

Pacific Institute of Aromatherapy

3rd aromatherapy conference

on therapeutic uses of essential oils

connecting

**Science
and**

Emotion

San Francisco

October 30, 31 and November 1, 1998

Aromatherapy is more than an imitation of conventional medicine. It heals by reconnecting body and mind, humans and nature. Essential oils influence consciousness as much as physical health.

World renowned scientists and authors who set these trends in motion present their findings and thoughts, revolutionizing the way we think about health.

October 30, 31 and
November 1, 1998
Halloween in San Francisco

Molecules of Emotion

The evolving knowledge about the interaction of plants and consciousness as the most powerful healing aspect of aromatherapy may reasonably make this the most influential aromatherapy event of the old millennium.

The communication of essential oils, as representatives of the plant world to all planes of human consciousness, puts plant intelligence far ahead of synthetic drugs.

Science is learning right now how forces of the soul and spirit, long neglected in therapeutic practice, are highly relevant. Emotional uplifting through essential oils is closely connected to the improvement of our immune status and physical health. As science is gradually waking up to the body mind connection it is the privilege of aromatherapy to unite scientific advancement with intuitive healing.

At this conference these qualities of aromatherapy will be connected with the contemporary thinking of world famous researchers and authors leading to a new healing paradigm. Aromatherapy will be celebrated as a truly wholistic healing art, which integrates science, but rejects its hegemony.

Resurgence of the Real

scientific approach to aromatherapy

Candace Pert

research professor at the Department of Physiology and Biophysics of Georgetown University Medical Center and author of "Molecules of Emotion", put the body mind connection on the scientific map. Her research demonstrates how transmitters and receptors form a complex psychosomatic network which is at the center of all health and disease. These concepts are highly relevant for an understanding of the psychophysiological effects of essential oils. The results of Prof. Pert's research provide pointers for the immediate future developments of aromatherapy. In a medical world dominated by men her contribution brings female intuition right into the research lab.

Charlene Spretnak

is the author of a highly stringent critique of modernity: "Resurgence of the Real". The need for new ways to see science, progress and technology and our obvious suffering from a metaphysical void is a topic more openly talked about every day. In her latest book she identifies some of the most destructive trends of modernity, such as the sexist character of science and medicine. She identifies alternative ways which favor life, cooperative relations between the genders and long overdue attempts at spiritual reconstruction.

Hildebert Wagner

Professor of pharmaceutical biology at Ludwig Maximilian University Munich is an eminent researcher in the field of medicinal plants and essential oils. He is the author of numerous academic textbooks on pharmaceutical biology as well as phytotherapy. He published fundamental studies on the sedative and spasmolytic effects of many common essential oil components. He will revisit these original studies and link the results to the expanded knowledge of today; connecting essential oil action with ligand receptor processes, which mediate biological effects via changes in the permeability of the cell membrane.

1988

Future Scents - Sandy Chapin, Victoria Edwards, Marcel Lavabre, Kurt Schnaubelt, John Steele, Robert Tisserand

1989

Future Scents II - Yugal Luthra, Daniel Tisserand, Maggie Tisserand

Our 3rd aromatherapy conference

1995

Wholistic aromatherapy - Rolf Deininger, Klaus Dürbeck, Elson Haas, Paul Lee, Lance Morris, Kurt Schnaubelt, Gary Schwartz, Michael Schmidt

1997

2nd wholistic aromatherapy conference - Klaus Dürbeck, Pierre Franchomme, Mindy Green, Elson Haas, Steffi Hermann, Susan Kurz, Cindy Parker, Theodore Roszak, Michael Schmidt, Gary Schwartz, John Steele, Dietrich Wabner, Andrew Weil

The 1988 and 1989 conferences happened so long ago that we had almost forgotten them. Nonetheless, they were important events as they were the first of their kind in the United States. Since then aro-

matherapy has grown, not only by numbers but conceptually by connecting with related areas of alternative health like, herbalism, naturopathy, and psychology.

We have always been of the opinion that a candid discussion of the philosophical basis upon which aromatherapy is built is of the highest importance. In an era of the scientific factoid it is important not to lose sight of the bigger issues:

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el Penoël, John Steele,

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Whether or not aromatherapy has a vitalist core or whether aromatherapy reverses the discrimination against women in the sector of healing. We have therefore always tried, in past conferences as well as in this upcoming one, to create a lively exchange between aromatherapy and the thought processes of related scientific or cultural disciplines.

We have been able to do so because PIA is *nota* member organization and therefore free to pursue a more ambitious course intellectually and academically. Past and present conferences are not the backdrop to a trade show but are carried solely by the presenters.

It has been extremely rewarding and a great privilege to be right at the core of the development of our beautiful field. We always try to unite the most timely and relevant represen-

tation of thought from within aromatherapy as well as with authors and researchers from outside.

We would like to express our sincere gratitude to everyone who supported these events in the past and we hope that you find this years program as enticing and as exciting as we do. We welcome you to fill your heart and mind with the rapture of aromatherapy.

