

2024



THE WRITE DIRECTION

PORTFOLIO



Cross stitch content

TABLE OF CONTENTS

- 3** CROSS STITCH CONTENT
- 4** WHO AM I?
- 5** TYPES OF PROJECTS
- 6** CROSS STITCH ARTICLE
- 8** CROSS STITCH ARTICLE
- 10** CROSS STITCH ARTICLE
- 12** OTHER EXAMPLES OF MY WORK
- 13** PACKAGING COPY
- 14** WEBSITE COPY
- 15** BLOG ARTICLE
- 17** MAGAZINE ARTICLE
- 18** PRODUCT DESCRIPTIONS
- 19** ONLINE ARTICLE
- 20** CONTACT

cross stitch content

Looking for well-written content about cross stitching?

Since the 2020 lockdown, the traditional art of cross stitch has seen a phenomenal surge in popularity.

From quirky quotes to subversive sayings, thousands of people around the world have found enjoyment through needle and thread.

Gone are the days of boring samplers and dated landscapes. Modern cross stitch is fun, funky and oh-sew-cool.



the write direction who am I?

As an experienced native English freelance writer from the UK, my work is always word-perfect.

Since 2012, I have worked as a freelance copywriter for clients around the world. Previous projects include blog articles; detailed product descriptions; SEO website content; user manuals; packaging copy and social media posts. During my career, I also established and maintained an award-winning blog, which attracted over 18,000 followers across all social media channels.

I'm excited and passionate about cross stitching, so I'll never be short of ideas!

I'll create original, engaging and well-written content about any aspect of cross stitch.

I can write content from scratch, or proofread/improve/rewrite something that you have already written.

Not sure where to begin? I offer complete flexibility in terms of project size and frequency - whether you're looking for regular weekly articles or just need a few sentences to be proofread. No lengthy consultations, no long-term commitments.

This portfolio showcases some of the cross stitch-related projects I have recently had the pleasure to work on.

Want to know more?

Get in touch at hello@thewritedirection.co.uk

Nuala

The Write Direction



examples of projects

- Blog posts
- Product descriptions
- Magazine articles
- SEO website content
- Social media posts
- Packaging copy
- Ebooks
- Amazon listings
- Training course material
- Textbook content
- Newsletters

Top 5 Cross Stitch Trends for 2023

Over the last decade, cross stitching has evolved into a truly modern phenomenon. A fresh wave of talent has rocked the stitching world with subversive quotes, bold typography and kitsch retro-chic.

Cross stitch has shaken off its old-fashioned reputation and emerged as a popular craft for all ages – particularly during the 2020 lockdown, when this simple form of embroidery brought solace and satisfaction during difficult times.

Now updated for the modern crafter, cross stitch is more than just a hobby. Its revival has led to a cascade of contemporary designs that have transformed the industry.

With surging popularity, this revolution has made one thing clear: cross stitch is officially cool. So, as the market continues to evolve, let's take a look at the latest cross stitch trends for 2023.

1. Subversive Stitching

From witty wordplay to sassy samplers, the subversive stitching trend shows no sign of abating. What's often striking about these designs is the contrast of twee floral motifs alongside starkly modern text. As a result, it gives a contemporary twist to what is considered to be a traditional craft.

Back in the mid-2000s, Julie Jackson was one of the first pioneers of the subversive stitching trend. Since then, the popularity of these charts has skyrocketed.

With an ever-expanding range to choose from, these edgier designs appeal to a new generation of stitchers who are looking for something a little different – whether it's a tongue-in-cheek phrase or something more x-rated.

Designers have cleverly adapted a traditionally quaint hobby and propelled it into the modern day. It's a movement that has positively reframed cross stitch as an art form, and looks set to continue throughout 2023 and beyond.

2. SALs

Have you ever joined a SAL? These online group stitching projects (aka stitch-a-longs) have been on the scene for a while, but really boomed during lockdown as people felt isolated and craved a sense of community.

The basic concept of a SAL is that everyone cross stitches the same design over a set period of time (typically several weeks or months). Usually, the chart is slowly revealed in stages, which gives both a sense of anticipation and an element of surprise over the appearance of the finished piece.

