

The Self-Sufficiency



Shoppe Newsletter

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Christmas and the Retail Cycle

Well, it is that time of year again – Christmas. Barely were we into the 1st 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?

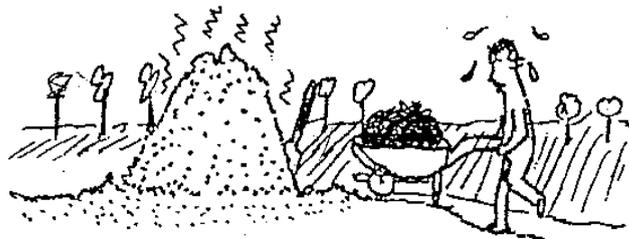
Not only is there the personal side of things at Christmas – but there's our planet to contemplate. Christmas has become a huge exploitation of the earth's resources in the 'spirit of giving'. Every bit of Christmas comes from the planet's resources: from the food we eat, the gifts we wrap and give, 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.

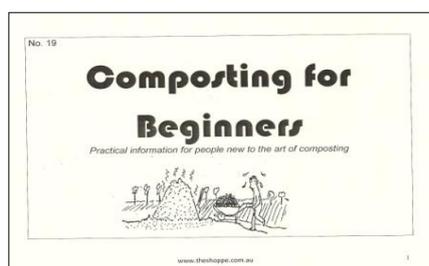
e-Booklet No. 40 - Surviving the Hard Times



How to save money and cut corners during the hard times. Coping with a money shortages is a skill learned through experience. This booklet offers a comprehensive collection of survival hints and tips. Welcome relief when money is tight. Includes: shopping tips, finding alternatives, handy hints for survival and psychological strategies. Price: **\$12.00** (**Download from www.theshoppe.com.au**)



e-Booklet No. 19 - Composting for Beginners



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.

Price: \$8.00 (**Download from www.theshoppe.com.au**)



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.

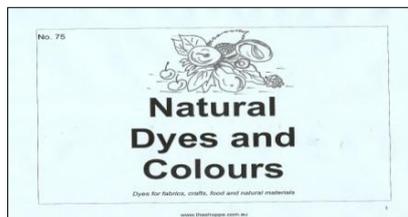
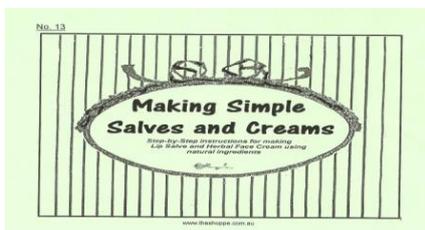
Lipstick Alternatives – Before the creation of lipsticks ladies of the time would simply rub their lips with a red rose petal or hibiscus flower – both known for their deep red colouring. Hibiscus flower, in particular, can also be used as a red hair dye. But as a more 'civil' alternative you can make 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.



For more information: **e-Booklet No. 4 'Making Beeswax Products'** Price: \$12.00
e-Booklet No. 75. 'Natural Colours & Dyes' Price: \$12.00



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 Booklet Set

Beeswax is a natural product with a multitude of uses, including sealing, polishing and emulsifying agent in skin care products.

5 Booklets: No. 4 Making Beeswax Products, No. 5 Homemade Cleaners and Polishes, No. 59 Caring for Natural Woods & Fibres, No. 30 Natural Skin Care, No. 13 Simple Salves & Creams.

Price: \$39.00 (Download from www.theshoppe.com.au)



Oh Lemon Tree!

Lemons are the most versatile of produce. They have innumerable uses in nearly every area of the home and day-to-day living – and they are cheap, safe, natural and environmentally friendly!



Lemon Recipes

Deodorising

Lemon has the ability to mask and absorb odours – such as when cooking with strong foods, cigarette smoke, paint, etc.

Bleaching

Nature's own natural bleach - added to washing water it acts as a mild bleach – excellent for 'whites', nappies, etc.

Disinfectant

The natural acidic properties of lemon make it a very environmentally safe disinfectant in all areas of the home

Culinary

Lemons are indispensable in the kitchen. Not only for flavouring, but also marinating, crisping batter, cooking eggs and more.

