



Shirley Price Catalog and Prospectus 2010

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www.ShirleyPriceEssentia.com
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WELCOME

Shirley Price Aromatherapy stock a comprehensive range of plant oils and natural products at Essentia House our factory shop and training centre in Hinckley, England.

Your purchase supports the Shirley Price International College of Aromatherapy. Thankyou. On 26th March 2010 our first graduating class of 2010 satisfied the IFPA external examiner and are now qualified aromatherapy practitioners. Congratulations to our hardworking students and tutors.

You can find more information on Shirley Price Aromatherapy at the end of this guide.

In the 35 years since our formation consumers have turned to aromatherapy, reflexology, phytotherapy and to natural and organic cosmetics because of the functionality and safety of natural plant oils and ingredients. Shirley Price Aromatherapy remains at the forefront of this fast growing market offering an extensive range of natural products direct from our manufacturing and warehousing facilities.





Essential Oils

With more than 100 oils stocked specifically for aromatherapy Shirley Price Aromatherapy has probably one of the most comprehensive ranges available. Work proceeds constantly to ensure product quality. Crops tend to be organically grown for aromatherapy. Shirley Price Aromatherapy is certified by The Soil Association to offer a range of Certified Organic Essential Oils. Please contact us with your requirements.

We also offer a range of conventional essential oils for aromatherapists who prefer them and where organical oils cannot be purchased economically.

Included in the portfolio are:

- Natural Essential Oils
- CO2 Extracted Oils
- Pharmaceutical Grade Oils compliant to the BP/EP monographs
- Wild Crafted Oils
- Synergistic blends selected for therapeutic values (invigorating, relaxing, sensual etc).

Aromatherapy is the therapeutic use of essential oils. Essential oils are usually either massaged into the body to be absorbed through the skin, or inhaled by means of vaporisers. They may also be added to steam inhalations or baths, added to compresses or spread throughout a room with diffusers. Aromatherapy is practised by nurses, doctors, massage therapists, osteopaths and trained aromatherapists. It's often used to relieve stress, headaches, insomnia, tension and pain, and to aid relaxation and general wellbeing. It's increasingly being used in cancer care and in sports therapy.



- Research on different oils has identified their individual constituents and different effects from stimulant to sedative. Shirley Price has created a range of essential oil blends carefully chosen for their therapeutic effects.
- Our Aftersports Oil for example contains Rosemary Oil which is indicated for cramped and aching muscles, Camphor Oil for increasing blood flow, Eucalyptus Oil for circulation and Black Pepper Oil for relieving sore muscles and joints and dispersing bruising. It has a fresh, stimulating fragrance. On the other hand our Relaxing Oil has a sweet, floral type fragrance with woody undertones. It contains Lavender Oil, well known for its calming, relaxing qualities while Geranium Oil with its wonderful rosy aroma helps to balance the mind and emotions, Petigrain Oil helps to calm rapid heartbeat and insomnia and Clary Sage eases depression. These oils have a fantastic healing effect on the skin, in combination they prevent scarring, stimulate the lymphatic system and balance the production of sebum in the skin, while keeping it supple and helping with the healing of wounds.

Vegetable Carrier Oils

Particular skin types benefit from different essential oils but also from different vegetable oils. A dry skin product, be it a face cream or a massage oil, would benefit from Evening Primrose Oil with its superb moisturizing properties. Grape seed oil has mildly astringent qualities which help to tighten and tone the skin, which makes it useful for acne and other skin complaints. Macadamia Oil is one of the few plant oils that contains high amounts of palmitoleic acid, normally found in skin sebum, hence recommended for ageing skin where sebum production has decreased. We stock many vegetable oils and butters and are happy to recommend particular ones depending on the application.

In skin care products vegetable oils increasingly replace mineral oils and petroleum derivatives based on consumer resistance to these



items. Exotic butters from Africa and seed oils from around the world provide opportunity to create oil phase products with true benefits and real ingredient interest.

Aloe Vera

- Aloe Vera enjoys perhaps the highest level of consumer awareness and multi- functional benefit of almost any botanical derivative. In personal care and sun care preparations, the benefits of Aloe Vera are widely accepted as indeed they are for skin conditioning and sensitisation control.
- Aloe Vera has found wide acceptance as a supplement to aid digestion and treat minor intestinal disorders. In the food and beverage industries, Aloe Vera appears as a highly functional ingredient, for example in yoghurts and health drinks, juices and fresh fruit preparations.
- Shirley Price can formulate many of its other products to include the addition of Aloe Vera as required and offers private label facilities for the production of Aloe Vera drinking gel/juice.
- Aloe Vera is very much a part of our everyday lives whether within our diets or our skin care regimes. Aloe Vera is also a key ingredient in wipe formulations and as a functional additive for toilet tissue and facial tissues.

Benefits of using Vitamin E

Vitamin E, when used in moisturizers, reduces water loss in the skin by up to 33%, reducing wrinkles and thinning skin, and unlike occlusive moisturizers, is absorbed through the skin. More than 40% is absorbed within 16 hours in the tissue below the epidermis.

As an anti-inflammatory agent the d-alpha tocopherol helps to relieve irritation and improves the soothing effect of creams and lotions. It inhibits the production of phospholipases, which are responsible for the release of arachidonic acid from the cellular membranes. This acid



is a precursor for inflammatory producing eicosanoids. Vitamin E also provides protection and reduces damage against both UV rays (UVA and UVB), by free radical scavenging in the subcutaneous layer, thus reducing sun burn, blistering and premature photoaging, inhibition of melanin deposition and promotion of hair growth. It can also be used as a microcirculatory enhancer as it improves microcirculation by capillary vasodilation.

