

AromaStick Balance



A harmonizing scent to help you maintain inner balance

Ingredients: Organic Peppermint Oil, Organic Cypress Oil, Organic Geranium Oil, Organic Ginger Root Oil

Life, with all its responsibilities, can quickly throw one out of balance. That's when it is time to take a breath and identify areas that need more attention.

Maintaining a healthy work-life balance has a number of advantages: it increases the ability to focus attention and energy on the important things, while at the same time keeping stress and tension in check. Ultimately, all strategies encompass small adjustments here and there but at the forefront of it all is paying attention to one's health because leading a balanced life will lead to a healthy life.

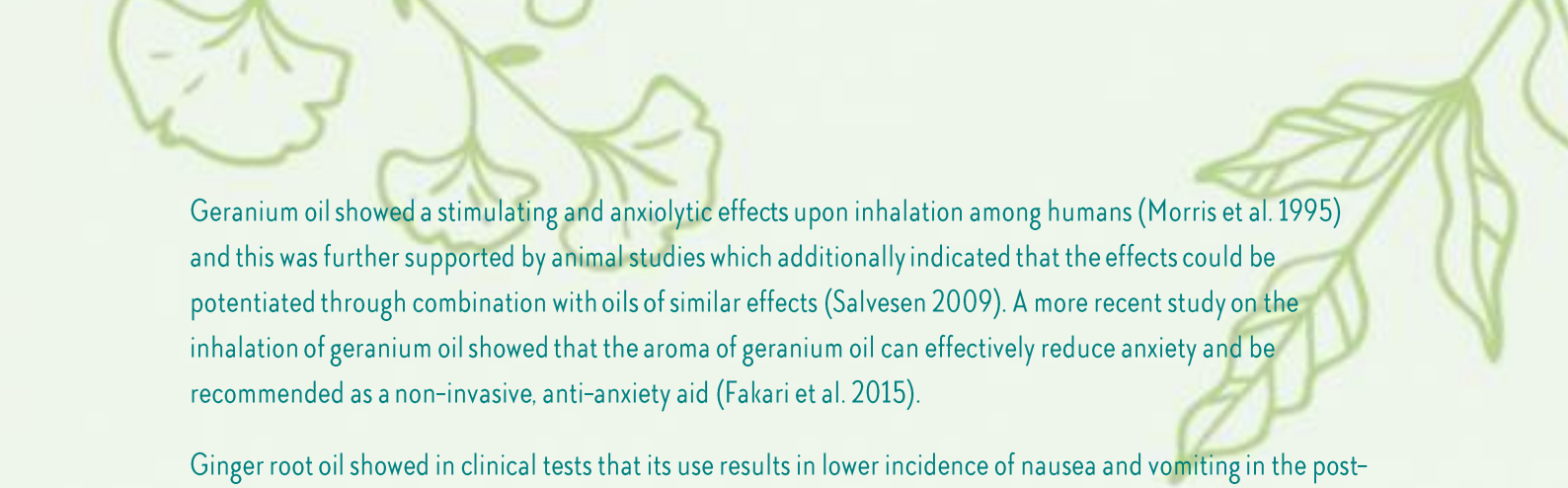
The body's function of keeping inner-balance is called homeostasis. When a stimulus changes the internal systems, the body responds to the received signal with the help of feedback loops to restore equilibrium. The close link between the brain and the body means it is therefore possible to stimulate the brain in order to affect the body. Simple activities such as paying attention or changing the breathing can affect feelings, emotions, and stress levels which in turn influence overall wellbeing.

Stress is a natural and adaptive response to our environment. It is expressed in large part through the limbic system, responsible for mood, emotion, memory and homeostatic balance (Herman et al. 2005). Most anti-stress techniques start by taking a deep breath, then holding it for a moment, before consciously exhaling in a slow and controlled manner. This focused and conscious breathing can reduce muscle tension, lower blood pressure, as well as reduce heart rate and research shows that these effects can be enhanced with the use of an AromaStick Balance nasal inhaler (Schneider 2016).

The AromaStick Balance contains a blend of essential oils that address issues of mental fatigue and stress while at the same time increase alertness and resilience.

Peppermint oil is a familiar and important medicinal plant used widely for its various benefits. Besides its well-known antibacterial activity, its inhalation has been shown to reduce postoperative nausea (Tate 1997, Sinclair et.al. 1999) and to benefit the treatment of nervous disorders and mental fatigue (Tisserand 1993). A study on its effect on cognitive performance showed that the inhalation of peppermint was found to increase alertness and enhance memory (Moss et al. 2009).

Cypress oil is traditionally used for its calming and refreshing effect. Studies have shown that inhalation of cypress oil can reduce stress (Nam et al. 2008), as well as having a calming effect on the mind and body (Ikei et al. 2015) while an animal study demonstrated that in addition to the stress-relieving properties, cypress oil also had a stimulating effect while increasing resilience (Lim et al. 2004).



Geranium oil showed a stimulating and anxiolytic effects upon inhalation among humans (Morris et al. 1995) and this was further supported by animal studies which additionally indicated that the effects could be potentiated through combination with oils of similar effects (Salvesen 2009). A more recent study on the inhalation of geranium oil showed that the aroma of geranium oil can effectively reduce anxiety and be recommended as a non-invasive, anti-anxiety aid (Fakari et al. 2015).