'98

Blaine Andrusek
Hüsnu Baser
Joan Clark
Margarete DeWeese
Ryan Drum
Ron Guba
Franclyn Heinecke
Candace Pert
Vitelio Pineda
Jeanne Rose
Michael Scholes
Kurt Schnaubelt
Charlene Spretnak
Jeannine Stromkins
Hildebert Wagner
and a very
special
Surprise Guest

Therapeutic Applications of Essential Oils:

"Respiratory Dysfunction - Childhood Ear Infection - Asthma"

Blaine Andrussek

This presentation includes the ineffective and even dangerous misuse of antibiotics, inhalers and many cases of surgery. There is practically 100% success in hundreds of cases working with oils and some dietary changes. Also included will be why drugs fail, as well as dosage and safety issues in using oils.

"The Destruction of Women's Health: Thyroid Disease in Industrialized Countries"

Ryan Drum

sounds an alarm about the detrimental effects of thyroid supplementation. In North America, at least one out of ten women are using synthetic supplements. Discussed are factors suspected to cause the need for supplementation (lithium drugs as well as environmental radioactive iodine), the dire consequences of these treatments and the search for natural alternatives to synthetic thyroid supplements.

"Toxicity of Essential Oils: Perceived and Real"

Ron Guba

Described dangers in the aromatherapy literature vs. the *real* dangers. Toxicity in light of the mode of application of oils: oral,

topical, vaginal, etc. Effective dosages of oils vs. unsafe dosages for adults and children. Applications in pregnancy.

"Thyme Chemotypes for Hayfever"

Franclyn Heineke

A discussion of the composition and effects of the various chemotypes of Thyme within the framework of the structure and energy system of essential oil components. Selection of the most effective chemotype and creating an effective treatment of allergy (hayfever) symptoms are outlined.

"Practicing Aromatherapy in El Salvador"

Vitelio Pineda

is a medical doctor using essential oils in his practice in San Salvador where pharmaceuticals are often not affordable or are ineffective. Dr. Pineda's story of healing with essential oils is an encouraging report to build trust in alternatives to the allopathic system.

"Autonomic Nervous System Imbalances"

Jeannine Stromkins

The ability of essential oils to re-equilibrate the autonomic nervous system effectively prevents physical diseases caused by stress.

new research

"New Findings about Traditional Essential Oils" **Hüsnü Baser**

In Turkey, people have traditionally been drinking aromatic hydrosols for their health benefits. Prof. H. Baser, of the Medicinal And Aromatics Plant and Drug Research Centre of Anadolu University, one of the most eminent researchers specializing in essential oils today, has taken this lead and investigated the essential oils of traditionally utilized plants. His research has revealed unknown compounds in essential oils and their hydrosols providing proof for formerly unsubstantiated effects of oils.

Psychophysiology

"The Soul of Nature: Energy Psychophysiology and Aromatherapy" Linda Russek and Gary Schwartz

Linda Russek, Ph.D. and Gary Schwartz, professor at the Department of Psychology of University of Arizona present the consciously and subconsciously perceived effects of odors on physiology and the brain. The idea that the 'life force' of plants is the reason why essential oils can heal is supported by modern 'dynamical energy systems theory'. Research in progress on memory in chemicals is described and its implications for aromatherapy are explained.

"Interaction of Essential Oils with Human Consciousness" Kurt Schnaubelt

Essential oils interact with receptor systems resulting for instance in anti-tumor effects and increased metabolic activity. A vertical flow of information from plants through all planes of human consciousness - not just the material (scientific) one - distinguishes aromatherapy from conventional approaches. Aromatherapy reestablishes basic human qualities: The power to heal and respect for nature.

Surprise

guest

an arresting lecture
by one of the most
stirring researchers

on

THE TOPIC
of our time

"The Feminine Face of Aromatherapy" Joan Clark

"The National Geographic's Smell Survey Revisited" Margarete DeWeese

The Aromatic Plant Project. Jeanne Rose

"What Plants Really Need Us to Know" Michael Scholes

"Fragrance and Smell in Amazonian Shamanism" John Steele

Advance Conference Registration Form

Special discount and invitation for early sign up

The 3rd PIA Wholistic Scientific Aromatherapy Conference will again be held at the easily accessible Marriott Hotel at Fisherman's Wharf, with many San Francisco attractions - North Beach, Chinatown, Downtown/Financial district, Ghiradelli Square etc.- in walking distance.

The conference will begin on Friday Oct. 30th (exact time TBA). Lectures and short communications will be held Saturday Oct. 31st and Sunday Nov. 1st. More conference specifics will be mailed or faxed upon receipt of registration and when they become available. The final schedule of speakers and accompanying events will be available at the registration desk.

Advance conference registration	\$	Total
Before June 15th	295.00	
After June 15th	395.00	

Please reserve space(s) for me at the 3rd Wholistic Scientific Aromatherapy Conference in San Francisco on October 30, 31 and November 1, 1998.

Name: Company: *PIA account #*:

Address: State: Zip

Phone: Fax:

I enclose my check/Credit Card MC: VISA: in the amount of: \$

Please charge my Credit Card:

Card Number: Exp:

Signature:

TERMS and CONDITIONS: Conference registration fees are fully refundable (less \$15 handling charge) until 30 days prior to the event. Sales are final and no refunds can be made after that date. To be admitted, payment must be received 14 days prior to the conference at PIA. Speakers are subject to change!

Please send to Pacific Institute of Aromatherapy, PO Box 6723
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