Aromatherapy: Therapeutic Use of Essential Oils for Esthetics

JIMM HARRISON
Aromatherapy: Therapeutic Use of Essential Oils for Esthetics

Jimm Harrison

President, Milady:
Dawn Gerrain

Director of Editorial:
John Fedor

Managing Editor:
Robert Serenka

Acquisitions Editor:
Martine Edwards

Product Manager:
Jessica Burns

Editorial Assistant:
Michael Spring

Director of Content and Media Production:
Wendy A. Troeger

Content Project Manager:
Nina Tucciarelli

Composition:
Pre-Press PMG

Director of Marketing:
Wendy Mapstone

Director of Industry Relations:
Sandra Bruce

Marketing Coordinator:
Nicole Riggi

COPYRIGHT © 2008 Milady.

Printed in United States
1 2 3 4 5 XXX 11 10 09 08 07

For more information contact
Cengage Learning, Inc.
5 Maxwell Drive,
CLIFTON PARK, NY 12065-2919
at http://www.milady.com

ALL RIGHTS RESERVED. No part of
this work covered by the copyright
hereon may be reproduced or used
in any form or by any means—
graphic, electronic, or mechanical,
including photocopying, recording,
taping, Web distribution, or informa-
tion storage and retrieval sys-
tems—without written permission
of the publisher.

For permission to use material
from this text or product, submit
a request online at http://www.
thomsonrights.com
Any additional questions about per-
missions can be submitted by e-mail
to thomsonrights@thomson.com

Library of Congress Cataloging-
in-Publication Data

Harrison, Jimm.
Aromatherapy : therapeutic use
of essential oils for esthetics / Jimm
Harrison.
p. cm.
Includes bibliographical references.
1. Aromatherapy. 2. Essences and
essential oils—Therapeutic use.
I. Title.
RM666.A68H376 2008
615'.3219—dc22
2007037198

NOTICE TO THE READER

Publisher does not warrant or guarantee any of the products described herein or perform any independent
analysis in connection with any of the product information contained herein. Publisher does not assume, and
expressly disclaims, any obligation to obtain and include information other than that provided to it by the
manufacturer.

The reader is expressly warned to consider and adopt all safety precautions that might be indicated by the
activities herein and to avoid all potential hazards. By following the instructions contained herein, the reader
willingly assumes all risks in connection with such instructions.

The publisher makes no representation or warranties of any kind, including but not limited to, the warranties
of fitness for particular purpose or merchantability, nor are any such representations implied with respect to the
material set forth herein, and the publisher takes no responsibility with respect to such material. The publisher
shall not be liable for any special, consequential, or exemplary damages resulting, in whole or part, from the
readers’ use of, or reliance upon, this material.
Contents

xiii  Foreword
xvii Author Biography
xix  Acknowledgments
xxiii Introduction

CHAPTER 1

1  HOLISTIC BEAUTY AND SKIN CARE
2  Beauty as Health
3  Holistic Health
4  Holistic Beauty
4  Holistic Understanding of Essential Oils
6  Establishing an Outcome: The Holistic Goal
8  Defining Beauty
10  Defining Beauty as Health and Vitality
10  Victim Consciousness
10  Expected Outcome
13  Why Clients Seek Beauty Treatment
14  Becoming a Holistic Practitioner
14  The Role of the Holistic Practitioner
17  Aromatherapy for Holistic Beauty and Skin Care
18  Holistic Beauty Program
## CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Chapter Summary</td>
</tr>
<tr>
<td>21</td>
<td>Review Questions</td>
</tr>
<tr>
<td>22</td>
<td>Chapter References</td>
</tr>
</tbody>
</table>

## CHAPTER 2

### 23 ESSENTIAL OILS AND AROMATHERAPY

- 24 Aromatherapy
- 24 Essential Oils
- 24 Comparing Aromatherapy Marketing and Practice
- 26 What Is Essential Oil Therapy?
- 26 Beginnings of Aromatherapy
- 29 Modern Aromatherapy
- 32 The Practice of Aromatherapy in Clinical and Personal Health Care
- 34 Chapter Summary
- 35 Review Questions
- 35 Chapter References

## CHAPTER 3

### 37 THE OLFACTORY SYSTEM AND ESSENTIAL OIL EFFECTS ON EMOTIONS

- 38 Inhaling Essential Oils
- 38 The Olfactory System and the Sense of Smell
- 40 Physiology of the Olfactory System and Limbic System
- 41 Aromacology and the Study of Fragrance's Effects on Emotions and Behavior
- 42 Memory, Emotion, and Behavior
CHAPTER 7

THE ESSENTIAL OILS FOR THERAPEUTIC USE

142 The Essential Oils
142 Thirteen Essential Oils
152 Five Essential Oils for Increased Therapeutic Activity and Spa Application
155 Oils of Special Consideration
CHAPTER 8

BLENDING AND METHODS OF APPLICATION

175

176 Diversity of Essential Oil Application
177 Blending Essential Oils
177 Essential Oil Synergy
179 Dosages
180 Dosages for Basic Essential Oil Blending
182 Calculating for a Basic Essential Oil Blend
185 "Neat" Essential Oils
186 Blending for Massage
186 Adding Essential Oils to a Carrier Oil, Cream, or Lotion Base
187 Blending for Skin Care
189 Trans-Dermal Penetration of Essential Oils
190 Bath
191 Shower
191 Inhalation
192 Medicinal or Medical Applications
193 Fragrance Blending
197 Chapter Summary
197 Review Questions
197 Chapter References
### CHAPTER 9

199 THERAPEUTIC AND TOPICAL USE OF CARRIER OILS

200 Fixed, or Carrier, Oils Used in Aromatherapy Applications

203 Carrier Oils

209 Carrier Oils for Therapeutic Skin Care

214 Chapter Summary

214 Review Questions

215 Chapter References

### CHAPTER 10

217 COMPOSITION OF THERAPEUTIC COSMETIC FORMULAS AND SPA TREATMENTS

218 Quality Skin Care Formulations and Products

219 Aromatherapy and Skin Care Products

222 Differentiating Between Quality and Marketing Hype

224 Synthetic versus Natural

228 Isolates

230 Ingredients and the Skin

231 Precaution for Using Essential Oils in Formulations

232 Ingredients Used in Skin Care and Cosmetic Formulas

233 Common Synthetic Ingredients to Avoid in Aromatherapy
CHAPTER 11

ESSENTIAL OILS' SYNERGISTIC RELATIONSHIP WITH NUTRITION, DIET, AND SUPPLEMENTS

Prevention
Healthy Diet = Healthy Body
Diet, Illness, and Essential Oils
Lifestyle and Essential Oils
Physical Health and Skin Health
Homeostasis
Skin Homeostasis and the Health of the Body
Nutritional Basics for Health and Vitality
Food Allergies
Nutritional Supplementation
High Quality Multiple Vitamins and Minerals
Nutrient Recommendations
Antioxidants
Herbal Supplements
Emotional, Spiritual, and Philosophical Health
# CHAPTER 13

<table>
<thead>
<tr>
<th>323</th>
<th>AROMATHERAPY LICENSING AND REGULATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>324</td>
<td>Aromatherapy and CAM Therapists</td>
</tr>
<tr>
<td>328</td>
<td>Training and Certification</td>
</tr>
<tr>
<td>329</td>
<td>Chapter Summary</td>
</tr>
<tr>
<td>329</td>
<td>Review Questions</td>
</tr>
<tr>
<td>330</td>
<td>Chapter References</td>
</tr>
</tbody>
</table>

| 331  | APPENDIX A                             |
| 335  | APPENDIX B                             |
| 337  | APPENDIX C                             |
| 361  | APPENDIX D                             |
| 363  | GLOSSARY                               |
| 373  | INDEX                                  |
Foreword

KURT SCHNAUBELT, PH.D.

