



May - June 2016

Your Neighborhood Natural Foods Store

You Belong Here

Announcements

- **Got our app yet?** Save 20% on all bath and body products during Happy Hours on Sunday from 10-4 throughout the spring. This includes essential oils! Search for "flok rewards" in the App Store for iPhone and Google Play for Android. Or, go to flok.com/app and Join the Eureka Market Club. Start saving!
- **Inside-Out:** Improving the health of your skin is also an inside job. Chronic skin conditions may not respond to even the best topical products, but need to be addressed with dietary changes and supplementation. Stop in and consult with Jae —our nutritionist & supplement specialist on Wednesday or Saturday from 9-4 and Thursday and Friday 10-5.



Live, Love and Laugh - and try not to get chiggers!

Save Your Hide

What we feed our skin matters. Without going into a discussion about the chemical cocktail in mainstream skin products, know that the skin absorbs 60% or more of whatever it comes in contact with. Choosing natural skin care products is a way to improve the look of your skin and contribute to your overall health.

Summer presents challenges to our skin—from trying not to get sunburned and bitten—and dealing with the consequences when you do! And ticks, those blood-sucking devils always wreak havoc in the Ozarks! We will have you covered with sunscreens and bug repellent in the most natural form we can find. We will also encourage you to make your own!

We spent the winter stocking up our bath and body department with more essential oils, pure carrier oils, and medicinal topical products. Our focus is on quality ingredients and value ... we keep it clean for you!

Essential Oil Bug Repellent

Fill 4 oz. spray bottle with 2 oz. water and 2 oz. witch hazel. Add 30-60 drops of essential oils to desired strength (use lower amount for kids)

Any combination of the following oils will have effective bug repellent qualities: rosemary, clove, lavender, cinnamon, lemon eucalyptus, cedar, geranium, peppermint, lemongrass, eucalyptus, citronella, tea tree.

Shake well. Mist heavily on skin and clothing. Reapply every hour or two. Try a little on a patch of skin to test for sensitivity.

For a quick repellent fix, try 3-5 drops of essential oil in a squeeze of aloe gel or your favorite lotion for one application.

Got Bit? Get Your Lavender On.

- A drop of lavender essential oil directly on bug bites will work to keep infection at bay, reduce inflammation and hasten healing of any bite.
- For tick bites, dab lavender oil with tea tree or thyme added
- For wasp stings, whose venom is alkaline, mix a tsp. vinegar with 5 drops lavender. Dab frequently.
- For bee stings, whose venom is acidic, mix 1 tsp. baking soda with a bit of water to make a paste and add a few drops lavender oil. Apply repeatedly over 24 hours.



Connect, Read, Listen, Learn

Great info for our curious customers. Knowledge is power.

A new documentary, *That Sugar Film* is directed by Damon Gameau. He embarks on a unique six-week experiment to document the health effects of a high sugar diet has on the body and brain. Available on Amazon Prime Video.

Christiane Northrup, M.D. has a new book, *Goddesses Never Age: The Secret Prescription for Radiance, Vitality, and Well-Being*. This book seems very *Eureka* in flavor. Northrup explains that the state of our health is dictated more by beliefs than by biology. Shifting our perceptions away from what our culture teaches us about aging is a big part of healthy longevity. Available in bookstores, online and on audible.com as an audio book.

The National Association for Holistic Aromatherapy (NAHA) is an independent non-profit organization devoted to offering scientific, empirical information about aromatherapy and essential oils. They are members of the American Botanical Council, a highly regarded organization with top-notch information about everything herbal. www.herbalgram.com for ABC and www.naha.org for NAHA.



Have you seen the J Notes hanging out in our supplements department?

Look and learn! They will guide you.

Calm it with Quercetin

Quercetin is a bioflavonoid found in fruits, vegetables, and some flowers. Some particularly rich food sources are onions, apples, red wine, tea, berries and citrus fruits. Quercetin works well for prevention of allergies due to its potent anti-inflammatory and antihistamine properties.

Over-the-counter antihistamines reduce symptoms by blocking the immune system's production of histamine. This inhibits immune system response and can lead to disagreeable side effects. Quercetin calms histamine response in an immune-supportive way, supporting the immune system in a way that allergy drugs can only dream of.

Any runny, sneezing, or congested condition may be helped by quercetin. Even the histamine response triggered by bug bites and stings may be improved by quercetin. A 500 mg. capsule taken as needed has been shown to help many people. If symptoms are worse, take more.

