



ONE SEED

Five step synthetic scent detox

A plan for becoming synthetic-scent free

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Welcome to your new world.

Hello there!

Have you noticed that everything seems to be (synthetically) scented these days?! It's totally unnecessary, and causes many issues for our health, our environment and for our ability to engage all of our senses in understanding the world around us.

Making the switch to natural perfume is a positive step toward better health and a cleaner world. Some people have even told us it's life-changing.

As a nutritionist I believe it is essential for our health that we walk as close to nature as possible, and ditching processed foods, household and cosmetic chemicals, and synthetic scent is a big part of that.

I have personally designed this synthetic detox plan to help rebalance, calm & detoxify your body and help you to awaken to the beauty and complexity of natural fragrance in all its forms - from petal to perfume.

Congratulations on taking the first (or next) step in this journey.

With love,

Liz Cook

Founder & CEO

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Reasons to ditch synthetic scent

There are many reason to abandon synthetic fragrance in all its forms. These scents contain many ingredients which are toxic to our bodies, causing or contributing to many diseases and symptoms including:

- Headaches and migraine
- Nausea
- Fatigue and dizziness
- Immune dysfunction
- Asthma, allergies and sore throat
- Increase in menopausal symptoms, such as hot flashes
- Reproductive dysfunction including decreased sperm count and motility, miscarriage, difficulty falling pregnant, genital malformation in baby boys and precocious puberty
- Thyroid dysfunction
- Obesity, diabetes and difficulty losing weight
- Depression, anxiety and ADHD
- Some cancers, especially of the reproductive organs

In addition, synthetic fragrance causes concerning long-term damage to our environment. VOCs emitted from petrochemicals products like perfumes, paint, pesticides and glues now contribute to half of fossil fuel VOC emissions in thirty-three industrialised cities. And research shows that waterways contaminated with synthetic musks and phthalates are causing serious reproductive dysfunction in fish, frogs and amphibians.



The purpose of this plan.

When you use synthetic scent, toxic ingredients cause distress within your body, and inhibit the effectiveness of one of your body's most important methods of communication and comprehension - your sense of smell.

Your sense of smell is understood to be the first sense you develop in utero, so it's primal and instinctual. We understand the world through smell. But so many of our modern-day practices, habits and products diminish this instinct and disrupt the way our limbic system processes scent information.

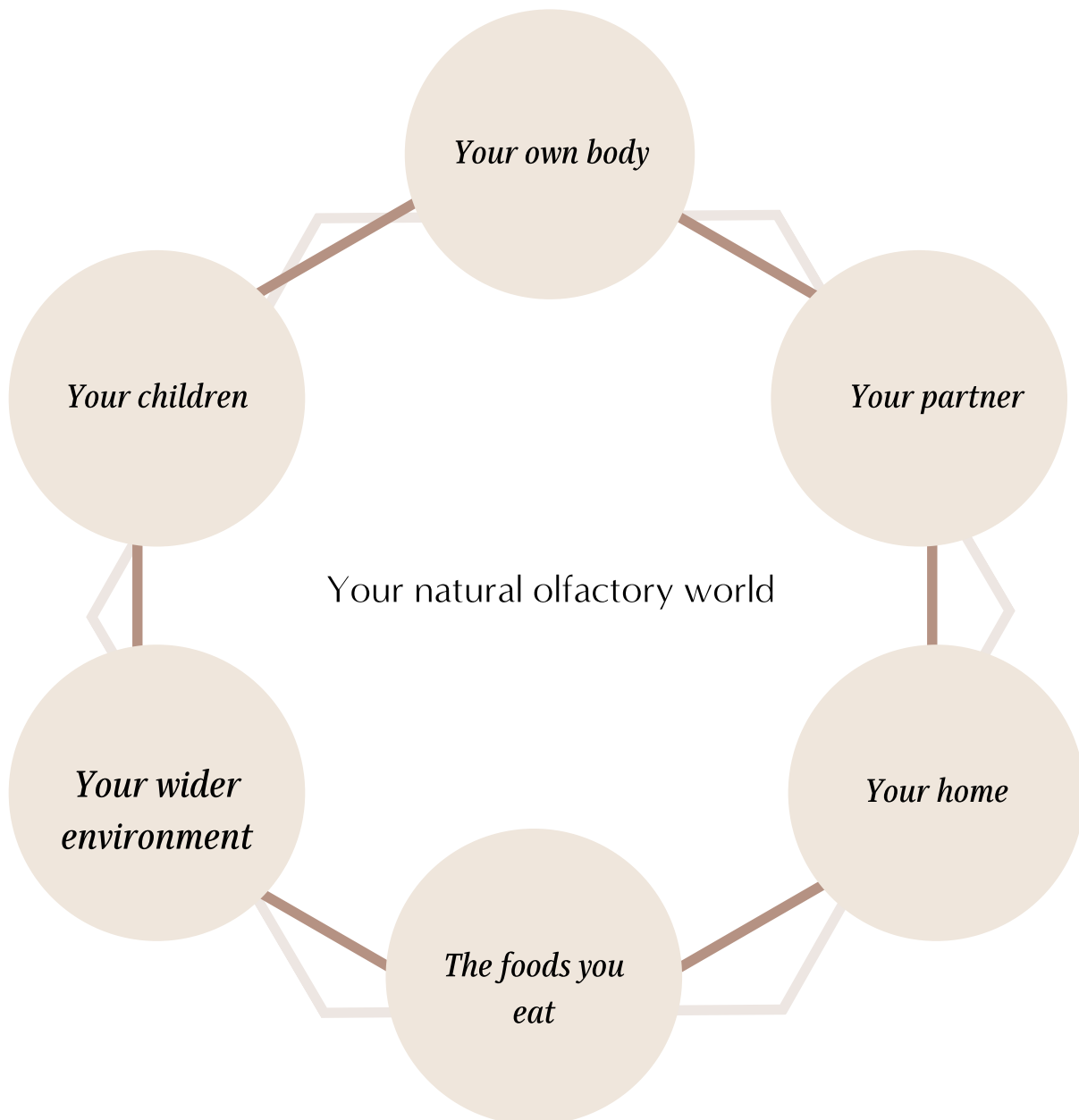
This plan will help your body and mind detoxify from synthetic scent, enable you to start becoming more effective at understanding scent communication, and help you develop a deeper appreciation for the scents of the natural world.

