

**7th International Aromatherapy Conference
San Francisco Feb. 20 - 22, 2009**

Advance Conference Registration Form
Special discount and invitation for loyal PIA clients

Your support is our most valuable asset. To show our appreciation we have reserved 100 seats at the upcoming conference exclusively for PIA/OSA clients at the discounted registration fee of \$395. To take advantage of this offer, please sign up (for yourself and whomever you would like to bring) as soon as possible, because this offer is only valid until **September 30th**, or until these seats are sold out. Please include your PIA/OSA account number, found on the address label.

The 7th PIA Scientific Wholistic Aromatherapy Conference will be held at the Holiday Inn at Fisherman's Wharf in San Francisco. It will begin on Friday, February 20th, with the exact time yet to be set. Lectures and short communications will be held on all three days of the conference. Conference specifics will be mailed or faxed upon receipt of registration and as they become available. The final schedule of speakers and accompanying events will be available at the registration desk.

Advance Registration	\$	# of attendees	Total
Before September 30th	\$395.00		
Before November 15th	\$495.00		
After November 15th	\$595.00		

Please reserve space(s) for me at the 6th Wholistic Aromatherapy Conference in San Francisco on February 20, 21 and 22, 2009.

Name: Company: PIA account #:

Address: City: State: Zip:

Phone: Fax:

I enclose my check/credit card MC: Visa: in the amount of: \$

Please charge my credit card:

Credit card #: Exp:

Signature:

TERMS & CONDITIONS: Conference registration fee is refundable (less \$ 50 handling charge) until **November 15th**. For cancellations **after November 15th** but before **January 1st, 2009** 50% of the registration fee is refundable. After **January 1st, 2009** sales are final and **no refunds can be made for cancellations after that date**. PIA shall not be liable for any failure to perform its obligations where such failure is as a result of Force Majeure. To be admitted payment must be received at PIA 14 days prior to the conference. Speakers are subject to change.

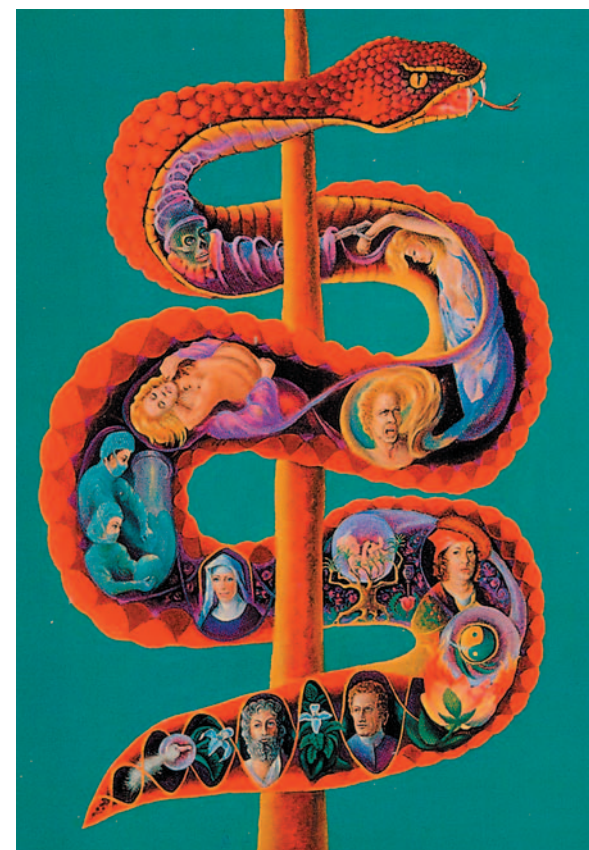
Please send to Pacific Institute of Aromatherapy, PO Box 6723
San Rafael, CA 94903, USA **FAX:** +1(415) 479 0614 - **TEL:** +1(415) 479 9121

Early sign-up special and CALL FOR PAPERS

7th
scientific
wholistic

**aromatherapy
conference**
San Francisco,
February 20 -22, 2009

**cancer,
autoimmune
and
degenerative
diseases**



"Die Medizin" by Rolf Deininger

Most major health challenges in western societies no longer arise from threats posed by nature, but rather from the physiological confusion we visit on our own organisms by subjecting them to an accelerating stream of man made chemicals. Food additives, artificial flavors, pesticides, antibiotics, genetically modified crops and lifestyle drugs such as statins or serotonin reuptake inhibitors all send conflicting messages. The trust we put in these chemicals reflects our cultural conviction to dominate nature. There is only one problem. These substances are physiologically foreign to our organism and confuse our metabolic processes. The substances from the plant world are fundamentally different. They originate from the biosynthetic processes of life itself and our organisms have learnt to coexist with them through the long periods of biological evolution.

