



Aromatherapy—The Sensual Science

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Aromatherapy is a sensual science, turning on two of our most powerful senses—smell and touch. The real magic of it is that it also turns on the belief system, with profound psychological and physiological benefits.

Since you are all the leading connoisseurs of the fragrance and cosmetic world, I don't have to tell you that aromatherapy, the ancient art and science of using fragrance to enhance and heal, has finally arrived in America. We have been a bit slow to embrace its wondrous potential, but other continents have known its value since the Egyptians wrapped up their first mummy in rare resinous extracts.

The time for aromatherapy has come and will continue far beyond our lifetimes because there is a consumer need for what both aromatherapy products and treatment have to offer—total relaxation of mind and body, revival of energy and

renewal of the skin.

I am a certified aromatherapist, trained in London at a clinic known for its therapeutic treatment system. My mentor is a purist and, therefore, so am I. We use only the finest natural essential oils in products for the body, face, bath and room fragrance.

Our aromatherapy differs from several current entries into the field in that treatment consisting of a specific system of massage—self, partner or professional—is combined with fragrance to affect the psyche and all of the body. This total concept bridges the gap between science and beauty and is the most effective aromatherapy. But it is not the easiest to sell over the counter since it is best understood through treatment.

However, in my other life before I became an aromatherapist, which also included earning a degree in massage therapy, I was a writer and



marketer in the health and beauty field. I brought an expertise to my new profession that served me well in terms of communicating with the customer.

While writing the book, *Scentual Touch, a Personal Guide to Aromatherapy*,* I developed a line of aromatherapy products with one of the world's most prestigious fragrance houses. To their credit, they were willing to turn over their top people to helping me create a collection of body, bath and treatment items since I was just a start-up company. They recognized that aromatherapy has a tremendous potential in the market, and they wanted to work with a bona fide practitioner.

Just one year ago in cooperation with Saks Fifth Avenue, and with a full page ad in the *New York Times*, I launched the line called Judith Jackson Aromatherapy. In the store at the point of sale, five room fragrances were displayed on the counter for the customer to sniff and to discover that each essence provides a different effect on the mind and, therefore, the body. A video

display also gave the customer, in four and one-half minutes, a basic idea of what aromatherapy is and can do.

Mirabile dictu, the book was published just at the same moment that Saks wanted to open the line.

The media began to take up the cry. In a *Wall Street Journal* article on how the fragrance industry was looking to lift flat sales with aromatherapy, three leading contenders in the field were cited—Avon, Revlon, and Judith Jackson. Other coverage included articles in *Women's Wear Daily*, *USA Today*, *New York Post*, and the *Chicago Tribune*.

Treatment, not press coverage, however, is the true convincer for the customer, and we are giving as many in-store clinics as possible. Spas are also a very important beginning for our work. I have a training director who teaches the massage method and helps the spa sell the product to the client as well. It is worth mentioning that during the treatment we fragrance the air to enhance the experience.

Annette Green of the Fragrance Foundation told me about the *Odorama* and its success in educating a consumer in the odor experience. It was introduced at the exhibition on Human Perception and Behavior at the National Museum of Science and Industry in Paris last spring. The *Odorama* is a three dimensional design that combines image, sound and smell. It consists of a video screen, smell bank or aerosol sprays and an air blower extractor system—an additional tool in the study of aromachology, the science of the impact of odor on the human mechanism.

As the force behind the Fragrance Foundation Fund, Annette Green has given me help and encouragement. Research is now under way by leading universities and scientists who are uncovering the incredible, untapped power of the sense of smell. I have received tremendous benefit from the research that has already been done on natural essential oils and their fragrance. I eagerly await further affirmation of what healers and sages have known for thousands of years.

Aromatherapy brings all the wonder of nature to bear on some of mankind's most pressing problems and makes that process an exquisite pleasure to boot. I intend to devote the rest of my life to making the promise of aromatherapy a reality to as many people as possible. I truly believe a quotation from Shakespeare—it begins my book—"One touch of Nature makes the whole world kin."

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