As an antioxidant vitamin E improves the stability of cosmetics and thus lengthens shelf life, d-delta rich tocopherols concentrate has the most powerful effect. The d-mixed tocopherols concentrates are also very effective.

Vitamin E esters in cosmetics may be used:

- to apply to lips to stop dry skin and to give a fuller shape
- for treatment of wrinkles around the eyes and mouth
- for overall face massage to reduce premature photo ageing
- to give a softer, smoother feel
- to massage onto scar tissue to reduce keratisation
- by pregnant mothers to reduce stretch marks



PRODUCT CATEGORIES

- 1 Sp Essential Oils
- 2 Sp Care For Essential Oil Mixes
- 3 Sp Carrier Oil/White lotion
- 4 Shirley Price Care For Ready Mixed oils
- 5 Sp Mother and baby
- 6 Sp Lip Balms, Reflexology Cream, Footcare
- 7 Shirley Price Eye care
- 8 Shirley Price Skincare Solutions
- 9 Essentia Pure Skincare Face
- 10 Essentia Pure Skincare Body
- 11 Lothian Herbs hair care
- 12 Sp Hydrolats
- 13 Cosmetic Bases
- 14 Shirley Price College Kits
- 15 Aromatherapy Storage Boxes
- 16 Therapist Accessories
- 17 Shirley Price Collection
- 18 Shirley Price Pureness Organic Skincare Collection
- 19 Bottles and Jars
- 20 Gift items
- 21 Electrical Diffusers etc
- 22 Lothian Herbs Pure massage oil
- 23 Room Fragrance Sprays
- 24 Premium oil blends
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- 26 CollegeIFPA membership diploma
- 27 College Distance Learning
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IFPA Membership Residential Training

Completion of the 4 module SPICA qualification is intended to equip you step by step with the hands on practical experience and tools to practice as a Holistic Therapist with a firm grounding in Aromatherapy, Reflexology, and Massage Therapy.

MODULE ONE A fascinating introduction to the wonderful world of aromatherapy delivered by our college principal Louise Carta. You will learn a body massage and how to make simple health assessments. Essential oil knowledge will begin by learning about the history of aromatherapy, the ten most versatile oils and their uses, how to blend and treat individual people and their conditions and the basic chemistry. This is a five day module. A Certificate of Attendance will be awarded on completion of your course, when you will be deemed competent in home use. The certificate is also your passport to the Aromatherapy Diploma (Modules 2-4). The charge for module one is £350.

MODULES TWO TO FOUR. Now you are ready to train to become one of our esteemed therapists under the practical and expert guidance of Louise Carta and our tutors. These three five day modules will teach about the various plant families, the chemical component parts of essential oils and the therapeutic effects, olfaction, the art of blending and mixing and much more. Practical skills will include a full body massage with lymph drainage, a neck and shoulder massage, swiss reflex massage and full assessment and body analysis. After the exam you will receive our Bodywork Certificate. The charge for each module is £420 plus VAT. Exam fee is £50 + VAT.



ANATOMY AND PHYSIOLOGY. We partner the anatomy and physiology training with Essential Training Ltd. Class one costs £220 + VAT. Course two costs £220 + VAT. Exam fee £50 + VAT.

Products covered

Essentia Range - all modules Moisture Lotion, Cleansing Milk, Toning Lotion, Reflex Cream, Special E Cream, Cleansing Cream, Honey Masque, Moisture Cream, Gel Masque, Rejuvenating Night Cream, Superlight eye cream

Other modules: smelling sticks, aromastream, measuring cups, spatulas, mixing bowls, cotton wool, tissues, bed roll, headband

Essentia oils Module One - Black pepper, Roman Chamomile, Eucalyptus (smithii), Frankincense, Geranium, Ginger, Lavender, Mandarin, Tea Tree, Ylang Ylang

Essential oils module two - melissa, clary sage, bergamot, cedarwood, cajuput, niaouli, caraway, coriander, german chamomile

Essential oils module three - lavender, lavandin, thyme red, thyme sweet, fennel, cinnamon, rosewood, cypress, sweet orange, bitter orange, clove bud, geranium, rose otto, rose absolute, sandalwood, tagetes

Essential oils module four - Basil, juniper berry, myrrh, patchouli, ravensara, sweet marjoram, hyssop, pine, peppermint

Carriers module one - Almond, avocado, calendula, carrier oil mix, grapeseed, sunflower, wheatgerm, white lotion

Carriers module two - Almond, hypericum

Carriers module three - almond, apricot, avocado, calendula, carrier oil mix, carrot, evening primrose, grapeseed, hazlenut, hypericum,



jojoba, lime blossom, macadamia, melissa, peachnut, rosehip, sunflower, wheatgerm, white lotion.

Carriers module four - almond, apricot, avocado, calendula, carrier oil mix, carrot, evening primrose, grapeseed, hazlenut, hypericum, jojoba, lime blossom, macadamia, melissa, peachnut, rosehip, sunflower, wheatgerm, white lotion.



SPICA DIPLOMA DISTANCE LEARNING

A four module course sent to your own doorstep including all the course notes, carrier oils, essential oils, books and dvds that you will need. Your course is assessed by your own personal tutor.

The Distance Learning Course (DLC) in aromatherapy has been designed for aspiring students who are not able to attend the in-house training that is offered by SPICA.

The learning is assessed by means of course notes, background reading of appropriate text books (many of which are included in the course pack although several other books may need to be purchased), and observation of massage techniques presented in video form. The course is presented in a box file.

The student will be required to complete each module, of which there are four, before proceeding to the next one, and will be required to submit written evidence to SPICA as directed.

A qualification in anatomy and physiology is also required – please contact us for a list of exemptions.

