



elysia  
naturalskincare

Spring  
Newsletter  
2004

Novum - New Make-up Range . Ben de Lisi Fashion Show . Article on Elisabeth Sigmund



Suppliers of Dr. Hauschka Skin Care



## Dear Reader,

A new season comes tripping lightly on towards us, the growing sun penetrating the last days of bitter cold. Daffodils flutter in the fresh spring breezes, which blow the cobwebs of Winter away and all among the hedgerows, green leaves grow lush and long, followed closely by glorious blossoms appearing as confetti, strewn by the hand of Nature in Her rebirth of life. Rising before dawn, stealthily creeping across the meadow already bursting with an array of beautiful flowers and with glistening dew underfoot, the woodland beckons us in. The dark cavernous space is softened by the broad green leaves of the Chestnut together with the white buds shining like candles, lighting the way. Then, as day breaks, the jubilant chorus of birdsong fills the air, lifting our hearts and spirits. Spring is here.

## Job Opportunities

We are recruiting! If you are interested in joining our nation-wide Dr.Hauschka sales / training team, have experience in sales and beauty and a love of Dr.Hauschka Skin Care products, please go to:

[www.drhauschka.co.uk/jobs](http://www.drhauschka.co.uk/jobs) or

phone 01386 791 000 for more details.

## Ben de Lisi Fashion Show

This year Dr.Hauschka was asked to be a sponsor for the Ben de Lisi show at London Fashion Week; this meant that Dr.Hauschka Face Care and Make-up products were used on the models.

The news caused much excitement in the Elysia office and tickets to the show for a lucky few. Those left behind were eager to see how the models and the make-up looked; here are a few of the photographs taken backstage. The results were pretty fantastic and we understand the clothes were very beautiful too!



# Elisabeth Sigmund

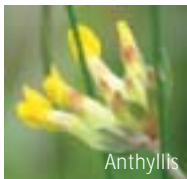


The premise behind the Dr.Hauschka products is that they stimulate the skin's own natural functions. In 2004 this is still a revolutionary approach to skin care. Yet it was in the middle of the last century that a young woman, disenchanted with the teachings at medical school, saw the importance of not merely treating the symptoms but of supporting good health in the first place.

At that time cosmetics weren't taken seriously but were considered to be a vanity unrelated to health. Elisabeth

Sigmund, a medical student in Vienna, felt uncomfortable with this thinking as she understood the important role that the skin, the largest organ of the body, plays in maintaining and reflecting health. Disenchantment and illness led Elisabeth Sigmund to leave medical college. Whilst recovering she read a passage in a book by Rudolf Steiner; the passage was about beauty and how the nature of beautiful does not hide but reveals itself to the outside. For Elisabeth that meant that true beauty comes from within and the skin reflects and mirrors this beauty to the outer world; it was this passage which confirmed her decision to pursue a career in cosmetics.

Elisabeth set up a clinic in Sweden, her aim, to develop products which would help the skin



Anthyllis

regulate and balance itself in spite of variable external conditions, rather than merely 'pamper' it. A great reader, she had come across a

reference to Anthyllis which led her to look more closely at the plant. Rich in tannins, saponins and with a protective quality as well, this plant contained benefits not usually found in one plant alone. Elisabeth started adding extracts of Anthyllis to her products and found that it benefited many different skin conditions, and for these reasons she chose it as the central plant for her facial preparations.

She did extensive studies on the cultural history of cosmetics in other civilisations, conducted her own research in areas such as India and examined in detail many healing, natural substances used in traditional medicine and cosmetics.

At the same time, Dr Rudolf Hauschka was developing a range of anthroposophical remedies that were both preventative and curative. Elisabeth realised that by combining Dr.Hauschka's knowledge of preserving water based extracts without artificial preservatives, with her deep understanding of the skin and her substantial grasp and information on cosmetics, they could produce the kind of products she had always aimed towards. This work led to the development of the Dr.Hauschka Skin Care preparations in the 1960's. Many of the core products in the range

have not been changed, or have changed very little over the past 40 years.

There was more to do though. During her time in Sweden, Elisabeth Sigmund had the opportunity to study many faces. She felt that one can care for the skin with the finest products, but there is something that transcends those factors. The Dr.Hauschka Treatment was developed by Elisabeth Sigmund to help the client in a therapeutic manner to express their inner beauty and not work simply on the surface. Again she worked with many influences, including the work of Dr Vodder on Lymphatic Drainage. With his blessing she transformed what she had learnt into the Lymphatic Stimulation, which is at the heart of the Dr.Hauschka Treatment.