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February 20, 21 and 22, 2009
San Francisco

Aromatherapy

Cancer, Autoimmune and Degenerative Diseases

The idea of dominating nature with chemicals and drugs is losing some of its luster. In aromatherapy this is reflected by an increase in research and empirical knowledge about essential oils in the context of serious disease. It is also reflected in conventional medicine: As pharmacology has been reduced to an adjunct of the corporate profit motive, Biology is moving center stage.

As a result the narrative of healing is shifting towards a renewed recognition that supporting the preconditions of life is at least as important as new drug development. This could be the onset of a serious shift in paradigm. It is conventional wisdom that physiological or therapeutic efficacy is inherently vested in the chemical structure of a specific molecule. That is why single synthetic molecules are tested selected for efficacy. Plant drugs are viewed the same way, they are considered effective only after an active ingredient is identified, i.e. digitalis or salicylate.

This perspective inevitably ignores complex natural mixtures, such as essential oils. Instead of one molecule there are many and instead of what is perceived as specific activity in the case of an isolated molecule, complex mixtures have layers of different activities that add up to the properties of the plant drug. This combined effect of many different molecules is termed

non-specific, which somehow invokes the connotation of less effective, when in fact the induced physiological responses are genuinely healing.

80% of humanity uses plant drugs with non-specific effects for their primary health care with good success. Nonetheless these plant medicines remain largely ignored in our economic culture, because of the failure of conventional methods to demonstrate this type of efficacy. I.e. everyone in aromatherapy knows that Lavender heals burns, pharmacology does not.

The biological narrative transcends this dilemma. It recognizes that plant secondary metabolites are

Mirror molecules of human neuro transmitters and hormones, which have evolved to effectively interact with human physiological target systems.

In other words all secondary plant metabolites are physiologically active as a consequence of the mechanisms of biological evolution. This explains why aromatherapy is used by so many as primary vehicle to experience the messengers from nature. They connect our organism to the plant world and our metabolism responds as it has for millions of years of evolution.

Plenary Lectures

Scott Franzblau

Essential Oil Efficacy against Tuberculosis

Professor Scott G. Franzblau, PhD, Director of the Institute for Tuberculosis Research at the College of Pharmacy of the University of Illinois has been conducting experiments demonstrating the efficacy of a number of essential oils against the bacterium that causes most cases of tuberculosis: *Mycobacterium tuberculosis*.

James Geiger

Medical Aromatherapy in the 21st Century

Dr. Geiger, MD is author of the *Sweet Smell of Success*. He will present a review of current research which supports an almost unbelievable variety of therapeutic properties of essential oils.

Anne-Marie Giraud-Robert

Supporting Cancer Treatment with Essential Oils

Dr. Giraud-Robert, MD will share her extensive clinical experience in supporting conventional cancer treatments with essential oil applications. She will discuss how to reduce the undesirable effects of chemotherapy with essential oils and how essential oil treatments of the many complaints accompanying cancer improves overall survival and quality of life.

Pam Taylor

Supporting Patients with Chronic Diseases

Dr. Taylor, ND will present from her broad experience as a practicing clinician about the many ways in which patients with chronic illnesses can benefit from essential oil treatments.

Mark Webb

Medical Applications of Australian Aromatics

Mark Webb is author of the much acclaimed Bush Sense, the relevant guide to the common and not so common aromatic plants of the diverse Australian flora. Mr. Webb will present common and unique medical applications of typical Australian oils, from Tea Tree to Agonis fragrans and Kunzea.

Jeffrey Yuen

Slowing and Reversing Degenerative Disease with Essential Oils

Mr. Yuen has single-handedly developed a brand of aromatherapy rightfully called Chinese Medical Aromatherapy. In this presentation he will discuss how chronic and degenerative disease can be slowed or reversed by utilizing essential oils according to the principles of Classic Chinese Medicine.

Call for Papers: Prospective Contributors Please Submit Abstract before October 30th

Authors wishing to present at the 7th Scientific Wholistic Aromatherapy Conference are requested to submit a 100 to 200 word abstract to PIA on or before October 30th, 2008. Full papers for selected presentations have to be submitted by January 1st, 2009.

Important Dates

Registration

Until September 30th:
Registration fee \$ 395

September 30th to
November 15th:
Registration Fee \$ 495

November 15th to February
20th:
Registration Fee \$ 595

Authors

October 30th, 2008:
Submission of Abstract

January 1st, 2009:
Submission of Full Paper