As you pack away your scented products and gently detoxify and calm your body through diet and gentle movement, you will find your sense of smell reawakening, and your sense of connection with the world around you deepening. You will also start to feel better, and symptoms you may have felt for some time as a result of exposure to synthetic scent, and the resultant inflammation and congestion within your body, will start to disappear.

Your body knows what to do - it recognises biology and will love you for bringing it back to nature, just as it was designed.

Your personal scent connections

Our unique lifestyle, home and family has its own smell (ever walked into a house and thought "this smells like the Smith's house"?). This smell is influenced by our biochemistry, genetics, lifestyle and environment. Our own personal scent is part of our silent instinctual communication. Ridding your world of synthetic fragrance and honing in your olfactory senses can help you better understand and communicate with the world and people around you.



Here's the low-down.

Synthetic scent is bad for you. Straight up. Whether you feel the effects or not.

A whopping 34% of people experience noticeable side-effects from exposure to synthetic scent. But even if you aren't one who notices any particular effects, your body is silently affected. Many ingredients in synthetic fragrances have been linked to less obvious silent effects on your health, such as endocrine disruption, inflammation and immune dysregulation.

The fact is synthetic scent is doing you no good. And its not helping the planet either.

Most ingredients - ironically, especially the toxic ones - aren't shown on the perfume ingredients panel, so if you're looking for words like "phthalate", you probably won't see them, even if the product does contain phthalates. On the next page you will see some key terms to look out for when you start investigating sources of synthetic fragrance in your world.

By choosing to let go of synthetic fragrances from your life, you will help restore your body's balance and improve your olfactory perception of the natural world around you. And you will start the healing process.

You may even feel calmer, clearer, lighter - mentally and physically.

We believe the body (more specifically your olfactory system) needs to go through a short healing and detoxifying process when you stop using synthetic scent and make the switch to natural. This can take anywhere from 7-10 days. It is likely that your body has been in a protective state since you started using fragrance, and it takes some time for inflammation to calm down and your body to know its environment is safe and healing. This phase will also help your body prepare for the introduction of natural perfumes and fragrances.

It's natural to have some reservations about letting go of your favourite scents - especially if those have significant meaning in your life. But trust your body, and know that you are doing the best for your health and wellness, and that natural perfume is an incredible joy that will give you pleasure, enhance your mood and take care of your health.

So treat yourself gently, don't rush the process, and listen to the cues your body is giving you. This is the start of a new way of experiencing fragrance and the world around you that will be healing, calming and enlivening for you.

And know that you no longer need to compromise.

Products that almost always contain synthetic fragrance



The biggest culprits: perfume, air freshener, reed diffusers, deodorant, body lotion, laundry detergent, scented candles, fabric softener, cleaning products, car air fresheners, baby products

You may also like to consider: hairspray, shampoo & conditioner, scented bin liners and others.

key words to look out for



Rarely will you see the actual fragrance ingredients listed on your scented products, Generally, fragrance ingredients will be listed in a group, like "parfum", "perfume", "fragrance" or.....

If the product contains only natural fragrance, it will always state that on the ingredients panel. This may be listed as "essential oils" or "fragrance (natural)" or similar. Ideally you should see a full ingredient list, including all essential oils, not just a category like "fragrance".