Upon completion of the course and assessment session, the student will be awarded the SPICA Distance Learning Diploma in Aromatherapy. Students are advised to take between 1 year minimum and 3 years maximum to complete the 4 modules (5 if anatomy and physiology is required)



ORGANIC ESSENTIAL OIL RANGE

Sp's reputation in 40 countries worldwide has been built on supplying 100% pure products with no synthetics added. In latter years our distillers have also sought Organic status as well. We supply both conventional and organic oils. We always offer a conventional alternative where we cannot obtain the organic product at an economic cost.

Organic Aniseed
Organic Basil
Organic Benzoin
Organic Bergamot
Organic Cajuput
Organic Caraway
Organic Cardomon
Organic Cedarwood
Organic Chamomile German
Organic Chamomile Moroccan
Organic Chamomile Roman
Organic Cinnamon Leaf
Organic Cistus
Organic Citronella
Organic Clary Sage
Organic Dill
Organic Eucalyptus Citriodora
Organic Eucalyptus Globulus
Organic Eucalyptus Radiata
Organic Eucalyptus Smithii
Organic Fennel
Organic Fir
Organic Frankincense
Organic Geranium
Organic Geranium Bourbon
Organic Ginger



Organic Grapefruit
Organic Helichrysum
Organic Hyssop
Organic Inula
Organic Juniper
Organic Juniper Berry
Organic Lavender (Bulgarian)
Organic Lavender (France)
Organic Lavender Organic
Organic Lavender Officinalis
Organic Lavender High Altitude
Organic Lavender Spike
Organic Lavandin
Organic Lemon
Organic Lemon Tea Tree
Organic Lemongrass
Organic Lime
Organic Mandarin
Organic Marjoram Sweet
Organic May Chang
Organic Melissa(France)
Organic Myrtle Red
Organic Neroli
Organic Niaouli
Organic Nutmeg
Organic Orange Sweet
Organic Origanum
Organic Palmarosa
Organic Patchouli
Organic Pepper Black
Organic Peppermint
Organic Petitgrain
Organic Pine
Organic Ravensara



Organic Rosemary(France)
Organic Rosemary(Morocco)
Organic Sage
Organic Spikenard
Organic Tagetes
Organic Tarragon
Organic Tea Tree
Organic Thyme Red
Organic Vetiver
Organic Yarrow
Organic Ylang Ylang



Organic Carrier Oil listing

Organic Almond Sweet
Organic Apricot
Organic Argan
Organic Arnica in Sunflower Oil
Organic Avocado
Organic Borage
Organic Calendula
Organic Calophyllum
Organic Carrot seed in Sunflower Oil
Organic Jojoba
Organic Macadamia
Organic Olive Oil
Organic Rosehip Oil
Organic Sesame
Organic Sunflower
Organic St Johns Wort in Sunflower Oil
Organic Wheatgerm



Organic Carrier Oils can be very expensive so we have formulated a range of entirely natural organic base products which make the ideal carriers for essential oils

Sp Soil Association certified Organic Cosmetic

Bases make the ideal carriers for essential oils

Moisturing Lotion

Moisture Cream

Bodywash

Shampoo

Body Butter



ORGANIC HYDROLATS

Organic Basil
Organic Chamomile Roman
Organic Cistus
Organic Cypress
Organic Juniper
Organic Geranium Bourbon
Organic Geranium
Organic Helicrysum
Organic Inula
Organic Laurel
Organic Spike Lavender
Organic Lavender Fine
Organic Lemon Balm
Organic Peppermint
Organic St Johns Wort
Organic Myrtle
Organic Neroli
Organic Pine
Organic Ravensara
Organic Rosemary
Organic Rosemary Verbenone
Organic Santoline
Organic Rosewater
Organic Savory
Organic Sage
Organic Clary Sage



Aromatic waters show antiseptic, moisturising and healing properties. They encourage the skins pH and play a role in balancing a healthy skin - the body's first line of defence. Apply daily - morning and night.



Organic Thyme

Organic Thyme Thymol

Organic Vetiver

Melissa hydrolat

Melissa can be used to lift despondency and despair. It can be used on its own or in a mix as a skin clarifier.

Size: 200ml Code: 7007

Lavender hydrolat

Lavender makes this hydrolat ideal for all skin types. Its gentle nature also makes it safe to use on children, calming them and temper tantrums. Lavender hydrolat also makes a refreshing room spray.

Size: 200ml Code: 7008

Rose hydrolat

Added to the bath, rose hydrolat aids relaxation. Its mildly antiseptic and cooling properties make it useful for many applications. In fact, if rose is used in conjunction with the hydrolats of lavender and chamomile, you will be able to promote good general health.

Size: 200ml Code: 7009

Neroli hydrolat

Being astringent makes neroli the ideal treatment for delicate, sensitive and oily skins. It can be used as a



toner.

Size: 200ml Code: 7010

Chamomile Roman hydrolat

One of the best all-round hydrolats. Its gentle nature makes it ideal for use on young babies and children.

Chamomile Roman's astringent properties make it the best all-in-one make-up remover, cleanser and toner.

Size: 200ml Code: 7011



Conventional Essential Oils listing and data sheets

We have Safety Data Sheets for over 200 oils. Here are the more common.

[ANGELICA](#) Aphrodisiac, Stimulant, Tonic. P

[ANISEED](#) Potent Oil, use with caution. P

[BASIL](#) Tonic, Uplifting. P

[BASIL a linalool](#), Tonic, Uplifting. P

[BAY](#) Antiseptic, Stimulant, Tonic. P

[BENZOIN](#) Deodorant, Relaxing.

[BERGAMOT](#) Uplifting, Tonic.

[BEGAMOT BF](#) Uplifting, Tonic

[BLACK PEPPER](#) Stimulant, Warming.

[CAJUPUT](#) Soothing, Antiseptic.