When a nascent modern aromatherapy first made its way from its francophonic origins to the English speaking parts of the world, the field of cosmetics was among the first to embrace the new modality. As it is, the field of cosmetics—or the beauty industry (sic!) as it is often referred to in our commerce driven society—appears as one which is quick to embrace ever new promises of extended youth or miraculous and timeless preservation of physical beauty. It is in line with the current belief system of human domination over nature that these new promises for the most part are advances in one technology or another. Given the dominance of such technology driven innovations the integration of aromatherapy with its plant derived essential oils into many aspects of cosmetology was almost an anomaly. But alas, much of the new development of cosmetic uses of essential oils was driven by the enterprising energy of individual estheticians rather than having been magnanimously launched by corporate purveyors. In cosmetics as well as in many other areas of life in technological society nature is an impediment to the corporate need to mechanize, synthesize and industrialize. Not surprisingly it did not take too long before the budding essential oil trend in cosmetics was supplanted by the next wave of hyped innovation, if I remember correctly liposomes were the next guarantor of eternal beauty.

While the therapeutic use of essential oils and aromatherapy have continuously made inroads into many diverse healing arts, their integration into mainstream skin care has been curiously lagging after the first burst of interest in the mid 1980s dissipated. The extraordinary regenerative powers of
essential oils have practically been ignored by a field, which does nothing but sell regeneration. If this is due to the understandable lack of corporate interest, rescue is now at hand in the form of Jimm Harrison's extremely well researched book: *Aromatherapy: Therapeutic Use of Essential Oils for Esthetics*.

It starts by setting its ambitions distinctly apart from the claims of the makers of exquisitely expensive cream pots, which often boldly insinuate gratification for all instincts, if one only were to acquire the latest breakthrough in regenerative technology. To the contrary Harrison claims that beauty and health are the currency of a larger unifying good, that what we perceive as beauty has its roots in traits we acquired through the course of biological evolution and that real beauty is a display of health and reproductive promise!

*Aromatherapy: Therapeutic Use of Essential Oils for Esthetics* goes on to give the reader a thoroughly holistic understanding of the composition, purpose and overall nature of essential oils. It expands this holistic approach to include and shape the notions of beauty of the reader beyond the often uncanny acceptance of the scars and ridiculously tight skin of the typical botched Las Vegas facelift.

Staying with the holistic theme *Aromatherapy: Therapeutic Use of Essential Oils for Esthetics* also elaborates on the many and varied ways in which our emotions reflect in our outward appearance and introduces the ways in which essential oils can perform the dual goal of supporting the regeneration of tissue as well as an easing of the mind. Harrison writes that early on he was influenced by a piece he read on aromatherapy that likened some of its phenomena to riding the crest of a wave. It appears to this writer that this book could well, after a long period of shallow surf, nurture some big swells of renewed fascination of the skin care and beauty field with the regenerative power of essential oils. Its great appeal lies with the precise language it uses to appeal to all those who feel attracted to holistic processes, but are averse to the often nebulous jargon of a superficial esotericism. Harrison leads us through a very insightful survey of the main protagonists of the field of aromatherapy to exactly where the field is today, taking us on an exhilarating ride from the botany of essential oil plants to the relation of essential oil components to neuropeptides and hormones. He makes it clear that not the "ditzy New Age sitcom blonde" but a modern and fact based approach to a holistic skin therapy holds the biggest promise.
to cultivate outward beauty as an almost casual by-product of
maintaining emotional and physical health through the wise
use of the powers of nature as they are so splendidly given to
us in the form of essential oils.
About the Author

Jimm Harrison is an innovative educator and consultant with over 20 years experience in the beauty industry. His unique approach to beauty is the culmination of years of in-depth research on natural and nutritional beauty principles, apprenticing some of world’s leading educators and researchers in the field of essential oils. He is a licensed cosmetologist, former salon owner and Certified Aromatherapist.

Jimm has been conducting certification programs in essential oil therapy for accredited massage, spa therapy, cosmetology and medical institutions across the country since 1993. In 1995 he founded the Phytotherapy Institute to advance increased education in essential oil and plant therapy. He is best known for his work on Global Healthy Aging, a unique beauty program that blends physiological, biological, psychological and sociological principles.

Jimm has written numerous articles on the subject of essential oil therapy, healthy aging, beauty and cosmetic safety. He is the co-founder of Spirit of Beauty Nutritional Skin Care and OHA Bio-Active Skin Care, products based on the healthy aging of the skin using organic botanicals, nutrients and essential oils. Jimm is the lead contributor and consultant for http://www.essentialoilresearch.com.
Acknowledgments

There’s a lot more to aromatherapy than a study of essential oils. What I have developed as a practice of aromatherapy incorporates the many lessons I’ve learned from the many people I have met, befriended, loved, studied with, and worked with in my life. I wish to thank a lifetime of friends, family, partners, teachers, students, clients, and associates who were influential and supportive and provided the stepping-stones to writing this book.

This book is dedicated to my closest friend and brother, Bill, who has for my entire life given his support, love, and friendship; and also to my mother, Lillian. My children, Bowie and Jessica, and their mother Gail, deserve a special thanks for being willing clinical trial participants during my formative aromatherapy years.

My thanks, love, and a special dedication go to Martha, for helping to provide the environment and assistance that allowed me the opportunity to fully develop the skills and time to write this book. My thanks and appreciation also go to her children, Drea and Ryan.

I also thank my very best friend and aromatherapy mentor, Kurt Schnaubelt. May he forever rock the aromatherapy world with his aromatic, academic, political, and philosophical astuteness.

In the process of writing this book I have made a new friend, Christianne Vink, who read through the early chapters and provided me with valuable input and corrected information.

My personal editor, Sarah Dehart, I thank for finally convincing me that I needed an editor and that she was the right person.

I thank Janet D’Angelo for introducing me to Milady, making the publishing of this book possible.
My thanks to the Milady–Thomson Delmar Learning staff, especially Martine Edwards and Jessica Burns, for their splendid work in creating a successful outcome to this book.

**Reviewers:**

The author and publisher would like to thank the following professionals who have reviewed this text and devoted their time and expertise throughout the development process. We are grateful for your invaluable feedback.

