



**NATURE'S  
WORLD**

# newsletter

sharing our news and knowledge

Autumn 2007

**HONEYROSE**

perfectly natural products

## New Look for Autumn

We're proud to reveal our new look on-line shop. The shop merges Honeyrose and Nature's World into one crisp, up-to-date, department-style shopping experience.

Honeyrose shoppers will need to click on the Nature's World shop logo, when they will immediately be taken to the Quit Smoking department. They can shop in the other departments or checkout.

Nature's World customers will appreciate the department style layout and instant delivery charge calculation.

Have a look at [www.natures-world.co.uk](http://www.natures-world.co.uk)

## Patchouli Fact File

Patchouli is one of our best-selling Hemp Soaps. The patchouli plant, (*Pogostemon Cablin*) is a tropical member of the mint family, grown in the East and West Indies. It's best known as an essential oil, which is made from its leaves and has been used for centuries in perfumes.



But it's not just an attractive aroma. Its health benefits are wide-ranging. It has potent antiseptic and anti-fungal benefits. Aromatherapists use it to help treat the fungal infection, athlete's foot, for example, as well as to prevent infection in cuts. Patchouli is also effective in the treatment of dry skin and can help relieve conditions such as eczema.

Combined with the hemp oil, coconut oil and avocado oil in Nature's World Hemp Soap, patchouli gives your skin a daily treat.

## Honeyrose Reaches the A-List

Elegant and smouldering, Keira Knightley smoked only Honeyrose Herbal Cigarettes in the filming of the latest hit movie "Atonement". We were really pleased to make her a special filterless version for this period piece.

Daniel Radcliffe (Harry Potter) also smokes herbal cigarettes in his latest film, "December Boys", and on stage in "Equus"



## Have you managed to stop?

If you didn't manage to stop after the UK Smoking Ban came into effect on 1st July this year, don't be disheartened. It often takes many attempts before smokers finally achieve their goal and now's a perfect time to try again with Honeyrose Herbal Cigarettes.

They're naturally nicotine-free and are non-addictive. Try our three-week plan to help you quit. Combine it with will power, the support of your friends and family and a big reward at the end and you could be smoke-free this Autumn.

We have produced a special leaflet to help you follow the Honeyrose Method - just contact us to obtain your copy.



## Sustainable Cycle

Every item from The Great Elephant Poo Poo Paper Company is handmade from paper, which has been recycled from Elephant Poo. The idea was to create a truly sustainable cycle. Raw material with little other use is transformed into functional and stylish products. New jobs and local opportunities are provided along the way. Finally, after selling our goods a portion of the profit is directed to a worthwhile cause, elephant welfare and conservation.

Our fourteen page booklet, which is included with each item is full of elephant facts. For example, did you know that elephants eat 300 - 600 lb (130 - 270 kg) of food per day, and 60% of that food leaves the elephant's body undigested?



## Fiona's Feedback

It's not just the UK where our customers are located. We have independent distributors in more than 20 countries around the world and our on-line shops provide a service worldwide.

We received this message from Australia. "Just to say that your product is the perfect quit smoking aid. I use the herbal cigarettes for 3 months and I am no longer dependent thereon".

Send your feedback to Fiona Rapley, [info@natures-world.co.uk](mailto:info@natures-world.co.uk)

Natures World, 1b Alpha Business Park, Whitehouse Rd Ipswich IP1 5LT or telephone 01473 467959

[www.natures-world.co.uk](http://www.natures-world.co.uk)