[CAMPHOR](#) To optimise effective respiration, use with caution. P

[CARDAMOM](#) Relaxing.

[CARAWAY](#) Soothing.

[CARROT SEED](#) Tonic, Stimulant. P

[CEDARWOOD ATLAS](#) Soothing for Skin,

Antiseptic. P

[CHAMOMILE ROMAN](#)

Relaxing and Soothing, most popular of the Chamomiles. P

[CHAMOMILE GERMAN](#)

Soothing for Skin.

[CINNAMON LEAF](#) Warming,



Stimulating.

Not recommended for use on the skin.

P

[CITRONELLA](#) Antiseptic, Uplifting.

[CLARY SAGE](#) Balancing and

Uplifting. P

[CLOVE BUD](#) Spicy, not recommended
for use

on the skin.

CORIANDER Uplifting and Fortifying.

[CUMIN SEED BLACK](#) Warming,

Stimulating. P

CYPRESS Restoring. P

EUCALYPTUS Citriodora [Radiata](#),

Globulus To optimise effective
respiration, Soothing for skin.

[FENNEL](#) Stimulating. P

[FRANKINCENSE](#) Rejuvenating.

[GERANIUM](#) Stimulating and

Uplifting. P

[GINGER](#) Warming, Stimulating.

GRAPEFRUIT Refreshing and
Stimulating.

HO LEAF Relaxing, often substituted
for Rosewood.

[HYSSOP](#)

Clarifying, Stimulating. P

JASMINE Sensual, Aphrodisiac. P

[JUNIPER](#) Astringent, Stimulating. P

[LAVENDER](#) Relaxing, the most popular



oil. P

[LEMON](#) Antibacterial, Astringent.

[LEMONGRASS](#) Astringent.

LIME Antibacterial, Antiseptic.

[MANDARIN](#) Uplifting, Harmonising.

[MARJORAM](#) Relaxing everyday aches and pains. P

[MELISSA](#) Relaxing, Emotional balancer. P

[MYRRH](#) Dry skin, Problem skin. P

[NEROLI](#) Soothing, Deeply Relaxing, Euphoric.

[NIAOULI](#) Similar to Tea Tree in Action.

[NUTMEG](#) Spicy and Warming, not recommended for use on the skin. P

[ORANGE SWEET](#) Soothing and Relaxing.

[ORIGANUM](#) Potent Oil, use with caution. P

[PALMAROSA](#) Good for dry skin.

[PARSLEY SEED](#) Potent Oil, use with caution. P

PATCHOULI Musky, good for skin care.

[PEPPERMINT](#) Cooling and Stimulating. P

[PETITGRAIN](#) Relaxing.

PINE Cleansing, good in a vaporiser.

[ROSE OTTO](#) Sensual, euphoric oil. P

ROSEMARY Stimulating! P

[ROSEWOOD](#) Uplifting, Enlivening.



SAGE Potent Oil, use with caution.

SANDALWOOD Sensual and Exotic.

SPEARMINT Stimulating! P

SPIKE LAVENDER

Antibacterial, Camphor. P

TAGETTES Potent Oil, use with caution. P

TEA TREE Antiseptic, Antimicrobial, many uses.

THYME Stimulating and Revitalising. P

VERBENA Aphrodisiac.

VETIVERT Relaxing.

YLANG YLANG EXTRA Soothing, Relaxing.

P = Best avoided during pregnancy.

This list is to be used only as a guide.



CONVENTIONAL CARRIER OILS AND LOTIONS

Conventional oils of

Almond,

Apricot,

Avocado.

Calendula,

Carrier oil mix

(avocado, grapeseed and wheatgerm),

Carrot,

Evening Primrose,

Grapeseed,

Hazlenut,

Hypericum,

Jojoba,

Lime Blossom,

Macadamia,

Melissa,

Peanut,

Rosehip,

Sunflower,

Wheatgerm,

White Lotion.



All our carrier oils are produced by natural methods, without extreme heat, chemical interference or additives of any kind.

General instructions for use: add 15 drops of essential oil to 50ml of carrier oil or lotion.

Almond

Latin name: Prunus dulcis

Almond (sweet) is one of the most commonly used cold pressed carrier oils. It is known for its revitalizing and gently soothing properties.

Size: 125ml Code: 3005

Apricot

Latin name: Prunus armeniaca

Apricot is rich in vitamins. It is a natural moisturizer and helps to prevent itchy skin.

Size: 125ml Code: 3010

Avocado

Latin name: Persea gratissima

Avocado is a penetrating oil and invaluable when added to massage preparations for dry skin. It is rich in lecithin and

vitamins A, B and D and sometimes appears cloudy due to the oil not being refined.

Size: 125ml Code: 3015



Calendula

Latin name: Calendula officinalis

Calendula oil is produced by steeping marigold blossoms in sunflower oil. It is known for its gentle and soothing qualities

that aid the natural regenerative process.

Size: 125ml Code: 3020

Carrier oil mix

Latin name: Persea gratissima, Vitis vinifera and Triticum vulgare

This blend is formulated by Shirley Price Aromatherapy, consists of avocado, grapeseed and wheatgerm. It penetrates the skin easily, leaving it feeling smooth and soft. The added wheatgerm acts as a natural preservative and the avocado enriches the mix.

Size: 125ml Code: 3021

Carrot

Latin name: Daucus carota

True carrot oil is rich in beta-carotene and vitamins A, B, C, D, E and F. It makes an excellent skin tonic and is particularly good for delaying the ageing process.

Size: 50ml Code: 3025

Evening primrose

Latin name: Oenothera biennis

In aromatherapy evening primrose oil is used for its naturally



soothing and regenerative properties on the skin.

Size: 50ml Code: 3030

Grapeseed

Latin name: *Vitis vinifera*

A fine, light oil it is not too greasy and is quickly absorbed into the skin, making it an excellent medium for massage

without leaving the skin feeling greasy.

