

# THE Essential Edge News

Volume 1 Issue 9



## Founder's message

We have embarked on a new year: a new journey with possibilities and potential all around us. During this time we place a premium on reflections, resolutions, and self-improvement, as each of us is given the opportunity to start anew. We become enamored with achieving potential. We see it in the fitness centres packed to the brim with those eagerly awaiting the loss of a few kilos and inches; we see it in the form of a list on the family's refrigerator door that serves as a reminder of goals for love, respect, and service. It is no wonder that people enjoy fresh starts—they are exhilarating and motivating.

In that spirit, I challenge each of you to follow Young Living and be transformed in 2012! Let us join together and experience the breakthroughs that come with achieving our highest potential. Forget the days of apathy and contentment; begin building your new, improved self today. I promise you, Young Living is experiencing such a change.

In the coming weeks and months, you will see a revolutionised, refreshed, and exciting Young Living. We are breaking the mould and taking our business model, products, and brand to the next level. What you see in the very near future will be the result of our passionate drive to be the best in every possible way. We are not changing just for the sake of change; we are changing to help you, our distributors, become transformed so that you may also help transform others. Young Living is evolving. Experience the euphoria with us!

Mark my words, 2012 will be a year of transformation!

Essentially yours,

## The Winter Harvest will kick off a transformational 2012



The Winter Harvest provides visitors with unique opportunities to experience Young Living including ecological logging using a team of horses.

The Winter Harvest is one of Young Living's most unique events, an exhilarating opportunity for distributors and visitors to experience the company's Seed to Seal® process, to learn from and work closely with Gary Young, and to see firsthand Young Living's dedication to minimising its footprints on nature through ecological logging with a team of horses. This year's harvest, running from January 8–February 4 in the high mountain valleys in Highland Flats and St. Maries, Idaho, is a great way to start this new year of transformation.

"The Winter Harvest is an experience unlike any other," says Gary Young. "In our effort to become transformed in 2012, this harvest is an opportunity to try something new—a catalyst to achieving potential!"

The frigid Idaho winter months of January and February bring with them the perfect environment for harvesting the balsam fir, Western red cedar, and pine trees at Young Living's Highland Flats farm. Once the trees are harvested and broken down into chips, they will then be transported to the St. Maries farm, where the chips are distilled and the oils are produced.

The same winter months that provide the perfect environment for harvesting Young Living's trees also provide an ideal setting for cultivating personal change and self-improvement. During their time at the Winter Harvest, distributors will be encouraged to work hard and gain an appreciation for the earth's resources.

They will personally work to produce the world's best essential oils. Such a life-enhancing experience is something no other company can provide.

In an effort to make the experience as comfortable as possible and to encourage more people to attend the harvests and enjoy the afforded life lessons, significant renovations and additions have been completed at the Highland Flats and St. Maries farms. In Highland Flats, where the harvesting is taking place, a new barn has been installed that will provide protection from possible snowstorms. Also, clean, city-provided water and reliable electricity are running; a new septic tank has been added as well.

The lodge at St. Maries farm has been expanded with larger, more convenient bathrooms, and a clean-water reservoir has been installed, providing distributors with clean water for hygiene and drinking.

It will be at these farms, after the day's harvesting and distilling is complete, that distributors will gather together to enjoy each other's company, to eat, and to learn from Gary about Young Living products, treatments, and life.

"For those who come, the Winter Harvest will be a gateway to 'a new you,'" says Gary. "What they will find is a greater appreciation for the earth, for hard work, and for Young Living. I guarantee it."

To register for the Winter Harvest, or to see the many events planned for 2012, visit [www.youngliving.com.au](http://www.youngliving.com.au)



Young Living distributors help at the distillery during last year's balsam fir harvest.

## Melanie Simon: Hollywood esthetician loves Young Living

Melanie Simon is taking the anti-ageing industry by storm. This “Esthetician to the Stars” and über successful business owner was recently featured in *The New York Times Style Magazine* for her innovative treatments that leave her clients aglow with beautiful skin. One of Melanie’s not-so-quiet secrets? She loves Young Living.

Melanie sat down with the *Essential Edge News* staff and talked about Gary Young, why she uses Young Living, her keys to building a great business like Circ-Cell, and why anti-ageing is about more than just cosmetics.

Read the full interview at [www.youngliving.com](http://www.youngliving.com). The following comments have been edited for length and clarity.



### Q & A

#### EE: How did you first get involved with essential oils?

Melanie: I really started becoming interested in essential oils when learning about their vibrational characteristics. I started to realise the benefits of essential oils and how real, high-quality oils could facilitate repair in the human body. After educating myself, I know how to find real essential oils and use them appropriately. If an atomic bomb were to hit the country and I could take one thing with me from my medicine cabinet into a cave, it would be my kit of Young Living essential oils—seriously.