- Helen Bickmore, LMT, CPE, AEA, Albany, NY
- Jeff Bockoven, Iowa Massage Institute, Des Moines, IA
- Felicia Brown, Balance Inc., High Point, NC
- Larkin Busby, Essential oil technician/instructor, Center for Aromatherapy Research and Education, MO
- Julie Green, The Sanctuary, Kiawah Island, SC
- Catherine Novak, Beads N Botanicals, Hoopeston, IL
- Carrie E. Pierce; Pierce Consulting Services (PCS) Int’l Educator/Port Townsend, WA
- David Stewart, Ph.D., Director, Center for Aromatherapy Research and Education, MO
- Wauneta Elaine Strobel C.C.I., The Body…Works, MI
- Barbara Vissers, JC Health Essentials, MI
- Leslie Vornholt, LCSW, CCI
- Michele A. Williams, RPh, Aroma Rx Inc, Los Alamos, CA

**Photography Credits:**

Cover photo of rosemary oil: Shutterstock, Daniel Hughes
Figure 1-1 A – Shutterstock, Eric Isselée
Figure 1-1 B – Shutterstock, Marcus Brown
Figures 1-3 and 1-4 courtesy of Dermnet.com/ Interactive Medical Media LLC, All rights reserved.
Figure 2-1 Shutterstock, Gina Smith
Figure 2-2, The Associated Press (http://apimages.ap.org)
Figure 3-1, Delmar Learning
Figures 4-1, 4-4a, 4-4b, 7-1, 7-3, and Plates 6, 7, 8, 9, 10, 11, 13, 14, 15, 16, 17, 21, 22 & 23– Courtesy of Pacific Institute of Aromatherapy
Figure 4-2 and Plate 24– Courtesy of Christopher McMahon, White Lotus Aromatics
Figure 4-3 – Photo courtesy of Jack Chaitman/Scents of Knowing Inc.
Figures 5-12, 5-21, 5-22, 5-23, 5-24, 8-1, 8-2, 8-3 and Plates 1-3, 28 & 29 – Courtesy of Jimm Harrison
Figures 7-2, 7-4 and Plates 25, 26 & 27 – Courtesy of Down Under Enterprises, Inc.
Plates 4, 5, 18, 19, 20 & 30: Courtesy of S&D Aroma LTD.
Plate 12, photo of Angel Lavender Farms in Sequim, WA by www.bestUSAphotographers.com
Illustrations compiled by Pre-Press PMG.
Aromatherapy is limited by popular perception. It’s a practice that is much more expansive than a sniff of lavender to soothe the nerves, a drop of peppermint to stimulate a weary mind, or a dab of eucalyptus to clear congested lungs. Though these are valued and important properties, they represent only the most basic uses of the essential oils in aromatherapy. Much more can be expected of essential oils. There’s also a wider range of oils from which to choose, offering an array of treatments and exotic fragrances. But even with the common oils of lavender, peppermint, and eucalyptus, extraordinarily diverse healing and therapeutic potential exists.

It doesn’t take much effort to make use of the many properties available from essential oils. It’s really rather simple. Buy some oils and use them. You would think, with more than 400 pages following this introduction, that there must be more to aromatherapy. It’s true that this book contains a vast amount of information relating to the use of essential oils. Still, without any more knowledge than you have right now, you are capable of unleashing the therapy within aromatherapy.

Although you may be capable of using essential oils now, your potential will grow with the knowledge offered in the following chapters. Within this book are definitions, guidelines, and studies that will increase your abilities and the wisdom that allows you to develop an intelligent and well directed use of essential oils.

Aromatherapy is as simple a practice as it is complex. The beauty of essential oil therapy is in its simplicity. A drop, a sniff, or a rub of essential oils is all it takes to let loose their curative abilities. Their power unfolds from the complexities nature has provided, made evident in the study that follows.
An understanding of their molecular structures and intricate biological interactions enables specific application similar to pharmaceuticals.

Aromatherapy is both art and science. The science explains, as much as is possible at this time, the why and how of the therapeutic results of essential oils, such as their antiseptic, anti-inflammatory and wound healing properties. The art is the creative freedom to test the science and to take aromatherapy beyond the limits of academic understanding. Both the creative aspect and the intellectual understanding are developed over time. This time frame appears infinite, because there is always something new to be learned about essential oils and aromatherapy.

The therapeutic use of essential oils is a creative, versatile, and powerfully effective esthetic treatment. The intent of this book is to create an aromatherapy text and reference book that will supply the esthetician, cosmetology student, and clinical therapist with the tools and knowledge necessary to completely understand the complexities of essential oil therapy and confidently use its healing potential.

Although this book is directed toward the beauty, esthetic, and spa professional, it may also be used by anyone interested in essential oils. Aromatherapy is far too encompassing to limit its knowledge to the skin only. Besides, limiting essential oil study to its effects on the skin isn’t the most sensible or comprehensive means of caring for the skin. Beauty comes from health. To achieve beauty and healthy skin, the entire health of the body—holistic health—must be considered. Using a holistic model of health is necessary when treating conditions of the skin. Aromatherapy is a holistic practice, as explained in Chapter 1 of this book. The ability to work with essential oils holistically is the most effective approach in providing maintenance or treatment for the skin. Therefore, this text contains information that addresses many functions of the body.

Within this book, you will find information regarding the use of essential oils that may appear to be medical in context. This in-depth material does not mean that you should use essential oils outside of your professional or licensed capabilities. The information is presented to promote deeper understanding and more effective use of the oils within your own practice. It is provided to assist you to be a better holistic practitioner. The practitioner or student interested in essen-
tial oil therapy may become as versed in the practice as he or she desires. This book is designed to enable the casual user to gain and use the information necessary to apply essential oils safely and effectively and to gather the knowledge to respond to the educated consumer. The book allows the reader to reference information as desired for limited or extensive essential oil use. Aromatherapy enthusiasts and clinical therapists will benefit from the book’s in-depth and up-to-date coverage of scientific research, chemistry, and biology. This book incorporates areas of knowledge included in the standard aromatherapy certification courses offered across the United States and internationally.

Aromatherapy as a holistic practice is understood, and more fully developed, when psychology, philosophy, alternative health, diet, nutrition, and lifestyle are incorporated. Different aspects of life, and their possible influence on health and beauty, are studied in relation to the therapeutic properties of the essential oils. This information is then translated into a method of consultation and treatment, expanding beyond symptom-related treatment, and provides the student with a truly holistic process, or whole body focus, for applying essential oils.

This aromatherapy text and reference book includes detailed information about 33 essential oils, highlighted for their value in skin care and spa therapy. This information will assist the practitioner and student in creating a complete collection of versatile essential oils for immediate use in building an aromatherapy practice. Of course, complete and easy-to-follow application instructions and formulas are included.

Some areas of study included in this text may appear advanced and difficult for the beginning aromatherapy student. These areas are best approached using your particular level of education or comfort. The challenging subjects, primarily the chemistry, are a necessary aspect of essential oil use. This book includes a foundation of basic organic chemistry, molecular structures, and atoms. The information is included to help you comprehend essential oil structure and activity. To provide a thorough holistic model, the text discusses or briefly reviews many scientific subjects to augment your overall knowledge of health, healing, biology, and nature. These subjects are not for everyone. Skip those that may not interest you or that confuse you and come back to them at a later time.
The importance of understanding the chemical structure of essential oils is presented and explained using the Structure-Effect Diagram. This format enables those with little to no chemistry background to understand essential oil activity and safety by outlining the chemical properties that produce the aromatherapy result. This approach empowers the practitioner in essential oil selection and consultation, breaking away from the limits of essential oil knowledge based on a "this oil for that condition" approach to aromatherapy. Relevant human and plant biology and physiology are included to add dimension to your understanding of essential oil effectiveness and use.

