PROJECT BRIEF

**COMPANY BACKGROUND: *Esoteric Remedies was founded on the premise that the mind is the root of all disease. We are dedicated to spreading the vision and wisdom of Dr Edward Bach, and to share our knowledge about his remarkable flower remedies. The remedies directly address emotional imbalances, such as stress, fears and anxiety, which may manifest as physical symptoms. Dr Bach developed this holistic self-healing system over a course of a decade during the 1920s and 1930s, using wild plants and flowers from England and Wales. Esoteric Remedies is South-East Asia’s only online purveyor of alcohol-free Bach Flower Remedies. Our primary target market is women aged 25 to 45, who have a deep interest in complementary medicine, natural remedies or self-improvement.***

**MAGAZINE THEME & COLOURS: *Art Noveau. I prefer natural colours such as soft pink and muted green – please see my website***

[***www.esotericremedies.com***](http://www.esotericremedies.com)

**FORMAT REQUIRED: *PDF AND INDESIGN FILE***

**COVER TITLE: ESOTERIC REMEDIES: ESSENTIAL OILS & BACH FLOWER REMEDIES – A Potent Healing Combination**

*For the cover you may use any graphic/pictures you see fit, but I would like to have the following pictures on the cover:*

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***For the sub-titles on the cover please use:***

*Bach Flower Remedies: A Remarkable 80-Year Old Alternative Therapy from Great Britain*

*Flower Power: Use Bach to Address Emotional Imbalances and Attain Optimal Health*

*Essential Oils & Bach Remedies: Powerful Self-Healing*

*Mindfulness Techniques To Free Your Mind*

***INTRODUCTION***

Box the text completely and feature my logo

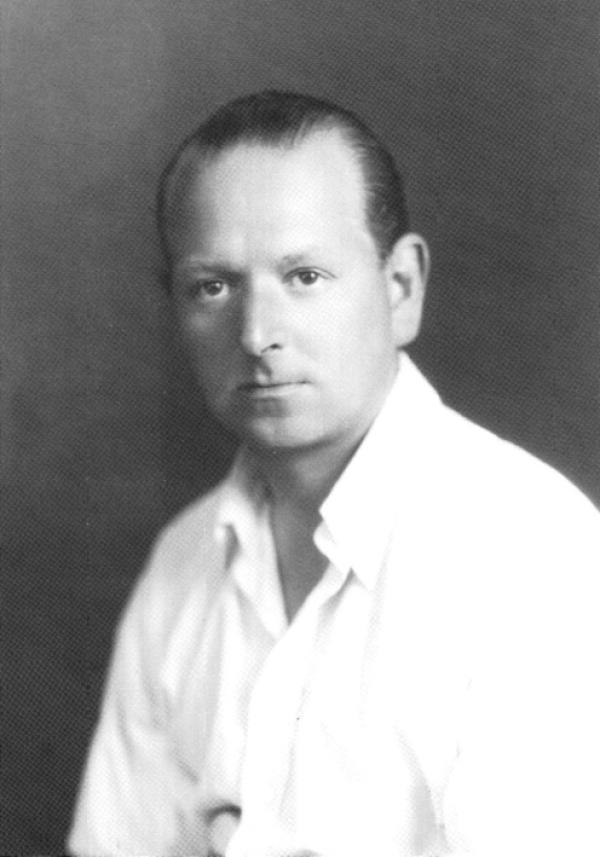
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***CHAPTER ONE:* Bach Flower Remedies – The Original Flower Essence**

*In this segment I would like each of the questions and answers in this segment to be placed in separate boxes across the page. Each box should have only one column.*

*Quotes should be featured prominently.*

*The first question,* ***Who is Dr Edward Bach****? – should feature this picture:*

**

*The other boxes will be just text, and use the remaining graphics used as prescribed.*

**CHAPTER TWO: Essential Oils – The Art & Science of Aromatherapy**

*Similar format to Chapter One*

**CHAPTER THREE: Bach Flower Remedies and Their Corresponding Essential Oils – A Detailed Guide**

***Please use this whole text on one page. Add graphics/picture as you wish of essential oil bottles and essential oils and flowers but please use the one I provided too. Please do not use the text in bold. DELETE THEM***

Bach Flower Remedies and essential oils complement each other perfectly. They both derive from the same source – nature – and they possess powerful healing energies that can be harnessed to flood the body, mind and spirit with positive emotions, paving the way for self-awareness, and ultimately, self-fulfilment.

In order to tap the full potential of Bach Flower Remedies as well as essential oils, it is vital to first understand the innate and subtle psychotherapeutic properties of each remedy and oil pairing. These will be examined in detail within this chapter, forming the foundation for a successful recovery or transformation journey.

***In each description the Bach Flower Remedy is mentioned first, followed by its matching essential oil.***

***A table summarising all the positive attributes of Bach Flower Remedies and their matching essential oils are found on Page 49 & 50.***

The descriptions on pages 11-48 should be condensed such that that are 4 descriptions per page, each in their own box, with their corresponding pictures inserted, along with the text. See below for example:

As for the table at the end, is it possible to fit it into a single page? Use floral or art motifs in the background.

**CHAPTER FOUR: BACH FLOWER REMEDIES AND ESSENTIAL OILS IN UNISON**

**In the last segment, the following text should be suspended under the title:**

In this chapter, we will be focussing on practicalities. It details how Bach Flower Remedies should be taken, and how essential oils can be applied before delving into the methods that you could employ to synergistically meld these two modalities together to free your mind, body and spirit from emotional roadblocks.

We all possess the innate ability to heal ourselves, but we need to directly address emotional imbalances first before this mechanism can work effectively. Bach flower remedies and essential oils, used in unison, kickstarts our body’s own internal self-healing system, enhancing our health as well as overall wellbeing.

All the remaining sections:

* Taking Single Bach Remedies
* Applying Essential Oils
* Using Bach Flower Remedies and Essential Oils Together

Should be boxed into three separate sections, with the text split into 2 columns.

Please use all the pictures provided, but any graphics etc to enhance the magazine will be welcomed.