Size: 125ml Code: 3035

Hazelnut

Latin name: *Corylus avellana*

Hazelnut is particularly beneficial to a combination or oily skin. It is astringent and stimulating to the circulation.

Size: 125ml Code: 3040

Hypericum

Latin name: *Hypericum perforatum*

Also known as St Johns Wort. It is produced by steeping the St John Wort flower in olive oil, with added plant properties.

Size: 125ml Code: 3045

Jojoba

Latin name: *Simmondsia chinensis*

Jojoba, in fact, is not an oil but a liquid wax. It is extracted from the seed of the plant and is noted for its



protective barrier properties when rubbed onto the skin.

Size: 50ml Code: 3050

Lime blossom

Latin name: *Tilia europaea*

Lime blossom has been said to help wrinkles and can be used as an emollient.

Size: 50ml Code: 3055

Macadamia

Latin name: *Macadamia integrifolia*

Macadamia helps to replenish lost sebum in a dry skin and is highly emollient, making it essential for the older woman.

Size: 125ml Code: 3060

Melissa

Latin name: *Melissa officinalis*

Melissa is beneficial for use on dry and mature skins.

Size: 50ml Code: 3065

Peachnut

Latin name: *Prunus persica*

Peachnut oil comes from the kernel and is revitalizing and luxurious. It is a moisturizing oil, which will soften the skin.

Size: 125ml Code: 3070

Rosehip

Latin name: *Rosa canina*

Being a tissue regenerator, rosehip is ideal to use on the skin to help prevent premature ageing, minimize



wrinkles and reduce scar tissue.

Size: 50ml Code: 3075

Sunflower

Latin name: Helianthus annuus

Sunflower oil is ideally suited for its use in aromatherapy for a normal to dry skin. It gives a smooth satin finish and is rich in vitamin E.

Size: 125ml Code: 3080

Wheatgerm

Latin name: Triticum vulgare

Wheatgerm is a rich oil and is excellent for dry, mature skin. It contains proteins and vitamins, including vitamin E. It can be too heavy to use on its own, being easier to use if a small amount is added to a lighter oil such as grapeseed. Wheatgerm is a natural preservative.

Size: 125ml Code: 3085

White lotion

This is a unique blend made up entirely of vegetable products and has been especially formulated by Shirley Price Aromatherapy. It is a perfect carrier for essential oils, being non-greasy and easy to apply. White lotion is easily absorbed into the skin, leaving it smooth and grease free.

Size: 125ml Code: 3090



SHIRLEY PRICE CARE FOR COMMON AILMENTS

The 'Care for' range of pure essential oils should NEVER be applied directly to the skin. The 'Care for' range can be used for massage by adding them to a carrier (15 drops to 50ml carrier oil/lotion) or alternatively you may wish to try the ready blended range of massage oils/lotions.

Pure essential oils mixes are available in a 10ml size

The ready mixed lotions or oils are available in a 125ml size.

After flight

An invigorating, energising blend of uplifting oils which can help reduce the effects of differing time zones.

Size: 10ml Code: 2005

Airways

Inhale this cleansing blend of oils or add a few drops to your bath daily. Use in a carrier lotion on the face, particularly on the nose and cheek bones, to free your nasal passages.

Size: 10ml / 125ml Code: 2080 / 2081 (lotion)

Cellulite

A blend of oils specially selected for their cleansing properties. Used regularly, this blend will reduce the unsightly



dimples associated with cellulite.

Size: 10ml / 125ml Code: 2010 / 2014 (oil) / 2017
(lotion)

Circulation

A stimulating blend of oils to help maintain a healthy circulation and bring tone to the body and skin. Available

as a pure

essential oil mix to add to the bath or a ready mixed oil to be applied daily for best results.

Size: 10ml / 125ml Code: 2020 / 2024 (oil)

Clear head

This blend combines oils known for their clarifying properties. This natural preparation revives, refreshes and

soothes

the mind.

Size: 10ml / 125ml Code: 2035 / 2037 (lotion)

Fatigue

This blend will keep the mind alert and responsive even at the end of the day. Especially appropriate for use in the car.

Use in a vaporizer or inhale directly by placing a few drops of oil on a tissue.

Size: 10ml / 125ml Code: 2030 / 2030 (oil)



Joints

Available as a pure essential oil mix at add directly to the bath. Also available as a carrier oil or lotion to massage into appropriate areas twice daily.

Size: 10ml / 125ml Code: 2040 / 2044 (oil) / 2047 (lotion)

Muscles

This blend is ideal for tired and stiff muscles if used in the bath or in a ready mixed oil/lotion. It is effective for use before and after sport, helping to prevent cramp and induce relaxation as well as for everyday aches and pains.

Size: 10ml / 125ml Code: 2060 / 2064 (oil) / 2067 (lotion)

Problem skin

To care for problem skins, this normalizing blend of essential oils in a lotion is ideal. Use daily as required on dry, flaky or itchy skin.

Size: 125ml Code: 2075 (lotion)

Respiratory system

A tranquil, soothing blend. Inhale to help maintain healthy lungs. This blend is used for aiding effective respiration.



Size: 10ml Code: 2075

Rest

Known for their soothing and relaxing characteristics, these oils have been blended to help you rest naturally

and

deeply during the night. A few drops on a tissue and placed either within your pillowcase or in the pocket of your pyjamas is the most effective, or use 4—6 drops of the mix in a warm bath

Size: 10ml Code: 2085

Stresses and strains

This popular blend is an invaluable aid to relaxation during a busy or stressful day. It eases feelings of

tiredness, leaves

you more relaxed, lessens tension and restores calmness

Size: 10ml /125ml Code: 2090 / 2094 (oil) / 2097
(lotion)

Stretch marks

This carefully selected blend of essential oils, when used in the bath, will help keep skin supple and elastic. Use

4 - 5

drops in a warm bath from the 4th month of pregnancy. It can also be applied, in a carrier oil, twice daily from

the 4th

month of pregnancy or during weight loss to maintain skin tone.



