

The Self-Sufficiency



Shoppe Newsletter

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P.O. Box 390 Park Holme 5043 Sth Aust.
Editor/Proprietor: Pam Marshall

www.theshoppe.com.au
email: theshoppe@chariot.net.au



The Power of Advertising

Releasing Yourself from the Retail Cycle

Advertising has changed. It's no longer what it used to be. Over the years (since its inception) it has developed into a powerful tool that cleverly plays on the heart-strings of the consumer. Much of what advertising contains is deeply subconscious and manipulates the innermost desires and hopes of nearly every human being. Most of the time we are not aware of it because we interpret what we see, feel and hear in advertising through our heart – not our head. It's through the heart – our emotional being – that most people 'act without thinking' – without rational. This is how advertising 'makes money'. If we thought about our response to advertising more deeply and put our emotions aside we would probably do things differently. But that's NOT the response moneymaking profiteers want!

For example: Music from the past dominates in ads aimed at a certain age group. My age group. I'm standing in the kitchen doing the dishes – I can hear on the telly a song from the past – I can't see it (I'm doing the dishes!) but it 'connects' anyway. My curiosity is awakened and I check to see what this 'wonderful, romantic, feel good' music is connected to.....and they have me! It's for a new car (of course) – a brand new four-wheel drive! I'm not interested in a new car, nor do I long to float through the fields of green in one – but some people might want a new car that floats them through the fields of green – and for them it will connect – and that's how it works. And recently I met someone who actually bought one of those vehicles from what she called 'the aromatherapy ad' selling cars! So it works!

If we all have cash in hand and can afford to buy a new car at a moment's notice – that's OK – but usually we don't. Most people use credit to purchase all those wonderful things portrayed in advertising. Worse still – advertising, big companies and the government tell us it's 'OK' to buy, buy, buy and increase our debt. This is reflected by the ever-increasing consumer debt – now in the billions of dollars. How much longer can we continue in this direction? Who will pay the price when the 'direction' changes? I suspect the consumer, not the government, not the banks and probably not the profiteering companies.

The Power of Advertising (cont'd)

Is Nothing Sacred?

What affects us emotionally becomes a powerful tool for the advertising moguls to reap rewards. It is particularly disturbing at present the many ads that tap into people's concern about the plight of the planet to sell goods and services. This may be effective initially – but then people become immune, switch off, having been bombarded with it every day and night through the many advertising mediums. So people 'forget' or become desensitised to the issue and it falls by the way-side (unless of course they can use a catchy musical ditty to maintain attention!). When really, the plight of the planet should be a foremost concern to every clear thinking person on the planet – and should not be used as the emotional basis to sell MORE mass produced products (the cause – to some degree – of our environmental problems).



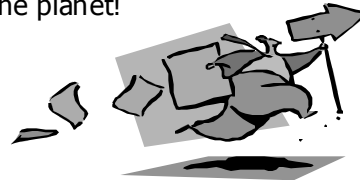
Getting Off the Cycle

Well the good news is: We can release ourselves from the advertising cycle and defuse the power of big retailers – here's a few tips:

1. **Decide** its time to break from the cycle of 'retailism' (and advertising manipulation) to a better life of emotional freedom.
2. **Observe** 'advertising manipulation techniques' and our responses. It's all around us – make a mental note so that the 'control' is less.
3. **Be aware** of the 'vulnerability of desire'. It blinds clear thinking. While we 'long' for something we are vulnerable.
4. **Change shopping habits.** Avoid large supermarkets and department stores that use powerful advertising. Shop at smaller stores. (They could do

with the extra support anyway - big retailers have been slowly eroding small retail businesses)

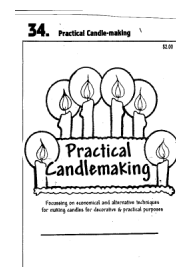
5. **Shop by morals instead of emotions** - stop allowing 'cheaper' prices to influence shopping choices. A few dollars gained here and there is a huge price to pay for loss of human values and morality. Purchase Australian-made and/or environmentally responsible items or goods with less packaging. Buy based upon 'personal morals' and judgement about what's right and wrong rather than the advertising jargon and manipulation that's in the media.
6. **'Make your own'** and/or find cheaper, natural alternatives (whether it be food, personal goods, cosmetics, etc.). There are plenty of options available and its particularly good for the planet!



To Finish: It's easier to stay on the retail cycle then get off! Its easier to 'go with the flow' than to resist and change. But if a significant number of people applied these simple techniques advertising would soon loose its power and better it will be for us all – and for the planet.

Candle-Making Made Easy!

