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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Aromatherapy - Myth Or Reality**

**By David Sanders**

The origin of aroma therapy can be traced back to pre historic period, in the countries of ancient

Egypt, Far East and China. The concept aims at the holistic treatment of the human body by making use of the immensely useful essential oils obtained from various herbs and plants.

The essential oils are normally obtained from the various parts of specific plants extracted by distillation and applied along with diluters such as almond oil, coconut oil etc. The oil content in these plants is so low that it takes huge quantities of plant parts to yield smaller quantities of essential oil, to cite an example around 440 ponds of fresh lavender flowers are required to produce a meager 2.5 pounds of essential lavender oil. That makes this product very dear.

The use of these essential oils is a part of ones life style and they takes care of the health and well being of the entire family. These oils have since become very popular in various parts of the world . Though the aromatic plants used to produce these essential oils were known and put to use since time immemorial the term `aroma therapy' is of recent origin, to be precise from the early 90s only. Let us examine the use of these plants as a scent to alters one's mood, the general atmosphere in one's surroundings and to have a feeling of goodness.

It's a fact that not only the natural scents serve the above purpose but also by the artificial ones. However the minute difference lies in the most natural fragrance of this nature packed oils that when used gives us a wonderful feeling.

The fairy tales behind the aroma therapy like the claim of its power to cure the cancer or the depression are all packed in mystery. No certified or scientific study has been undertaken on these tall claims the plants are supposed to possess. Even natural health experts treat it as a complimentary therapy only. Aromatherapy belongs to branches of conventional medicines or systems that are not subject to any serious study or research leading to any standardization or certification. This branch of herbal science can be used in various applications like in enhancing the beauty of skin and hair, and also on its influence on one's moods and feelings known as aromacology. Thirdly its medicinal properties is said to cure or prevent ailments. However the best use of the therapy is said to be its wholesome benefit for the body, mind and the spirit.

Between the fantasized divinity attributed for this herbal science and the sheer neglect of this concept as a magnified traditional culture, lies the real truth of this revived ancient science that can be effectively used to get the best out of the herbal plants, hitherto neglected by the civilized society.

The author is a regular contributor to Aromatherapy Ideas

<http://www.aromatherapyideas.com>

where

more information about aromatherapy is freely available.

## **The 10 Myths of Successful Selling**

**By John Mitchell**

### **The 10 Myths of Successful Selling by John Mitchell**

Myth #1 You should close early and often

Myth #2 Sell features to get a higher price

Myth #3 There's no methodology to selling – it's pure art

Myth #4 Objections are a sign of customer interest

Myth #5 Open questions are better than closed questions

Myth #6 You can't teach a person to sell

Myth #7 You have to understand the difference between wants and needs

Myth #8 Great products sell themselves

Myth #9 Making a benefit statement is the best way to open a sales call

Myth #10 All customers make up their minds in the first 4 minutes

Want to know more? Read the full Myths each month at our website [www.inclusic.com](http://www.inclusic.com) – just go to articles & news!

John Mitchell is President and CEO of Inclusive, a company providing sales and marketing outsourcing in the UK and USA. He was a top performer in IBM sales for 5 consecutive years; Chief Marketing Officer of a Fortune 500 company; and CEO of a NASDAQ listed consulting company. John has written for the London Economist and has been guest lecturer at NYU, London Business School and Swiss

Banking School.



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