Megan Kirk

Ever wonder how many drops of essential oils are in those little bottles? Aura Cacia has provided some numbers:

Depending on the consistency of the essential oil, a half-ounce bottle contains approximately 288 drops!

Southern Sweetie

Manuka honey is unique. Found only in New Zealand, it is made by bees that feed on flowers of the Manuka bush. This bush is a relative of the Melaleuca plant, which is the source of Tea Tree Oil. It has a generous content of hydrogen peroxide, which works as an antibacterial agent, and has other potent healing properties. It is a powerhouse for wound care, especially those that are infectious and slow to heal. The FDA approved Manuka-honey-based wound dressings in 2007.

The bite of the Brown Recluse spider can lead to a potentially serious skin infection, that may be dramatically improved by topical treatment with Manuka honey. Many people have reported success in preventing or reducing the necrosis of skin tissue that may lead to a cavernous and difficult wound to heal.

Manuka honey comes in many strengths and may be rated with an "MGO" rating, which refers to the methylglyoxal content which is one of the active ingredients that helps account for its antibacterial potency. We stock Manuka honey at two highest level available—550 MGO and a 250 MGO.

Jae

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A Trio of Terrific Topical Products

Pure, Simple and Great Carriers for Essential Oils

Coconut Oil is a super-food for the hair and skin. It is deeply moisturizing and healing to dry, raw, or damaged skin. It is antimicrobial (fights bacteria, viruses, and fungus), speeds wound healing and prevents infection. It's anti-inflammatory and moisture-holding qualities make it useful for treating chronic skin conditions like eczema and psoriasis.

Your hair and skin will only absorb what it needs and applying too much will leave you greasy. Make sure you select a raw, organic, unrefined product. It is solid below 76 degrees but will quickly melt upon skin contact.

What is fractionated coconut oil? Coconut oil is comprised of mostly medium chain triglycerides fatty acids with a smaller amount of long-chain. When it's fractionated, the long-chains have been removed. It may be referred to as MCT oil (medium chain triglyceride) and remains liquid

regardless of temperature and is easy to work with.

Witch Hazel has been used in skin concoctions for hundreds of years. It is made by distilling the bark and leaves of the common North American witch hazel shrub.

It is useful for any inflammatory condition of the skin such as acne, psoriasis, eczema, chickpox, sunburn, bruises, diaper rash, razor burn, poison ivy, bug bites, stings, and puffiness around the eyes. It is naturally astringent due to its high content of tannins, which makes it good for stopping bleeding, removing excess oil from the skin, and preventing bacterial attacks on the surface of the skin.

It makes a great skin toner following cleanser and essential oils are easily added to make splashes or sprays.

Aloe Vera - Touting our favorite aloe gel and spray is essential

here. The only raw, whole-plant aloe product we have seen is produced by **Herbal Aloe Force** and comes in both a gel and spray. This raw aloe is much more potent than other processed aloes and penetrates through all seven layers of skin. It can be used topically for all of your skin needs: first aid, shaving, face and body moisturizing, after-sun treatment, diaper areas, nails and cuticles, lips, bug bites, and chronic skin conditions.

A great benefit of this bioavailable aloe is that it will enhance the penetration of anything you add to it. Use it as a carrier for essential oils or specialty oils like rose hip or argan and drive them deep into the skin.

Listen to a 17 minute discussion about Herbal Aloe Force raw aloe gel & spray. Go to http://eurekamarket.biz/wp-content/uploads/2015/10/Eureka-mkt-2-gel-audio-4_29_16.mp3

Megan Kirk

A Question of Quality

Are your essential oils "therapeutic grade?" We get this question a lot and I referenced an article written by the past president of the National Association for Holistic Aromatherapy to craft this answer:

The term "therapeutic grade" is a marketing term. It isn't based on standards or an accepted grading system for essential oils. It was developed by a multi-level marketing company that sells essential oils and is a clever commercial trademark they have paid a fee for. Professionals in the world of essential oils and aromatherapy that aren't selling particular brands, despise the term because it's inaccurate and confusing.

When shopping for high-quality essential oils you want them to be **genuine** (unaltered) and **authentic** (derived from a specified plant listed on the label with its Latin name) and **unadulterated** (no additives). It's nice to select wild-crafted and certified organic when possible. If you stick to this criterion you will have a quality product in hand. Don't be fooled by claims and over-priced essential oils.

