

## The Perils of Sale Shopping

*The trouble with shopping is the shops. I can't go into the shops that sell synthetic leather shoes, nor the ones that sell clothes that have been treated to improve their texture and appearance. I cannot cope with the scented candles nor any of the synthetic perfumes that we get showered on us by enthusiastic sales people at this time of year. And even though I love Body Shop Green Tea Fixing Gel, some of their other products induce blind panic – even with some organic stores I have less than three minutes to get out.*

To some people this may sound exaggerated, but it is a direct quote and the woman above is not unique. She has developed a raft of avoidance techniques: shopping malls are out, because there is NO fresh air, shopping before other people get up is best because there is less chance of bumping into someone who has just taken their coat out of mothballs, or the dry cleaners. The same goes for lifts and enclosed spaces – avoid them when they are busy. The entrance hall of any store is the acid test – if it smells OK then it is worth attempting to go further, but some of the most carefully planned shopping lists have been changed at the 11<sup>th</sup> hour. Even the women who have just used an expensive bar of perfumed soap are to be avoided as much as the men with after-shave. And she is not interested in seeing the newly redecorated homes of her friends – if the carpets don't get her, the paint will! The slums of Elizabethan England would have been much easier to handle.

In fact for many of us the stresses and strains that we often attribute to overwork and busy lifestyle may be the way our bodies react to a build-up of these airborne toxins.

It is when you realise how handicapped your best friends are by modern day society that you start looking for solutions. The spray we made for people who are affected by airborne pollutants was tested for all these things. My colleague Dr Susan Wolff (Naturopath) and I based it on our own Holly Essence, made in the moonlight with holly chosen because it has flourished on a busy polluted road in West London. We then added an energetic element and diluted it with glass bottled spring water. And, most importantly, we added Grandeur Water because it lasts at room temperature for 14 years and means we don't need brandy as a preservative.

In common with the well known Rescue Remedy, many flower essences are gentle yet surprisingly powerful. SerSu Pollution Protection is designed to boost our immune systems so that they cope with:

- Vehicle exhausts - diesel and petrol
- Off-gassing from new furniture, synthetic carpeting, curtains and blinds
- Dust, pollens, moulds and heavily perfumed flowers
- Aircraft pollution and factory emissions
- Fumes from gas, oil, poorly serviced air-conditioning and central heating systems
- Insecticides, paints and varnishes, cleaning fluids
- Glue, foam, latex, new wood and wood treatments
- Dry rot treatments, damp proof courses, construction chemicals, insulation materials

We continue to receive good feedback. One ME sufferer told us that our spray had enabled her to travel on buses, another that she could handle moulds without coughing. Possibly our most stunning testimonial comes from Ann P who is very seriously affected by the chemicals sprayed on the fields and roads in her neighbourhood in Nottingham. Here is her account of how our product helped her.

*"I suffer terribly in spring when the crops are sprayed, and even more so in summer and autumn when the councils use weed killer on the roads. I get so ill that the council warns me before spraying and I leave my home. But even this does not protect me fully, as the chemicals are still in the air when I return and I am always affected to some degree. (the photo on the right was taken when I came home 24hours after the spraying, the one on the left is a normal photo taken a few weeks later)*

*After using **SerSu Pollution Protection** twice I believe it has helped greatly. I used it first on the day of spraying. Then I stayed at home – with no bad effect from the weed killer at all. Yesterday when they sprayed – I again 'took the risk' of staying at home. I'm fine today and can only conclude that it is the Pollution Protection that has helped. It's nothing short of miraculous!"*



As with our other combinations, we make up the core essences, Helios homeopathic pharmacy produce it for us as a spray to be absorbed through the skin and it is sold by them, The Homeopathic Supply Company and Healthy House.