Size: 10ml / 125ml Code: 2100 / 2104 (oil)

Visible veins

To care for your legs, we have prepared a blend of especially selected essential oils. Especially

Size: 10ml / 125ml useful where veins are visible in the calves and thighs.

Code: 2110 / 2114 (oil)

Women

This special blend is formulated with oils noted for their balancing and normalizing effects.

Size: 10ml / 125ml Code: 2120 / 2127 (oil)



ESSENTIA SKINCARE

Nothing can compare with the cleansing and revitalising properties of pure, natural essential oils distilled from plants and flowers.

Essentia combines the essential beauty and power of the plant or flower into a range of specific, effective and empowering products.

Essentia products do not contain synthetic perfumes, animal products or lanolin and are not tested on animals. Our natural creams and lotions particularly help with care and repair of the skin.

With our natural cream and lotion bases essential oils and herbal extracts are combined by professional aromatherapists to create a specific range of remedies for common ailments.

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ESSENTIA SKIN TYPES GUIDE

Acne Skin

There are four main causes of acne, hormonal imbalance, auto intoxication, stress and diet. The therapist will treat all these factors. Of course stress is treated by the aromatherapy treatment itself and hormonal imbalances can be rectified with the appropriate essential oils. Dietary advice can be given. Essential oils in skin care products help in a number of ways when applied to the problem area. They are anti-bacterial, they help encourage circulation and therefore the removal of waste matter. They deep cleanse the skin and help return it to normal by balancing the secretions of the sebaceous glands.

Baby

Baby skin is very sensitive skin. it makes sense to be careful to choose products with the minimum of synthetic ingredients, avoiding products containing perfume, lanolin, mineral oil and certain soaps. Our products can also be provided in bases that are parabens and sulphate free.

Combination

Usually one skin type predominates so that this is the one to attend to. If the skin is clearly divided into oily and dry areas treat these areas separately with the correct mask.



Dry

Dry skin is a common problem and can actually be due to a lack of fluid uptake. Other causes are by lost moisture or insufficient oil production. An effective moisturiser will replace the moisture lost while essential oils will normalise the production of natural oil.

Eczema

Eczema in the main is hereditary but is aggravated by stress, diet and environmental pollutants. It can be treated very well with the correct essential oils and specific skin care.

Mature

Essential oils are excellent for helping to preserve the youthful appearance of the skin and also for rejuvenating mature skin as certain essential oils help the regeneration of new skin cells. They also have preservation properties and help to prevent the appearance of lines and wrinkles.

Normal

A normal skin is neither too oily nor too dry - it is clear, smooth, radiant and rare! Aromatherapy skin care helps maintain a good complexion by keeping the blood circulation active and restoring the natural moisture balance.



Oily

This skin type can have open pores and is prone to spots. However it usually maintains its suppleness for longer than other skin types and may appear to age more slowly. Essential oils can do much to normalise the production of oil from the sebaceous glands.

Scar Care

Natural Products are particularly effective in reducing the pain and appearance of scars

Sensitive

People with sensitive skin need to be careful to choose products with the minimum of synthetic ingredients, avoiding products containing perfume, lanolin, mineral oil and sometimes soap. Our products can also be provided in bases that are parabens and sulphate free. A person with sensitive skin may also have oily skin or dry skin and should choose products suitable for that skin type, ensuring that the range of products is pure and natural.



Essentia Shirley Price skin care

Cleansing cream

Normal to dry skin

With geranium, lavender and rosemary essential oils, this light and fluffy cream will cleanse without drying. It

maintains

the natural pH balance of the skin and leaves the skin feeling clean and soft.

Size: 50ml Code: 5501

Cleansing milk

Normal to oily skin

A natural plant based milk blended with essential oils of geranium, lavender and rosemary to gently lift

impurities and

make-up. Cleansing milk will thoroughly cleanse the skin whilst maintaining its correct pH balance.

Size: 200ml Code: 5502

Toning lotion

All skin types

A highly effective natural toner with essential oils of geranium and lavender to freshen, tone and revitalize the skin.

Completes the cleansing process without drying. Refreshes and cools the skin and tones the facial muscles.

Size: 200ml Code: 5503



Moisture lotion

Normal to oily skin

This fine, light lotion blended with essential oils of geranium, juniper and lavender will help to keep the skin supple and

moist and preserve its natural elasticity. Moisture lotion protects the skin from harmful environmental conditions and

regular use will normalize an oily skin.

Size: 125ml Code: 5507

Moisturising cream

Normal to dry skin

A beautiful blend of natural moisturizing ingredients, including carrot oil, which helps to maintain the skin's natural

moisture balance and elasticity. Contains specially selected essential oils of frankincense, lavender and rose absolute

to normalize a dry skin. Regular use will gently deter fine lines and wrinkles.

Size: 50ml Code: 5508

Rejuvenating night cream

All skin types

This smooth, regenerative cream softens and nourishes the skin and helps prevent signs of premature ageing and

wrinkling. If it is used every night it restores suppleness and



rejuvenates the appearance of the skin. Contains essential oils of frankincense, lavender, patchouli and sandalwood.

Size: 50ml Code: 5509

Hand and body lotion

All skin types

This rich blend of benzoin, cypress, lavender and patchouli in a light moisturising lotion is absorbed quickly into

the skin,

instantly softening and protecting. Gently massage into the skin as often as required, particularly after washing

or

bathing for truly beautiful hands.

