



Alaskan Flower Essence Project

Healing Essences from the Heart of Nature®

Newsletter

Issue 22

June 2010

Welcome to the twenty-second issue of our online Newsletter! Our intention is to provide information to increase your awareness and understanding of the Alaskan Essences and how they apply to our lives and the world. Future issues may include feature articles, testimonials, tips from practitioners and information on our monthly online specials. We will also announce new products, give you updates on courses and lecture schedules, and during the summer, update you on what is happening in the field. We hope you enjoy the newsletter and we welcome your feedback.


JUNE
Online Specials

These four Sacred Space Sprays are **25% off** for the entire month of June!

2 oz/60 ml
Regular: \$14.45
Special \$10.85

4 oz/120 ml
Regular: \$24.95
Special \$16.45

The Specials are only valid for orders placed ONLINE. To order please visit the **ONLINE STORE**.



Calling All Angels

- [Guardian](#)
- [Lighten Up](#)
- [Purification](#)

ORDER HERE

- WEBSITE LINKS**
- [How to Use Our Essences](#)
 - [Find a Store](#)
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Retailer Spotlight:

Rosemary's Garden



Since our founding in 1972 by author, teacher and herbalist Rosemary Gladstar, we have served thousands of customers worldwide with herbal remedies and related products that help them feel better. We love what we do and we look forward to serving you!

- Aromatherapy
- Body Care
- Books
- Flower Essences
- Gifts
- Herbs
- Supplies
- Teas
- Tinctures

Rosemary's Garden
132 North Main Street
Sebastopol CA 95472

Phone: 707-829-2539
FAX: 707-692-5395



Find our products in a store near you

If you live in the United States, use the **Store Locator** link on our website to find retail suppliers of our products.

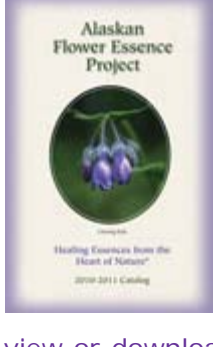
If you live outside the U.S., please click on the **International Distributors** link to find a supplier in your country.

NOTE:
Residents of Brazil, the Netherlands, and the United Kingdom will not be able to submit orders using our Online Store due to the fact that we have exclusive distribution agreements in those countries.

Join Alaskan Essences on Facebook



View our 2010-2011 Product Catalog.



To view or download a copy of our 2010-2011 catalog in PDF format, please click [HERE](#).

-Practitioner's Corner-

This monthly feature is dedicated to articles and stories written by Flower Essence professionals. If you have a question for one of our Flower Essence professionals that you would like to see featured in a future online newsletter, please email: [Ask a Practitioner](#)

A Partnership Between Hemispheres: New Alaskan Essences Formulas Supporting the Brazilian Public

by Ruth Toledo Altschuler & Cynthia Accioly Abu Asseff

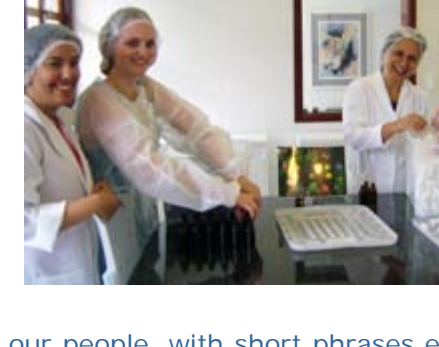


In Brazil the knowledge and use of essences is very well developed, but as a large country we have striking social and economic differences. We have excellent practitioners in the main centers, while in other areas there may be limited access to essences or nothing at all. Three years ago we began a project with Steve Johnson and Alaskan Essences with the goal of bringing essences to a wider public at affordable prices.

Our collaboration with Steve in education and distribution work over the past 18 years has helped create a solid foundation for flower essence therapy in our country. Now, though this co-creative initiative, the role of the essences will be able to evolve to new levels, increasing their reach and healing impact throughout our country.



To create a cost effective product, we formed a new company to bottle dosage combinations, following the complex requirements of our local FDA. Having used Alaskan Essences in our practice for almost two decades, we chose twelve issues from the most relevant themes we come across on an everyday basis. The process of selecting the essence components for each of the formulas was a beautiful example of a creative soul partnership. At first, the two of us, Cynthia and Ruth, worked together in Brazil and long distance. Then Steve Johnson joined in, adding his perceptions of how to blend the formulas to both serve and heal the individual, and the larger patterns in the collective.



