

Why Diffuse Essential Oils?

Benefits of Diffusing

There are many benefits to diffusing essential oils. People have traditionally diffused essential oils to:

- Improve memory and health
- Relax the body and mind
- Calm overactive children
- Support respiration
- Eliminate odours
- Add natural fragrance to a room instead of using artificial fragrances
- Create a mood or atmosphere

Understanding Our Sense of Smell

Lets start with our sense of smell. Our sense of smell is incredibly powerful. Without it food would be tasteless and life would be dull.

Think of it, what would a lemon be without it's sharp, refreshing citrusy scent? Would your mouth salivate for barbeque beef if you couldn't smell it? Would an ocean breeze be as nice if you couldn't smell that clean, ocean scent?

While you would still experience everything on some levels, the experience could never be as real without your sense of smell. The perfume industry counts on this and that is why the industry has flourished for hundreds of years and will continue to expand.

According professor psychologist Rachel Herz, *"Those who lose their sense of smell because of an accident or illness also report a loss of emotional richness and, over time, a loss of emotional intensity toward life... Experiences are flatter, they report."*

The powerful olfactory mechanism is so strong that many people who have lost their sense of smell feel life has lost its meaning and richness.

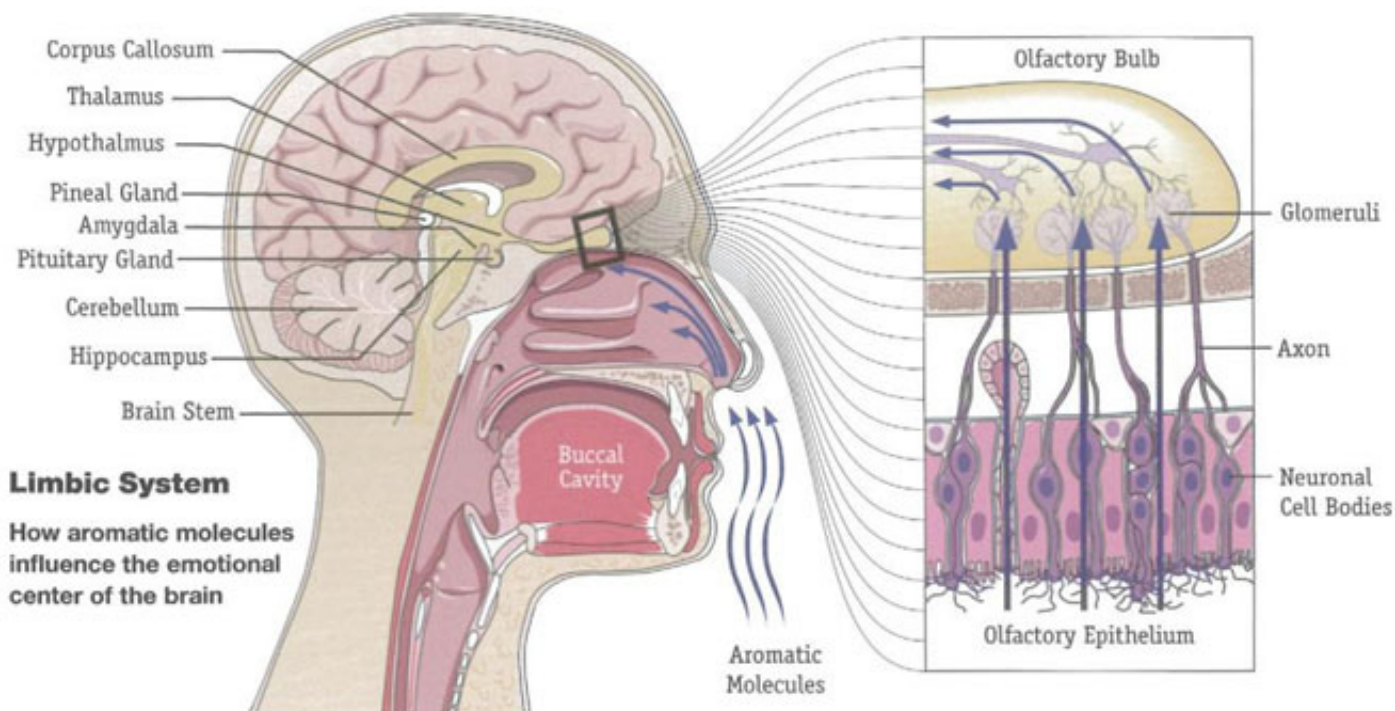


Diffusing essential oils utilizes this powerful built-in mechanism to enrich life, wellbeing and health. Researchers found that diffusing essential oils can have a positive effect on the olfactory system (mechanism of smell) and the limbic system (centre of memory, emotion and motivation).