The complex nature of essential oils is evident when comparing the sometimes confusing and contradictory information found within the array of aromatherapy sources. Why is lemon oil considered calming in one text and energizing in another? Are essential oils as safe or as dangerous as conflicting sources state? A main goal in writing this text is to explain these contradictions through a comprehensive overview of the many variables involved in essential oil activity. The reader benefits from a clearer understanding of why results from essential oil studies would conflict. These conflicts are periodically addressed to give the aromatherapy student and practitioner a more complete awareness and knowledge base from which to work and an ability to address issues arising from conflicting information.

Uncertainty is an underlying characteristic of nature and the human mind. Accepting unknowns as part of life has a benefit. Once accepted, the discomfort that surrounds uncertainty may be alleviated. The student may develop a beneficial openmindedness toward the study of essential oils by allowing this acceptance.

Though the following information is presented or perceived as fact, the element of uncertainty remains. This uncertainty could be the very aspect of aromatherapy that keeps one from becoming jaded. Essential oils continue to surprise and astonish. Even when their healing results are expected, there is often surprise that they actually worked. Every application of essential oils is novel. Each experience is unique, because each person who uses them is unique.

Aromatherapy is a simple practice. Pick an oil and smell it, dab it, or rub it in. Contrarily, the complexity of aromatherapy is apparent in the ongoing challenge of grasping the many
variables that influence the outcome of essential oil application. The challenge is an attempt to understand confusion, create agreement in contradiction, order chaos, and clarify uncertainty. This is an impossible task, but an interesting and fulfilling journey.
One objective characteristic of beauty is that to a considerable extent, beauty is the expression of health. A well and harmoniously developed body, tense muscles, an elastic and finely toned skin, bright eyes, grace and animation of carriage—all these things which are essential to beauty are the conditions of health.

—Havelock Ellis

LEARNING OBJECTIVES

1. Develop a clear definition of holistic beauty and health, using measurable criteria.
2. Discuss the benefits of clearly defined holistic beauty goals.
3. Identify and describe the uses of essential oils, and other botanicals, as tools to achieve a holistic therapeutic result.
4. Define the role of a holistic practitioner that benefits both the practitioner and the client.
What is beauty? Like most people, you probably know it when you see it, but may be challenged when asked to describe or define it. To understand beauty, to be beautiful, or to define beauty, it is helpful to understand its relationship to health. Beauty has its basis in evolutionary biology and is a barometer of reproductive health and a sign of strong genes and immunity. The peacock with the brightest feathers, the baboon with the brightest and most colorful posterior, and the strongest male of the pack are the ones who attract and get the mate. Extravagant spectacles of color and aggressive strength display health and reproductive promise. These traits show that the potential mate is not infested with parasites and has the vitality of healthy genetic material. Beauty’s function, from a biological perspective, is to stimulate reproduction and enhance the endurance of living beings.

Aversion to Ill Health

The opposite of attraction is aversion. What is a typical response to “ugliness” or disease? Aversion appears to be a preprogrammed response to ill health. The once shiny and thick coat of a dog that has become parasite ridden or diseased is no longer beautiful but repulsive (Figure 1-1). Everything in nature...
displays beauty when it is healthy. A lush, growing field is beautiful. When the land is abused, polluted, or clear-cut, it becomes ugly. Nature, when healthy, is beautiful. When disease is present, humans, other animals, and nature become unattractive.

**Healthy Skin Is Beautiful Skin**

If one accepts that health and beauty are intertwined, then it’s logical to assume that any personal beauty ambition, whether it’s glowing youthful skin, clear sensuous eyes, or firm, cellulite-free thighs and buttocks, will rely on a healthful, well balanced, and nutritionally nourished body and mind. Logic suggests that skin impurities and damage are signals that disease, toxicity, or systemic imbalance is present within the body. The skin condition is a symptom of disease or ill-health. Health must be regained to eliminate and correct a skin condition, to gain youthful vibrant skin, and to achieve overall beauty.

**HOLISTIC HEALTH**

Healthful beauty is more than just treating the symptom or skin condition. Much more than symptomatic relief is required to fully achieve health. Achieving holistic health means taking care of the whole person, rather than merely treating the symptom. Holistic health is based on holism, the understanding that the parts make up a unified whole. The parts are no longer viewed as individual units but are analyzed in relationship with the whole organism. In holistic health all parts of the person, cells, organs, body systems, and emotions affect each other as well as the whole person. No part or system can be diseased or damaged without it affecting, or causing disease or damage to, the remaining whole.

For example, stress and tension can cause proteins to be released from cells. These proteins, elements of the immune system, cause allergic reaction that results in symptoms of atopic dermatitis (Figure 1-2). A connection also exists between dermatitis and a deficiency of essential dietary fats. This fat deficiency is also thought to produce anxiety. With a holistic model of health, symptoms are not treated in isolation; a symptom in one part of the body, such as the skin, is addressed by treating multiple systems or related causes. The body is quite complex, so holistic analysis rarely is a simple task.
CHAPTER 1

HOLISTIC BEAUTY

Holistic beauty consists of inner and outer beauty and requires beauty maintenance throughout the aging process. Inner beauty not only relates to the internal body systems but also includes personality and mental health. Outer beauty concerns most of us and is inspired by our daily visits with a mirror. Beauty maintenance is largely affected by healthy regeneration of cells and resistance to environmental stress and free radical damage.

HOLISTIC UNDERSTANDING OF ESSENTIAL OILS

Essential oils have holistic, multi-therapeutic functions: They work by correcting or regulating many imbalances simultaneously. A holistic health and beauty program that includes the therapeutic use of essential oils addresses skin problems as well as the imbalance that may be causing the condition. Let’s use eczema as a simplified model of the holistic benefits of essential oils (Figure 1-3).

The first step is to identify the symptoms and possible causes of the condition. These symptoms and causes may include:

- inflammation
- dry and dehydrated skin or lipid barrier deficiency
- allergies or immune response
- sensitivity

Figure 1-3 Atopic dermatitis or eczema is a difficult skin condition to treat as it has many possible causes.

Figure 1-2 The cause of a skin condition can be difficult to trace as this diagram demonstrates there is a cause and effect loop that is common in many skin conditions. Stress may be the cause of hormonal imbalance that then results in irritated skin which causes stress causing inflammation causing hormonal imbalance and on and on.
A holistic perspective unwraps each symptom and its cause. Inflammation may be caused by diet or environmental factors; the skin’s lipid barrier can be compromised by stress or harsh detergents; skin sensitivities include several possible causes and may be increased by hormonal imbalance.