The full article used for this piece can be found at: www.naha.org/assets/uploads/The_Quality_of_Essential_Oils_Journal.pdf

Crafting vessels of all sizes now available

Get Crafty with Essential Oils Top Three Essential Oils for Mature Skin

Carrot seed is antioxidant rich with a huge helping of beta carotene, which makes it a powerhouse against the signs of aging. It's ideal for preventing and softening wrinkles, healing sun damage, and encouraging turnover of new skin cells. The vitamin C promotes collagen formation.

Frankincense is astringent, antimicrobial and anti-inflammatory. It is helpful for managing acne-prone skin and for healing scars and minor skin imperfections. It is cytophylactic, meaning it protects existing skin cells and encourages new cell growth, which may reduce wrinkle formation.

Geranium is anti-inflammatory and regenerative. It increases circulation, promotes a balanced distribution of melanin, and improves overall skin tone. It works to balance oil production for both oily and dry skin. May help heal broken capillaries and chronic skin conditions like psoriasis and eczema.

Face & Neck Oil: (great for anywhere you need it!)

- Fill a 1 oz. glass dropper bottle with 2T. carrier oil of choice
- Add 6-30 drops of essential oils of choice for a 1-5% dilution*
- 1 tsp. of a therapeutic oil like argan or rosehip can enrich this oil (reduce carrier oil by 1 tsp.)

Skin Mist:

- Fill a 2 oz. glass spray bottle with witch hazel (filtered water or witch hazel-water combination may be used)
- Add 18-30 drops of essential oils of your choice for a 3-5% dilution*
- ¼ tsp. of carrier oil is optional

* If you are new to essential oils you may want to start with a low dilution and a patch test to check for sensitivity.

Skin Scrub:

- Melt ½ C. coconut oil
- Pour over 1 C. brown sugar or sea salt and stir to combine
- Add 5-25 drops of the essential oil of your choice and blend. Store in wide mouth glass container with lid.

Megan Kirk

* Caution: If you use in tub or shower, the oil will make it slippery.

Tip from Megan: Make a skin mist with one or more essential oils for mature skin. Spray face and neck and follow with **Herbal Answers** raw aloe gel or mist. The raw aloe drives the oils deep into the skin where they can do their best work.

Aura Cacia®



pure essential oils



Here's the Skinny on Your Hide

Here's the skinny on your hide: Your skin amounts to about 20 square feet that encompasses 300 million skin cells, 200 sweat glands, 30 sebaceous glands, numerous vessels, and nerves that make up your body's largest organ—and a very complex one at that.

What do you do to manage your square footage?

All-Star Vegetables ... The Cruciferous Family

Carrie Marry, Integrative Health Coach

Eating multiple servings daily from a wide variety of fruits and vegetables is key to optimal health. As research into food science continues, certain food groups are emerging as all-stars when it comes to delivering protective nutrients to our bodies. The cruciferous family is one of those.

Colossal Crucifers: Cabbages, kale, collards, Brussels sprouts, broccoli, cauliflower, bok choy, turnips, watercress, arugula, radish, kohlrabi, shepherd's purse, daikon, Chinese cabbage, mustard greens & seeds, horseradish.

In terms of conventional nutrients (vitamins, minerals, proteins, carbs, and fats), there isn't another vegetable group that is as high in vitamin A, carotenoids, vitamin C, folate, and fiber as the cruciferous vegetables. As a group, they are simply superstars in these conventional nutrients. The concentration of vitamin A, vitamin C, and

the good dose of the mineral manganese is impressive. Our body generates harmful molecules called free radicals as a result of metabolism. On a daily basis we live in a toxic soup with air pollution, chemicals in our drinking water, and high concentrations of pesticides and herbicides in the soil. Our bodies (and in particular our liver) have a great burden as they attempt to neutralize these harmful substances and remove them from our body. By increasing your consumption of cruciferous vegetables daily, you will supply your body with extra antioxidants to assist your body's ability to detox.

Perhaps the most exciting published research shows a link between cruciferous vegetables and cancer protection. One substance responsible for this benefit is sulforaphane, also responsible for the pungent aroma and bitter flavor of cruciferous vegetables. Sulforaphane can stimulate enzymes in the body

that detoxify carcinogens before they can damage cells.