Is Diffusing Essential Oils Beneficial To Health?

Essential oils increase the body's ability to transport oxygen into the cells and well as increase oxygen in the atmosphere. The lipid-soluble structure of essential oils allows them to easily penetrate the cell membranes of the nose and enter into the bloodstream. Once in the bloodstream, the oils can help transport oxygen and nutrients into the cells.

When an essential oil is inhaled through the nose, it is dissolved within the olfactory epithelium (a tissue of layered cells in the nasal cavity) which has more than 40 million cells



made of small hairs called cilia also known as olfactory receptors. These receptors receive the micro-fine oil particles carrying them to the mitral cells in the olfactory bulb. The olfactory bulb then transmits a signal to areas of the brain such as the hippocampus, amygdala, hypothalamus or the olfactory cortex all of which are part of the limbic system.

Emotions, long term memory, and behaviour are functions that are managed by the limbic system. The strong connections people have between scent and memories, emotions, and places are created through this mechanism of smell.

This is why diffusing essential oils can be very helpful in overcoming fear or trauma and why it is very valuable in building new and positive memories and experiences.

Are Chemical Air Fresheners Harmful To Health?

In recent studies of commercial air fresheners, virtually NONE were shown to be safe. Simply put, chemical air fresheners are toxic and dangerous to your health! They release a plethora of harsh chemicals that can aggravate

asthma, lower immunity and affect reproductive development. They have been linked to sick children and depression. Chemical air fresheners in all commercial forms are toxic and dangerous to your health! Whatever form they take – candles, aerosol sprays, potpourri, gels, wicks, mechanical or heat release products – they release a plethora of harsh chemicals that can aggravate asthma, lower immunity and affect reproductive development.

In recent studies of commercial air fresheners, virtually NONE were shown to be safe. All products tested had one or more of the issues listed below:

- Gave off chemicals regulated as toxic or hazardous under federal laws, including carcinogens with no safe exposure level
- Contain phthalates – hormone-disrupting chemicals
- Contain chemicals like acetone, the active ingredient in paint thinner and nail-polish remover; chloromethane, a neurotoxicant and respiratory toxicant; and acetaldehyde and 1,4-dioxane, both carcinogens.
- Cause increased earaches and diarrhea in infants

- Cause headaches, breathing difficulties, or other health problems
- Can cause depression
- Even air fresheners called “organic,” “green,” or with “cheap essential oils” emitted hazardous chemicals, including carcinogens.

Many air freshener manufacturers label their products as “natural” or containing “essential oils” with some even boldly claiming their essential oils are pure, when they are no more than chemical imitations. Chemically manufactured essential oils are nothing more than toxins created in a laboratory.

The only safe way to freshen and purify the air in your home is by diffusing 100% Therapeutic Grade™ essential oils. Only 100% Therapeutic Grade™ essential oils are truly pure health-enhancing.

The Power of Diffusing

Diffusing essential oils is far more powerful than simply taking a sniff from an open bottle or your skin after applying some.

- Diffused oils alter the structure of molecules that create odours, rather than just masking them.
- They increase oxygen availability and produce negative ions.
- Many essential oils are highly antibacterial and are extremely effective for eliminating and destroying airborne germs and bacteria.

Here are more benefits of diffusing essential oils:

- When diffused, essential oils have been reported to improve immune health and create a feeling of balance and well-being.

- Research shows that diffusion of certain oils may reduce bacteria, fungus, and mold (such as Purification, Citrus Fresh, and Thieves essential oils).
- Research shows that diffusing certain oils kills airborne bacteria. Thieves essential oil blend has been shown to be 99.96 percent effective against airborne bacteria.
- Diffusing essential oils such as *lavender* and *Peace & Calming* may promote relaxation, relieve tension, clear the mind and improve concentration, alertness and mental clarity.
- European scientists have found that essential oils can work as natural chelators, bonding to metallics and chemicals and ferrying them out of the body.

But even that’s not the end of it. Research shows that cold-air diffusing certain essential oils may also:

- Help relax the mind and body, relieve tension, and clear the mind.
- Help with weight management
- Improve concentration, alertness, and mental clarity
- Stimulate neurotransmitters
- Stimulate secretions of endorphins.
- Stimulate growth hormone production and receptivity
- Digest petrochemicals on the receptor sites
- Improve the secretion of IgA antibodies that fight candida
- Improve digestive function
- Improve hormonal balance
- Relieve tension headaches