

infusing aromatic news to your daily life

THE GRANDEUR NEWS

THE NATURALIST GRANDEUR
8 Raffles Avenue
#02-09 Esplanade Mall
Singapore 039802

TELEPHONE
(65) 6339 9981

FACSIMILE
(65) 6339 4881

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www.thenaturalistgrandeur.com.sg

Bulgarian Rose Otto

ROSA DAMASCENA also commonly known as Bulgarian Rose or Rose Otto is one of the species from the *Rosaceae* family that is considered as the most prized of all rose oils even till today.

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*Romantic rose oil
produced by one of the
most famous and
respected rose oil
producers in the
legendary Valley of
Roses in Bulgaria*

NEWS SPOTLIGHT

PRICE VOLATILITY OF ESSENTIAL OILS

Many essential oils are traded as commodity items in the global marketplace. Hence, they are highly price sensitive. We will discuss many of the uncontrollable factors that impact on the price of essential oils.

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THE MAGICAL REMEDY - MASSAGE

Stress can manifest internally within our body systems or it can be brought on by external environmental influences. If it is not attended properly, stress may lead to premature ageing, emotional imbalances and body pains.

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HOLLYBETH'S NATURAL LUXURY

Hollybeth's Natural Luxury, a hand-made range of products from Atlanta has set foot into Singapore. Products are artisan-crafted with love and passion in small batches all thanks to family recipes by Hollybeth herself.

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Harvested Rosa damascena ready for distillation



Massage - a natural remedy



Prices of essential oils

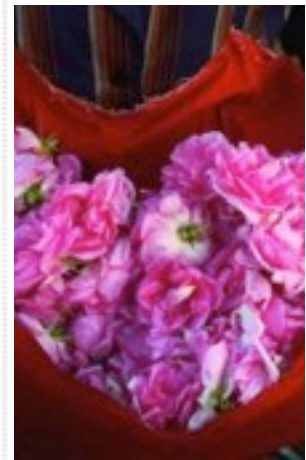


Hollybeth's Natural Luxury





Rosa damascena



Harvesting of the *Rosa damascena*

Rosa Damascena

ON THE FIRST Sunday of June each year, the people of Kazanlak region, which is located between the Balkan and Sredna Gora mountain ranges of Bulgaria, will come together to celebrate the annual Festival of Roses.

This region, which is known as the Valley of Roses, is famous worldwide for its Rose oil production used in both the perfumery and cosmetic industries.

Because of its unique climate and soil conditions, the roses grow here yield an exceptionally high percentage of oil.

BOTANY AND ORIGINS

The *Rosa* species are small prickly shrubs of about 2.4 m high. It is considered a native of Europe and Western Asia.

The birthplace of the cultivated rose *Rosa damascena* was probably in northern Persia or Faristan on the Gulf of Persia. It then spread across Mesopotamia, Palestine and across to Asia Minor and Greece.

There are thousands of rose varieties but only *Rosa damascena* which is till today still considered as the most prized of all rose oils.

CULTIVATION AND HARVEST

Each acre of land must be plowed with 5 tons of manure to ensure that the soil is well

endowed with enough micro-organisms to help the rose bush to grow healthily.

New rose fields are planted by hand in November every year. The rose bush requires about 2 to 3 years of solid growth before their blossoms are considered high quality for the distillation process.

In early Spring, the fully grown bush will produce flowers of about 4 to 5 cm in diameter and having about 40 flowers to each bush.

The flowers are picked by the locals from the region during May and June every year. Due to the delicacy of the flowers, they are generally picked manually. In order to minimise the loss of oil, harvesting needs to be done between 5 am to 10 am as this is the period that the flowers are open and the oil content is the highest.

METHOD OF EXTRACTION

The flowers must be promptly transported to the distillery. Once delivered to the distillery, the petals are scheduled for processing into various rose oil and water products. Rose oil is produced by a two-stage distillation process. It is a common practice to re-distill the distilled water, a process known as cohobation.



Rose field in Bulgaria

The Valley of Roses is 100 km long and located just under Stara Planina Mountain which helps to protect the rose bushes from strong winds. The region also experiences little difference in temperature between day and night that makes it an ideal condition for growing Roses

The yield of cohobation is several times higher than that from the first distillation of the flowers.