Elisabeth Sigmund lives with her husband near the tiny village of Eckwalden, in Germany, where the Dr.Hauschka products continue to be manufactured. Although she is nearing her 90's, she continues to be enthusiastic about the world of cosmetics, to which she gave so much. We are deeply grateful to her for the work she has done in achieving her aim of raising the profile and importance of skin care as a valuable part of holistic self-care.

# Dr.Hauschka Head Treatment

The stresses of today's lifestyle often result in busy, over-stimulated minds which are unable to turn off. The head area therefore holds a lot of activity and tension which can manifest itself in the form of disturbed sleeping patterns, loss of hair, a sensitive scalp and clenched shoulders. The Dr.Hauschka Head Treatment uses specific movements, unique to Dr.Hauschka, which in combination with the power of the Neem and Rosemary preparations, relieve and clear the mind. The effect is to find oneself in a healthier and calmer space.

The treatment begins, like all of our treatments, with a warm Sage footbath. This is followed by gentle stretching of the arms and neck to relax and prepare the whole body to receive. The treatment continues with wonderful, warm Rosemary compresses applied to the neck, décolleté, and forehead. Using special rhythmical movements the Esthetician gently massages and stimulates the scalp. Specific, gentle movements to the face, neck and shoulders complete this treatment and create an overall sense of clarity and well being.

Tempted? There are five Estheticians trained in the Dr.Hauschka Head Treatment, and their details can be found on the back page.

## Ingredient Focus - Witch Hazel

During Autumn and Winter, Witch Hazel sheds its leaves and then unusually, whilst other trees lie dormant, it blossoms with bright yellow, graceful tendrils. The shrub grows to about 12 feet in height and has a smooth, grey bark, although the twigs are rough and twisted. The petals have the unique ability to curl up when the temperatures drop and then open again, when they rise.

This plant is a major ingredient in the Dr.Hauschka Skin Care preparations, used extensively for its remarkable properties. American Indians discovered the medicinal values comparatively recently, in the 1700's. Experiments were carried out and it was discovered that the best lotions emerged when the plant had been in full bloom and the cold weather had driven the sap to the roots. It was found to have powerful pain relief effects as well as being useful for cleansing and toning. By the 19<sup>th</sup> century, it was a popular part of every home's medicine cabinet as it was

useful for stings, skin conditions and sunburn.

The Witch Hazel, *Hamamelis Virginiana*, used in the Dr.Hauschka Skin Care preparations, including Cleansing Cream, is biodynamically grown and the extract is produced from the tannin rich bark and leaves. It has an astringent effect, helping to tone as well as soothe the skin.



## Postage Charges

Due to a change in Royal Mail's delivery service, our 'Express' delivery option is changing.

With immediate effect, you can opt for a delivery before 9am next day, which will cost £9, or the standard guaranteed next day before 5pm service, which will cost £5.

Our standard postage charge of £2 for all orders under £30 has not changed.

## Price Change

The introductory offer for the new make-up colours in the permanent range is ending on 31<sup>st</sup> March. Currently the **Emozionante Eyeshadow** in the gorgeous lilac and rose tones, together with the **Effetuoso Lipstick** in a deep burgundy are available for £14 each. From 1<sup>st</sup> April 2004, they will be available at the usual price of £18 each.

We still have limited stocks of the discontinued make-up – **Grazioso Eyeshadow** in shadow green and peach and **Vivace Lipstick**, a deep rose colour. Whilst stocks last, these will be available at £14 each.

Erratum: The price of the Intrada make-up foundation trial size is £3, not £2 as stated in the catalogue. We apologise for any confusion or inconvenience that this may have caused.

## Leap into Spring

More of everything over Winter leaves its mark – more wine, bigger dinners, more parties, the irresistible pull of the chocolate tin, more layers of heavier clothing; staying in because it's cold and miserable outside can leave us enervated and sluggish.

We make promises to ourselves to get out more, to take in the invigorating fresh air; to get some exercise, whether it be a walk in the countryside, a renewed membership at the gym, or pilates classes. Our bodies are still tired and we crave reviving freshness. All around, the renewal of the earth is springing up and we feel the need to move our bodies; but how soon before good intentions are pushed aside as motivation wanes and life's busy schedules take over? How can we maintain interest?

Maybe your motivation and staying power would be increased if you combined your exercise routine with the wonderfully nurturing Dr. Hauschka Fitness preparations.