Joining a SAL is a great way to feel connected to other cross stitchers, particularly during the last couple of years when socializing has been limited. Being part of a group makes it easier to seek help and share pictures of your progress, as well as motivate each other to keep going!

(continued from previous page)

3. Cross Stitch Temperature Charts

Stitched over the course of one year, a temperature chart is a visual representation of the weather in a specific place. With small daily updates, the project gradually comes together to create a beautifully unique work of art – with no two pieces ever being exactly the same!

An increasing cultural focus on climate change has seen these temperature-tracking charts soar in popularity. The simple concept of portraying daily temperature in stitches has sparked the imagination of designers, and there is now a wide variety of styles to choose from.

Modern designs have progressed from depicting temperature as basic color blocks to more aesthetically-pleasing mandalas, leafy trees, birds and bookshelves.

With only a few stitches required per day, these charts are easy enough for beginners to complete. The color of each stitch is usually determined by the highest (and sometimes the lowest) temperature recorded in a specific location that day.

4. Patterned Fabric

There's more to life than 14 count white aida! These days, more and more cross stitchers are diving into the world of patterned fabric.

From bold colors to stylish swirls and snowflakes, there's something for everyone. Choosing the right fabric can elevate a simple design into something extraordinary. For a modern twist, stitch on colored aida to make your design really pop. Bright reds and greens work well at Christmas, while solid black is ideal for modern chalkboard-style samplers.

Short on time? Use patterned fabric to create depth and interest without stitching the full background – a great shortcut for large areas of sky!

If you've never tried cross stitching on patterned fabric, why not step outside your comfort zone and give it a go?

5. Stitch Portraits

Wouldn't you just love to see a mini stitched version of yourself? These super-cute personalized portraits are beautifully unique and so much fun to create.

Pattern libraries make it easy to tailor each character with all their individual characteristics – from body shape to skin tone, hair type and fashion style. Most striking is the artistic use of thread to create realistic-looking hair – from loose, flowing locks to cute braids or tight curls.

Whatever your ethnicity or identity, the endless range of possibilities makes this trend truly inclusive. With so much scope for creativity, it's easy to see why these mini portraits have become one of the most popular modern trends in cross stitch.

Try Something New This Spring

Say hello to blue skies and sunshine – spring is finally here!

As the season of rebirth, spring is the perfect time to try something new. Celebrate the arrival of warmer days with mood-boosting designs bursting with bright colors and springtime cheer.

Whether you've lost your stitching bug or just crave a new challenge, there's a world of exciting opportunities to explore – from game-changing fabrics to glitzy embellishments.

It's time to embrace the season of new life and get inspired. So, jump out of your comfort zone and put a spring in your step with these fresh ideas to shake up your stitching.

1. Creative Displays

Everybody loves a hoop, but did you know it's not the only way to display your work? If you're running out of wall space, maybe it's time to think beyond the frame!

Make a fresh start this spring and have fun experimenting with different ways to finish off cross stitch projects. From chic accessories to stylish home furnishings, it's never been easier to show off your stitching with pride.

Mount mini motifs in a wooden pendant for a super-cute necklace, or stand out with a pair of customized stitched earrings. Jazz up a pocket mirror or plain notebook with a patched-on design for a quick and easy gift. Small designs can also be made into keychains, coasters, fridge magnets and bookmarks.

And if you're skilled with a sewing machine, why not brighten your home with some colorful cushion covers, tablecloths or personalized napkins?

2. Beyond Aida

A new season brings change. So, if you've only ever stitched on aida, now is the time to branch out and try something else.

Evenweave is widely available and gives a beautifully refined finish to any design. Its evenly-spaced holes provide a consistent grid format that's ideal for cross stitching.

With a higher thread count, evenweave tends to be softer and more supple than aida. You'll love its fine texture, which lends a delicate elegance to all types of embroidery.

The main difference is that, unlike aida, a single cross is usually stitched over two threads. This actually makes it much easier to work fractional stitches or detailed backstitch, as you don't need to pierce the centre block with your needle.