Other ways to identify fragrance toxins



As many ingredients are hidden in products and not listed on the label, you can look out for words like "DEP" or "denat.," which means the product contains diethyl phthalate. Other clues include use of the word "notes" instead of "ingredients", and smells that aren't actually quantifiable or don't exist such as ocean, sunflower, green tea or dew.



The general principles of the plan.

The seven day plan is simple and easy to follow, and uses the following tools:

- eliminating synthetic scent
- lots of fresh air
- fresh whole foods, specifically for reducing inflammation and detoxifying the liver
- herbal teas for detoxification
- mindful breathing exercises
- gentle daily walks outdoors

We have included in this plan advice from our friend and naturopath, [Anthia Koullouros](#), about how to use herbal teas for detoxifying, calming and bringing your body back into balance.

Your first step will be eliminating all fragrances - even natural ones- for a few days to calm your body. Then you will slowly reintroduce natural scent - first through plants and then through essential oils, and finally with natural perfumes.

The plan should leave you feeling clearer, calmer and restored. However, if at any time you feel unwell, or if at the end of the seven days you feel your body could benefit from some extra care and support, we would suggest finding a great naturopath, or integrative GP to help you further.

FAQ

Got questions? Most FAQ are answered below. However, if you have a question that is not answered here, please send us an email to info@oneseedperfumes.com, or visit the journal articles or FAQ at www.oneseedperfumes.com.

Q. Can I just jump into using natural perfumes straight away without the seven day detox?

A. Yes, of course. However, most people find that when making the switch it takes their olfactory system up to 10 days to start appreciating the complexity of natural fragrance. So test and see.

Q. Do I need to buy anything special to do this detox?

A. No, you will likely have everything you need already. However, we suggest buying some herbal teas (listed on pg. 11), and making sure your fridge is full of the beautiful wholefoods we have listed on pg.10.

Q. Can I keep using both synthetic and natural scents after I've completed the 7 days?

A. Your journey is totally up to you. However, we suggest you take advantage of the new calmer, less inflamed state your body and mind will be in, and continue to use only natural perfumes. Your health will thank you for it.

Q. Will I experience any side effects from this detox?

A. The detox is gentle and mild, so you should not experience any side effects, aside from an awakening of your olfactory (smelling) system! However, if you have a large toxic load, you may experience some mild headaches and tiredness.

Q. 7 days is such a short time. Will this actually work to detoxify my body?

A. This detox is just a jump-start to calm and balance your body and reawaken your olfactory system. It is not designed to address issues to do with liver health or chronic health problems. We suggest speaking to a great naturopath to help you find out if a more comprehensive program would benefit your health.



01

The first step: putting it all away.

Your first task is to put away everything scented.

On Day 1, get two empty sealable boxes. In one box, put all of your synthetically scented products - perfumes, candles, air fresheners, everything. In the second box, put all of your natural scented products, including essential oils. (Note: check the labels carefully - make sure you know for sure if the products you are using are natural or not - you may be surprised!). Seal them up tight.

Store both boxes in your garage or somewhere else where the scent won't enter your home. Or if you're really brave and are ready to take the leap, take that box of synthetically scented products and pop it in your outside bin.

For the first 4 days of the plan, you will stop using ALL fragrances, even natural ones, to allow your body to get completely back in tune with the scent of the world around you, without any interference.

For the duration of the detox, you may want to switch to unscented shampoos and soaps too (especially if those are synthetically scented).

At the end of the detox (after Day 8), you might want to do a little test and see how your body reacts to the synthetically scented products, but if you're ready, the best option is to use your clean slate and leave them behind permanently.



02

Foods that heal, calm & cleanse.

ONE SEED founder and nutritionist, Liz Cook, has put together a list of delicious anti-inflammatory healing foods. These foods should be the main foods you consume during the seven day detox.

The principle of the eating plan is nutrient-dense wholefoods which are dairy free, gluten free, sugar free and natural. The foods have been selected based on their ability to decrease inflammation, aid liver and bowel cleansing and detoxification, balance hormones and help remove toxins (such as phthalates from synthetic scent) from the body, .

Each day for 7 days, your meals and snacks should include a selection of the following:

FRUITS/VEGGIES - 5 -9 serves

Berries, melon, cranberries, cherries, red grapes, broccoli, beetroot, leafy greens, onions, garlic, cauliflower, turnip, brussell spouts, avocado

HERBS, SPICES

All, especially turmeric, parsley and garlic

PROTEIN - one serve with each meal

Eggs, non GM tofu (if vegan), organic pastured meats, raw nuts and seeds, soaked and rinsed legumes, small fatty fish.

