

The power of AROMA

What aromatherapy can do for you



By Jackie Bradley

What do emotional and physical well-being, attracting the opposite sex, selling your house and killing germs have in common? Answer: They all can be powerfully affected by aromas.

“How do you feel when you smell a bouquet of fresh flowers from the garden? What do you think of when you enter a hospital?” asks **Lisa Tiedt**, a massage therapist. “Often it’s the smell you remember. The sense of smell accounts for emotional and memory-evoking responses to odors and is very powerful psychologically and physically.”

Come hither scent

In his book, *Scentsational Sex*, Dr. Alan Hirsch, neurologist and psychiatrist, reveals some surprising discoveries that may warrant passing up pricy perfume and checking out the pantry. According to his studies, men responded favorably to pumpkin pie, black licorice and baked cinnamon buns, while women responded positively to Good &

Plenty (especially when combined with cucumber), baby powder and banana bread. One study showed that the smell of pink grapefruit could make women appear to be six years younger than their real age, while some perfumes cause women’s weight to be underestimated by as much as 12 pounds. And the power of aroma doesn’t end there.

An art and science

“Aromatherapy is the art and science of using essential oils to promote emotional and physical health,” says **Day Host-Jablonski** of Madison’s **Community Pharmacy**. “Essential oils are the volatile oils in plant matter; that burst of aroma when you crush a mint leaf



Day Host-Jablonski
Community Pharmacy

or peel an orange.”

“Don’t confuse essential oils with perfume oils, which are fragrances and scents synthetically created to smell like a particular scent,” warns Host-Jablonski, who has studied aromatherapy for eight years. “Perfume oils are chemically made and have no physiological benefit.”

Essential oils can be used in many ways including medicinally, for inhalation, as room scents, body spray or in a candle diffuser according to Host-Jablonski. “In addition to providing a pleasant aroma, massage oils are absorbed through the skin. Physiologically, aromatherapy works on at least three body systems — the respiratory, circulatory and nervous systems,” she says.

Common scents

“Rosemary is a circulatory stimulant that produces a psychological affect. It is livening; wakes you up. Lavender’s calming aroma also has a sedative effect on the nervous system. Citrus is particularly useful because it is accessible, welcoming and uplifting,” says Host-Jablonski. She warns that essential oils must be diluted with lotion or oil before applying to the skin and should never be taken internally.

Tiedt uses essential oils in massage therapy. The fragrances of pure essential oils have calming and sedating effects and can help overcome anxiety and hyperactivity according to Tiedt. “Essential oils may combat infectious disease by killing bacteria and other pathogens. Specifically, lemon has antiseptic, antiviral and disinfectant properties. Studies have shown it also has positive effects on the immune system and promotes clarity of

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Sources that make scents

Scentimints, a store in Stoughton, specializes in soy products made at the shop. All body and bath products are custom-blended using essential oils and fragrance oils. Owner Candy Cane says, "Come stick your nose in our business."

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Lisa Tiedt, Massage Therapy
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thought," she says. Thyme has antimicrobial and antifungal properties and can help with respiratory problems. Its fragrance may also be helpful in overcoming fatigue and exhaustion after illness, according to Tiedt.

Healing essential oils

"Essential oils are used to create powerful

and healing products," says **Monica Goldberg**, Young Living Essential Oils consultant. "Essential oils are potent and effective in addressing many emotional and health issues. In fact, essential oils are some of the oldest and most powerful therapeutic agents known."



Monica Goldberg
Radiant Rooms

In her business, **Radiant Rooms**, Goldberg integrates essential oils into Feng Shui, interior redesign and real estate staging. "I discovered therapeutic essential oils six years ago when my massage therapist introduced them for muscle pain I was experiencing as a result of a car accident," she says. "An essential oil blend she used took my pain away immediately."

Goldberg says essential oils helped her young son recover from pneumonia. "He was on the verge of being hospitalized. I applied a blend to his body, lungs, neck, back and I diffused it in his bedroom. In the morning, he was significantly better. The next day he was well. I felt that was a miracle," she says.

In all aspects of her life, Goldberg utilizes essential oils including an oil blend that calms tension and uplifts spirits. "I integrate therapeutic oils into my home on a daily basis. I use them for cooking, cleaning, washing clothes and dishes, repelling bugs, dust mites, ants and to eradicate mold and prevent it from returning."



While Madison freelance writer Jackie Bradley enjoys the smell of Good & Plenty, she believes something is lost in the packaging and prefers a pretty bottle of pricy perfume.

AUTHENTIC AROMATHERAPY



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