

# Plant Language Aromatherapy

Immunity - Confidence - Service



A new Course by  
**PACIFIC INSTITUTE OF AROMATHERAPY**

# Plant Language

## **Plant Language is for Everyone**

Most aromatherapy courses teach therapists how to treat patients. Plant Language speaks to the individual. Where conventional courses give the student a list of essential oil properties, Plant Language encourages personal experience. Simple, non threatening applications are suggested to observe one's own individual response to specific oils, thereby building a repertoire of physiological knowledge.

The suggested encounters with essential oils can provide valuable pointers towards fundamentally improved health. The real benefit might accrue when we need essential oils to heal as we already have the confidence to use them effectively.



## What Do I Gain?

# Aromatherapy

like never before

The three principle objectives of Plant Language Aromatherapy are Immunity, Confidence and the capacity to be of Service.

## **Immunity**

Relying on conventional medicine is not a good way to maintain or build a strong immune system. It is a well known, but rarely mentioned fact that even a single course of antibiotics will severely upset our immune status. Many casual essential oil uses, even directed at unrelated issues such as skin care or relaxation will all help to build immunity.

## **Confidence**

AIDS, SARS, Bird or Swine Flu stand for epidemics which pose real risks but have also become fodder for a media circus mainly interested in fomenting mass paranoia for its own reasons. While essential oils cannot treat every viral disease equally well, their general efficacy is hugely under reported. Truth is, essential oils are often more effective than

mainstream antivirals.

Uncertainty about the efficacy of essential oils in general persists because the specific type of corporate pharmacological study, which is commonly mistaken for all the science there is, cannot demonstrate the most important areas of essential oil activity. Plant Language builds confidence by eliminating this fundamental uncertainty. It shows that even within the scientific paradigm chemistry and pharmacology alone cannot describe all the properties of living organisms. Integrating the perspective of biology with existing knowledge reveals the most valuable, largely unrecognized type of essential oil efficiency their non-selective activity. Understanding both their selective and non-selective activity reaffirms the universal life supporting qualities of essential oils. This understanding combined with the experience of improved immunity builds the confidence to trust ones own judgement and become less susceptible to corporate paranoia mongering.

## **Service**

Knowledge of the universal life supporting qualities of essential oils is key to helping others. Everyday health issues from herpes outbreaks to minor injuries or burns can be resolved almost effortlessly. Essential oils can also ease auto immune, degenerative and chronic inflammatory diseases. They also answer the pressing need to help cancer patients reduce the debilitating side effects of chemotherapy and other cancer drugs.

Immunity supports our confidence in the path of natural health, and confidence is a most valuable element in our attempts to bring the gift of better health to those around us.

# Plant Language

## What Is It?

### **Books, Essential Oils and Tools**

Plant Language Aromatherapy is a study course package offering:

A story line oscillating between humorous review and exciting new developments.

A collection of simple but precise protocols from the common cold to chemotherapy induced nausea

A virtual tour guide juxtaposing cultures and places where the essential oils originate with simple instructions to experience their healing qualities.

Thirty selected essential oils and tools. like bottles and pipettes. An additional set of oils as well as a CD with presentation slides covering the whole program are optional.



### **Book 1**

## The Aromatherapy Story

is the main text of Plant Language. It offers a critical analysis of past and present aromatherapy resolving old arguments over internal and undiluted use of essential oils. It discusses the diverse treatment strategies arising from different contributions to aromatherapy. The Story culminates with a synthesis of the fascinating biological concepts of organicism - the evolution of plants and their secondary metabolites and non-selective activity of natural mixtures - to support the argument for much wider therapeutic activity of essential oils than hitherto recognized.

### **Book 2**

## Protocols and Recipes

Book 2 features recipes:

\* Easy to make multi purpose recipes from naturopathic practice for many common ailments.

# Aromatherapy

## Its Components

\* Simple “out of the bottle” uses, specifying which oils can be used internally, topically or both, which oils can be used neat and which need to be diluted.

\* A detailed collection of essential oil synergies to treat side effects of chemo-, interferon-, radiation- and other cancer therapies.

\* Supporting treatments of Hepatitis B and C and ideas for preventing UV damage and Melanoma.

### **Book 3**

## Essential Oil Journeys

is an illustrated guide to the cultures which bring us essential oils, combined with suggestions for relaxed every day uses. Oils are explored to develop a “feel” for biological aromatherapy phenomena, for instance a Lavender hybrid induces different sensations and physiological responses than population or wild Lavender. The variations in sensation and effect of the most healing chemotypes of Thyme are explored as well as the real

or imagined difference between Bosnian and Corsican Helichrysum and much more.

The playful exercises build familiarity and confidence with essential oils so we can rely on them when we really need them.

### **Essential Oil Collection 1**

## Authentic Apothecary

consists of thirty authentic essential oils (listed on page 16) of the most distinguished provenance.

The oils are used in the exercises of Essential Oil Journeys and illustrate the biological and evolutionary phenomena discussed in the Reader. Most of the in the remedies listed in Protocols and Recipes can also be formulated with the oils of the Collection.

Using these oils at different times in different situations is the most effective way to recognize the stunning difference between the muted power of industrial oils

and the effortless efficacy of truly authentic distillates.