Ginger root oil showed in clinical tests that its use results in lower incidence of nausea and vomiting in the post-anesthesia recovery (Geiger 2005) and while the results could not be entirely confirmed in a later study on chemotherapy-induced nausea, the authors witnessed significant improvements in several associated domains (Lua et al. 2015). A review of scientific evidence suggests that the inhalation of peppermint or ginger oil aroma not only reduced the incidence and severity of nausea and vomiting but also decreased antiemetic requirements, and consequently improved patient satisfaction (Lua et al. 2012). Besides nausea, ginger oil is traditionally also indicated as a remedy for travel sickness, chills and poor circulation. These claims, however, have not been further substantiated.

The effectiveness of scents, however, is not just down to the essential oils used. In fact, effectiveness highly depends on molecular concentration in the inhaled air (Buchbauer et al. 1993). The release of odors into ambient air via a diffuser will lead not only to a small amount of therapeutic odor molecules being inhaled, but also to rapid habituation due to constant exposure. As a result, any positive effects there might be are lost or greatly reduced (Chaudhury 2010). When working with scents therefore, an important aspect lies in the delivery method. This is where the AromaStick comes in: it delivers scents in a high molecular concentration directly to the nose, while greatly reducing exposure time. This has the additional advantage in that it forces the user to sniff, which is important for transporting scent molecules to the epithelium in the nose, the region where we “smell”. At the same time the exposure time is kept to a minimum to avoid habituation. This makes AromaSticks 300% more effective than a scent released into ambient air (Schneider 2016).

By combining these essential oils and delivering them directly to the nose, the AromaStick Balance managed to reduce stress-related biomarkers quickly and decisively. It did so much better than control and the study arm using Nelson’s Bach Flower Rescue Remedy. Sniffing three times over a 10-minute period reduced systolic blood pressure by 13 mmHg (millimeters of mercury), diastolic blood pressure by 11 mmHg and heart rate by 9 beats per minute (Schneider 2016).



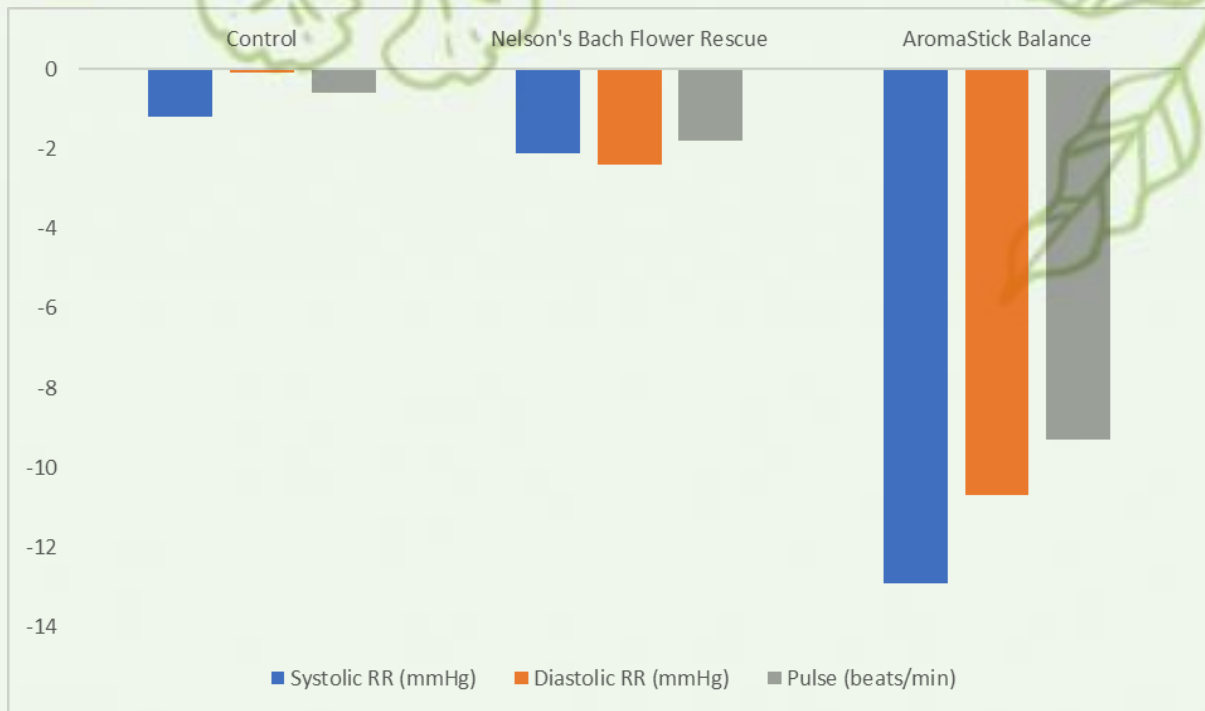


Figure 1. Mean changes in cardiovascular parameters after 10 minutes of intervention. Original data and figures [Schneider 2016]

The AromaStick Balance contains a blend of stimulating yet relaxing essential oils to promote a sense of control, composure and equilibrium for an emotionally balanced life.

AromaStick natural inhalers are not medicines and are not intended to be used in place of medicines to treat, alleviate or prevent a health problem or an illness. The purpose of this product information leaflet is solely to provide an introduction to the AromaStick and the essential oils it contains. AromaStick natural inhalers are intended to improve wellbeing in healthy individuals.

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