trouble with over the winter months is our lips. Ensure that you use **Lip Care Stick** regularly and for more intensive protection use **Lip Balm**. The waxes seal in moisture, preventing the skin from drying out. Children often suffer badly from chapped lips as they lick them to provide moisture. However, the saliva, whilst offering temporary relief, actually makes the condition worse as the saliva evaporates and takes natural moisture with it. As the lips do not have any oil glands, it is important to preserve the little natural moisture that they do have! Both the **Lip Care Stick** and the **Lip Balm** are gentle and soothing for small children and of course they do not contain any chemical

or synthetic ingredients which would irritate any areas where there is open skin.

Chilblains are more common at this time of the year, although they are seen most frequently in those with poor circulation. To prevent these from occurring, it is important to ensure that you keep your feet warm, as chilblains occur on the feet when they have been too cold and are then warmed quickly. If you are susceptible to chilblains, **Sage Bath** is wonderful at improving the circulation and soothes sore and itchy feet. Ensure that you keep your feet warm afterwards by putting on a thick pair of socks.

Christmas comes but once a year and most of us make the most of the festivities and eat far more than usual. Our fat consumption soars with all the big roast dinners, boxes of chocolates and biscuits. As a result, our digestive system is completely overloaded and we can feel bloated, suffer stomach-ache and other digestive disorders. The WALA **Bitter Elixir** works to strengthen and stimulate the digestion and is very effective in cases of over-acidity too. It is available in two sizes, 180ml and 18ml bottles which are perfect for taking with you when travelling abroad or when visiting relatives!

Let's face it, the summer wasn't very summery in the end was it? So, I'm sure there will be many of

you taking advantage of the opportunity for some winter sun abroad, or perhaps taking to the ski slopes? Either way, remember that you will need to have adequate sun protection. With an increase in melanoma, cataracts and premature aging of the skin, it is important to be safe in the sun and protect ourselves. Whether you are enjoying the beaches of the Maldives or the slopes of the Alps, the chances are you will spend more time than usual outdoors. At high altitudes, you stand more of a risk of sunburn than at sea level, as the UV rays are stronger, even with high levels of cloud cover. The reflective glare from either the snow or water can increase the severity sunburn as well. The days of discomfort combined with the increased risk to your health is not worth it. Make sure you take adequate steps to safeguard your skin. **Dr.Hauschka has a full range of natural, mineral sun creams**, giving effective, nurturing protection for all the family.



Products Mentioned in this Newsletter

Product	Size	Price
Bath Care Kit	5x10ml	£12
Spruce Bath	150ml	£14
Rose Body Oil	trial/100ml	£3/£20
WALA Sage Pastilles	30g	£3
WALA Elderflower Elixir	180ml	£10
Neem Shampoo	150ml	£12
Moisturising Conditioner	150ml	£12
Lip Care Stick	4.9g	£7
Lip Balm	4.5ml	£8
Sage Bath	150ml	£14
WALA Bitter Elixir	18g	£3
Sunblock Stick SPF30	4.9g stick	£6
Sunscreen Lotions SPF8-22	100ml	£10-14
After-Sun Lotion	100ml	£9
Fitness Leg Spray	100ml	£12
Novum Lipsticks	2.5g	£14
Novum Lipliner	1.15g	£10
Bronzing Powder	9g	£20
Liquid Eyeliner	4ml	£14

Newly Accredited Estheticians

Fiona Rowland

Lodgefield Health & Beauty, Lodgefield Farm Blackham Tunbridge Wells
01892 740 821

Rebecca Shillitto

Deco Health & Beauty 416b Sharrow Vale Road Sheffield
0114 268 4448

Dr.Hauschka Facial Firming Treatment

Lai Ha (Kitty) Smith

MiMi Holistica
5 Gloucester Street
Bath, BA1
01225 448 432

Amanda Berlyn

Nelsons, 73 Duke Street
London, W1K
020 7629 3118

Urban Retreat

Harrods
5th Floor, London
020 7893 8333

Newly Approved Outlets

Niche

18 Sheep Street
Shipston on Stour

Spirit

19 The Green, Broadway

Bellezza at d'Capelli

26 Mill Street, Evesham

The Natural Grocery Store

150-156 Bath Road, Cheltenham

Natural Health

36 Wigmores North
Welwyn Garden City

The Hyde

Woodcock Hill, St Albans

Fenwick Ltd

King Edward Street, Windsor

Revital

35 High Road, Willesden

Relax

The BBC, White City, London
(Treatments available)

Peter Jones

Sloane Square, London

Planta Health Foods

32 Westow Hill, London

Queens Health Foods

65 Gloucester Road, London

Lodgefield Health & Beauty

Lodgefield Farm, Tunbridge Wells
(Treatments available)

Abbotts Chemist

83 High Street, Lindfield

Archie Browns

Bread Street, Penzance

Natural Earthling

40 High Street, Glastonbury

Natura

13 Queen Street, Louth

The Greenhouse Natural

Health Store

1 Calder Avenue, Longridge, Lancs

Goodness Me

106 Gray Street, Dundee

The Granary

34 Busby Road, Glasgow

Jenners

Loch Lomond Shores, Balloch

Thuja

37 Comiston Road, Edinburgh
(Treatments available)

Framar Health

391 Ormeau Road, Belfast

Williams & Griffin

152 High Street, Colchester

Selfridges

Bull Ring, Birmingham

Trafford Centre, Manchester

1 Exchange Square, Manchester

Space.NK

Dr.Hauschka is available in most Space.NK stores. **Please see our website for details of our stockists.**