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AROMATHERAPY IN THE NEWS

Business Week magazine (May 9, 2005) noted the growing concept of aromatherapy use with food. The magazine brought attention to aromas in dishes prepared by chefs to enhance taste. It cited a new Chicago restaurant, Alinea, that includes using hot water over lilac petals "to evoke a fragrance of spring" in a meal. Aromas in fine food come with a cost. Dinners at the restaurant start at \$75.

News out of the Association for Chemical Reception Sciences Conference, Sarasota, Fla., in April on aromas and the influence on drivers was picked up by numerous media outlets, including CBS News.

Researchers presented their findings that the smell of cinnamon or peppermint can relax drivers' tensions, curb driver fatigue and increase alertness.

"Given the results, it is reasonable to expect that the presentation of peppermint or cinnamon odor while driving may produce a more alert and conscientious driver, and minimize the fatigue associated with prolonged driving," says Bryan Raudenbush, PhD, an associate professor of psychology at West Virginia's Wheeling Jesuit University.

Peppermint was linked to decreased anxiety and fatigue while driving. While both peppermint and cinnamon decreased driving frustration and increased alertness.

Is aromatherapy the answer to our dangerous roads? Hmmm, they seem to think it could be the next big thing in essential oil use. "Periodic administration of these odors over long-term driving may prove beneficial in maintaining alertness and decreasing highway accidents and fatalities," write the researchers.

Meanwhile a related survey published in auto publications by Wheeling Jesuit and AroMetrics, which sells auto air fresheners, found drivers "demonstrated a decreased level of anger and improved overall driving performance when exposed to strawberry and pine scents."

Most tellingly, four of every five respondents strongly agreed or somewhat agreed with the statement, "When my car smells good, I feel better."

Organic Style magazine (June 2005) featured an article on 25 natural ways to lose weight. At number 12 was sniffing grapefruit oil where it noted research by the Institute of Aromatherapy in Toronto that found smelling grapefruit oil helps curb cravings for sweets.

MEMBERS IN THE NEWS

-Shellie Enteen, NAHA Regional Director for Florida, writes a column for Massage Today where she educates massage therapists about the use of essential oils. Her recent columns included guides to using both calming and stimulating oils. Her columns can be read at www.massagetoday.com/columnists/enteen/

-NAHA vice president Kelly Holland Azzaro was interviewed by Natural Health magazine (Dec/Jan 2005) about the use of essential oils to enhance body and spirit. Azzaro noted the benefit of citrus oils as a way to improve mood.

-Michele Miller, NAHA president, was quoted in Natural Health magazine (May 2005) in an article on how tea tree is a must-have when traveling because of its healing and germ killing ability.

--Dan Serra reports on aromatherapy coverage by the mass media. Please send news items you read or are included in, with citation, to him at NahaAds@yahoo.com