#### EE: Are you using exclusively Young Living essential oils in your clients’ treatments?

Melanie: I am using Young Living essential oils exclusively, and I use them frequently in treatments. When using these oils with my low-current electrical devices, I have no patience for oils that are not absolutely perfect.

#### EE: Why do you choose to use Young Living essential oils?

Melanie: There is just no comparison. These oils are the only oils I have found that are not fractionated with other oils like coconut and vegetable oils. These oils are 100 percent pure essential oils.

#### EE: How important was it for you to actually experience the Seed to Seal® process?

Melanie: Seeing the farm and distillery in Mona, Utah, just really confirmed what I already knew. I already had the utmost confidence in Young Living essential oils because I had seen their results in my own life. However, touring the distillery with Gary was an amazing experience that further expanded my knowledge of a very specific process.

I had met with different distilleries in my search for high-quality essential oils; however, all of them distilled at the same temperature for all oils. After my tour with Gary I learnt Young Living distils each of its plants at a unique temperature

that keeps the delicate compounds in their optimal state. For me, this means the world. After spending endless hours with our Circ-Cell chemists developing our skin-care products, I have seen the difference one degree can make on the finished product.

#### EE: Do you recommend Young Living essential oils to your clients?

Melanie: Yes. So many people out there are becoming aware of Young Living. These bottles contain tremendous tools to aid you in maintaining good health. A gift like this is invaluable. Young Living means something for everyone. I have some clients who can’t live without Thieves® mouthwash; others, Gentle Baby®; many, lemon oil. The experience is unique for everyone but is always beneficial.

#### EE: You met Gary in 2007 at an anti-ageing conference in Dubai. Did you have an “aha” moment when you met him?

Melanie: Gary arrived on the first day, and I immediately knew who he was. He had beautiful skin and a vibrant energy. It was very obvious that he had taken care of himself and was in great shape.

Mary, who I saw at a later conference, is another testament of Young Living. Her skin is just amazing. She has used the same things for the last 15 years: myrrh and frankincense. It’s one thing to look at a clinical test on paper about the effectiveness of an ingredient, but it’s another to see walking proof of the effectiveness of a certain routine. Gary and Mary walk the walk, and it has paid off for both of them.

#### EE: What is the first word that comes to mind when you hear “Young Living?”

Melanie: Quality.

#### EE: Define Young Living in a word or phrase.

Melanie: All-encompassing. It’s applicable in every walk of life for everything—emotional, mental, physical, viral, bacterial; there just isn’t an application that escapes Young Living.

There is so much that can be done with essential oils. I truly feel that having these oils in my life brings a sense of peace, especially as a mother, knowing that I have these amazing tools to protect and preserve a healthy environment for my family and me.

#### EE: What advice would you give to Young Living distributors?

Melanie: First, they have to apply personal, practical stories about how their product has worked for them and how it has worked for their clients. They have to use the product! At Circ-Cell we test our products thoroughly. I always make sure to test products on the people I see everyday; this way I can really see how a product is working for people. This is the best way to earn the respect of others.

Young Living essential oils work, period. If you are listening to what other people who are using these oils are doing and you pass that along in an honest way, people will respond.

Second, bask in the life of your clients. Try to figure out what they are looking for and what they need. I try to listen to what people need and want right now.

Third, seek good advice. For example, Gary Young is someone I would take advice from. Don’t take the act of taking advice lightly, because you lose your intuitive ability if you do, but if you find yourself in an area where you lack expertise, take advice from someone who you know has done due diligence in that specific area and is a true expert.

#### EE: Is “Esthetician to the Stars” an accurate title?

Melanie: Honestly, I absolutely have a Hollywood clientele, but everyone to me is equally important. A celebrity endorsement is fantastic, but for most people it boils down to ‘what is this going to do for me?’ We’ve all been hit hard by the economy—everybody’s felt it—and people are not spending money on a simple endorsement anymore; the product has to work, period.

To learn more about Melanie Simon’s treatment centres and Circ-Cell products, visit [www.circell.com](http://www.circell.com).

## Kitchen corner

### Blueberry Smoothie



- 2 cups frozen peaches
- 1 cup frozen pineapple
- 1 cup frozen blueberries
- 1 Tbsp. Blue Agave
- 2 cups rice milk
- ¼ cup walnuts
- 1 drop lemon oil

This delicious smoothie is the perfect choice for summer. Simply combine in a blender and serve. You can also try freezing the blended ingredients as healthy ice blocks for the kids.

Would you like to see your recipe in an upcoming issue of *Essential Edge News*? Submit your recipes to [editor@youngliving.com.au](mailto:editor@youngliving.com.au)

We look forward to sharing your ideas!