For a further challenge, why not try stitching on linen? As a natural fabric, this is more irregular in appearance and provides a rustic look that really enhances traditional designs – perfect for those Easter-themed decorations!

(continued from previous page)

3. Embellishments

Get creative with some fun embellishments to elevate your cross stitch into something really special.

If you've never tried adding embellishments before, now is the perfect time to experiment with some funky and fabulous decorations to really bring your stitching to life.

Miniature charms are a quick and easy way to add interest and texture for a unique, personalized result. Add a touch of bling with shiny sequins or fancy buttons for a 3D finish.

Seed beads are inexpensive and wonderfully versatile, adding extra dimension and glamor to any design. What's more, they're a great alternative to French knots for any stitchers that find these a little tricky.

For best results, keep it simple – don't let the embellishments overshadow your stitching. Choose decorations that complement and enhance the overall design. And remember, less is usually more!

4. Patterned Fabrics

Refresh your approach to stitching with some inspirational patterned fabrics. These days, you'll find a treasure trove of exciting designs that allow you to create something that's truly one of a kind.

If you've already tried stitching on plain colors, why not take it a step further with patterned fabric? A simple design can be transformed with a complementary pattern. With so many options to choose from, there's something for everyone – from spots and stripes to paisley, plaid and everything in between.

Let your springtime stitching blossom on hand-dyed effect fabrics in pretty pastel shades. Beautiful backgrounds can provide the perfect canvas for all types of cross stitch designs, such as this stunning [Spring Meadow](#) or gorgeously versatile [Meadow View](#).

5. Go Large!

Make 2023 the year you take cross stitch to the next level. If you've only ever stitched greeting cards or small designs, how about tackling something bigger?

Challenge yourself with a supersized design for spring – samplers, family trees and temperature charts are all great examples of large-scale projects that usually take some time to complete.

While larger designs may appear daunting at first, they can be made more manageable by breaking the chart down into smaller sections. Just take it step-by-step and complete each part before moving on to the next.

If you enjoy an epic stitch, you'll find a variety of mammoth charts online. Get stitching on a grand scale and you're guaranteed a stunning finished result. What's more – the bigger the design, the greater your sense of achievement will be when it's finally complete!

Have these ideas inspired you to try something new this season?

Celebrate Independence Day in Cross Stitch

Fire up the grill and get ready to party like it's 1776! It's time to celebrate the Fourth of July – also known as Independence Day – one of the biggest holidays in the American calendar.

All over the USA, people will join friends and family to soak up the sunshine and enjoy the festivities – from picnics to parades, it's a day to embrace all things red, white and blue! With fireworks and feasting, 4th July is all about freedom, fun and – most importantly – honoring this pivotal moment in American history.

So, as we come together to commemorate this special occasion, it's the perfect time to reflect on the history of cross stitch in America.

How did this simple form of needlecraft evolve into the contemporary craze we know and love today? Let's take a trip back in time to discover the origins of our favorite hobby...

The History of Cross Stitch in America

Cross stitch is one of the oldest forms of embroidery, with examples dating back thousands of years to ancient civilizations of Egypt, China and Peru.

Traditionally, cross stitch was used to embellish clothing and household items. Later, stitched samplers became an important educational tool for young women to showcase their needlework skills.

The earliest known American sampler is thought to have been stitched in 1653 by Loara Standish, daughter of the Mayflower passenger Captain Myles Standish. Featuring a signed verse, the sampler demonstrates a variety of embroidery stitches and is now on display at Pilgrim Hall in Plymouth, Massachusetts.

The primitive samplers of these times appear dated in contrast with the more colorful and contemporary styles of today, although many stitchers now enjoy the nostalgia of working on antique reproduction designs.

Samplers continued to be stitched throughout the 18th and 19th centuries, with a classic narrow band style that typically depicted rows of patterns, floral motifs, letters and numbers. Over time, the samplers became more elaborate, wider in shape, and often featured verses from the Bible.

With increasing industrialization, the prevalence of samplers began to decline during the 1900s. For several decades, cross stitching fell out of fashion.