These combinations were designed to be chosen by individuals at the counter, without requiring any specialized help. We created names that speak to our people, with short phrases explaining the gift of each formula. We did market research with a highly consciousness professional team, and we continued listening to the public, until we felt we had the best names and the simplest and clearest text in Brazilian Portuguese for each of the combinations. We chose to offer our Formulas in spray bottles for internal use, making our product distinct from other essence combinations produced in Brazil.

The Twelve Formulas:

Following are the formula names in Portuguese followed by an English translation and an affirmation for each formula:

- Sem Stress – **No Stress:** "Breathe, relax and trust in life!"
- Decisão – **Decision:** "Be true to yourself in your choices!"
- Ser Eu Mesmo – **Being Myself:** "I acknowledge my own value and light."
- Homem Positivo – **Positive Man:** "Renewing masculine self esteem."
- Nova Mulher – **New Woman:** "Feeling inspired, feminine, competent and happy!"
- Casamento e Intimidade – **Marriage and Intimacy:** "Restores loving union and mutual trust."
- Criança Feliz e Tranquila – **Happy Peaceful Child:** "Healthy and harmonious childhood."
- Diálogo – **Dialogue:** "Speak clearly to create peace and conciliation."
- Começar de Novo – **Starting Over:** "Life is springing once again!"
- Com Sucesso – **Success:** "Follow your star!"
- De Bem com a Vida – **Life is Good:** "You have the birthright to be happy!"
- Eficácia – **Efficiency:** "Going straight to the point."



The Public Responds: Feedback on the Formulas

- A woman was feeling tired and unhappy, caring for her three small kids and thinking of quitting her job to take better care of herself. She started on a Friday taking 'New Woman' and dreamt the next night that she was surrounded by four very wild women dressed like amazons, who said that they were there to offer their strength and vitality to her. She woke up feeling empowered and confident, full of new ideas on how to rebuild her life with more joy. Cynthia met her a month later and she was still full of energy, seriously considering changing jobs.
- Another woman was being paid to create a new program for a university and who for more than a month was not able to get the job done, took 'Efficiency' on a Friday at noon and had the project ready on the following day!
- A male taxi driver, who is usually a very enthusiastic man, was feeling depressed and hopeless. He took 'Positive Man', and seven days later told us there is a clear line dividing how he experiences life--before and after 'Positive Man'. He completely renewed his energy and enthusiasm for life and is ready for new projects.
- An older woman chose 'Starting Over'. A month later she met Cynthia at a restaurant. She was very happy, saying her life changed completely since she started using the formula: She sold a big, old house where she had lived since her children were small and did not fit her present lifestyle. She moved to a new apartment that she loves, has a new boy friend and has a much more interesting and exciting life.
- Another young woman said to Cynthia, "I cannot decide which of the Alaskan Formulas I should take first". 'Decision Making' was suggested. She felt it was SO clear and took it. A month later she called to say she made very important choices in her life that had been postponed for more than a year, including having a very important surgery, a career transformation and the creation of a new project.

These twelve New Alaskan Essence Formulas have been available at pharmacies and stores in Brazil since February 2010!



We have a website (in Brazilian Portuguese only) and you can find us on [Facebook](#).

Note: these formulas are not available outside of Brazil.

www.essenciasflorais.com.br & www.formulasflorais.com

Cynthia Accioly Abu-Asseff is a flower essence practitioner and educator in Sao Paulo, Brazil. Cynthia owns Essências Florais, distributor of the Alaskan Essences and other flower essences lines in Brazil. Cynthia has coordinated flower essence education in Brazil, and internationally, for the last eleven years.

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Ruth Toledo Altschuler is a certified Flower Essence Practitioner, writer and lecturer with over 20 years of experience. Ruth is originally from Brazil, where she played a major role in bringing flower essence therapy into public awareness. Ruth now lives in the United States.

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Enter a DRAWING to win the four Sacred Space Sprays!

Submit a story about your personal experience with the Alaskan Essences. Your name will be entered in a drawing for the following products:

- Calling All Angels Spray - 2 oz
- Guardian Spray - 2 oz
- Lighten Up Spray - 2oz
- Purification Spray - 2 oz

* Entry Deadline, July 12, 2010
* Drawing held July 14, 2010

* Winner will be announced in the July 2010 Online Newsletter
* Your story may be used in an upcoming issue of our Online Newsletter

Submit your story: research@alaskanessences.com