Deterring

In the garden, lemons are excellent for deterring dogs, cats, ants & other 'pests'.

Cleaning

With its mild bleaching & acidic properties lemons are excellent for cleaning anything from coins to cups!

Skin Care

What could be more natural than juice straight from a fresh lemon for the skin! A wonderful natural astringent.

Stain Removal

Excellent for removing all types of stains, including perspiration, cigarette & coffee stainsthe list is endless!

Hair Care

Used for centuries to condition, clean and shine hair & prevent oiliness. Or use as a mild hair bleach

Healing

Known as a simple remedy for many minor complaints – from headaches,

Lemon Butter:

225g butter, 225g sugar (more or less according to taste), 3 beaten eggs, grated rind and juice of 2 lemons.

Melt the butter in a saucepan. Add the sugar, lemon rind and juice. Heat gently. Slowly add the beaten eggs. (stir continuously). Simmer until thick. When cool store in the refrigerator. Use within one week.

Lemon Hair Lightener & Mild Bleach:

(Works best on fair hair)

Technique 1: Lemon Hair rinse – Make up a mixture of half lemon juice to half water. Apply as a hair rinse after shampooing – leave in hair, do not rinse out. Fair hair will lighten with regular use.

Technique 2: Mix ½ cup lemon juice with 1 cup flour. Apply to damp hair (usually after shampooing). Cover with shower cap and leave 30 minutes to 1 hour. Wash out. (May require frequent application to attain desired results).

(From Booklet No. 71 – Natural Hair Colours & Dyes)

Lemon Deodorant

(The natural acidic properties of lemons make it well suited as a mild deodorant. It will inhibit bacterial growth and reduce odour).

Method: Dilute lemon juice one part juice to 2 parts water. Dab or spray underarms after showering or bathing - repeat during the day as necessary.

More 'lemon' information and recipes in Booklet No. 10 'The Humble Lemon' Price: \$8.00 (download from www.theshoppe.com.au)

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Use safe, natural alternatives in the home

The focus of my workshops, publications, newsletters, etc. is to promote 'non-consumerism' by encouraging the use of simple, safe and environmentally responsible alternatives. Here's why:

- **SAFER/BETTER** - For you and your family in terms of sensitivities, chemicals, long term reactions.
- **ENVIRONMENTAL RESPONSIBLE** - Better for the environment because - less containers for disposal - less waste & residue from making commercial products - less likely to exploit the planet's resources for raw materials required for mass-production of commercial products
- **CHEAPER** - Using natural ingredients (from home and garden) is much cheaper than expensive commercial products.
- **REASSURING** - To know about alternatives – so that you have control over what you use and what's in it – and not totally dependant on consumer products.

For more information: www.theshoppe.com.au

How to Purchase Booklets and Workshop@Home

There are 3 ways to purchase publications:

Method 1. From the website:

All booklets are available **for immediate download**. This is the quickest way to access the booklets.

1. Go to www.theshoppe.com.au
2. Click on 'Shoppe Publications'
3. Scroll down to find your chosen title
4. Click 'ADD TO CART'
5. Click 'Continue shopping with The Shoppe' to order more booklets or
6. Follow the prompts: 'Proceed to Check-out' to pay. (You do not need to have a Paypal account to order via this method. You can pay by debit or credit card, Mastercard, Visa, American Express or Paypal)
7. When payment has been processed your booklet will appear immediately for download in PDF (Acrobat) format on the screen.
8. Save to your computer for printing (full booklet or just relevant recipe pages) or use ebook reader.

Method 2. Internet Banking or Direct Payment:

Electronic funds transfer into The Self-Sufficiency Shoppe account. Booklets can then be emailed or posted* to you. Email: pam@theshoppe.com.au for The Shoppe's bank account details for payment transfer. *Please add \$3 to the price of each booklet to cover printing and postage costs.

Method 3. By Mail

Send cheque/money order to The Self-Sufficiency Shoppe - P.O. Box 390, Park Holme, 5043 (add \$2 per booklet for printing & postage). Your booklets will be downloaded and printed for you and sent to your address. Please add \$3 per booklet for postage and printing costs.

If you have any problems or queries contact: pam@theshoppe.com.au

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