That is, until the 1960s, when stitching for pleasure began to surge in popularity as women had more free time for crafts and hobbies. Cross stitching had evolved from playing a functional role to becoming a leisure pursuit.

Notable figures during this period include Erica Wilson, often regarded as “America's First Lady of Stitchery”, who became a household name by popularizing various types of embroidery. Ginnie Thompson, of South Carolina, is often credited as being instrumental in the modern revival of cross stitch in America in the 1970s, while Pat Carson and Gloria Steele became the first designers to publish a counted cross stitch book in the United States in 1975.

(continued from previous page)

The stitching trend continued into the 80s and 90s, eventually flourishing into the modern phenomenon of contemporary cross stitch we know today.

Post-millennium, cross stitching is more popular than ever before – not least with the growing importance of [mindfulness](#) and the development of the [subversive stitching](#) movement.

Cross stitch is no longer confined to the dusty archives of old-fashioned samplers. These days, the stitching community is a diverse bunch of men and women of all ages. Over the centuries, an activity once considered to be a rather mundane chore has developed into a pastime that brings pure pleasure and satisfaction to so many around the world.

The recent cross stitch revolution has led to an explosion of new ideas that are inspiring the next generation to find joy through needle and thread.

Who knows where the cross stitch journey will lead to next?

Let's Get Stitching!

The history of cross stitch is certainly a rich tapestry.

After taking a trip back through the past, now it's time for you to get inspired and pick up your needle to celebrate Independence Day in stitches!

You'll find a wide range of July 4th themed cross stitch kits and charts to choose from online – or why not design your own?

Decorate your home for the big day with hand-stitched cushions and samplers, or put on a patriotic display with some cheerful bunting in red, white and blue. Baked goodies can be embellished with cake toppers and gift tags stitched with stars and stripes.

Get creative with some funky cross stitched jewelry to wear with pride, or make your own star-spangled banner for the parade. Simple flag motifs can be used for stitching hand-made cards, key rings, coasters and other small gifts for friends and family.

Elevate your Independence Day sampler by stitching on themed fabric. Check out the range of Americana-inspired patterns at [Dove Stitch](#) and [Fabric Flair](#), from parchments and scripts to stars and stripes – you'll find the perfect canvas for those Fourth of July designs. Keep an eye out for more fabrics due to be released soon.

With cross stitched decorations so beautiful, you'll want to keep them up all year round!

Bring on the hot dogs and sparklers – it's time to celebrate in style.

How will you be celebrating Independence Day this year?



OTHER EXAMPLES

OF MY WORK

Packaging copy for Dubai skincare brand

Marine Collagen Booster

Supercharge your skincare routine with this age-defying booster serum, enriched with Marine Collagen and powerful active ingredients to reduce Transepidermal Water Loss (TEWL). Easily absorbed, this water-based serum is designed to enhance the performance of your skin care products. A mineral-rich complex from Dead Sea Water, Seaweed and Pearl Extract helps to support skin tone and maintain optimum moisture levels. Sodium Hyaluronate deeply hydrates the skin, while Soluble Collagen accelerates the cell renewal process and improves firmness and elasticity.

Gold Facial Peel

Reveal a radiant glow with this mineral-rich facial peel, enhanced with 24K Gold to stimulate cellular growth of the epidermis and encourage regeneration of firm skin cells. Formulated with natural extracts, it increases blood circulation to deeply cleanse blocked pores for a lighter, brighter complexion. Dead Sea Salts are combined with Natural Oils to calm and condition the skin. Aloe Vera accelerates the cell renewal process, while antioxidant-rich Algae Extract nourishes and firms the skin. Gold locks in moisture, boosts Collagen levels and prevents the breakdown of Elastin in order to maintain a youthful appearance.

