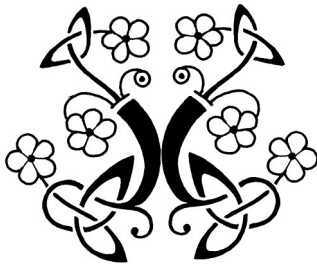


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New Name New Location



Hedgeway Herbals has grown into a new location. We are now located in Holyoke, Massachusetts at 476 Appleton Street, Suite 4.

We have decided after much discussion and soul searching to change our name to reflect our more diverse areas of natural health and body care offerings. Our new name for the physical space is now Airmeith Bodyworks. There you will be able to receive massage, reiki, herbal consultations, and buy our body care products.

Our body care products will now be known as Airmeith. The new line will

start off small and expand as needed. To start with we will have bath salts, bath soaks, lip balms, aromatherapy mists (that we have reformulated and will now help nourish your skin.), lotions, facial creams, shower & bath gels, and liquid hand soaps.

We are hoping to find small retailers in western Massachusetts and southern New Hampshire & Vermont that will carry the Airmeith Products. If you can think of a store that you think may be the perfect place for our product let us know and Tony or Anna will look into it. We are also looking into doing some fairs late summer and fall of 2008 and perhaps even a few farmers markets during the summer.

We know that you are asking yourself what is with that weird name and how do you say it? Well you pronounce it like this [air-met].

You can find out more about the history of Airmeith on page 2 in the arti-

cle titled "It's all in the name."

We are busy getting our new location ready and will be having an open house in early June. We look forward to seeing all of you there and hope that the new location will be more convenient for you to come and relax and enjoy yourselves. We will still be open by appointment only. We are just a phone call away at 532 -0900.

If you need directions just go to our website and click on directions.

<http://airmeith.com>. You can also buy body care products online.

If there is something that you are looking for ask us and we may be able to make it for you.



SPECIAL POINTS OF INTEREST:

- *Great ways to use calendula (pot marigold)*
- *Airmeith—Where does that name come from*
- *30% off product coupon*
- *Spring Detox program let's you start the summer off feeling healthy*

Massage Therapy Starting in July

We are busy finishing our clinical in massage school and Tony will be done in mid June, Anna will be done in mid July.

We have learned so much about the health and emotional benefits of massage that we are bursting to help everyone enjoy a better

sense of well being and a healthier body from this gift we have to offer.

Tony has been studying the following modalities (types of massage) sports massage, shiatsu, swedish massage, reiki massage, hot stone massage, deep tissue massage, aromatherapy massage and acupressure.

Anna has been studying the following modalities shiatsu, swedish massage, reiki massage, hot stone massage, lymphatic drainage, & detox, aromatherapy massage and acupressure

Just call for an appointment and we will be happy to make one for you.



It's all in the name

Here is a little history on why we have chosen AIRMEITH for our name.

Airmeith is revered as a master herbalist. She is known for her healing, learning, herbalism and the complexities of family relationships. Although Airmeith is mentioned just a few times in Irish folklore, her pure heart and absolute comprehension of the natural world make her truly unforgettable.

According to legend, there was once a great and noble god Nuada who ruled the Tuatha De Danann (ancient fairy folk). During a fateful battle, King Nuada lost his arm and was forced to relinquish the throne as a result of the deformity. Airmeith's father and master physician, Dian Cecht, fashioned the fallen king a silver prosthetic arm which enabled Nuada to return as ruler of the land.

Now, Dian Cecht's son Miach believed that with his own skill as a surgeon and his sister Airmeith's aptitude for regeneration, an even better solution was possible. Together, sister and brother perfectly rebuilt Nuada's flesh arm in "thrice three days and

nights." When Dian Cecht found out that he had been bested by his own son, he flew into a jealous rage, killing Miach with a fatal blow to the head.

Deeply grieving, Airmeith went to her brother's grave and laid a cairn of stones around the burial plot. Soon after, she discovered new life rising from the earth. Three hundred and sixty-five herbs grew on that spot, each one a cure for a specific part of the body. Airmeith spread her cloak and gathered up the herbs according to their properties. But when Dian Cecht learned of this, he overturned the cloak, scattering the herbs to the wind and forever losing the gift that Miach had shared with humankind. Only Airmeith has knowledge of the specific herbs in her brother's offering, and so in times of need we may invoke her spirit for guidance.

The number of the herbs, three hundred sixty-five, is symbolic of the passing of a year, reminding us that time heals all wounds. Despite her pain and frustration, Airmeith remained devoted to her ministry as a healer. With Dian Cecht and her remaining brothers, Airmeith went on to tend the sacred well of healing. The family recited

charms and incantations while the injured and dead were immersed and restored to perfect health and vitality. Wells were believed to be a link between the upper and the lower worlds.