**Fitness Foot Balm** refreshes and cools feet after workouts and is particularly beneficial for those with rough, dry and/or sore feet as the skin easily absorbs the cream, which is both soothing and moisturising. Blackthorn and Horse Chestnut extracts fortify the feet and St John's Wort adds a healing quality for the soreness.

Cramp and stiff muscles are often off-putting

side effects of vigorous exercise but **Fitness Leg Spray** can prevent these

and give a sense of lightness and renewed vitality.

It is also ideal for refreshing the legs following a sauna.

The Horse Chestnut extracts strengthen the veins and it is the Lemon and Rosemary oils which refresh. This preparation is packaged in a handy spray bottle and can be carried at all times in your sports bag for easy application pre or post exercise.

Following a period of activity, shower down and follow with an application of **Birch-Arnica Body Oil**. The deep warming powers of Arnica along with the Birch extracts support the muscles and keeps the connective tissue elastic following physical exertion. It can also help relieve aching muscles. Of course another wonderful effect of Birch-Arnica Oil is that it helps prevent stretch marks and if as a result of the over indulgence of the past season, you decide to embark on a short fast or detox diet, Birch-Arnica Body Oil can be used as a supportive body oil during this time.

So you've NO excuses now – get moving!



# Spring Skin Care

The rhythm of the year moves on another step and Winter passes into Spring. Our skin too has a rhythm; during the day it breathes in, absorbing and assimilating and at night it breathes out, eliminating and repairing.

If we put rich, heavy moisturisers on at night, the skin finds it difficult to perform its natural task of eliminating, because we are asking our skin to take-in whilst it is in its eliminating phase. It is for this reason that Dr.Hauschka does not use heavy night creams.

Instead Dr.Hauschka recommends cleansing and toning at night and one specific preparation for night time use is Rhythmic Night Conditioner.

This light conditioner was developed especially to help the skin to re-balance itself,



and as such is helpful at times of transition, which includes seasonal changes.

So as we shed our thick, heavy clothes, turn our central heating down and embrace the coming warmer days, it is important to help our skin adjust to the changes and allow it to maintain and find balance. A course of Rhythmic Night Conditioner will provide the support our skin needs.

Now is also a good time to do some seasonal spring cleaning of our skin. Our internal metabolic rate begins to rise and the effects of this can mean that blemishes and oiliness increase. Using Facial Steam Bath and Cleansing Clay Mask will deeply cleanse and enliven skin as special ingredients such as Daisy, Nasturtium and Witch Hazel encourage circulation, stimulating our skin's own excretory processes. The clay binds and absorbs skin secretions, again, giving our skin a good deep cleanse.

If you find that you are feeling very sensitive to the year's cycle and the seasonal changes, then using Moor Lavender Body Oil following a luxurious soak or a quick shower can be very nurturing. To brighten our days, and with the promise of sunnier times and warmer weather, try adding Lemon Bath to your morning face washing water. The fresh scent of Lemons

special ingredients such as Daisy, Nasturtium and Witch Hazel encourage circulation, stimulating the skin's excretory processes

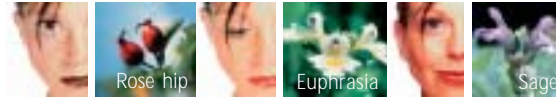


wakens and uplifts you; giving a sense of alertness as well as happiness.

You may want to re-evaluate your daily moisturiser as well. Rose Day Cream is valuable for many of us during the Winter, but your skin may want something lighter for the warmer days, although the Spring winds and cold snaps can still be harsh! Have a good look at the condition of your skin and re-assess. You may find that Moisturising Day Cream would be more suitable, or you may need a combination of products.

Remember here at Elysia, we are always happy to help you make the right choice for your skin, so if in doubt, give us a call on 01386 792 622 where one of our trained Customer Services Advisors, Janet, Michele, Hazel or Fiona, are ready to talk to you.

# Novum - Colour Trends



We are very excited to announce the launch of our new make-up trend range for 2004 - **Novum**. The launch took place at London Fashion Week, at the Ben de Lisi show where it was very well received.

In this fantastic new range of colours is the long awaited Liquid Eyeliner and Bronzing Powder as well as three new slimline Lipsticks and a complementing Lipliner.

As you would expect, the products are free of synthetic fragrances, colours and preservatives and are dermatologically tested.

The **Novum** range will be updated each year, so for this year's colours place your orders now!

If you would like to see the products before you buy, Novum is also available from selected outlets. Please call us for details or visit our website @ [www.drhauschka.co.uk](http://www.drhauschka.co.uk)

## Novum Lipsticks

01 - Glossy Chocolate

02 - Orange

03 - Hazelnut

These three Lipsticks condition the sensitive skin of the lips, whilst offering intensive, long lasting colour.