Brightening Mask

Revitalize dull skin with this Brightening Mask, enriched with moisture-boosting Hyaluronic Acid and nourishing Dead Sea Minerals. Glycolic Acid gently exfoliates away the top layer of dead skin cells to reveal a smoother, brighter and more even skin tone. Antioxidant Vitamins A, C & B protect against ageing free radicals, while brightening Bearberry Extract helps to reduce the appearance of discolouration, age spots, acne scars and pigmentation. Natural extracts of soothing Chamomile and Aloe Vera are combined with a rich blend of Plant Oils to leave the skin feeling soft and supple. Suitable for all skin types.

Activator Serum

Specially formulated to work with cosmetic devices, PETRA Platinum Renuface Activator enhances the penetration of radiofrequency waves into the deepest layers of the skin. Enriched with active ingredients, this pre-treatment serum promotes maximum absorption of LED light for optimum results. Moisturizing Hyaluronic Acid lends volume and fullness to the skin, while Collagen has a plumping effect to reduce the appearance of lines and wrinkles. Antioxidant Vitamins E, A & B help to protect against ageing free radicals for a smoother, brighter and more youthful complexion.

Salt Scrub

Indulge your senses with this aromatic salt scrub, enriched with 21 minerals to brighten and regenerate the skin. Naturally exfoliating Dead Sea Salt gently removes dead skin cells to reveal a smoother and more radiant appearance. Infused with the fresh, citrus scent of Bergamot, this nourishing scrub contains a rich blend of Avocado, Sweet Almond, Wheat & Sunflower Oil to leave your skin feeling soft, healthy and deeply moisturised.

Sales page for US teeth whitening brand

Confidence comes with a beautiful white smile.

And, these days, when it comes to teeth whitening options, we're spoiled for choice.

You want something that really works.

But you don't want to risk damaging your teeth.

Luckily, there's now an easy way to achieve professional-grade results without needing a trip to the dentist.

The team at Snow® recognized the demand for a simple, safe, home whitening kit that ACTUALLY works.

Using revolutionary patented technology, Snow teeth whitening provides guaranteed results in less than 10 minutes. The proprietary formula gently removes stains from tea, coffee, cigarettes and red wine to reveal a whiter, brighter smile.

What's more, it even helps to prevent restaining, so your teeth stay whiter for longer. Amazing, right?

It's no wonder Time magazine described it as "the Apple of teeth whitening".

There's a reason why over 500,000 happy customers are enjoying whiter smiles around the world.

Yes, it really works – and it's guaranteed not to cause sensitivity. Formulated by American dentists, Snow teeth whitening is enamel-safe and free from harmful chemicals. In fact, it's the only home teeth whitening product we found that's been approved by the FDA.

And, with a 30-day money back guarantee, what have you got to lose?

No damage, no dentist bills, no disappointment.

Even better, the all-in-one Snow teeth whitening kit is so easy to use. Simply paint on the formula, relax for a few minutes, and then rinse away. The UV-enhanced mouth tray activates the formula, giving guaranteed whiteness with no side-effects.

Don't just take our word for it...

With a cult celebrity following, Snow has revolutionized the art of teeth whitening.

Since its launch, Snow has built up a loyal fanbase that includes dozens of A-listers, such as boxing champ Floyd Mayweather, who described it as "the best teeth whitening kit that money can buy".

Over half a million people have already experienced America's most popular teeth whitening kit. Are you ready to show off your smile?

How-to article for UK nail brand

7 Steps to Get Salon-Perfect Gel Nails at Home

Struggling without the salon? Lockdown life is tough for everyone – and, with all that hand-washing, our nails are desperately in need of some TLC.

Right now, self-care is more vital than ever. We all deserve a little pampering, and it's often the small things that can really make a difference.

Even though you're stuck at home, it's important to maintain a regular manicure routine to keep your nails healthy and strong. So, while your social life is on hold, it's the perfect opportunity to 'Stay In, Skill Up!' and learn how to create the perfect gel manicure at home.

Mylee brings the salon to your own living room, with its extensive range of professional-quality gel polish products and accessories. Loved by salon professionals since 2014, Mylee has established itself as a trusted brand in nail care.

You'll be amazed how easy it is to create a gorgeously glossy manicure that lasts for up to two weeks – without smudges, chips or nicks – in the comfort of your own home. Best of all, you can even stay in your PJs!

