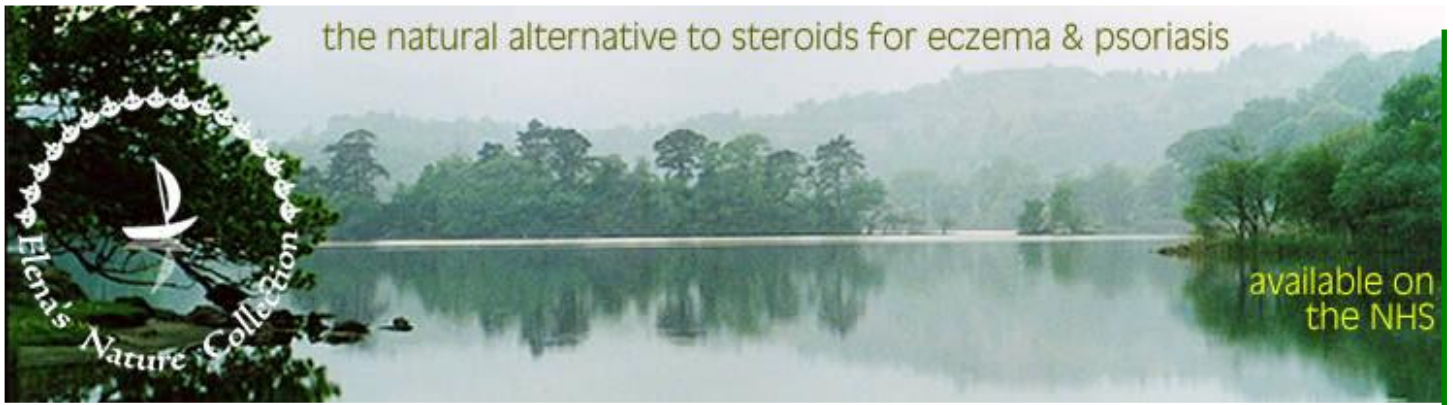


the natural alternative to steroids for eczema & psoriasis



Newsletter 24

October 2005 : Autumn Issue

The most glorious autumn has been filling our days for months on end. Slowly and gracefully, in fact, so magically I have been hugging every day not wanting it to end. A lot of eczema sufferers have enjoyed the good weather and felt good in themselves. Now with the cold which has slowly come upon us, central heating goes up and all the "nasties" which can affect eczema and psoriasis arrive.

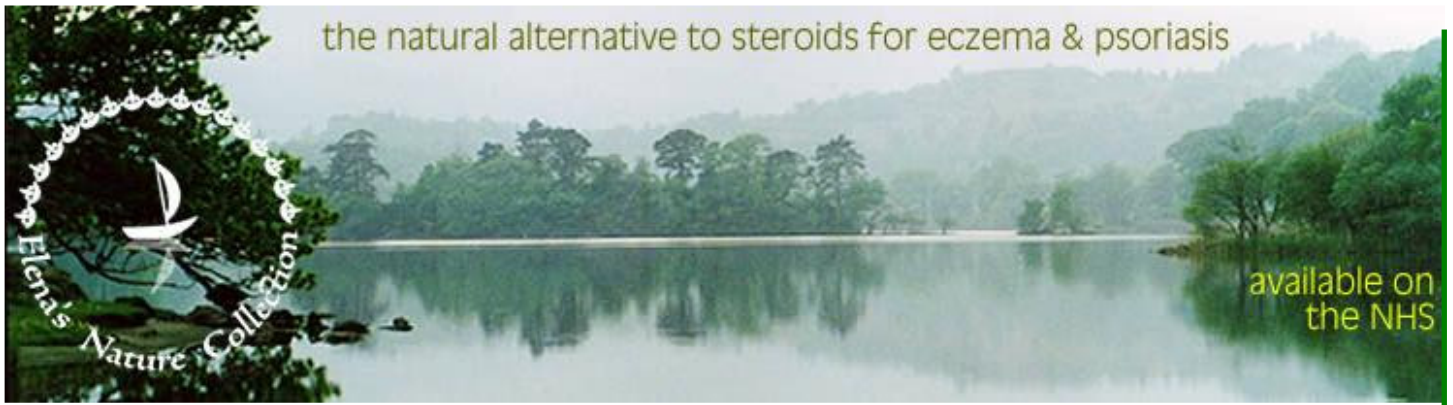
It has been an amazing year here at Woodmans Farm. We have worked hard to help our customers in every way possible. We have made sure that our products are listed on the majority of GP's practice computer packages throughout the country, EMIS being the most commonly used system, used by over 60% of surgeries. We are also endeavouring to have our products listed on the less common software systems and so far our Eureka Cream and Trinity Soap and Shampoo have been included. This will all help to make the process of obtaining our products by prescription much more straight forward as the GP will merely have to type in "Elena's Nature Collection" and the list of products will be on view.

