



## **PRESS PACK - BACKGROUND**

Aqua Oleum, based in the Cotswolds and owned by Julia and Alec Lawless, is one of the longest established and reputable names in the Essential Oil industry.

In a market where unscrupulous companies are easily able to adulterate oils and pass them off as pure, Aqua Oleum stands out as a truly ethical supplier.

Over more than 2 decades, Alec and Julia have built a reputation based on genuine expertise, not only in the use of essential oils in aromatherapy, but also in sourcing the finest quality essential oils.

Growth in overseas markets has helped Aqua Oleum to ride through the storms of the recession and with a new website launching in 2010, Aqua Oleum will reach a whole new generation of consumers and professional therapists.

## **SO WHY IS THIS REPUTATION SO IMPORTANT?**

Simply put, there are no reliable tests to determine if an essential oil is 100% pure or to determine the overall quality of an oil.

There are useful techniques – such as Gas Chromatography – that can determine the constituents of any oil. But unfortunately the technique is limited, as it can't show the origin of the constituents found. It is therefore possible to distill a mix of plant matter to create more cost effective oils – for example, Spanish rosemary is often distilled with camphor wood, whilst tea tree can be adulterated with eucalyptus.

Sadly, there are unscrupulous suppliers out there willing to pass off adulterated oils as the real thing.

## **AQUA OLEUM'S APPROACH TO QUALITY**

Aqua Oleum relies on the expertise of Alec Lawless in sourcing oils and developing relationships with reputable suppliers. He describes his typical approach to buying oil:

“At the time of the lavender harvest I will obtain perhaps as many as twenty samples. I will be looking for a strong floral character with herbaceous undertones and very low cineol. I would also expect it to be tenacious on a smelling strip. When I have decided on which I prefer I will get details about the price and the quantity available. The producer will also send me an analysis. When I have the sample

analysed I expect the results to be the same as those sent by the producer. If they are different, I buy my oil from someone else. After doing this for over twenty years we know who we can trust.”

## **JULIA LAWLESS EXPERTISE**

Julia Lawless became interested in aromatic plants as a child, when her mother who was a biochemist, became involved in research on herbs and essential oils. She subsequently studied Western and Tibetan herbal medicine as well as training as a professional aromatherapist in the UK.

Today she is highly respected as an authority in the field of aromatic plants and oils, appearing on TV and radio as well as giving lectures and interviews. She acts as consultant for the family business, Aqua Oleum, giving advice and guidance on the formulation of its varied products. She is best known for her many books on aromatic plants and aromatherapy, which include: ‘The Illustrated Encyclopaedia of Essential Oils’, ‘The Complete Illustrated Guide to Aromatherapy’ and ‘The Fragrant Garden’.

## **PRODUCT RANGE**

The range of products includes essential oils, precious oils and absolutes, flower waters, carrier oils, massage oils, as well as the attractive “Carry Me Essentials” travel sprays.

The full range is available on the website:

[www.aqua-oleum.co.uk](http://www.aqua-oleum.co.uk)

## **FURTHER INFORMATION**

A range of high resolution images are available from Aqua Oleum.

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