ESSENTIAL OIL CHARACTERISTICS

Rose Otto obtained from *Rosa damascena* in Bulgaria is a pale-yellow or slightly olive-yellow liquid which has a warm, deep-floral, slightly spicy odour and immensely rich with traces of honey.

THERAPEUTIC ACTIONS

Rose oil has the most diverse therapeutic properties of all essential oils.

Nervous System

Rose oil has a profound psychological effect. It is often referred to as a gentle but potent antidepressant.

Rose may be used as a sedative for the nerves, it is useful for to assist the problems of palpitations, irritability and insomnia. It helps to release anger, despair and frustration.

It opens the heart and soothes feelings such as anger, fear and anxiety. Rose comforts in times of sorrow; dissolves psychological pain, refreshes a sad heart and opens doors to love, friendship and empathy.

Reproductive System

Rose oil is valuable for assisting in gynaecological problems. It is considered as a tonic of the uterus. It assists in the regulating of menstruation and relieves menstrual cramps.

Skin Care

Rose oil has excellent emollient, softening and hydrating properties making it ideal for all skin types especially for mature, dry or sensitive skin. It has a tonic and astringent effect on the capillaries and can be used to assist the healing of broken capillaries, redness and inflammation of the skin.

Rose water, obtained during the process of distillation, is also used in skin care for its soothing and mildly astringent properties.

OUR ROSE OTTO RANGE

Our Rose Otto is from a company that has been distilling Rose oil since 1909. Enio Bonchev Ltd, a family run business, has established itself as the most respected distiller of Rose Oils and Hydrosols in Bulgaria.

Many producers allow their rose bushes to produce for up to as long as 15 years but at Enio Bonchev Ltd, they limit their bushes to produce no longer than 10 years. This is to ensure that the flowers produced are of the highest potency.

Hence, we have chosen them as our rose oil supplier because of the high quality and their reputation up till today.

Our range of Rose Otto products include the following:

- Rose Otto Essential Oil (Certified Organic by ACO)
- 3% Rose Otto in Golden Jojoba Oil (Certified Organic by ACO)
- Rose Otto Hydrosol Premium (Certified Organic by ACO)
- Rose Otto Luxury Body Silk
- Rose Otto Luxury Body Lotion

Please feel free to contact us for more details.



Distillation of Rose Otto

Standard ratio of rose petals to water is generally one to four for most of the producers. However, at Enio Bonchev, the ratio of one to one is used so that the oil distilled is of the highest quality and has a stronger scent

What causes so much fluctuation? Why is a product one price at one season and another the next?

PRICE VOLATILITY OF ESSENTIAL OIL

HAVE YOU EVER wonder why a product may cost one price at one season and another the next? Here we will discover the different causes of price changes within the essential oil industry.

CROP YIELD

Farmers will always try their best to deliver the largest harvest as possible so as to increase their potential production of essential oil.

However, in a crop's life cycle of each plant, it is susceptible to the influences by Mother Nature. For example, too much or too little rain, extreme temperatures, or any other general weather conditions will directly affect the essential oil produced in a region.

One good example is the harvest of Lavender in last year. Due to unfavourable wet weathers conditions between June to July, the farmers in Bulgaria saw difficulties arise with the harvesting and oil production actually fell by 50% hence triggering an international increase in the price.

NATURAL DISASTER

Earthquakes, tsunamis, floods and bushfires will have an instantaneous shift within the business environment as the industries will look to recover from the shock of any devastation and this may cause the prices to increase dramatically overnight.

Several years ago, Indonesia suffered badly from a series of

earthquakes and forest fires which destroyed many farms and hence the production of Patchouli essential oil is greatly minimised. The prices of Patchouli doubled almost immediately and have taken a number of years to slowly decrease as the farmers rebuild their farms and facilities.

FINANCIAL CRISIS

Economic environment changes often contribute to the fluctuation of prices of essential oils.

An example is during the 2008 global financial crisis, a lot of companies suspend their purchase for essential oils due to reduction of expenditure. However, as the situation improves, they start replenishing stock and this led to some shortages of supply. The knock on effect of this sudden increase in purchase has led to a significant increase in the prices of many oils.

GOVERNMENT

A country's government policies can greatly affect the prices. Taxes, rebates and certain export restrictions applied to essential oils will affect their prices and availability as well.

Due to a change in the government VAT rebate on essential oils in China, all oils now attracted the full tax and this will greatly increase the prices of the oils in the market.

