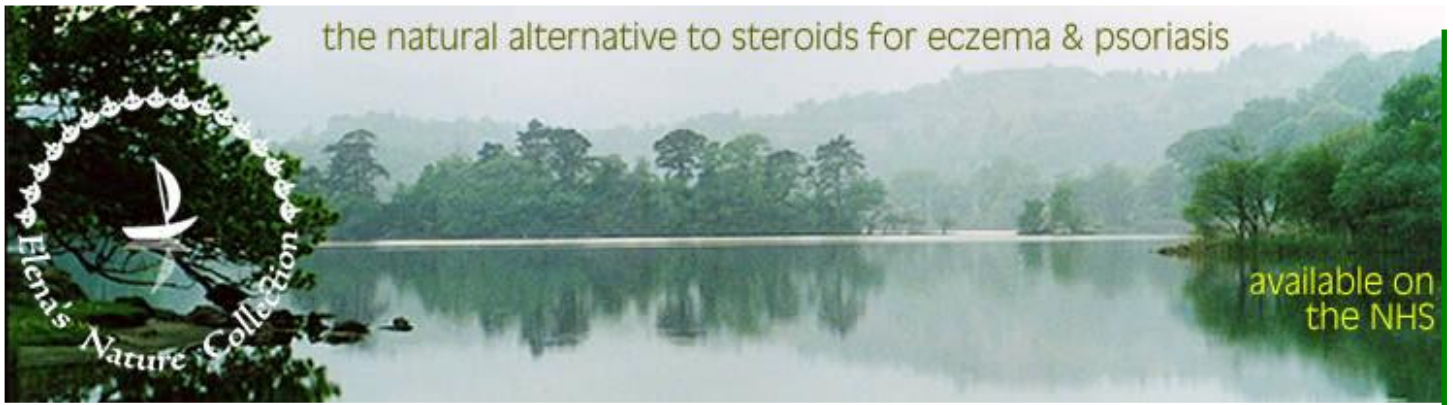


the natural alternative to steroids for eczema & psoriasis



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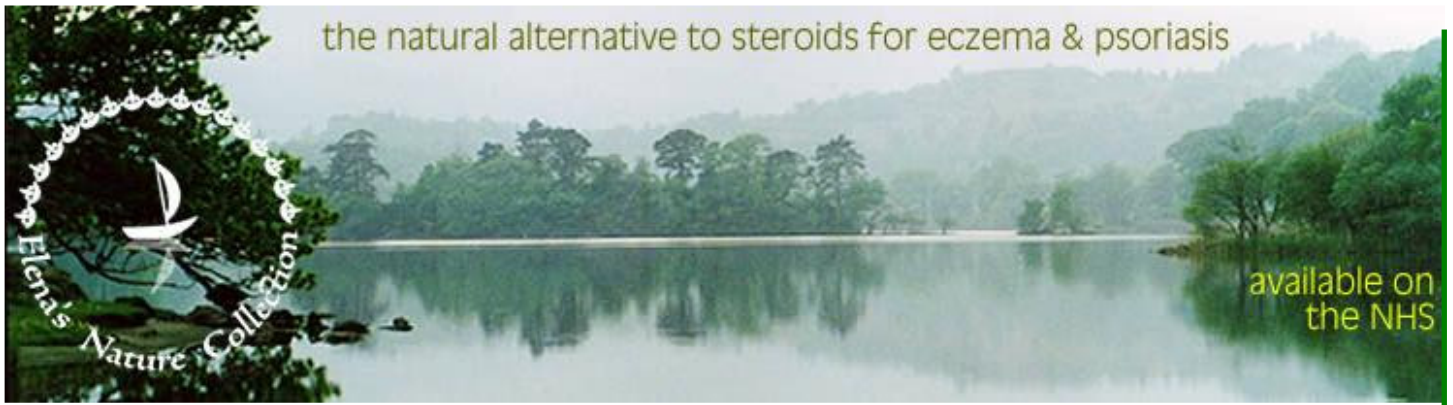
May 2005 : Vintage Issue