At times, this task may seem overwhelming and well beyond your expertise or clinical focus. Fortunately, the properties of essential oils may address several conditions at once and make it possible to treat holistically without full knowledge of the condition or its cause. This potential does not mean you are working blindly. It simply means that essential oils contain holistic capabilities that may exceed understanding. This possibility exists with almost anything that interacts with the body, such as topical skin applications, environmental toxins, or pharmaceuticals. The effects of any interaction with the body are holistic. The activity of any substance on cells, bodily functions, or body systems has a counter-effect, or holistic reaction, throughout the body. The results may be positive, negative, or neutral to the body. In all cases, they are reactions that you may not always anticipate. Studying and incorporating the information contained in this book will ensure a positive holistic healing benefit each time you use essential oils, even though some results may not be anticipated.

**Introduction to Holistic Essential Oil Formulas**

This example introduces you to the holistic value of essential oils (EOs). It also introduces some of the concepts of aromatherapy you will learn in this text, such as the common names (in bold) and the botanical names (italicized) of essential oils, principles of choosing oils for their known healing properties, and characteristics of the carrier oils used to dilute essential oils. For eczema, the following essential oils are selected as a holistic aromatherapy remedy designed to address both the symptoms and known and unknown causes:

- **everlasting** (*Helichrysum italicum*) is chosen for its anti-inflammatory and cell regenerative properties.
- **German chamomile** (*Matricaria recutita*) is chosen for its anti-allergic properties.
- **lavender** (*Lavandula angustifolia*) is chosen for stress reduction and skin soothing properties.
neroli (Citrus aurantium) is chosen for stress reduction and sensitivity.

Aromatherapy treatments generally include a carrier oil (a vegetable, nut, or fruit oil) in which the essential oils are diluted. Carrier oils are also selected for their therapeutic and healing properties (see Chapter 9). Carrier oils are especially beneficial in supporting the lipid barrier function of the skin. In treating eczema, the following carrier oils may be recommended:

- evening primrose oil (Oenothera biennis)
- olive oil (Olea europea)
- Rose hip seed oil (Rosa rubiginosa)

The essential oil blend in the carrier oil base shapes a holistic treatment that addresses the symptomatic and suspected causes related to eczema. Each essential oil contains more properties and therapeutic activity than those listed. As you expand your study of essential oils, you will learn the healing properties of individual essential oils and build upon the science and understanding of their holistic healing properties.

This simple example does not consider the effects of diet, emotional health, and lifestyle. These factors also influence the condition of the skin. Though these issues may be beyond the scope of your esthetic practice, they still may have an effect on the outcome of your work. This point is important! A client who is smoking and eating fast foods, or one who had recently appeared in court over a difficult divorce two days after a parent died, may not be successfully treated even with your best formulations and holistic intentions. As we delve deeper into the study of aromatherapy, you will see how these other factors are integrated into the holistic use of essential oils.

**ESTABLISHING AN OUTCOME: THE HOLISTIC GOAL**

For a treatment to be successful, a well-defined therapeutic goal—the desired outcome of treatment—must be established. The goal can be simple to define, such as wanting to reduce wrinkles or moisturize dry skin, and is commonly expressed
in a proper skin consultation. A successful skin care treatment becomes more difficult for a practitioner in the beauty and wellness industry when the client’s request is vague. A request to be “more beautiful” is certainly vague and would require some investigation to determine the client’s true meaning. An accurately defined goal is necessary to establish a treatment protocol.

The importance of a well-defined goal becomes more evident in holistic beauty. A goal that is superficial and vague, such as “to correct dry skin,” must be defined from a holistic perspective. Our proposal that beauty is health means that the goal, or outcome of hydrated skin, would require a holistic analysis to determine what health issue is causing the skin to be dry. The resulting goal would reflect the determined cause. Suppose the health issue is a compromised lipid barrier function that results in dehydrated skin. The goal can now be clearly defined to include regeneration of the lipid barrier function, a more holistic and complete goal than moisturizing dry skin. Holistically, this goal could be extended to include reducing nervous tension, which may be causing the compromise in lipid barrier function. A goal focusing on total holistic health will be the most beneficial in generating beauty corrections that include reducing wrinkles and rehydrating dry skin.

**Creating a Holistic Beauty Goal**

A holistic beauty program benefits from the incorporation of a beauty goal. This goal calls for the practitioner and client to acknowledge, and share in, an understanding and definition of beauty. Beauty, as ambiguous or individual as it may be, is the underlying goal of any skin care treatment. We have described beauty as a reflection of health that is used in nature to attract a mate. This description is not common to those who aspire to be more beautiful. The basic premise is correct in that a desire for beauty is a desire to be attractive. This desire is represented in a request for a youthful complexion, firmer skin tone, or fewer wrinkles, all of which are signs of health and vitality. The relationship between health and beauty must be acknowledged when developing a beauty goal. To meet the goal of youthful and vital wrinkle free skin the overall health of the individual, a holistic model, is considered within the treatment.
Defining a Beauty Goal

Defining the goal helps you gather information that will enlighten you when determining what the client really is looking for as an end result of treatment. You need to know what beauty looks like to the client, especially how they describe their own appearance and its relationship to their ideal of beauty. This knowledge will guide you to a more precise identification of the skin conditions that will be the focus of treatment. A well developed goal and definition of beauty also help to clearly identify a realistic outcome. Your client may have a unique definition of beauty, tied into anticipated results that may be impossible to achieve. What constitutes a realistic outcome depends on the client’s desires, what she or he expects from you regarding attractive results, and what you can accomplish using your experience and trust in the chosen treatment methods.

DEFINING BEAUTY

Defining beauty is an elusive endeavor. It may be defined by individual experience or cultural influence. Definitions of beauty are often expressed through the words of poets, prophets, and philosophers, whose descriptions often include beauty’s effect on us emotionally, physically, and spiritually. Recent studies and research offer scientific definitions by explaining beauty in terms of symmetry and function.

The response to beauty is both biologically driven and triggered by cultural and social programming. In creating a definition and goal for beauty, you may find it helpful to understand the biological aspect of beauty along with the learned patterns associated with it.

The Reproductive Nature of Beauty

The response to beauty is deep seated and has its roots in biologic evolution. The sense, or awareness, of beauty is a mysterious program embedded well below logic and intellect. It plays an obvious role in reproduction, where beauty and the attractiveness of fitness are barometers of reproductive
health. Beauty, as in the vibrant coloring of the male peacock’s feathers, shows that the potential mate has a strong immune system and healthy genetic material. The beauty of a healthy display of feathers says to the potential mate that this peacock will produce the strongest offspring. Beauty’s function, from a biological perspective, is to stimulate reproduction and enhance the endurance of future generations. But for modern humans, beauty seems to signify much more than reproductive fitness.

**A Pre-Programmed Beauty Ideal**

Humans judge and analyze faces and find common dislikes in features such as a nose that appears crooked, lips that are too thin, and ears that are too large or too small. Too large, too small, and too thin compared to what? Where do we come up with the model or ideal whereby we judge beauty? Dr. Nancy Etcoff, in her book *Survival of the Prettiest*, examines this question along with scientific evidence linking biological standards to a beautiful face.\(^8\)

A biological standard of beauty is supported by Dr. Stephen Marquardt, a former plastic surgeon, who says that beauty is a mechanism to ensure that humans recognize and are attracted to other humans. He says, “The most beautiful faces are the ones that are the most easily recognizable as human. Beauty is really just humanness.” Dr. Marquardt used a formula to create a beauty mask based on the Golden Ratio, the mathematical number Phi(1.6183399…). The mask fit fairly well when placed over the faces of several famous beauties. He says, “The mask radiates, it advertises and screams: ‘human, human, human’.”\(^9\) We discern whether a face is obviously human by unconsciously comparing it to an ideal face that lurks in the unreachable recesses of the psyche.

