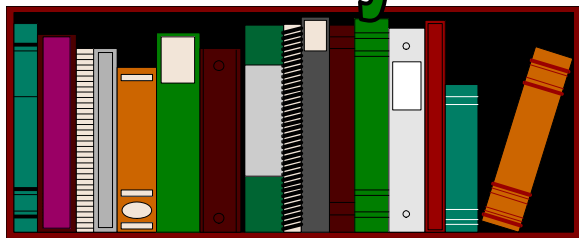


Articles by Sara



Sage Advice from Jeanne Rose

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On a cool San Francisco morning in August of 2007, I had the distinct pleasure and honor of spending two hours talking, listening, and sharing with one of the Grande Dames of Aromatherapy, Jeanne Rose. Our time went by so quickly, that it was like getting a brief glimpse of a rare and exotic plant. Indeed, she is a rare and phenomenal woman. Projecting an unmistakable air of authority you know not to waste her time with trivial questions. I was the novice, a seeker asking her to share her thoughts on distillation, hydrosols, botany and life as an aromatherapist. For those of you who have not met her, her appearance alone is awesome! She looks at least 10 years younger than her age due to a beautiful complexion and thick mane of natural raven black hair which she credits to Rosemary shampoo and tea. As the interview began my mind flashed back to when I had seen Stevie Nicks in concert, I visualized Jeanne Rose as the iconic rock star of aromatherapy!

The interview below was done because I wanted new readers of the NAHA journal to understand what an effort this woman has made to pave the way in aroma/herbal education, as an author and to preserve the future of aromatherapy through the Aromatic Plant Project.

What is the most important message about aromatherapy you would like to share?

JR- Education is a gift open to all. Educate yourself. Educate yourself everyday in every way, learn the language of plants, the Vocabulary of Odor©, the environmental impact of your use of plant essence. I like to say, "Education is a physical need and mental right."

What kind of training do you believe is needed to be an aromatherapist?

JR- No legal standards of training exist now and most aromatherapist are licensed in other fields. But I believe that students should have a good basic foundation in aromatic botany and the value of the environment in relationship to aromatic therapy. As far as aromatherapy education; IF IT SOUNDS TOO GOOD TO BE TRUE IT PROBABLY IS. If it costs more than \$375 a weekend it is too much. If the home-study course costs more than 3 figures and you get less than 400 pages, or the words are font size 16 with lots of headers, it is too much money for not enough information.

Also, the Aromatic Plant Project, a non-profit educational organization dedicated to the local production of quality essential oils and hydrosols, is also committed to the development of high standards of aromatherapy teaching and practice. It is a good resource for ethical teachers. APP and other organizations are currently developing standards for aromatherapy certification.

As you look back on your career as an aromatherapist and herbalist, what would you change?

JR- I would have considered the impact of working but not investing. I would have saved money for my old age, now that I am older, and I am still working and have no retirement. All self-employed women should heed these words and save now- as much and more than possible. Learn about stocks, bonds, and annuities- learn about savings plans. There might be no one left but yourself to take care of you and your financial needs when you are past menopause. This may not be what you expected to hear, but is some words of advice that I know are important and I do not think enough women consider this aspect of life. When I was younger, I heard these words myself and chose to ignore them.

Also, I would have Trademarked and Copyrighted some of my best ideas. An example is Bruise Juice, a fabulous medicinal oil. I made it in 1969, called it that, gave classes, taught people and wrote about it in *Herbs and Things*. Now there are other people calling their product Bruise Juice and in the past 37 years, they learned about it from me. I sure wish that I had copyrighted and trademarked that name. Trademark your best ideas, you never know what might happen in the future. I would also have done this with "*The World of Aromatherapy*" the title of the book I edited and gave to the first NAHA conference. It was my idea and I wish I had a website, etc. where I could use it- it's a great name!

Is there any experience as an author that once baffled you and now you can say, I get it?

JR-No. Anything that baffled me such as new information, contracts, evil publishers, - I investigated until I understood. My friends call me an "academic enthusiast". I like learning, I like finding the answers. As an author, I could not understand those contracts so I found out. As an academic, I wanted to relearn my chemistry- so I took a college course in 1997. Whew! That was hard - I was 20 years older than the instructor and he was 20 years older than the rest of the students. It was a good exercise for the mind.

Now I am studying the "History of the English Language". One wonders how anyone learns how to speak our

language, it is really difficult. So I invested in all 22 volumes of the Oxford English Dictionary! What a fabulous resource.

What words of encouragement can you offer to those just starting in aromatherapy?

JR- Educate yourself. Take real classes with really good teachers who are hard on you. The more you learn the more that you will want to learn. Remember that the plants are there to help you; their essence is there to nourish you. Get to the core of aromatherapy by learning about the plants, how the scent is extracted, learn about the chemotypes of the essential oils- revel in the ecology of your natural surroundings!

Compare the aromatherapy products of 5 years ago, or even 20 years ago.

JR- Twenty years ago, I had just stopped making products for my company, New Age Creations (started in 1967). Many products were available that I felt were truly natural. With the advent of more technology; 'natural' ingredients are being divided, separated, isolated, and the components, not many of the pure products are actually used. This, as far as I am concerned, is no longer natural. There are tons of petroleum based products that are touted as 'natural'. Most of what we use, we don't need.

The most important ingredient in skin care is good soap and hydrosol. A nice clean pure simple soap. I used to like all those colored soaps with stuff in them but the older I get the more attracted I am to simple pure white soap with a clean odor that is made from vegetable oil (coconut and olive) and lightly scented with a really pure essential oil for scent and therapy. I also use that simple soap as my shampoo. I use really simple things like olive oil and shea butter directly as my moisturizer and hydrosol as my toner. I still make my own bath salts and also use Moor mud baths. KIS is my motto (Keep it Simple).