The informative GP pack is helping large numbers of our customers to get the products they need on the NHS, don't forget to keep it until you have managed to get the products you require as it is your possession. Do not give up, where there is a will there is a way. You need courage and assertiveness to persuade your GP that my range is working so well that the eczema or psoriasis may not be visible as it is under control. Some people have been worried that they would have to let the eczema return for the doctor to see it, do not do that, if you have any problems please ask the GP to ring us here.

On a research note we experimented with pure organic Aloe Vera in a body milk this summer. I conducted a trial ten years ago with Aloe Vera and my customers found no difference between my Day Cream and the new Aloe cream. End of story. Because all the hype relating to Aloe Vera I decided to run another trial. This time the product was better and I exchanged the water content with Aloe Vera. It would have become a very expensive body milk. I sent it out to veteran customers to try on one sore, red, itchy cracked eczema body part. Sadly the feedback was so poor that I was convinced it was not a marketable product. Very interesting as some companies sell their range based on Aloe Vera. I still believe it has the best value when taken internally.



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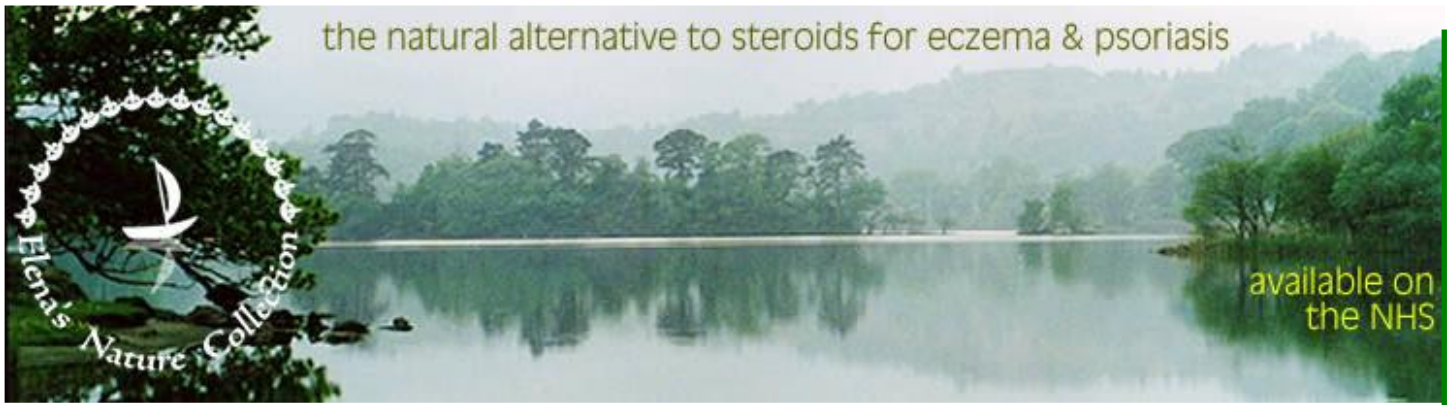
On another note I have managed to produce a new wonder cream after 10 years of investigation, reading, speculating, asking questions and experimenting. The new cream is called Illumination and is a more oily and lubricating cream than the Eureka and it will suit some people better than Eureka. So far it has been reported to soften and aid the restoration of cracked dry heels and soles of feet, moisturise and regenerate red, wrinkled, sore skin on elbows. It has become the best friend of gardeners, grooms, mothers in general for hands, especially cracked dry cuticles. As an overall daily moisturiser it works wonders on babies with dry atopic eczema in between using my Day Cream. It is loved by many mature ladies who use it for moisturisation of their ageing skin. Fantastic to use before going outside against the cold wintery wind. I am very happy with all these magic results so far, do feedback if you try my Illumination. Some use Eureka in the morning and Illumination at night giving the "full Monty" moisturisation routine. Samples are now available at £4.00 each.