Size: 125ml Code: 5511

Lip balm

Chamomile, geranium, lavender and tea tree essential oils are blended into beeswax base to produce this

uniquely

natural, nourishing and restoring lip balm. The lip balm includes a factor 15 sunscreen.

Size: 15ml Code: 5512

Tea tree soap

All skin types

Essential oil of tea tree provides the natural fragrance and antiseptic qualities of this vegetable based soap. It

is



suitable for all skin types but is especially valuable for helping an oily skin.

Size: 100ml Code: 5513

Pretty serum

All skin types

Contains essential oils of frankincense and neroli and rose otto. This easily absorbed serum contains essential

oils that

give the skin a silky smooth feel, increasing softness and elasticity. Normalising and revitalising.

Size: 30ml Code: 5704

Cypress exfoliating cream

Normal to dry skin

This creamy mask, containing bergamot, cypress and lavender, cleanses, smoothes and invigorates. Its

exfoliating

action eliminates impurities, refines pores and helps to maintain a clear and healthy complexion.

Size: 50ml Code: 5705

Sleeping beauty cream

All skin types

Containing essential oils of jasmine, lavender and rose otto, this regenerating cream softens, soothes and

tones the

skin. With a nourishing and anti-oxidant action, this cream helps



prevent the signs of ageing and wrinkles. If used every night it restores suppleness and rejuvenates the appearance of the skin.
Size: 50ml Code: 5725

Essentia Shirley Price Body & hair care / Special products

Clear skin moisture cream

For blemished skin

Formulated specifically for an oily or blemished type skin. This cream includes essential oils of cedarwood, geranium, juniper and lemon and helps to normalize the oil producing glands in the skin, giving a clear appearance to the complexion.

Size: 30ml Code: 5019

Special E moisture cream

All problem skin

This natural moisturizer, based on avocado oil, is blended with essential oils of bergamot, geranium, juniper, lavender and sandalwood to normalize a blotchy skin with dry patches, thus helping to clear problematic skin.

Size: 30ml / 50ml Code: 5020 / 5021

Jasmine aromatic body oil

Jasmine aromatic body oil, with its exotic aroma is useful for relaxing a stressed skin, minimizing fine lines and tense muscles, helping the skin to appear smoother and healthier.



Size: 30ml Code: 6001

Neroli aromatic body oil

Neroli aromatic body oil is nourishing for dry and flaky skin. Because it is so deeply moisturizing, the skin appears younger, healthier and fresher.

Size: 30ml Code: 6002

Rose aromatic body oil

Rose aromatic body oil is rejuvenating, calming, nourishing and helps the delicate skin in the chest, face and neck area to appear smoother and younger.

Size: 30ml Code: 6003

Facial treat rejuvenator

This luxurious blend contains essential oils of fennel, frankincense, lavender and lemon in a base of grapeseed and wheatgerm. The facial treat blend reduces the appearance of wrinkles and scarring. This special mixture is also effective for reducing puffiness around the eye area, and maintains skin tone and sebum production.

Size: 30ml Code: 6004

After bath lotion

This light, non-greasy lotion is ideal for moisturizing your whole



body after a bath or shower. A luxurious blend of special essential oils enhance the youthful appearance of the skin.

Size: 125ml Code: 6007

Sun milk

A soothing milk designed to moisturize and nourish the skin when exposed to the sun. Sun milk is specially formulated

to care for the skin while tanning and should be applied regularly. It does not contain a sun filter.

Size: 200ml Code: 6008

Peppermint balm

A light, moisturizing balm blended with essential oils renowned for their cooling properties. This balm is useful for

soothing and cooling the skin.

Size: 125ml Code: 6010

After shave balm

Prepared for the man whose skin is dry or irritable after shaving, this light, moisturizing balm is blended with lavender,

peppermint and sandalwood to soothe and cool the skin.

Size: 125ml Code: 6011



Scalp tonic

The invigorating and restorative properties of cedarwood, juniper, lavender and rosemary are combined in orange flower water to produce our special formula to care for thinning and impoverished hair. Used regularly in conjunction with scalp massage, this tonic can improve the appearance of fine, thinning hair.

Size: 30ml Code: 6012

Shampoo

Our highly effective, specially formulated shampoos are enriched with essential oils to help dry, greasy, normal hair or hair infested with headlice. The gentle cleansing action nourishes the hair while maintaining a natural pH balance, leaving hair feeling extra clean and manageable.

Size: 125ml Code: 6013 (dry) / 6014 (greasy) / 6015 (normal) / 6023 (head lice)

Hair conditioner

A unique conditioner especially formulated with essential oils to help maintain healthy hair and scalp. The hair is left feeling soft and silky as the conditioner imparts a healthy shine to the hair while nourishing the scalp.

Size: 125ml Code: 6016 / 6024 (head lice)



Foot reflex cream

A rich, thick massage cream containing essential oils of juniper, lavender and rosemary. Reflex cream was initially

designed to nourish the hard areas of skin on the feet. However, it is effective for elbows and knees too and can be

used as a massage cream for other areas of the body where the skin is dry.

Size: 30ml Code: 6017

Post epilation moisture cream

Formulated specifically for use immediately after hair removal, this soothing cream includes essential oils of lavender,

peppermint and sandalwood.

Size: 30ml Code: 6018

Scar care moisture cream

Formulated specifically for scarred and pitted skin, this nourishing cream includes the feeding and regenerative

essential oils of frankincense, lavender and myrrh. Used over a period of time the scar care moisture cream will give a

smoother appearance to the complexion.

Size: 30ml Code: 6019



Airways moisture cream

A superb, moisturizing cream with the addition of basil, eucalyptus, lavender and peppermint to maintain smooth and effective respiration.

