

▶ Aromatic Medicine Keepers  
Stewards of the Art

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# What do these aromatic botanicals share in common?



# Honoring Our Aromatic Heritage



## European Tradition



## Ancient Wisdom Meets Contemporary Science

**Bay Leaf (*Laurus Nobilis* L.) Incense Improved Scopolamine-Induced Amnesic Rats by Restoring Cholinergic Dysfunction and Brain Antioxidant Status,** Ion Brinza, et al., *Antioxidants* (Base) Feb. 2021.

**Plant-Based Antioxidants for Prevention and Treatment of Neurodegenerative Diseases: Phytotherapeutic Potential of *Laurus nobilis*, *Aronia melanocarpa*, and Celastrol,** Kristina Pilipović, et al., *Antioxidants* (Basel) March 2023.

**Anti-inflammatory effects of bay laurel (*Laurus nobilis* L.) towards the gut microbiome in dextran sodium sulfate induced colitis animal models,** Nazeha A. Khalil, et al., *Food Sci Nutr*. April 2024.

***Laurus nobilis* L. Essential Oil-Loaded PLGA as a Nanoformulation Candidate for Cancer Treatment,** Esin Ercin, et al., *Molecules*. March 2022.

**Isolation of *Laurus nobilis* Leaf Polyphenols: A Review on Current Techniques and Future Perspectives,** Erika Dobrosłavić, et al., *Foods*. Jan. 2022.

**Aromatherapy Research:** Numerous studies document essential oils from sage, cedar, and sweetgrass having calming, antimicrobial, and anti-inflammatory effects.

# Honoring Our Aromatic Heritage



## Indigenous American Tradition



## Ancient Wisdom Meets Contemporary Science

- **Medicinal smokes**, (a Review), Mohagheghzadeh A, et al., J Ethnopharmacol. Nov. 2006.
- **Medicinal smoke reduces airborne bacteria**, Nautiyal CS, et al., J Ethnopharmacol. Dec. 2007.
- **Urban aerosols harbor diverse and dynamic bacterial populations.**, Brodie EL, et al., Proceedings of the National Academy of Sciences. Jan. 2007.
- **Demonstrated antimicrobial activity of white sage smoke against airborne bacteria**, Belcher et al., 2020.
- **Reviewed traditional use of smudging plants and discussed potential chemical properties of their smoke**, Henley et al., 2018.

# Plant Medicine



Centers on a Holistic,  
Relationship-based approach to healing  
that recognizes the Biochemical,  
Energetic, and  
Ecological intelligence of the plant kingdom.

- 80% of the world's population relies on plant-based medicine for primary health care
- 50,000-70,000 medicinal plants are in worldwide use

# Medicine Keepers

Refers to individuals or groups responsible for preserving and passing down traditional knowledge about medicinal plants and healing practices within indigenous or traditional communities.



# Essential Oils: Concentrated Plant Communication



- Defense signaling
- Symbiosis and attraction
- Stress responses



# Vitalist Aromatherapy

- Life force (vital energy) is fundamental
- Holistic healing: acknowledges Body, Mind & Spirit
- Plants as living, energetic essences, volatile molecules
- Individualized treatment
- Synergy & intuition
- Energy flow & balance
- Non-invasive & supportive of self-healing



# Who are the Aromatic Medicine Keepers?



## **Healthcare professionals:**

Nurses, Physical Therapists, Massage Therapists

## **Wellness and Holistic Health Practitioners:**

Holistic Health Coaches, Ayurveda Practitioners, Naturopaths

## **Spa and Beauty Professionals:**

Estheticians, Spa therapists, Product developers

## **Herbalists and Natural Health Entrepreneurs:**

Herbalists, Business owners

## **Individuals interested in Self-care and Natural Health:**

People seeking personal knowledge, caregivers

## **Traditional and Indigenous Healers:**

Shamans, Elders, Medicine men/women, Spiritual healers, Grandmothers

# Aromatic Medicine Keepers *'Stewards of the Art'*



## **Responsible and Ethical Practices: Protecting Endangered Botanicals**

Organizations that focus on sustainability issues for herbal and aromatic plants:

Airmid Institute  
Botanical Liaisons  
Center for Plant Conservation  
Medicinal & Aromatic Plants Project  
People and Plants International  
PhytoTrade  
The World Conservation Union  
United Plant Savers

# Qualities of the Aromatic Medicine Keeper



- Centered and fully present
- Keen observation skills
- Relationship with plants
- Ability to immerse oneself
- Prominent feeling of gratitude
- Compassion for others
- Deep caring for the environment
- Cultivate and expand skills with proficiency
- Nurture personal growth
- Readily shares their knowledge and experiences with others.

# Aromatic Medicine Keepers Safe Practice

- Know the Latin botanical name
- Reference the evidence-based research
- Employ whole plant use, essential oils and essences
- Avoid endangered species
- Wild craft conscientiously
- Source high quality plants, carriers and EO's
- Utilize the least amount of EO as possible to support a healing response or esthetic outcome
- Blend according to the individual
- Consider cautions, contraindications, drug interactions
- Become certified in the fields of aromatherapy and herbalism.



# Revitalizing the profession Preserving the wisdom



- ✓ Deepen your connection with the plants
- ✓ Expand your knowledge & skills
- ✓ Refresh your client experience
- ✓ Engage your personal creativity
- ✓ Focus on ethical & sustainable practices
- ✓ Nurture your own wellbeing
- ✓ Revisit your 'Why'
- ✓ Continue to grow by learning from other Aromatic Medicine Keepers



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