So, pop the kettle on and get ready to take your nails from basic to boujee with these 7 simple steps:

1. The Cuticles

After washing your hands, spray [Mylee Prep & Wipe](#) over the nails and thoroughly cleanse with a [lint-free wipe](#). Using the [Mylee Cuticle Pusher](#), or a wood cuticle stick, softly push back the cuticles using a gentle downward motion (take care not to push too hard!) For a neat and tidy result, use the pointed end to scrape away excess cuticle from the nail plate. Don't be tempted to skip this step, as it's the key to making sure your polish really lasts!

2. The Filing

Use a nail file (we love this [Crystal File](#)) to smooth and contour your nails into the perfect shape. From squoval to stiletto, a professional file makes it easy to achieve a salon-style result. For a super smooth finish, don't forget to seal off (aka 'bevel') your nails by gently filing the edges downwards at a 45° angle, then brush away any excess dust.

3. The Buffing

Just as you'd sand down a chest of drawers before painting them, you need to prep and buff your nails before you even think about opening that bottle of polish. Use the [Mylee 3-Way Buffing Block](#) to lightly buff your nails all over, making sure not to miss the sides and corners. This removes natural shine to ensure the gel adheres properly to your nails.

(continued from previous page)

4. The Base Coat

Wipe over your nails again with Mylee Prep & Wipe to remove excess oils and scrub away all traces of dust. Always use a lint-free wipe, as cotton wool will inevitably leave pesky traces that spoil the flawless finish of your glossy gel. Once prepped, apply a thin layer of [Mylee Base Coat](#) – making sure to cap the edges – and cure for 30 seconds in your Mylee Pro Convex Curing Lamp.

5. The Colour Coat

Now that your base coat is cured, it's time to have some fun with colour! Right now, we're loving Dragon Fruit – a bright and bold neon pink from the new [Electric Pastels](#) gel polish collection. Apply a thin layer of colour, leaving a small gap along the cuticle. Seal the edges and cure for 30 seconds. Repeat with a second layer to build up the colour.

6. The Top Coat

Almost there! After curing the colour, it's time to apply your glossy [top coat](#). Again, make sure to apply in a thin layer, taking care to cap all edges of the nails. Smooth over, then cure for 30 seconds in your Mylee lamp. Once cured, take a lint-free wipe and rub Mylee Prep & Wipe over the nails to remove the sticky layer. Ta-dah! Instantly dry, super glossy nails!

7. The Finishing Touch

For a salon-perfect finish, massage a few drops of [Mylee Apricot Cuticle Oil](#) around the nails and cuticles. This nourishing oil softens the skin, keeps nails healthy and prevents them from drying out – something that's particularly helpful now that we're washing our hands more than usual. Apply 2-3 times a day to keep your manicure looking fresh and fabulous for longer.

Nailed it

No salon? No problem. It's never been easier to keep your nails looking insta-perfect without leaving the house. And hey – while you're away from the office – why not go a little wild and experiment with some bolder colours? Now's your chance to have some fun and let your creativity run free! From bright blue to neon green, choose whatever takes your fancy.

Quarantine? You've got it nailed.

Join the Mylee tribe online by following us on [Facebook](#) and [Instagram](#). We love to see your creations, so tag us with #MyleeMyLook and #StayInSkillUp.

Plus, get the latest news, special offers and nail art inspiration straight to your inbox by signing up to the Mylee newsletter below:

Extract from article for aromatherapy magazine

There is no simple explanation as to why we feel drawn towards certain scents more than others. As aromatherapists, we understand that our olfactory system is closely linked to the limbic system of the brain.

We have a memory-based response to smell. This is why the slightest whiff of something can instantly trigger a vivid emotional reaction. Sometimes, the link is obvious – the smell of sun lotion that reminds you of a summer holiday; the distinctive aftershave of an ex-boyfriend; or the mouth-watering scent of your favourite childhood recipe.

Smells do not just trigger memories, but the emotions attached to those memories. These odour-based recollections can be deeply rooted and difficult to erase. Sometimes a subconscious aversion can stem from a 'forgotten memory' attached to that particular scent.