An accumulation of evidence points to a biological ideal of beauty. Still, one is challenged to find two people who agree on the beauty of a certain face. This difference in opinions about beauty may be influenced by learned and cultural beauty criteria. Humans may override a biological pre-programmed ideal of beauty in favor of an individual or cultural preference. This tendency adds to the complexity of defining beauty and makes it necessary to create beauty goals that incorporate your client’s individual preferences.
DEFINING BEAUTY AS HEALTH AND VITALITY

Extreme beauty is not the norm, and very few faces fit perfectly into Dr. Marquardt’s beauty mask. In reaching a personal definition of beauty, using biological parameters as a guide, rather than the “ideal” beauty presented by fashion magazines and Hollywood films, may be more reasonable. Ultra-thin, anorexic models who starve themselves into a Twiggy-like body shape are rarely healthy and, therefore, are not as biologically attractive. A healthy body and a vital appearance override beauty ideals created by the media.

VICTIM CONSCIOUSNESS

Social, emotional, and scientific explanations of beauty abound. The final individual definitions, goals, and concerns for beauty are left to the individual. Avoid the belief that we are victims of bad genes that give us big noses, hopeless thighs, or whatever else the mirror (or the mind) has portrayed all these years. Social conditions, fashion, the media, and cosmetic advertising heavily influence our perceptions of beauty and contribute to a victim consciousness. Simply, or not so simply, accept what can and cannot be changed. Assist your client (or yourself) in becoming armed with a realistic goal, a definition, and a beauty program that coincides with the amount of time, money and the motivation one is willing to invest. Defining a clear beauty goal, and understanding the effort involved in achieving the goal, are the first steps in creating a successful holistic beauty program.

EXPECTED OUTCOME

Many times, especially in the use of essential oils and other natural therapies, the expected outcome may not be immediately accomplished, even though healing has occurred. A common experience when treating acneic skin using a
detoxifying herbal is that the treatment initially causes more flare-ups. Detoxifying impurities from the skin is a healing treatment that may cause more eruptions during the initial cleansing of impurities from within the tissue, a process that helps to prevent acne from reoccurring. If the request for treatment was to “make my acne go away,” this initial stage could result in misunderstanding between client and clinician. The treatment does not make the acneic condition go away immediately and initially makes it worse. The therapist knows that to clear the skin, impurities must be extracted. Partial extraction is accomplished within the treatment. Removing debris that is trapped deeper in the follicle or tissue requires a process that happens gradually and naturally, with the support of detoxifying herbs, oils, or other skin preparations. This example demonstrates the importance of clearly defining a goal and outcome. If the goal is to “make my acne go away,” and the result is immediate flare-ups, the client will interpret the treatment as a failure. If the goal states that to clear the skin, a healing or detoxifying phase is required, then no misunderstanding can arise between client and clinician. Acne is caused by clogged pores, inflammation, and bacterial infection. The goal for the clinician, after mechanical extraction, is to detoxify the skin and treat the origin of the problem in hopes of not only eliminating the acneic condition but also preventing reoccurrence and alleviating the cause of the condition. If this is the defined goal and final outcome, the client will consider treatment successful, despite initial flare-ups following the treatment.

**Using Skill and Experience to Define the Outcome**

Your skills and expertise will help guide you to create realistic and well defined goals. These goals will help you achieve mutually satisfying treatment results with your clients. You will learn through further study of aromatherapy how to create realistic beauty goals, using the predictable healing properties and the application techniques of essential oils.
AUTHOR’S NOTE

BEAUTY AS A GOAL

In practice, I chose to focus on hair. I was a highly regarded hair therapist, commonly known as a hairdresser. (Because I come from Boston, I would be further defined as a “hai’ehdressah.”) I had the passion and knowledge for skin care, but not the desire to practice full time as an esthetician. I also had a zeal for study in holistic health, physiology, alternative healing, herbology, and nutrition. This knowledge extended into a personal and professional philosophy that pieced together aspects of quantum physics, Taoism, other Eastern and Earth philosophies, and tidbits of New Age spiritual self-help. I rounded off this philosophy with the practices of meditation, yoga, and good old Americanized fitness training. My truest obsession and pursuit became essential oils.

For me, being a hair therapist was not only the skill of artfully framing the face or of producing statements of individuality and fashion. Hair was part of a total holistic beauty protocol. Because of my extended interests and holistic outlook, the discussions I had with my clients eventually contained very little talk about hairstyles. If this were a business book, I would have to augment it with a section on how to sell services without actually talking about them. The scope of my client conversations, which were my consultations, was wide ranging. I wanted to know as much as I could about them. Mostly, I wanted to know who they were, not who they thought they were. It was also important to know what they were made of, physically, from the food they ate, and emotionally, the feelings that result from lifestyles, beliefs, and philosophies. The stories that portray similarities between hairdressers and psychiatrists contain more than a grain of truth. It’s amazing what people will discuss with you when they feel comfortable in the casual setting of a spa or salon. This openness often involved a great display of trust from the client, which I accepted with respect and appreciation.

Using my experience and training, I often offered recommendations for skin treatments. This advice would include diet, supplements, and lifestyle suggestions. These recommendations were based on health or emotional issues that
were unveiled during our discussions. Essential oils were my primary remedy for almost everything. And right there, following a side-angled, wispy-banged bob, I would concoct a blend of essential oils and offer it to my client. My aromatherapy treatments almost always focused on health issues. The goal was to alleviate aggravation and stress-related sleepless nights or develop a formula that relieved digestive spasm. Such goals are not typical, coming from the same guy that just added some gel to give the crown a bit more lift.

On the client’s next visit, I would inquire how the treatment worked. All too often, the response would be, “not well.” When I asked how often my blend was used, the typical response was, “I kept forgetting to use it.” I don’t find it at all unusual that essential oils can be particularly ineffective when they’re not being used.

I think I’ve developed enough flavor to get to the point of this story: the beauty goal. I was a seasoned beauty therapist and had long studied holistic healing. Though both were in my repertoire, and it appeared that I was practicing both simultaneously, I was not presenting the two together and maintained a separation between beauty and health. Following my reading of Nancy Etcoff’s *Survival of the Prettiest*, I had my great “Aha!” moment: Beauty and health are synonymous. From then on, when I blended my oils for a health condition I believed my client would gain both beauty and health from, I introduced it with a redefined goal. I offered the essential oil blends to my clients with a new goal by saying, “This will make you more beautiful.” Amazingly, the formula would be used almost every time, and with positive results in both their beauty and their health.

