

# 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](mailto:theshoppe@chariot.net.au)



## Christmas and the Retail Cycle

Well, it is that time of year again – Christmas. Barely were we into the 1<sup>st</sup> of December and the Christmas spending spectacular had begun. In fact I'm sure in some cases Christmas promotion started creeping into the shopping and advertising agenda several months earlier.

It's just overwhelming – every time you walk into a shop, pick up a newspaper, local paper, magazine, check your letterbox or just drive/walk down the street it's everywhere: Spend, spend, spend for Christmas. It's a really big business and a very powerful cycle. Retailism and commercialism – and Christmas in particular - have become a huge money-making machine with an insatiable desire for more and more. I suppose the retail philosophy is: The earlier Christmas begins – the sooner the spending begins, the sooner the retailers reap the benefits!

### **Trapped by Our Own Desires?**

I've come to the conclusion that we are all well and truly 'trapped' into a huge, very powerful and very manipulative cycle called 'retailism' (or commercialism or whatever you wish to call it) that 'plays' with our inner desires for wealth, happiness, total satisfaction, 'perfection', etc. One day I was chatting to a lady who reads people's futures. She told me the most asked question from her clients' is: 'Will I be rich?' In fact, EVERYONE asks the same question. If we are all so blindly seeking the same goal, i.e. 'riches & happiness' what a huge manipulative 'tool' consumerism and retailism has on us. We are really very vulnerable and gullible in that quest to fulfil our goal. In fact it's a sort of 'social power play' using very destructive means (for both society and the planet). It's also destructive for individuals unable to differentiate between what's real and what's not and what's right and what's not. In fact I believe it's preventing many of us from enjoying life, experiencing freedom and finding real purpose in our lives. I think it's rather scary – this 'take now and pay in 48 months time' mentality – there seems to be a lack of responsibility from retailers for their actions in the race to make profits.

Through advertising and various other subtle and subconscious methods of 'communication' we are poked and prodded, emotionally manipulated, pulled this way and that, told one thing then told the opposite to the point that we don't really

## **Christmas and the Retail Cycle** (continued from page 1)

know what we want for ourselves or where we are going .. and Christmas is an example of that. If we believe the advertising Christmas is a time when families come together in 'celebration', share loads of food and generally have a good time. But in reality Christmas is a time when many people (more than during the whole year) become depressed and contemplate suicide. The question is, just how much is advertising contributing to our unrealistic expectations and exacerbating the situation? If we all believed that Christmas was the time to be 'sombre' our whole perspective at Christmas would be quite different.

### **What About the Planet?**

Not only is there the personal side of things at Christmas – but there's our planet to contemplate. Christmas has become a huge exploitation of the earth's resources in the 'spirit of giving'. Every bit of Christmas comes from the planet's resources: from the food we eat, the gifts we wrap and give, the Christmas cards we send, the friends we visit, the holiday we have – ALL come from our precious planet in one way or another – and at Christmas the exploitation multiplies ten-fold.

I don't know of a solution to the problem – but can see that this path is one of self-destruction. It cannot continue much longer without grave consequences for the planet, humanity and our way of life. Maybe then we will look back and see the error of our ways –but maybe by then it will be too late.



## **Ideas to Stretch the Christmas Budget**

Maybe a little late for this coming Christmas – but a great resource to have on hand for next Christmas. Full of environmentally friendly ideas for gifts, wrapping, decorations, table ornaments, etc. All ideas are very budget conscious and include things to make and do for the whole family.

**6 pages - Price: \$1.50**

(Available from your Shoppe Distributor or mail order).

## **Shoppe Mailing List**

Receive Newsletters, updates and other information via mail or email by adding your name to The Shoppe Mailing List. Simply send your name and address or email to The Shoppe. Back issues of newsletters are available at [www.theshoppe.com.au](http://www.theshoppe.com.au) or post (2x50c postage stamps per issue) - send to above address requesting relevant issues.



## **Composting for the Beginner**

Compost is very easy to make. I've put this little book together specifically to explain composting as a simple and inexpensive process. Its also not necessary to purchase expensive composting bins - compost can be made in a simple hole in the ground. I use three sides of an old crate as a compost bin – and it works very well.

I've found at my workshops that people are quite confused about composting – I think the problem lies with the information presented in the many 'lifestyle' programmes that promote the use (and purchase) of commercial compost bins. I've even taken to bringing along to my 'Green Fingers' Workshop a jar of compost for display at the request of the attendees eager to see how compost looks! Compost is 'the best' for the garden – I find you need no other fertilisers – compost alone does the job quite effectively.

**4 pages - \$1.50**



### Lead in Lipstick

I was recently sent an email about the dangers of lead in cosmetics. Lead is a chemical that causes cancer. It is commonly added to cosmetics – especially lipsticks as it helps it to ‘stay’ longer.

#### **How to test your lipstick for lead:**

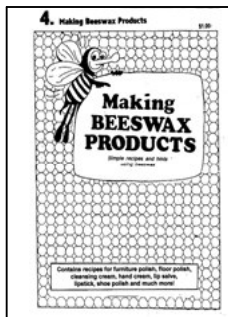
1. Put some lipstick on your hand.
2. Use a Gold ring to scratch on the lipstick.
3. If the lipstick colour changes to black, then you know the lipstick contains lead.

**Lipstick Alternatives** – *Before the creation of lipsticks ladies of the time would simply rub their lips with a red rose petal or hibiscus flower – both know for their deep red colouring. Hibiscus flower, in particular, can also be used as a red hair dye.*

*But as a more ‘civil’ alternative you can make your own - Here’s a recipe for Homemade Lipstick.....*

**Beeswax-based Lipstick:** Mix together 2 teaspoons melted beeswax, 4 teaspoons sesame oil and 1 tablespoon of coconut oil. Mix in red food colouring (such as cochineal, natural dye or beetroot juice) drop by drop to attain the required colouring. Mix different colours to make a variety of shades, e.g. red and yellow will create an orange-type blend. Pour the melted ingredients into a small container to set. Apply with finger or lipstick brush. Reprinted from: Pamphlet **No. 4** ‘Making Beeswax Products’ **Price: \$1.00**

And Pamphlet **No. 75**. ‘Natural Colours & Dyes’ **Price: \$1.50**



### About Beeswax

Beeswax is a very natural, high quality base for many homemade items. It has the highest melting point of any known wax - 60 °C. For this reason beeswax makes ‘extra-long’ burning candles and is often added to beauty creams and cosmetics. On wooden floors and furniture it provides an ideal medium for producing a smooth, shiny surface. On leather goods it not only protects and waterproofs but also lessens ‘wear and tear’. In homemade cosmetics (face creams and salves) beeswax is an excellent natural emulsifying agent that thickens and blends ingredients to make a creamy mixture ideal as a skin cream.

### Beeswax

#### Information Package

**Pack Includes:** 50g block pure beeswax, Info booklets: No. 4 Making Beeswax Products, No. 5 Homemade Polishers and Cleaners, No. 30 Natural Skin Care, No. 13 Making Simple Salves & Creams

**Price: \$6.00**



### Herbal Skin Cream

Hand-made from beeswax, grape-seed oil and herbal infusion. 60ml cosmetic jar. Comes with recipe leaflet for making refill **Price: \$16.50**



### Beeswax Lip Salve

Hand-made with beeswax, olive and coconut oils. 20ml glass container. Comes with recipe leaflet for making refill. **Price: \$10.25**

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