We celebrate Airmeith by appreciating nature and the gift of plant medicine. We lend honor to her fate by staying true to the course of our own life's mission no matter what hardships we may endure.



2008 Herb of the Year ... *Calendula officinalis*

Calendula, named 2008 Herb of the Year by the International Herb Association, is among the most colorful herbs for the garden and kitchen. Known also as the poet's marigold or pot marigold, calendula brightens garden beds, pots, vases and culinary creations from spring to frost with its beautiful sunny flowers.

The flowers smell somewhat like honey, slightly spicy and woody and their flavor is pleasantly mild and vegetable-sweet. Traditionally, the golden petals were used to flavor and color broths (hence the nickname "pot marigold"), butter and cheese. The dried petals even were used as a saffron substitute because they impart a rich golden color. In my own kitchen, I use calendula in salads, custards and puddings, herb butters, baked goods, with grains and in mild-mannered soups.

For best flavor, gather the flowers



Line Drawing from *Standard Cyclopedia of Horticulture* by L.H. Bailey (1935)

at their peak bloom. Gently pull the petals from the bitter center disk and discard it. The petals can be used either whole or chopped. (Note that the petals are chewy even when dried; if this bothers you, chop or puree them before you add them to a recipe.)

You can dry whole flowers, but the individual petals dry faster. I scatter them on a baking pan that I keep in a small unheated oven. When I have a cup or so of dried petals, I put them in a dark glass jar and store it away from heat and light. Having these golden petals ready to use in my kitchen and apothecary keeps summer alive for me all winter long.

Calendula makes a beautiful addition to your garden or in pots on your patio. They love the sun so place in the sunniest location. This easy to grow annual is a wonderful way to start your herbal education.

Massage has a history

At some point in our lives every one suffers from minor injuries, pain or discomfort. Our instinctive reaction is to rub or hold the affected area to ease the pain. If you stub your toe or have a stomach ache, you rub it to stop it from hurting so much. Early man probably soon learnt that, whilst rubbing painful areas of his body, certain plants could be applied which would help to ease the pain and promote healing. This basic technique has been developed through the millennia into the system of massage we know today. Massage is the systematic manipulation of the soft body tissues for therapeutic purposes. The English word massage is derived from the Arabic word 'mass'h', which means to press gently. This itself gives a hint to the long history of massage. Massage in its most basic form has been around as long as man, however today there are many highly specialized forms of massage all derived from these basic techniques.

The first documented descriptions of massage dating back to about 3,000 BC were discovered in China. Chinese Taoist priests practiced 'Qi Gon' - meditative movement revealing and cultivating the vital life force. Traditional Chinese medicine is based on the principle that every illness, ailment or discomfort in the body is due to an imbalance of 'Qi'. In about 1,000 BC Japanese monks began to study Buddhism in China. They witnessed the healing methods of traditional Chinese medicine and took them back to Japan. In Japan the practice of medicine mostly consisted of diagnosis and treatment with massage-type methods. The Japanese not only adopted the Chinese style, but also began to enhance it by introducing new combinations, eventually reaching a unique Japanese form called Shiatsu. Shiatsu is a Japanese word derived from 'shi' meaning finger and 'atsu' meaning pressure. It is a technique similar to that used in acupuncture but without needles and with extra movements involved.

Civilization in India also dates back to about 3,000 BC. Around 1,800 to 500 BC the Vedic Indian culture spread westwards towards the river Ganges. They developed a unique form

of medicine know as Ayurvedic medicine. They wrote several great books that recorded their techniques. One called 'Ayur Veda' which means 'the arts of life', dates back to 1,700 BC and describes some simple massage and herbal treatments for various conditions.

Native Americans also used heat and massage with herbs to treat many problems. The Cherokee and Navaho were among many tribes who rubbed their warriors before they went to war and when they returned. Massage was used to ease the labor pains of women and colic in infants.

The ancient Greeks valued the benefits of massage very highly, using it in most avenues of daily life. Techniques were developed to help athletes to keep their bodies in the best condition for competitions. They also used massage for relaxation. Herodotus, a historian who lived from 484 to 425 BC, recorded the fact that certain herbs had a sedative action whilst others were more refreshing. Physicians of the time such as Hippocrates (460 to 377 BC) 'the father of medicine', used these herbs with oils and massage techniques to treat many medical conditions. He stated that "anyone wishing to study medicine must master the art of massage." Greek women also recognized the value of massage with aromatic oils, using them as a beauty treatment for the skin and face. Homer in his work *Odyssey* describes massage as "welcome relief to exhausted war heroes." By 326 BC elements of Ayurvedic medicine had become an integral part of Greek medicine.