Also noteworthy, these powerhouse veggies have a synergy between the various compounds they each contain. For example, if you are cooking broccoli, also cook cauliflower or toss in some collards, kale or bok choy just before the longer-cooking ones are done. Instead of cabbage slaw, make cabbage, kale, broccoli slaw. Eating these crucifers daily is a particularly healthful choice.

Of note: When I am coaching clients, I am often asked about the link between cruciferous vegetables and thyroid disease. While this family of vegetables do contain compounds known as goitrogens, in my opinion a person would have to eat upwards of two pounds a day of raw cruciferous vegetables to harm one's thyroid. Enjoy this beautiful food group cooked and in moderation (2-3 times per week) if you have any such concern.

Marinated Cauliflower Salad

1 large head of cauliflower
¼ C. red onion
2 T. parsley (about 1/4th bunch of parsley with heavy stems removed)
2 T. capers

Whisk ingredients for dressing:
¼ C. white wine vinegar
1/3 C. olive oil
1 tsp. prepared brown mustard
½ tsp. salt
¼ tsp. pepper

This elegant salad is a beautiful white side dish. Pairs well with kale salads & strong cheeses like gruyere or aged cheddar.

- Cut cauliflower into small bite-size pieces and put into glass or stainless steel bowl.
- Pour boiling water over cauliflower florets and let soak for 5 minutes. Then strain and pat dry.
- Dice red onion and finely mince parsley.
- Measure capers and add all above ingredients to bowl.
- Pour dressing over cauliflower mixture and blend well. It's best chilled for a few hours, or overnight, before serving.



All five Kirks in the same place at the same time!

Staff Picks

What natural products do you use on your skin?

- **Terry:** "Aloe Vera all the way. For over thirty years—from the seventies on that's what I've used. I also like *EO Everyone Lotions*, it's a great price and it works well."
- **Easton:** "I use *Aura Cacia Cedarwood* and *Pine* essential oils. I rub drops onto my arms and torso before bed. It helps me sleep. I also like *Vetiver*, it has a nice leathery smell. *Bergamot* is next on my list."
- **David:** "I use *apple cider vinegar* as a hair and scalp conditioner and in the bath it will soften skin. For sores on my dogs I use *coconut oil*. It's antimicrobial."
- **Ellen:** "For my face and neck I use *Derma E Vitamin A Retinyl Palmitate Crème*. It's not greasy and has very little scent. For five years I've used *ShiKai Shower Gel*. It doesn't take much, has a fabulous scent, and no residue."
- **Christine:** "I use *witch hazel* and I love *shea butter* for feet, elbows and knees. I melt it in the sun or just let it melt when I rub it on. *Heritage Aura Glow*
- **Anna:** "*Thayer's Rose Witch Hazel* in the morning as a toner. It's a personal spa treatment with a fabulous light scent."
- **Megan:** "I use *Herbal Answers Raw Aloe Vera gel* or *spray* for all my skin needs. I add essential oils like *lavender*, and *carrot seed*. Raw aloe drives the oils deep into the skin. During winter months, I add drops of *argan oil*, *rosehip* or *sea buckthorn* oil to the aloe to enrich it."
- **Jaе:** "I make bug repellent using a bottle of *witch hazel* with 15-20 drops each of *citronella* and *lemon eucalyptus* essential oils. I spray it on my dog and I every time we walk out the door. I use *Nubian Indian Hemp & Vetiver Lotion* and *Body Wash*. I love the scent and it's so rich."
- **Kate:** "*Arnica Cream* for all kinds of stuff...cuts, stings, diaper rash. It's very healing. I love *Nubian Raw Shea Butter Lotion*. It really works wonders for aging skin. You don't need much."
- **Richard:** "I like *Vitality Works Colloidal Silver Plus Spray* for

- wounds and irritation. I'm using it on my poison ivy right now. I use *Buzz Away* repellent for bugs; it works really good."
- **Carrie:** "If I could have only one thing in my medicine kit I'd say essential oil of *lavender*. It's my go-to for cuts, bites and it goes in the bath too. It's relaxing."
- **Sam:** "I love *Zum Goat Milk Soap*. Shampoo and Zum soap is all I need."
- **Piper:** "*Puremedy Wart Remover* took that frickin' wart away on my kid! It was greatly diminished in a week and gone within 4-6 weeks and I still have half a jar left."

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