Many patients have tried out Protopic in the last two years with poor results and the feedback has not been good. The associated side-effects have scared many people. It is astounding to me how people end up as guinea pigs, willing, obviously but often perhaps not with the right awareness. The Constant Gardener was actually a brilliant film touching just on this.

It seems that the people concerned with making the latest EU legislations regarding essential oils do not appear to have fully understood the actual benefits of using these oils. They not only give a wonderful smell to the products but also make a difference with their anti-bacterial properties, stimulating helping to reduce perspiration, calming, soothing, mind stilling, etc, etc. It is also a fact that only a handful of natural essential oils actually affects those prone to allergies (one in a million). What I feared was that the large cosmetic industries would exchange these natural oils with synthetic smellies. Many of these such as musk oil being non-biodegradable, causing damage to our environment. Who makes these laws and why do they frequently hit the cottage industries who endeavour to use natural ingredients because they care about the product and their customers and mother earth? There is something bizarre about it all. Something perhaps not even kosher. Our Body Lotion with Tea Tree has helped many an athletes foot. It is such a gorgeous essential oil what would we do without it and all the others.



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Some people have noted the "strange" smell of wheatgerm in my Bath and Body Oil. The truth is that our supplier who is as meticulous as I am only supplies non GM wheatgerm free of pesticides. That is why the delicious smell of pure wheatgerm is strong and vibrant. It is not organic as the organic variety goes off quickly which would restrict us to purchasing it in smaller quantities which would mean we would have to refrigerate it. All this information is not available to the average consumer – it is a very tricky field to be in, the cosmetic industry. Luckily our customers know us and many have been buying from me for years and years. It goes without saying that my heart is in the right place.

On a totally different note, affirmations and prayer have come to mean a lot more to people in general in the 21st century. A new DVD is out called "What the Bleep do We Know" which is all about the mental stimulation process and our pure intentions on a daily basis. This simply works, try it for yourself. Start your day with a 5 minute prayer to enable you to have a smooth day, happy, sunny, easy magic and free of the complications from traffic jams, personality clashes, ignorance, greed and stress. Be specific, you can have exactly what you want. Be positive. Use 'I am' or 'I can' or 'I will'. Word it as if you already have it. Visualise it, inject feelings and emotion into it, be relaxed while you pray. Surprisingly even Madonna uses prayer as shown recently on TV.

On another note we are very pleased to announce that we have achieved accreditation from the Vegetarian Society and can now include their seedling logo on our products.

Thank you everyone for your enormous support over the past year. We love our customers and enjoy the letters, feedback, sexy emails and warm phone calls. Elena's Nature Collection has gone through a major transformation over the past 12 months and we are going to have a new website early next year so watch this space and once it is up and running please give us feedback.

By the way I have opted for self publishing so watch out for my book, The Fate You Create in March/April. I will put it on the website and add it to the order forms.

Love and light
Elena, Keith, Annie, Becca and Jill