Size: 30ml Code: 6020

Visible veins moisture cream

Specifically formulated for 'rosy cheeks' that become hot and uncomfortable, or are sensitive. This soothing, cooling cream includes essential oils of cypress, lemon and orange sweet which help to give a clear appearance to the complexion.

Size: 30ml Code: 6021

Chamomile eye drops

A gentle product that helps to relieve tired, dry or gritty eyes. Ideal to use before and after working at the computer and during the summer season to relieve itching and irritation of the eyes and eyelids.

Size: 10ml Code: 6022



How do plant oils help us?

At Shirley Price Aromatherapy we harness the therapeutic benefits of flowers, herbs and oils in our famous range of organic natural remedies, skin and body care products. We also offer an extensive range of traditional natural treatments and courses.

Company Background

- * From our Hinckley, England base Shirley Price Aromatherapy supplies the UK's largest range of certified organic health and beauty products, over 360.
- * Shirley Price Aromatherapy Ltd trading as Shirley Price Professional Aromatherapy and Lothian Herbs (Edinburgh) is certified by the Soil Association for non-food products.
- * It serves 1700 therapists with mail order supplies and has distributors in 40 countries worldwide.
- * The staff at Shirley Price Aromatherapy include the tutors of the Shirley Price International College of Aromatherapy which with its satellite colleges and distributors in 40 countries have trained over 5000 students for a career in professional health and beauty.
- * The professional trade body for practicing aromatherapists 'IFPA' has Shirley Price Aromatherapy's full support with trade stands at exhibitions and Louise Carta MIFPA of the Staff serves on the IFPA education committee. The College is able to tutor students to pass the IFPA membership exams in 6 months making its classes attractive to international students.



- * Shirley Price Aromatherapy's international best-selling product is its range of Frankincense and Argan Moisture Creams and White Lotion.
- * over 360 aromatherapy products Made in England include Shirley Price Care For essential oil blends as originally formulated by Shirley Price and the latest organic cosmetic bases for therapists and home users to add their own essential oils to moisture cream, white lotion, shampoo and showergel/bodywash or use as unfragranced products for sensitive skin.
- * Shirley Price Aromatherapy has qualified distributors in the USA, Scandinavia, China and Japan.
- * we will open more shops where we can assure quality

Mission and Philosophy

- * Shirley Price Aromatherapy's mission is to inspire people to live happier, healthier lives by using pure, natural products.
- * Its philosophy is based on using the best quality natural ingredients with the minimum of processing.
- * Everything is made by hand and designed to be as natural, biodegradable, and environmentally friendly as possible.
- * Shirley Price Aromatherapy aims to raise awareness of the impact of chemicals on the skin - sixty per cent of what goes on the skin gets absorbed into the bloodstream.
- * It is famous for its amber glass jars and bottles, which are used to preserve the active natural ingredients in the products.
- * The company runs educational and training courses and workshops on issues affecting health and well-being to



empower people to manage their own health.

* The company's natural and organic award-winning product range includes skincare, essential oils, carrier and vegetable oils, essential oil blends, herbs and flower remedies.

Beliefs

* Shirley Price Aromatherapy believes that by thinking about goodness we become good

* Shirley Price Aromatherapy believes in sourcing organic and wild ingredients

* Shirley Price Aromatherapy believes in building a community passionate about natural health and the environment

* Shirley Price Aromatherapy believes that everything in the world is connected and that it needs to care for the earth and its people in all that it does

The History - the burning and shining flame of aromatherapy

* Set up 37 years ago by Shirley Price with strong international connections, Shirley Price Aromatherapy was pioneering the use of natural remedies and herbs years before other organisations were founded and remains true to its founders original holistic principles.

* Shirley Price Aromatherapy from the beginning was dedicated both to the home user and the professional user. As the training expanded an international society of largely Shirley Price trained therapists was set up by Shirley Price to publish a professional journal and arrange insurance and



deal with professional issues which today is merged with the International Federation of Professional Aromatherapists.

* To promote the supply of professional quality aromatherapy products Shirley Price co-founded the Aromatherapy Trades Council which today has over 100 members.

* Beginning with one salon, then a factory and shop, the a college in Hinckley, satellite colleges began to open up on the basis of customer demand around the world – word of mouth from people who had had positive experience through natural and therapeutic skincare products and treatments soon spread.

* In 2007 Shirley Price Aromatherapy relocated to its present factory, shop, and training headquarters in Hawley Road Hinckley, Leicestershire while the College enjoys a variety of rural settings in qualified and dedicated facilities run by Shirley Price trained practitioners in which to hold its courses.

* The owners of Shirley Price Aromatherapy are Ian Brealey BSc FCA with qualifications in science and business and a lifelong commitment to international agriculture and natural products and Dr M.S Jaspal MB BS (Edinburgh) – their project is to preserve the teaching and vision of Shirley and Len Price and change the way people think and feel about the natural world so that the messages and wisdom of nature can be heard. The aim is to preserve and nourish the burning and shining flame of aromatherapy.

The Sp staff principles



- we believe in the small is beautiful principle, we treat all customers the same, we work efficiently and economically for our customers but do not put profit above humanity
- we go in person to suppliers, we look and we study
- we speak freely and challenge everything
- we work as a team loyally supporting each other
- we respect each others integrity
- we seek to continuously improve what we do

Plans for the Future

- * Shirley Price Aromatherapy is looking forward to holding its first module one course in Shanghai - negotiations continue.
- * Shirley Price Aromatherapy has always had a commitment to minimum packaging while barcoding products
- * Shirley Price Aromatherapy will preserve its traditional formulations and continue to pioneer new product formulations to take advantage of the latest worldwide advances in cosmetic chemistry and meet customer demand with new innovative developments.

For further information, pictures, catalog and samples please contact:

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