2.5g £14 each

## Liquid Eyeliner

This liquid black Eyeliner gives the eyes a long lasting, fine accentuation whilst at the same time caring for the delicate skin around the eye. Extracts of Euphrasia and Neem protect and soothe; natural plant waxes ensure the skin stays soft and supple.

4ml £14



## Bronzing Powder

Bronzing Powder offers a hint of summer in a warm terracotta tone and contains precious plant extracts, which nurture and calm the skin. It gives a delicate matt finish to make-up and envelops you in an exquisite fragrance of Rose.

9g £20



## Novum Lipliner

This lipliner is soft and therefore easily applied. It contains plant extracts to gently condition the lips and the red-brown hue harmonises perfectly with the Novum Lipsticks.

1.15g £10



## Products Mentioned in this Newsletter

Product	Size	Price
Cleansing Cream	50ml/100ml	£12/£21
Rhythmic Night Conditioner	10/50 amps	£16/£54
Rose Day Cream	Trial/30ml	£3/£16
Moisturising Day Cream	30ml/100ml	£14/£29
Facial Steam Bath	100ml	£21
Cleansing Clay Mask	90g jar	£22
Lemon Bath	150ml	£14
Moor Lavender Body Oil	100ml	£16
Fitness Foot Balm	75ml	£12
Fitness Leg Spray	100ml	£12
Fitness Body Oil (Birch-Arnica)	100ml	£16
Novum Lipstick 01	2.5g	£14
Novum Lipstick 02	2.5g	£14
Novum Lipstick 03	2.5g	£14
Novum Lipliner	1.15g	£10
Liquid Eyeliner	4ml	£14
Bronzing Powder	9g	£20
Intrada 01-03	30ml	£18 each
Intrada 01-03	trial	£3 each

## Newly Accredited Estheticians

**Debra Donnelly**  
'Hands on Beauty'  
1A Battle Hill  
Hexham  
01434 600 901

**Lai Ha (Kitty) Smith**  
MiMiYuYu  
12 Margaret's Buildings  
Bath  
01225 420 333

**Tracey Anne Chalmers**  
Avalon Therapy  
Duffield  
01332 843 999

**Lorraine Mackie**  
Lorraine Mackie Naturally  
22B Coates Gardens  
Edinburgh  
0131 313 5100

**Sally-Anne Sherfield**  
60 Clarendon Road  
Colliers Wood  
London  
020 8543 9652

**Renate Wiesenthal**  
Renate  
4 Cheval Place  
Knightsbridge, London  
020 7589 1133

**Sarah Wood**  
Health & Beauty Clinic  
Stourbridge  
01384 372 462

**Cheryl Camkin**  
Holistic Harmony  
Wimbledon  
0208 947 3842

Call 01386 792 622 or visit [www.drhauschka.co.uk](http://www.drhauschka.co.uk) for details  
of your nearest Esthetician.

## Newly Approved Outlets

**Jenners Princes St  
Edinburgh Ltd**  
48 Princes Street  
Edinburgh, EH2  
0131 225 2442

**Fresh & Wild**  
Clifton Pavilions  
85 Queens Road  
Clifton, Bristol, BS8  
0117 910 5930

**MiMi Holistica**  
5 Gloucester Street  
Bath, BA1  
01225 448 432  
(Treatments available)

**Liza Kouppi**  
61a Hillfield Park  
Muswell Hill  
London, N10  
07976 823 329  
(Treatments available)

**Plant Nation**  
25 Westover Road  
Bournemouth, BH1  
01202 551 156

**The Iona Shop**  
27 Church Road  
Holywood  
N.I. BT18  
02890 428 597

**Hands on Beauty &  
Holistic Therapies**  
1a Battle Hill  
Hexham  
Northumbria, NE46  
01434 600 901  
(Treatments available)

**Equilibrium**  
Suite 4, Springfield  
Grange Private Clinic  
Farmhill Mews  
Farmhill, Douglas  
Isle of Man, IM2  
01624 678 401  
(Treatments available)

**Avalon Natural Therapy**  
33 Town Street  
Duffield, Derbys, DE56  
01332 843 999  
(Treatments available)

**The Health Suite**  
Tenterden Leisure Centre  
Recreation Ground Road  
Tenterden, Kent, TN30  
01580 765 987  
(Treatments available)

**The Good Food Shop**  
4 Old Cross  
Hertford, Herts, SG14  
01992 550 101