When I started re-researching the craft of making candles I was stunned at the cost of raw materials. So I set about devising a way of making candles cheaply and easily using plain white candles and wax crayons for colouring. The result is No. 34 Practical Candle-making. **Price: \$2.00**



Chemical Additives in Food

WHAT TO LOOK FOR

Additives in food linked to behaviour and health problems

Artificial colours – 102 tartrazine, 104 quinoline yellow, 107 yellow 2G, 110 sunset yellow, 122 azorubine, 123 amaranth, 124 ponceau red, 127 erythrosine, 128 red 2G, 129 allura red, 132 indigotine, 133 brilliant blue 142 green S, 151 brilliant black, 155 chocolate brown

Natural colour – 160b annatto

Preservatives – Sulphite preservatives are most associated with asthma, 200-203 sorbates (in margarine, dips, cakes, fruit products), 210-213 benzoates (in juices, soft drinks, cordials, syrups), 220-228 sulphites (in dried fruit, fruit drinks, sausages and others), 280-283 propionates (in bread, crumpets, bakery products), 249-252 nitrates, (in processed meats such as ham)

Antioxidants – Synthetic antioxidants in vegetable oils and margarines, BHA, BHT, 310-312 Gallates, 319-320 TBHQ

Flavour enhancers – 621 MSG (in fast foods, snack foods), 627, 631, 635 disodium inosinate, disodium guanylate, ribonucleotides (can be associated with itchy skin rashes), HVP hydrolysed vegetable protein, vegetable protein, yeast extract

Added flavours – Thousands of artificial flavours don't have to be identified by number because they are considered to be trade secrets. Flavours may contain unlisted artificial colours and preservatives.

Source: Sue Dengate

I came across this article recently about the problem of chemical additives in food – including colouring. I am often asked in workshops about natural chemical free colourings. So I put together a booklet on the topic. It contains handy information about ways to use natural plants and food for colouring. No. 75 'Natural Dyes & Colours' price: \$1.50.



'Ways With' Booklets

Utilizing what's in your garden to the absolute fullest!

You'll be surprised at the many hidden uses for garden plants, flowers & produce growing right near your back door. All titles cover aspects of personal care, cosmetic, health and healing, culinary, cultivation, in the garden, and other uses

Ways With MINT: Always growing rampant – you'll be surprised at its many uses.

Ways With PARSLEY: More than just a culinary additive!

Ways with LAVENDER: Well known garden plant with hidden uses.

Ways with ROSES: A favorite with everyone – includes making perfume

Ways With ROSEMARY: The most versatile of herbs – with many, many uses!

Ways With THYME: This popular ornamental has lots of interesting uses.

Ways With NASTURTIUMS: Used for centuries by the South American Indians.

Ways With SAGE: Considered in ancient times an anti-aging herb but long forgotten!

Ways With TOMATOES: A multitude of other uses – you'll be surprised.

Ways with ZUCCHINI: Solving the problem of too many zucchinis!

FULL SET (all 10 titles): \$18.00 (or \$2 ea)

To order: all items available from your local Shoppe Distributor. Refer to current Distributor List or contact The Shoppe address on page 1 or go to www.theshoppe.com.au

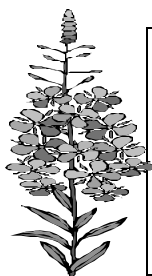
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The Wonderful World of Herbs

Fresh is always best! Fresh herbs from the garden are cheap, safe and completely natural plus they contain valuable essential oils. They are Nature's own 'chemical free product'. They have innumerable uses – listed below the five most common herbs and some of their uses:



-Rosemary-

Skin Care - clears the skin, rejuvenates and restores blood flow, tones muscles & nerves. Suits normal/oily/dry skin.

Hair Care – helps combat dandruff & baldness by stimulating circulation to the scalp and darkens/shines darker hair. Hair dye: Darkens and masks grey

Deodorant – Suitable as a mild body deodorant



-Thyme-

Skin Care - ideal as a cleanser - helps clear up acne, restores blood flow to skin surface. Suits norm & oily skin

Deodorant – the natural anti-bacterial (anti-odour) properties of thyme make it a most effective deodorant.



-Sage-

Skin Care - purifies and cleanses the skin – ideal 'skin tonic' that heals and rejuvenates (it has been used for centuries and believed to be a powerful anti-aging herb). Suits normal/oily/dry skin

Hair Care – very healing – good for dark hair. As a hair dye sage is known to darken hair and help mask grey.

Oral Care: very effective agent for healthy gums and strong teeth. Chew fresh leaves or rub over teeth or use as mouth-wash



-Parsley-

Skin Care - good cleanser well suited to oily skin.

Hair Care - shines hair, tones and stimulates the scalp.

Oral Care – natural breath freshener - chew fresh leaves.

-Mint-

Skin Care - cleanser and very refreshing suits norm to oily skin.

Oral Care – another natural breath freshener - chew fresh leaves or gargle an infusion.

HOW TO USE HERBS

Herbal Bath Bag: Small bag containing fresh herbs. Use as in place of soap.

Herbal Infusion: Place 3 teaspoons fresh herbs in an earthenware cup. Add 250mls boiling water. Leave to steep for about 5 minutes or for a stronger infusion leave longer. Strain and use as required. Use as a hair rinse, skin astringent or pour into spray bottle and use as underarm deodorant.

Herbal Hair Dye: herbal plant paste that will change hair colour with frequent application – see Information Booklet No. 71 for details on how to make hair dyes.

The above herbs have many other uses – for more information see booklets: Ways With Rosemary, Ways With Thyme, Ways With Sage and Ways With Mint. \$2.00ea

TO ORDER: Contact your local Shoppe distributor or go to www.theshoppe.com.au or write to The Self-Sufficiency Shoppe, P.O. Box 390, Park Holme 5043 or email: theshoppe@chariot.net.au for more information