The Romans learnt many of their medical techniques from the Greeks. Galen, a notable physician to several Emperors in the first century AD, used massage to treat many types of disease and physical injuries. He cited Hippocrates saying "rubbing, if strenuous, hardens the body, if gentle relaxes... rubbing should be employed, when either a feeble body has to be toned up, or one indurate has to be soft-

tened, or harmful super fluidity is to be dispersed, or a thin and infirm body has to be nourished." Julius Caesar, who suffered from neuralgia, had his body 'pinched' every day to help greater blood flow and reduce fatty tissue below the skin. The wealthy would be massaged in their own home, by their personal physician, but many others received treatment at public baths, where both trainers and doctors plied their trade. Public baths were often funded by benefactors, so the entrance fee was nominal, hence baths were bustling places. Seneca vividly described the resulting din in his book *Epistulae Morales LVI* "I have lodgings right over a bathing establishment. So picture to yourself the assortment of sounds... I notice some lazy fellow, content with a cheap rub-down, and hear the crack of the pummeling hand on his shoulder, varying in sound according as the hand is laid on flat or hollow."

With the end of the fourteenth century came the end of the Dark Ages and the beginning of the Renaissance. The Renaissance brought along with it many great discoveries in the arts and sciences. In medicine there was a shift away from the centuries old teaching of Galen, and the spiritual basis for disease. Massage also became unpopular as Europe was overcome by a conservative and repressive religious dogma. Touching was not considered as part of the healing method as it involved corporal pleasures and these were considered sinful.

Ambroise Pare (1510-1590) a French 'barber-surgeon' developed many techniques in surgery that made it a lot safer and less crippling to the patient. He went on to become the personal physician to four of France's kings. In one of his publications he described the positive effects of massage in the healing process.

There were very few advances in massage until 1813, when Pehr Henrik Ling established the Royal Central Institute of Gymnastics in Sweden. In the nineteenth century the most common treatments for illness were blood letting and the use of purgatives



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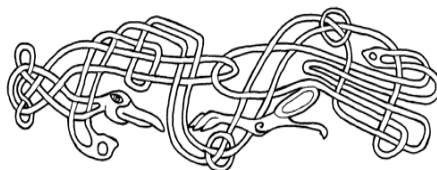
30% OFF

BODY CARE PRODUCTS

Massage Continued from page 3
physicians put their faith in science, and new drugs such as Calomel, mercury and arsenic based tonics, were in common usage. Ling formalized a series of gymnastic movements and massage techniques which have become known as Swedish massage. These techniques included 'effleurage' or stroking, or 'petrisage' or pressing and squeezing and 'tapotement' or striking. Ling is sometimes credited with being the father of modern massage.

During the 1960s there was a backlash against the establishment and man made things that were seen to be destroying our environment and a resurgence of interest in natural ways of treating the body. Since then there has been an increasing interest in massage and its use to relieve stress and reduce the effects of some illnesses.

Today there is still some skepticism in the medical profession as to the scientific reasons behind the use of massage as a healing technique. Therefore in 1992 the 'Touch Research Institute' was established at the University of Miami School of Medicine entirely devoted to the study of touch and its application in science and medicine. They have shown that massage can induce weight gain in premature infants, alleviate depressive symptoms, reduce stress hormones, alleviate pain and positively alter the immune system in children and adults with various medical conditions. Hence massage is becoming recognized as a viable and useful alternative or aid to modern medicine. In our modern society, where stress-related psychological disorders are becoming the number one health problem, massage is likely to gain increasing popularity to improve every body's health and well-being.



Spring Detox

Human cultures through the ages have instinctively cleansed themselves and their living environment upon the arrival of spring each year. The reasons are well founded from two perspectives. First, there is the natural need to cast off winter blues and feel renewed and second, according to Chinese medicine the liver is most active in detoxification process during spring.

Toxins from the environment are the biggest causes of cancer, degenerative disease, birth defects and genetic changes. With findings coming out daily in the media about exposures to cancer-causing substances in our environment and food supply it behooves you to be proactive in minimizing your exposure.

Toxins are prevalent in your life. PCBs from plastic containers, pesticides and herbicides from produce, dioxins from bleached paper products, formaldehyde from carpets to eyeliner all absorb into your body and cause imbalance and harm to your health. This is a simple detox to help you cleanse your body.

Master Detox

2 tablespoons freshly squeezed lemon juice
1 tablespoon pure maple syrup
1/10 teaspoon cayenne pepper
8 ounces spring water

Mix and drink 8 - 12 glasses throughout the day. Eat or drink nothing else except water, laxative herb tea, and peppermint or chamomile tea. Keep the mixture in a glass container or make it fresh each time. Rinse your mouth with water after each glass to prevent the lemon juice from hurting the enamel of your teeth.

This detox can be done 1 to 3 days.