In your opinion, what do you feel is the biggest mistake the consumer makes when buying aromatherapy products?

JR- Buying too much and not reading the label. If you can't pronounce the words or understand them they are probably synthetic.

When you first began making your own aromatherapy products did you believe you could make a living?

JR- Yes, my original company was called New Age Creations and I made Bruise Juice© and I still make Bruise Juice. But I make most of my living by teaching weekend seminars.

What is the most important message about aromatherapy or any other words of wisdom you would like to share?

JR- Exercise your senses everyday.....smell a plant.....look at a book...touch a leaf... Hear the birds....taste the wind...work hard...be aware of detail and pay attention (Krishnamurti said it first)... know yourself...keep learning....take care of the environment....and take care of your loved ones.

Are you concerned that most aromatherapist do not have much experience with plants or botany?

JR-Yes, I am very concerned. I would like people using aromatic therapy to also know plants. After all the plant, the hydrosol, the essential oils – together – make the most powerful therapeutic and helpful substance for physical and emotional healing.

I am not sure why people calling themselves aromatherapists are so reluctant to learn botany; it truly is interesting. In my Certification Class in May we will take a 4 hour adventure into the Botanical Gardens and identify 50 plants to compare the actual plant with the essential oil. It is truly a revelatory experience.

Do you think state licensure would offer more credibility to the profession?

JR- There is some licensure available. Both my Herbal Studies Course and Aromatherapy Studies Course have various licenses. My courses are accredited in several different ways. My courses are given CEU by the CA Board of Registered Nurses, accepted by ABMP and NCBTMB.

Where do you see our profession in 5 years, 10 years?

JR- I sure hope that it is more Essential Oil Therapy and less "lets play with the oils". Elizabeth Jones thinks that our study should be called Essential Oil Therapy to differentiate if from 'plug in synthetic oil fragrance' and I agree with her.

As a beginning aromatherapist, who or what inspired you to the career you now have?

JR- Marguerite Maury, nee' Konig (1895-1968) who was born in Austria and developed anti-aging techniques

using essential oils.

Rene Gattefosse- my search for his 1937 book is documented in *The Aromatherapy Book* and then I had it translated and eventually it was republished

Roland Hunt who wrote the *Fragrant and Radiant Healling* in 1937

Mrs. C.F. Leyer wrote 7 magical herbals in the early part of the 1900's

Mrs. M. Grieve whose wonderful book I obtained in 1967

The six volume set of *The Essential Oils* by Guenther

After meeting you, I know how passionate you are about the Aromatic Plant Project, what positive effect has it had on the environment?

JR- The mission of the APP is to support local and organic production of aromatic plants; to provide resources for growers and distillers; to ensure high quality aromatherapy products and to educate consumers as to the appropriate and beneficial uses of these aromatic products. We have had a positive influence on many farming areas, growers, taught many distillers, encouraged some large companies to invest more in their natural world and for the small organization we have had a powerful impact. We also do the following:

Keep the land as land and support American Agriculture

Create a larger market for authentic United States grown and distilled essential oils and hydrosols.

Educate the public and consumers to purchase locally distilled hydrosols/oils and to conduct distillation and aromatherapy classes.

Help all members of the organization reach a larger market through public education, private consultation, distillation classes and via information from "The Aromatic News, News from the Aromatic Plant Project" and to help promote their products and crops.

Everyone leaves a footprint on the earth, how do you want to be remembered?

JR- Let's see, on my columbarium niche it should say, 'she's gone to the Olitory, won't be back'. Make sure you spell it correctly.....or

She was known for helping women realize their full potential, helping them focus on what they wanted to achieve and educate themselves in what they were trying to accomplish. Jeanne believed in the power of knowledge through disciplined reading and was always saying, "The answers are right there if only people would read!" Jeanne worked tirelessly to teach others about the power of essential oils, hydrosols, hers and good-sense natural medicine.....or this is some of the more personal stuff: Jeanne Rose loved her work, her house, her library and her garden. She loved sweet scents, heroic dogs, beautiful silverware(Love Disarmed), elegant classic cars (especially 1956 era), Boodles martinis, fancy waters, oysters, tomatoes, old paperweights, 500 year old herbals, stylish shoes, hand-made Christmas tree ornaments, the Girl Scouts, deep baths, cooper distillation, antique quilts, linen sheets, featherbeds, cowboy boots, pop-up books, football, rodeo, lacrosse, and vintage champagne. She loved her children, Amber A. Rose and Bryan L. Moore. She loved her friends, all of her ex-boyfriends and three or was it five ex-husbands. She loved her doctors and nurses. She loved to read, to study and to learn everything about everything. She loved her garden and especially her Lemon Verbena tree. She loved the fine arts, graceful buildings, ballet, Golden Gate Park and the California Academy of Science. She loved San Francisco, Enrico's Sidewalk Cafe and Graffeo coffee.

Sara's final comments-

Every person who loves herbs, plants, and essential oils owes it to themselves to take a class or read a book written by this phenomenal woman. To learn more about Jeanne Rose and find a list of her books and courses visit her website at www.jeannerose.net and www.aromaticplantproject.com. Here are just a few of the titles available:

*Herbs and Things * Jeanne Rose's Herbal; Perigee Books, 1972, Last Gasp, 2001*

The Aromatherapy Book: Applications & Inhalations; North; North Atlantic Books, 1992

375 Essential Oils and Hydrosols; Frog, Ltd, 1999

Distillation, A Workbook; Institute of Aromatic & Herbal Studies, 2000, 2007

The World of Aromatherapy; Frog, Ltd. 1996

Lavender, Lavender, Lavender; The Sequim Lavender Growers Association 2003

Overall Jeanne Rose offer 26 educational books and study guides.

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