### **Making a 2% Preparation on the Spot**

## Toolbox

Plant Language includes some necessary utensils, making it easy to work with the essential oils right away.

50 ml Measuring Cylinder  
Pipettes  
4oz bottles / lids  
Sesame Oil  
Smell Strips

### **Essential Oil Collection 2 16 optional essential oils**

## Authentic Apothecary

Additional essential oils are described in Essential Oil Journeys. Some illustrate the unique position Corsica provides for oils exclusively intended for aromatherapy. Others represent North African still others exceedingly rare distillates of different authentic Rosemary oils.

# Plant Language

## **Needed: A Biological and Evolutionary Perspective**

The 20th century was in many ways the century of chemistry.

From gasoline and the casing of computers to food and medicine, our culture has embraced chemistry.

When synthetic drugs are used to treat real people, the molecular level of organization meets the realities of life and often those of social groups. These complex realities follow different rules than tissue samples in the pharma lab. And since humans generally do not behave like tissue samples, synthetic drugs produce side effects no one wants to talk about.

Enter plant medicine. Only very few qualities of authentic oils can be explained by the customary narrative of specific molecules causing specific effects. Many qualities of authentic essential oils arise at a higher organizational level than that of molecules alone.



## What Do I Learn?

# Aromatherapy

## A New Paradigm

Aromatherapy was always perceived as a form of natural medicine. In the 20th century the “natural”, with respect to essential oils, was exorcised by relentless adulteration. And the general meaning of the term medicine became increasingly narrow, mostly signifying a drug made by the pharmaceutical industry. Presently medicines are described with the language of chemistry. Therapeutic efficacy is attributed only to substances of specific molecular composition with one or few specific effects, such as aspirin or digitalis. Plant Language tells the story of a chemistry driven medicine that has failed to recognize the therapeutic value of natural substances with multiple effects. Aromatherapy, in the quest to be scientific, has made the tacit assumption that essential oils work like the drugs of pharmacology. It has been aromatherapy's cardinal mistake.

Plant Language transcends these limitations, significantly expanding the theoretical basis of aromatherapy through a synthesis

of conventional research with the perspective of evolutionary biology. It recognizes the origin of therapeutic activity of essential oils in the most fundamental processes of life itself.

To attract symbiotic organisms, for instance pollinators, plants have developed specific substances that trigger a desired response in insects.

For effective defence, however, plants need to be equipped to fend off many diverse attackers. For this, substances which interfere with many physiological targets provide a clear advantage. For even better efficacy plants developed many substances capable of attacking multiple targets. This non-selective activity is nothing diffuse. Instead it is the result of many well known reactions between essential oil components and receptor proteins and enzymes.

Considering that these plant substances have been refined by millions of years of evolution's

molecular modelling reveals the vital advantages of natural, multi-component mixtures over synthetic mono drugs.

These vital advantages of essential oils manifest, for instance, in their universal efficacy against viruses or their efficacy against resistant bacteria such as MRSA.

Not only plants have evolved. Liver detoxification enzymes evolved as a response of mammals to non-nutritive plant substances. In aromatherapy we use essential oils to trigger these enzymes.

An evolutionary perspective recognizes those vital properties of essential oils which do not reveal themselves in the chemistry lab. The most exciting qualities of essential oils, for instance the tissue regenerating qualities of *Helichrysum italicum*, are an expression of the whole plant organism and are not necessarily tied to a specific molecule.

# Prepublication Subscription Offer

## Special discount and invitation for loyal PIA clients

Plant Language Aromatherapy consists of three books, an essential oil collection of 30 authentic essential oils and a set of utensils such as pipettes and smell strips. A second collection of essential oils is optional as well as a CD with presentation files for teachers!

It is the aim of Plant Language to familiarize the student with the true powers of authentic essential oils. For this reason the included essential oils contain staples such as different Lavenders and German Chamomile but also less common, but highly effective essential oils. These rare oils such as Thyme type paracymenthene and Thyme type thuyanol may not be available all the time and the content of the collection might vary slightly.

For our most loyal PIA customers we have prepared an allocation of sixty sets of Plant Language which include 30 of the most exquisite oils (Collection 1). They are listed along with the detailed content of the books and toolbox in the separate "Long Content Flyer", along with the oils contained in the optional (Collection 2).

### Price after October 31st

Plant Language Reader  
approximately 180 pages

Essential Oil Journeys  
Collection and Book (64 pages)

Plant Language Protocols and Recipes  
approximately 100 pages

Collection 1  
30 authentic essential oils

Toolbox: Everything to make a 2% Body  
Oil on the Spot  
Measuring Cylinder  
Pipettes  
4oz bottles / lids  
Sesame Oil  
Smell Strips

**Plant Language Package \$ 1430**

### Prerelease Subscription Offer

There are 60 sets only of books, Essential Oil Collection and Toolboxes for the pre release subscription price.

**Plant Language Package \$ 755**

### Optional

**Collection 2 \$ 275**

prerelease subscription price  
will be \$ 375 after Sept. 31st  
only in combination with the PL package

**Presentation Files (electronic) \$275**

Approximately 170 slides  
prerelease subscription price  
will be \$ 375 after Sept. 31st  
only in combination with the PL package

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