EVENTS & INFRASTRUCTURE

Developing countries may not have modern transportation facilities or logistical options that are readily available for the shipping of the raw material or extracted oil. This will directly impact the prices of the oils as it affect the production cost.

The above are generally some of the factors that affect the prices of essential oils sold globally.



The Magical Remedy - Massage

To integrate regular massages into the current hectic lifestyle of each individual may seem to be a great challenge. However, the abundant benefits actually make it worth the effort.

MASSAGE IS A highly effective way to assist in the management of stress. It is also considered as one of the most important methods to deploy the usage of essential oils other than vaporsing.

Research has shown that massage can greatly reduce levels of anxiety, relieve emotional stress, improving local and distant lymphatic circulation, better blood circulation and pain relief due to the release of endorphins thus leading to relaxation.

The benefits of massage are enhanced if there is usage of essential oils added to the massage oil together with the correct massage techniques. The different massage techniques work to relax and improve the functionality of our total body systems. Each system is linked and hence an improvement to once will provide complimentary benefits to the rest. Below are some of the key areas that are aided by massage.

The Circulatory System is a system that comprises of the heart, arteries, veins, blood and other related pathways. Blood circulation, delivery of oxygen and vital nutrients to every cell and all parts of the body will be improved by massage.

The Lymphatic System is a system that comprises of the lymph capillaries, lymph ducts, lymph vessels and lymph nodes. The lymph network cleanses, filters and removes waste from the body. Waste must be removed as quickly as possible to avoid tissue damage, water retention and cellulite build up.

The Musculoskeletal System is the system that enjoys the most benefits of massage as it consists of muscles, skeleton, connective tissues and joints. With tense muscles, our body is often thrown out of alignment and limiting our range of movement thus causing pain.

The Nervous System is the most pivotal system because it is

responsible for the communication between all the systems. It senses any changes happen within the body and responds them through muscular and glandular reactions. If this system is not functioning well, body will experience a variety of reactions such as anxiety, muscular tension etc.

Hence, massage using a suitable blend of massage oil is an excellent way to relax both the body and mind so as to improve your sense of well-being and inner peace.

At The Naturalist Grandeur, we blend different massage oils according to the therapeutic actions of your needs and concerns. In this way, you will be able to maximise each massage session with the benefits of essential oils. Do contact us with your concerns and we will be glad to be of assistance.



Benefits of massage is enhanced with the use of specially blended massage oils



Massage oils blended to your needs



Hollybeth's Natural Luxury range of products



Star Item - Grits & Honey Scrub

Hollybeth's Natural Luxury

love sent across half the globe from Atlanta

AS A LITTLE GIRL during her long walks in the woods with her grandmother, Hollybeth began a lifelong affair with the natural world.

She learned that flowers, trees and herbs had names and various uses. She also discovered that no matter how ordinary looking a plant may be, they could be made into scented soaps, aromatic teas and even flavourful salads.

All the products from Hollybeth's Natural Luxury start and end with simple, easy to pronounce natural ingredients. Her products are like a sensual scrapbook of her extensive travels. For example, the Citrus All Over Cream was inspired by the bright, clean smells of fresh Latin American fruit and the Lavender Hand Cream is a reminiscent of her time living in France.

Because all products are USDA Certified Organic, you can be rest assured that all the ingredients used in the products are of the highest quality and freshest available. The ingredients are source locally in Atlanta and to make sure that we are responsible for the earth, Hollybeth makes sure that she will seek out suppliers who

farm using environmentally conscious techniques. All essential oils used are 100% organic and therapeutic-grade to ensure that you will be getting the maximum therapeutic benefits when using the products.

In addition, Hollybeth's Natural Luxury is certified cruelty-free by the CCIC Leaping Bunny Program. This means that all ingredients, including raw materials, formulations and finished products are free from animal testing.

One of her star-sellers is the Grits & Honey Scrub. Based on a family recipe of using grits, a long loved breakfast staple of the Southerners, together with pure honey, Hollybeth has created this delicious and good enough to eat scrub that will leave your skin soft after using.

Do visit us to experience the love and passion from all of her products.

*Hand made in
Atlanta with love
& passion*

*Certified USDA
Organic*

*Artisan-crafted
from family
recipes*

*Environmentally
Sustainable*