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The Power Of Smell: Using Essential Oils To Influence Your Mood

Can the scent of apple pie baking take you right back to your childhood? Can the gentle smell of a flower remind you of a special day in your life? Can you recall the exact feeling of safety and comfort from the steamy warm sugary smell of hot cocoa? Our noses have thousands and thousands of scent receptors that are directly connected to the limbic system in our brains – the areas concerned with memory, behavior, and mood. The science of aromatherapy takes advantage of this biological system to enhance and support mood, improve overall health, and bring feelings of well being to our lives.

Spas and salons, hospitals and doctor's offices, small businesses and large corporations – among other establishments – are all frequently taking advantage of the power of scent to trigger positive emotions that lead us to relax more quickly, feel comfortable and reassured, as well as enhance focus and energize us, for example. The science of smell can impact important aspects of a client's experience and overall satisfaction with services, or put someone at ease under difficult circumstances, as well as enhance employee productivity or increase customer sales.

Shalem Bencivega, owner of The Barbery in Keene, uses essential oils to enhance his customers' experience. "I want to create more of a high-end, old-school barber shop experience, where my customers can come to sit back, relax, and get a great haircut or shave," Bencivega said. "Having a place that smells great is part of the experience. I've been diffusing eucalyptus and cedarwood – more masculine scents – and my customers notice right away. I get a lot of comments about how good the shop smells."

In addition to diffusing oils, Bencivega uses essential oils on his hot towels. "I had been using essential oils in my towels for a while, but my supply was running out. Recently, I stopped at Jeni Skin Care, on a day when she was offering free Aroma Touch hand treatments. We started talking about essential oils, and I ended up walking out with the diffuser and a new supply of oils. I feel like it's been a nice addition to my business."

"More men are beginning to use essential oils in their offices and businesses to support their health and wellness," said Jeni Callihan, owner of Jeni Skin Care. "Traditionally, women have been more interested in integrating essential oils in their lives, both at home and at work. But there has been a discernible uptick in the number of men buying oils. They often stop in to buy their wives or girlfriends a gift card for a facial, and end up talking to me about how they can use oils themselves."

"Using essential oils taps into our body's emotional system," Callihan continued. "A great way to enhance the dry, stale indoor air in winter time is to diffuse essential oils."

A diffuser is a small device that delivers aromatic

compounds into the air with a cool, fine mist. Oils can be chosen for their calming, focusing, energizing, or other desired effects. Callihan recommends a few specific blends to use in a diffuser that seem to especially appeal to men.

Woods blend: cedarwood – two drops, sandalwood – one drop, Douglas fir – one drop, grapefruit – two drops.

Spice blend: clove – two drops, bergamot – two drops, lemon – two drops, frankincense – one drop.

Calming blend: vetiver – two drops, cedarwood – two drops.

Concentration blend: orange – two drops, peppermint – two drops.

Healing Perspectives
 with Jeni Callihan



While diffusing oils is one way to use them, the blends mentioned above can also be mixed with a carrier oil, like fractionated coconut oil, jojoba, or argan oil – all of which are readily available, to create face moisturizers, beard oils, balms, or colognes.

Jeni Skin Care offers a class on using essential oils every Saturday at 3 p.m. at 69 Emerald Street in Keene. During the class, participants will learn how to address common concerns like colds, insomnia, and stress using DoTerra therapeutic grade essential oils. Visit www.jeniskincare.com for more information.

Jeni Callihan is Esthetician/Owner of Jeni Skin Care, Wellness Advocate for DoTerra Essential Oils and Yoga Instructor at Keene Yoga Center. You can find information about her classes and make appointments for treatments, consultations, and more by going to www.jeniskincare.com.

AAUW Luncheon On February 24th At Keene State College

The Keene Area American Association of University Women (AAUW) will hold a luncheon on Saturday, February 24th at noon at the Thorne-Sagendorph Art Gallery on Wyman Way at Keene State College.

There is a charge for the lunch, and the speaker will be Jennifer Alexander, assistant director of Keene Community Education.

AAUW promotes education and equity for women while fostering societal change. Membership is open to anyone holding an associate or higher degree from a qualified educational institution.

For more details, call 603-876-3913 or email keeneauw@gmail.com.

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