### WHY CLIENTS SEEK BEAUTY TREATMENT

Noting why a client seeks beauty treatment is important. This information guides the clinician in selecting products and techniques. Relevant information derived from a holistic client consultation, explored in Chapter 12, is used to address the social, lifestyle situations or emotional motivation that may affect skin conditions and thus must be attended to as a part of the treatment.
The Role of Emotions

Emotional motivation may be a key factor in selecting an appropriate and effective treatment. Beauty has a historic connection to self-esteem. A client’s self-image and self-esteem have a direct effect on their emotions, which, in turn, affect the condition of the skin and the overall beauty of the person. Your practice and licensing likely does not include psychiatric or psychological evaluation and treatment. That means that emotional motivation, self-esteem, and self-image, considered to be in the realm of psychology, are not within your treatment protocol. But the skin is! To successfully treat the skin, psychological issues cannot, and must not, be avoided. Those who are licensed for psychological evaluation have a powerful tool at their disposal in analyzing and treating emotionally charged skin ailments. For those without proper credentials, nothing specific can be recommended for diagnosing the emotional aspect of skin care and beauty. In a holistic treatment, emotional issues relating to the skin are addressed according to your expertise as part of a complete beauty program. Through your aromatherapy studies, you will achieve the ability to select essential oils that address emotional issues. See Figure 1-4 to see the effect that stress has on the skin.

BECOMING A HOLISTIC PRACTITIONER

This entire text is based on the methods incorporated in holistic health and beauty. As you proceed through this book, you’ll develop your own role as a holistic practitioner. Your holistic function and acceptance in the workplace depends on your field of practice, employers, coworkers, government regulations, and clientele. Your confidence level is also a key factor in how you will proceed as a holistic beauty practitioner. Table 1-1 defines the holistic practitioner and client.

THE ROLE OF THE HOLISTIC PRACTITIONER

Treating holistically requires understanding, training, and study of the treatment methods and philosophy underlying whole-body therapy and skin care. As a holistic practitioner, your role is to develop holistic skills. These skills
Table 1-1  Defining The Holistic Practitioner and Client

**The Holistic Practitioner**

- Keeps the responsibility of health and healing with the client.
- Is fully informed in the many areas that affect health and beauty, including diet and nutrition, emotional issues, exercise, lifestyle, medical concerns, environment, and allergies.
- Treats the whole person, not just the symptoms.
- Educates, informs, and makes relevant suggestions for beauty and health.
- Uses the least invasive and most effective techniques and tools available and continues to seek these out for clinical use.
- Is compassionate and supportive.
- Keeps appropriate professional and personal boundaries within the client relationship.
- Is professional and ethical at all times.
- Follows all of the guidelines of their profession including government licensing and regulations.

**The Holistic Client**

- Maintains full responsibility for their health and beauty.
- Attempts to understand the many aspects of holistic health through reading and personal research.
- Asks questions regarding any treatments or product recommendations given by a practitioner.
- Is aware of all the issues that affect health and beauty, especially those that are affecting their own health and beauty, as diagnosed by an appropriately qualified practitioner.
- Is active and involved in any treatments.
- Understands that health, healing, and beauty are processes, and that no "quick fixes" or "magic bullets" exist.
- Understands what to expect from the professional they have chosen.

complement your clinical qualifications gained through your training, licensing, abilities, and confidence. The training you receive in this text will cover skills that relate to essential oil use. Be careful not to recommend any treatments or make any
suggestions that may violate government licensing or regulatory requirements (see Chapter 13). Through training and use of holistic aromatherapy, you will be capable of fulfilling the role of a holistic practitioner.

**Self Responsibility**

In holistic healing, the practitioner takes on the role of a team player. A vital characteristic of this role is handing responsibility for the treatment over to the client. Often, especially in the traditional medical setting, the client gives full responsibility for healing to the practitioner. The expectation is to receive a “cure” in the form of a pill, topical ointment, surgery, or service that will clear the condition without any effort on the part of the client.

As a team player, the holistic practitioner gives professional advice and treatment. Unlike the all too common professional/client relationship, in which professionals are the experts, and their opinion should go unquestioned, this role allows clients to add their requirements, needs, and knowledge to the treatment protocol. This role is self-empowering for the client. Healing potential is increased when the client is no longer an ostensibly helpless victim of his or her own condition. The practitioner is still responsible for expert opinion, proper diagnosis, treatment services, and product or take-home treatment recommendations. The client is responsible for self-treatment, as recommended by the practitioner. The client is also responsible for eating a healthful diet, proper nutritional supplementation, good lifestyle habits, regular exercise, and emotional stability. These aspects are all elements of self-responsibility and self-care. Table 1-2 outlines the roles of the holistic practitioner and client.

**Support As Therapy**

Support and encouragement are elements provided by the holistic practitioner. Providing them does not require any special licensing or training, and there are no government regulations to worry about. This is a skill that occurs naturally and is effective in gaining positive healing results. Support and encouragement work within any holistic practice, along with clear intention, thoughtfulness, and a positive attitude, as functional healing tools. Investigate some of the books available regarding the science of healing touch, distance healing,
and quantum healing to better understand the effects of consciousness (thought)- and energy-focused healing therapies. Intention acts as a guide and becomes the attitude by which you work. If your intentions are supportive of the client, and supportive of the established beauty goal, you are adding an element that contributes more than can be perceived. A negative attitude or unsupportive practitioner/client relationship can have an equally negative effect on the beauty result. For a positive outcome, the client must be self-supportive by having a positive perception of the chosen treatment and be in confident agreement with it. This requirement includes a favorable perception of you, the practitioner.

### AROMATHERAPY FOR HOLISTIC BEAUTY AND SKIN CARE

Essential oils are holistic by nature. One essential oil may provide properties that address many biological functions and physical health issues. When essential oils are combined in aromatherapy blends, their holistic effects become wide-ranging. This expansion was demonstrated in the sample formula for eczema, in which a combination of essential oils is used holistically to treat many causes of this disorder. Used topically, whole plant substances, such as essential oils, influence other

<table>
<thead>
<tr>
<th>Table 1-2</th>
<th>Roles of the Holistic Practitioner and Client</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Holistic Practitioner is responsible for:</strong></td>
<td></td>
</tr>
<tr>
<td>- expert opinion</td>
<td></td>
</tr>
<tr>
<td>- proper diagnosis (dependent upon qualifications and licensing)</td>
<td></td>
</tr>
<tr>
<td>- treatment services (dependent upon qualifications and licensing)</td>
<td></td>
</tr>
<tr>
<td>- product and home-treatment recommendations</td>
<td></td>
</tr>
<tr>
<td><strong>The Holistic Client is responsible for:</strong></td>
<td></td>
</tr>
<tr>
<td>- responsibility of self-care</td>
<td></td>
</tr>
<tr>
<td>- healthy diet and nutrition</td>
<td></td>
</tr>
<tr>
<td>- healthy lifestyle</td>
<td></td>
</tr>
<tr>
<td>- regular exercise</td>
<td></td>
</tr>
<tr>
<td>- emotional health</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 1

body systems as well as the skin. Topical application of the essential oil of Cape chamomile (*Eriocephalus punctulatus*) soothes and reduces an inflamed skin condition. It will also reduce irritation and activation of nerve pathways and alleviate emotional stresses that may be the direct cause of the inflamed skin condition.