OTHER

Quinoa, brown rice, olive oil, small amounts of sea salt

Ideally limit alcohol consumption, or remove it altogether for the 7 days. And drink 2-3 L of filtered water each day.



03 Herbal teas for detoxifying.

Herbal teas will help gently detoxify and tone your liver, and help remove toxins from your body, including phthalates from synthetic scent.

Our friend, Anthia Koullouros, naturopath and founder of [Apotheca by Anthia](#), has gorgeous healing teas in her collection, which are perfect for gentle detoxification and healing.

Anthia recommends the following teas from the collection:

- [Hygieia Bowel and Liver Cleanse](#) - cleanses the bowels with gentle antimicrobials, detoxes the liver & tones liver function, supports digestion, absorption, and healthy elimination.
- [Roasted Organic Dandelion & Chicory Coffee](#) - caffeine-free. It supports liver detoxification and cleanses the bowel.

Other delicious teas and herbs that will help support liver function and detoxify your body include parsley leaf and turmeric (turmeric latte anyone?!)

ANTHIA'S TIPS:

- 1: Drink at least 8 glasses of purified water every day, plus at least 2 cups of herbal tea.
- 2: Start the morning with a warm herbal tea or fresh lemon squeezed in warm water to get your liver primed for action, and your taste buds activated.
- 3: This week, try replacing your morning coffee with a dandelion root tea. Its full-bodied, just like coffee, with a nutty taste, and you can even add non-dairy milk if you like.



04 Daily practices.

Your daily practices should include the following:

- A daily outdoor walk - Exercise has many benefits in this plan. It can help get your body excretes toxins such as phthalates, reoxygenate your blood and brain, and bring you closer to nature. This is not about fitness, so don't be competitive! Take your time and enjoy yourself. Walk for as long as you like, but at least 20 minutes, ideally in an area with vegetation, like a park or forest, or even tree-lined suburban streets. Be mindful while you walk, and observe nature around you. And start to notice how things smell; What does fresh cut grass smell like? Do you have memories associated with this smell? Pick a leaf and crush it in your hands and reflect on what you smell and how it makes you feel.
- Mindful breathing (or yoga or meditation) - if this is not part of your practice already, you can start small. Even 3 minutes a day of mindful breathing in a quiet, calm environment will do wonders for your body and mind. If you aren' sure where to start, search the internet or YouTube for how to perform effective mindful breathing. (You can also search "diaphragmatic breathing" or "soft belly breathing". Mindful breathing has many benefits, including helping you connect with the moment, and calming your brain helping it to perceive its surroundings better.
- dry brushing. - helps promote healthy lymphatic flow and blood circulation which helps remove toxins from you body.

You may also like to include daily sauna for improved detoxification (as long as you don't have high blood pressure or a heart condition).



05 Re-introducing fragrance.

On Day 5 you should be ready to start introducing essential oils - just a drop or 2 in a vaporiser or bath. Make sure to use pure essential oils (aromatherapy), not fragrance oils (which are synthetic). Work your way in gently. However, you may wish to wait another few days if you feel your body is not yet in a state of calm.

You may be totally new to the world of natural fragrance, or perhaps you have already been using natural perfumes, cleaners and essential oils. Either way, if you have also been using synthetic fragrance, we still suggest eliminating even natural fragrance sources until Day 5.

On Day 8, the day after you finish your detox plan, is when we suggest you start exploring the world of natural perfumes. By this stage your mind and body will be calm and prepared for this beautiful new world.

Go slowly and deliberately. Try one scent at a time in a quiet moment. Sit and take it in mindfully and think of the aroma. What can you smell? How does it make you feel? Does it remind you of anything familiar?

Take a day to enjoy and explore each fragrance before deciding if it is the one for you right now. The next day, try another fragrance, until you find the ones that make you feel joyful, calm and connected.



Changing your environment going forward

Now that you have reset your body, mind and olfactory system, keep going.

Continue with the good habits you have started to cultivate, and find ways to further explore and enjoy the aromas of the natural world.

You may wish to consider how to enhance the health of other aspects of your life, such as with house plants or yoga. And you may also wish to consult with a naturopath if you feel you persistent health concerns, or could benefit from a more intensive detoxification protocol.

Whichever way you go, take time to mindfully enjoy and recognise the natural scents in everyday life - the aroma of your morning coffee, the scent of your child's hair, the fragrance from a mandarin peel, the smell of the morning hours....

Welcome to your new world.

Welcome to One Seed.

At ONE SEED, we are passionate about creating 100% natural perfumes that work in harmony with your body and your world, and about creating experiences that help connect you to nature, and to your true self.

We are proud to be a no-compromise perfume company, bringing you a luxurious perfume experience with no synthetic interference ever.

If you have a personal story about how making the switch has changed your health or your world, we'd love to hear about it!

Let's keep in touch

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