## Young Living around the world

### Canada

Young Living Canada is seeing record-breaking success as it has recently achieved and surpassed very audacious goals. The dedicated Canadian distributors are recognising the power of Young Living’s products and are finding creative ways to share them with others!

### Australia

Members of the Young Living Australia team recently completed a successful post-convention tour in Australia and New Zealand. Meetings were well received by all, and distributors displayed their enthusiasm for Young Living’s products and business with vitality.

### Singapore

The end of the year is wrapping up nicely for Young Living Singapore, as it is seeing double-digit growth above 2010. Also, a leadership meeting with Young Living’s VP of Sales, Doug Cloward, was held during the first week of December. The meeting was an enriching training experience for our leaders!

### Europe

Young Living Europe has successfully launched its own Global Convention Incentive by offering European winners a generous contribution towards travel and accommodation costs to the International Grand Convention in Salt Lake City, Utah, June 26–30.

### Japan

Young Living Japan held its first Success Seminar in six major cities. More than 500 distributors attended this business-focused seminar and learned fundamentals to business building such as goal setting, planning, and tools they can use.

### Mexico

Distributors from all over Mexico are preparing for Young Living’s Super Saturday in Guadalajara, Jalisco, on January 21. With several guest speakers on the agenda, it is sure to be a learning experience that all in attendance will remember for years to come.

### Peru

Gary and Mary joined hundreds of Peruvian distributors in Lima, Peru, for the official market pre-launch event in late November. Several distributors spoke about how Young Living has changed their lives in such a short period of time.

Peru is a wonderful market and is growing fast, thanks to great leadership from our local office staff and from the distributors who are excited to bring wellness to the entire market. We are looking forward to the grand opening events in Peru on May 4.

## Receive an OCOTEA & CITRUS FRESH

WHEN YOU SPEND 175 PV

From Sunday 1 January to Tuesday 31 January, 2012, when you place an 175 PV order, you will receive a 5ml Ocotea and 15ml Citrus Fresh essential oil blend. **Place your order today!**

### OCOTEA

Ocotea is extracted from the stem and leaves of the Ocotea quixos tree in Ecuador, and has natural cleansing and purifying properties. Its sweet, slightly cinnamon scent may help increase feelings of satiety.

### COMMON SENSE

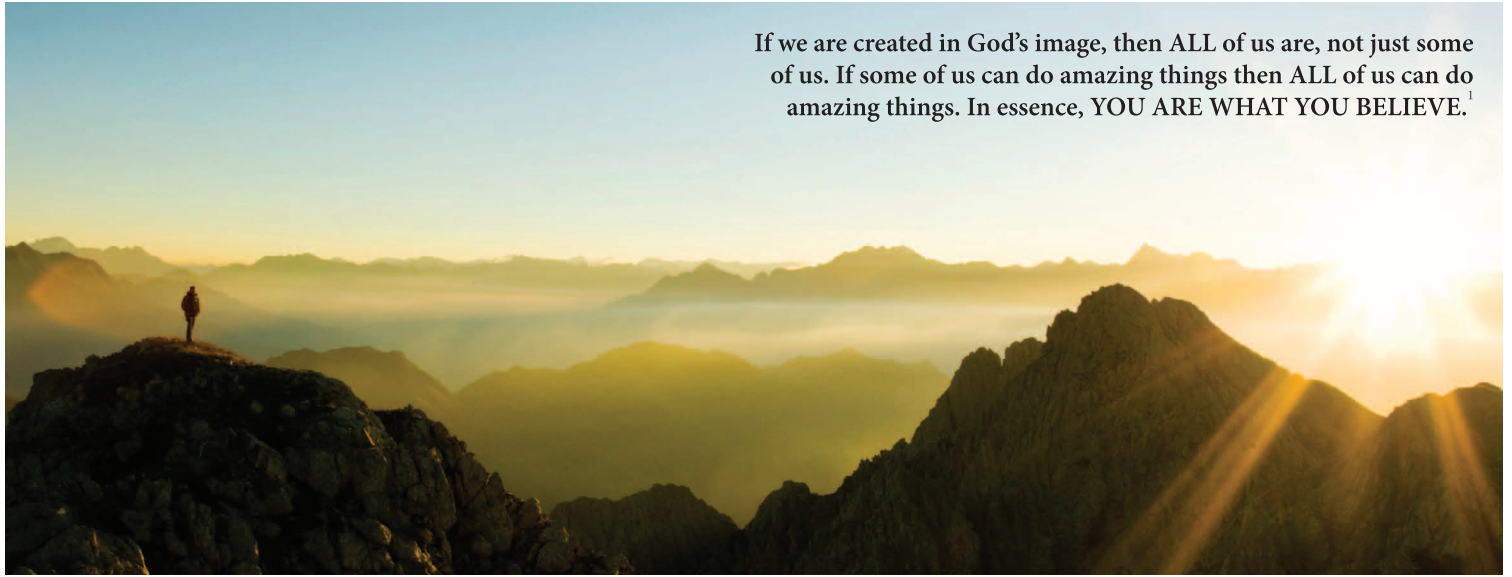
Common Sense is a proprietary blend of Young Living essential oils and oil blends formulated to enhance an individual’s reasonable and rational decision-making abilities.