HOLISTIC BEAUTY PROGRAM

By now, you understand that a holistic beauty treatment is one that incorporates total body health, emotional balance, mental health, and a healthy lifestyle. This regimen includes self-treatment and personal responsibility for well-being and control over the health and healing process. A fully developed holistic beauty program is one that understands the importance of healthy aging or healthy regeneration of cells in the body. This is not an anti-aging concept. Healthy aging begins at birth. From this time on, cells are in a constant

For Your Information

**Mechanical Manipulation and Isolated Chemical Treatments**

It is important to understand how isolated chemical treatments, such as alpha hydroxy acids (AHAs) used in chemical peels and Botox, and mechanical manipulations including laser, plastic surgery, and microdermabrasion, fit into the context of this text and holistic beauty therapy. Mechanical and chemical treatments are quick-fix therapies that encourage a “magic bullet” or “cure” mentality for both the client and the practitioner. Though these kinds of treatments have their successes, effectiveness, and appropriate places in beauty care, they are not tools of holistic therapy as defined here. Mechanical and chemical treatments are one-dimensional and symptom-focused tools, unlike the multidimensional, causal-focus therapies required by holistic health and beauty care. Such treatments are aggressive and may damage tissue, causing inflammation and free radical damage to the cells. Such invasive treatments contradict the principle of using the least invasive treatments in holistic therapy.

These types of treatments do not encourage client responsibility or self-care and tend to make the client dependent upon the practitioner, rather than sharing in the treatment.
AUTHOR’S NOTE

HOLISTIC EVALUATION IS NOT ALWAYS EASY

In 2005, I gave a presentation on the holistic treatment of difficult skin disorders. The talk addressed such conditions as psoriasis, atopic dermatitis, and acne, conditions that are often difficult when trying to pinpoint the direct cause. In this talk I introduced full spectrum methods using essential oils and botanicals that would best address these kinds of skin conditions and included holistic formulations containing a very wide spectrum of activity. The idea was to develop formulations that would address hidden, unknown causes of difficult skin conditions.

A woman came up to me following my talk to ask if I had any recommendations for a skin rash that had been present on her leg for the past year. She is a naturopathic doctor, so she was very knowledgeable about holism and the use of alternative therapies. I recommended a product and asked if she would call me to let me know how successful this recommendation was. She later emailed me to let me know that the product had alleviated the symptoms temporarily, but not permanently. I interviewed her and also asked her to send me detailed information regarding all the results from any tests she had had and any other treatments she had tried. I then sent her an aromatherapy blend designed according to the information she provided. Again, the results were minor and temporary.

My response (and hers) to this frustrating situation is that we were not aware of the true cause of her skin rash. It seemed parasitic, but tests did not detect any microorganisms in the infected area. I could have continued to try essential oil formulations one after another, which may have eventually addressed the origin of the rash.

When working in this manner, one need not allow ego to enter. I didn’t have to feel that I had failed or that essential oils aren’t the effective treatment I believe them to be. A precise holistic diagnosis, as with any medical diagnosis, is sometimes very difficult to find. The true cause can remain hidden, as was the case here, and the condition marches onward no matter what you do.

Almost six months later, the naturopathic doctor emailed me again. She wanted me to know that she recently visited her dentist who told her she had a low-level gum infection that may have been present, but undetected, for over a year. Following treatment for this infection, her rash disappeared. The rash had obviously been a remote effect of the gum infection.

I tell this story for two reasons. The first is to help you to fully understand the holistic balance that occurs in the body. The skin can be affected by the most unsuspected and seemingly unrelated causes. The second reason is that the cause of a skin condition can remain hidden and continue no matter how intensive the holistic consultation may be or how effective you believe your holistic full-spectrum treatment to be. I accept this reality and continue to do the best I can when presented with these challenges.
process of regeneration. The goal is to protect cells from damage and supply them with the vitamins and nutrients necessary for healthy regeneration. Damage to cells at an early age begins a process that may develop into disease at later stages of development. Sun damage in your teens may manifest into wrinkles, loss of elasticity, or melanoma at age 40. The concept underlying holistic, healthy aging is to protect and maintain cell health, which results in beauty. By removing obstacles to healthy cell regeneration, such as free radical damage and inflammation, and by providing the cells with essential nutrients through whole foods and supplements, one enables the body to repair itself and continue to form and reform healthy cells. In a holistic framework, healthy cells are the beginnings of a healthy body, a healthy mind, and healthy skin that result in overall beauty.

The holistic beauty and healthy aging program within this text includes essential oils in conjunction with other methods of holistic therapy. Essential oils work holistically to treat and correct imbalances. Their antioxidant and anti-inflammatory properties provide protection to the cells. Protection is enhanced by the antibacterial, antifungal, and antiviral properties of essential oils. The benefits of essential oil use are directly affected by the total health, or ill health, of the body. This interconnection is the reason that our holistic beauty program includes the following as areas of concern for healthy aging and beauty:

- diet
- supplementation
- emotional balance
- lifestyle
- exercise
- a natural skin and body care regimen
- environmental concerns

All of these concerns involve self-treatment and individual responsibility along with professional advice, guidance, and clinical services. The holistic beauty and healthy aging concept is also guided by psychology, philosophy, biology, sociology, physics, and advanced scientific study and theory.

In this program, we will incorporate the wholeness found in botanical and other naturally derived ingredients and will limit the use of one-dimensional synthetic chemicals. A practice and philosophy of holism incorporated into cosmetic skin care formulation and ingredient selection is considered best for
Holistic Beauty and Skin Care

A whole body skin therapy program. Aromatherapy products used in a holistic program are formulated using essential oils in conjunction with other whole plant and natural substances to create a blend of healing properties that address many symptomatic causes of skin problems. This blend results in a more complete and effective treatment than is generally possible through most commercial products. Each chapter of this book builds upon these concepts of using essential oils to promote holistic beauty and healthy aging in concert with other holistic therapies used for the purposes of health and beauty.

CHAPTER SUMMARY

Beauty is directly linked to the health of the individual. For a person to achieve beauty, the whole body must be in a condition of health. Skin disorders, or other physical conditions that may compromise beauty, are a sign of disease or systemic imbalance. To establish a complete and effective beauty program, it is wise to incorporate the philosophy and practice of holistic health. Holistic health treats the whole person, not just a symptom, such as a skin disorder. Holistic beauty is the term used to describe the practice of beauty through holistic health. Essential oils, because of their naturally holistic function, are ideal for treating the skin in a holistic beauty program.

The clinician takes on the role of a holistic practitioner. This role takes into consideration all aspects of health and beauty including diet, emotions, lifestyle, and the environment when selecting essential oils to develop beauty treatments for clients. To incorporate holistic beauty treatments into your practice, creating well defined beauty goals is important. Doing so helps to identify a shared outcome between practitioner and client and can also identify possible causes of skin disorders.

REVIEW QUESTIONS

1. What is holistic health and holistic beauty?
2. Why are essential oils considered a holistic therapy?
3. What is a holistic beauty goal?
4. Why is a well defined goal helpful in selecting methods of treatment?
5. What is the role of a holistic practitioner?
6. What areas of health and well-being affect the skin and beauty?
CHAPTER REFERENCES