"You live and learn" is an old saying. True. But sadly, one too often learns the hard way. Well, one of the things I have learnt in the past three months is not to give sample information packs out for free any longer. Phoning a number of similar cottage industries to my own, the answer to my request for a free sample was either: 1. "We don't do them as it is not cost effective" or 2. "Yes you can buy a travel pack of two samples 12 grams each for £14.00 plus postage". I have had to learn to become a finance minister as of late rather than just an absent-minded inventor immersed in the countryside full of loving intentions. Often we give things away to be loved. Think about this for yourself. Value who you are and what you do and perhaps it is true that it gives value to something when you pay for it. We were also giving our GP information packs out for free. Many ended up in the bin, now the patient pays £2.00 and a) makes sure they take it to the GP. b) brings it back from the doctor if no luck as their possession or c) brings it to another hopefully more open-minded doctor. We haven't given up and I dare say I have put my head on the block enough times. We don't give up on our customers either. I wish to take this opportunity to thank all my customers for SPREADING THE WORD and helping in every way there is!

The biggest achievement so far in my business history is the availability of my range via the NHS to be able to offer my Aston Martin range that way is simply magic. The moment I tell my customers this two souls meet in a split second of silence before my customer exclaims "Well done you" and "An alternative to steroids on prescription – how fantastic" in some cases, not all, "how do I go about getting it?" I live on those moments especially with customers who have been with me for 10-15 years. I have also had to discontinue the two 500g buckets, ie 1 Kg of cream at 55% discount. In fact more than that as I had to buy bubble wrap, boxes and the time it takes to despatch buckets is approximately 10 minutes. I wanted my less affluent customers to be able to buy in bulk and this offer began years ago– however, guess what 'most' of the people who bought in bulk could afford the larger amount. I am still, however, offering 1Kg of cream at a reduced cost. This is why it is a very special vintage newsletter to tell you all that I can offer my range on the NHS. One of our customers wrote "I have had so much puva and steroid treatment in the past all to no avail (only ageing my skin). I was told about your products and I cannot tell you how much it has changed my life." You think of the cost of puva and steroids. So I'm ever grateful that our British Society has come to accept my range as an alternative to steroids.



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I am now also selling an increasing amount to people abroad, thank God for computers and magic websites. It is just "cool" to sit in Burwash and be found by people in California, Philadelphia, Japan, Sydney, you name it and we always have repeat orders. Another bit of very good news is the unanimous decision by the midwives at Pembury Hospital Trust in Kent to give mothers with their newborn babies a choice. That is a choice between the Bounty Pack and Elena's Nature Collection. I am hoping in time to reach hospitals nationwide who are interested in this choice!

We live next to Batemans, which was owned by Rudyard Kipling and two things amuse me about that. The first is that I saw the film of *The Jungle Book* in Denmark as an 11 year old and little did I know that I should end up living next to Kipling's house in 'East Sussex' which is mentioned in his film. Secondly, he got the Nobel Prize in Stockholm so I am asking him daily for inspiration as my dream is to get there via my contribution to eczema sufferers or my book, now being published (self-published as I was universally rejected and decided to publish the book myself). Well Judy Piatkus turned down *Harry Potter*, say no more! So look out for my book to buy via my website and Waterstones in Oxford Street and me of course, the title is "The Fate You Create" (Copyright 2005). Seven chapters illustrating how fear and guilt often wrecks our lives and makes us feel undeserving. Conditioning also tends to diminish our chances of believing in ourselves, loving ourselves and feeling we deserve to do well. Things are slightly improving as the younger generations seem more liberated than certainly mine did (1954 vintage). Also the general attitude varies from country to country. The Victorian era has a lot to answer for. Finally it is all about positive thoughts, about how the outer world reflects the inner, the amazing synchronicity which at all times prevails and the fact that every moment is absolutely perfect for everyone if we have the wisdom and foresight to see the situation. The seer abides in the seen. Even though chaos may seem prevalent. Thoughts and desires may be responded to instantly - in 24 hours - in weeks - years - lifetimes. Slowly we begin to see the stitches in the tapestry forming the picture we have created up to this moment and thus "The Fate You Create".

Well here on Woodman's Farm I am still researching into the healing properties of ingredients.

Watch this space!

Elena and the Team

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