YOUNG LIVING  
ESSENTIAL OILS

# How to set goals (and achieve them)

*Believe in your ability to achieve*



If we are created in God's image, then ALL of us are, not just some of us. If some of us can do amazing things then ALL of us can do amazing things. In essence, YOU ARE WHAT YOU BELIEVE.<sup>1</sup>

**We are what we think.  
All that we are arises  
from our thoughts.  
Within our thoughts  
we make our world.  
– Buddha**

Your thoughts affect your life so much more than you may realise. If you spend a lot of your time thinking that you are always putting yourself into losing situations, then that is what will be attracted to you. If you want to live a full and prosperous life, you must intend for it to be so, otherwise it will be just another unfulfilled dream. The word "intention" comes from the Latin "to stretch toward" and it is the inspiration for vision. Without intention, vision is nothing.<sup>2</sup>

Gary Young had a vision to bring essential oils into every home in the world. His vision, positivity, and sheer persistence to succeed have seen Young Living grow from one small farm to a global leader in essential oils. When quizzed on his success at the 2009 Australian Regional Convention, Gary responded, "The first and most important thing is to know you're already there. If you can see it, then it's done."

Doreen Virtue, Ph.D., is also a believer in visualisation as key to achieving your

goals. In her book, *The Lightworker's Way*<sup>3</sup>, she writes:

Visualisation is based upon the Law of Cause and Effect, and whatever you see and believe forms a mould for your outer-reality. If you hold onto your faith and dreams, what you see will eventually become a physical reality. However, if your faith waivers or your dreams constantly flit from one image to another, your reality will reflect this fear and confusion.

Goal setting is a simple and effective process in achieving your dreams. Before you begin, it is important that you have a clear vision of exactly what it is that you want to achieve. Once you have a picture in your mind, you can then set about to achieving it.

Another fantastic tool in goal setting is to create a visual plan that you look at every day. Buy a corkboard, grab some magazines and scissors, and go wild! You can put anything you like on your visual plan: if your goal is to buy a new house, search for a picture of a house that you would like, cut it out, and pin it to your board. If your goal is business success, search for motivating words and phrases, images, and anything that matches your goal — perhaps you could cut out an image of a diamond and a crown! Once complete, hang your visual plan somewhere visible so you are

able to look at it every day, and when you do, imagine that you have already achieved this success and be thankful for it.

Once you have achieved some of your goals — and you will — be sure to replace them with new goals that are in alignment with what you truly value and want out of life. Remember, goal setting is a life-long process.

**To be effective, your goal must include the following seven steps<sup>4</sup>:**

1. Identify your goal by writing it down
2. Set a deadline for the achievement. Put a date on it
3. List the obstacles to overcome in accomplishing your goal
4. Identify the people and groups you need to work with to reach your goal
5. List the skills and knowledge required to reach your goal. What do you need to know?
6. Develop a plan of action to reach your goal
7. Write down the benefits of achieving your goal ("What is in it for me?")

- 1 AC Ping, Do, Marlowe & Company, New York, 2004.
- 2 AC Ping, Be, Marlowe & Company, New York, 2004.
- 3 D Virtue, *The lightworker's way: awakening your spiritual power to know and heal*, Hay House Australia, 1997.
- 4 <http://www.about-goal-setting.com>

## Upcoming global events

Mark your calendar for upcoming Young Living events!

### Winter Harvest

January 8–February 4  
Highland Flats in Naples, Idaho

### Global Leadership Cruise

March 2–10  
Caribbean

### Lavender Planting

April 8–14  
Simiane-la-Rotonde, France

### St. Maries Farm Planting

April 8–28  
St. Maries, Idaho

### Highland Flats Tree Planting

April 8–28  
Highland Flats in Naples, Idaho

### 2012 International Grand Convention

June 26–30  
Salt Lake City, Utah

### International Grand Convention Farm Day

June 30  
Mona, Utah

Visit [www.youngliving.com.au](http://www.youngliving.com.au) for more information on these exciting events!

**HAPPENING NOW**  
**WINTER HARVEST**  
ST. MARIES & HIGHLAND FLATS, IDAHO, USA  
JANUARY 8 - FEBRUARY 4  
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