Our brain registers a greater response the first time we associate a smell with something. This explains why smells often take us back to our childhood, when we first encountered them.

Our perception of smell is highly subjective. Studies have found that the same scent can be interpreted in vastly different ways between people. Our personalized sense of smell is partly due to genetics – such as our perception of the herb coriander (cilantro), which has been linked to variations in the OR6A2 olfactory receptor. It's thought we can have our own individual perception of sensory experiences, known as qualia. As the philosopher Daniel Dennett described, qualia relates to "the ways things seem to us". This can perhaps partly explain why essential oils elicit such different reactions among us. What smells floral to one person can smell urinous to another.

HOW DO WE SMELL?

The human olfaction process is fascinatingly complex. In fact, the exact way we perceive smells is not fully understood and remains a subject of debate. Traditionally, our perception of smell is attributed to the shape theory of molecules, known as the 'lock and key' method. A particular smell triggers a unique combination of our olfactory receptors and transmits this signal to the brain with a message – such as "this is the smell of coffee" or "this is the smell of frying bacon". A somewhat controversial alternative theory suggests a quantum effect, based on the vibrational energy of molecules.

THE IMPORTANCE OF SMELL

Scientists have discovered that more of the brain is devoted to processing smells than originally thought. Although often underestimated, smell is our most primal and intuitive sense.

Unlike other senses, smells bypass the thalamus (the 'sensory gatekeeper') and travel directly to the brain. Even without us consciously registering a smell, it sends an immediate signal to our brain – something that has played a vital role in our survival throughout evolution.

Until fairly recently, it was thought that humans could detect around 10,000 different smells. Now, scientists have discovered we can actually identify far more than this – the number is more in the region of 1 trillion! Research has shown that we only utilise a tiny proportion of our olfactory power.

Product descriptions for UK essential oil brand

‘Enchant’ – Relight the spark with this indulgent blend of seductive essential oils to inspire passion and captivate the senses.

Enchant blends the exotic base notes of Ylang Ylang, Patchouli and Sandalwood with zesty Bitter Orange, Lime and Lemon to arouse your spirits and boost emotional wellbeing. Rich and indulgent, this sensual blend is perfect for sizzling summer evenings or cosy winter nights.

The sweet, spicy scent of Ylang Ylang is combined with sultry Patchouli for a touch of passion, while earthy Sandalwood helps to stimulate the mind. Uplifting citrus notes of Bitter Orange, Lime and Lemon invigorate the senses and add a vivacious twist for an irresistibly seductive sensation.

‘Wind Down’ – Feel serene with this blissful blend of calming essential oils to naturally relax the body and mind.

Wind Down blends the deeply relaxing base note of Ylang Ylang with soothing Clary Sage and citrus notes of Bitter Orange and Lemon to restore a natural sense of peace and tranquillity. Unwind the natural way with this relaxing blend of soothing scents that work in harmony to leave you calm and refreshed.

The rich, floral aroma of Ylang Ylang is combined with fortifying Clary Sage to release tension and restore emotional balance. Mood-boosting Bitter Orange brings clarity, while zesty Lemon helps to revive your spirits after a long, tiring day.

‘Stay Safe’ – Support everyday wellness with this purifying blend of essential oils to naturally boost the immune system and defend against environmental threats.

Stay Safe blends the sweet, spicy aromas of Cinnamon, Clove and Rosemary with refreshing Sweet Orange and Eucalyptus to naturally cleanse and purify your space.

The warm, woody scent of Clove is blended with energising Cinnamon and Rosemary to refresh the air and eliminate stale odours. Energising Sweet Orange is combined with invigorating Eucalyptus for a feeling of purity and protection.

‘Switched On’ – Seize the day with this awakening blend of energising essential oils to invigorate the senses and aid concentration.

Switched On blends the invigorating base notes of Sandalwood, Cedarwood and Frankincense with uplifting Cypress, Melissa, Lavender and Helichrysum to leave you feeling awake and refreshed. With a synergy of stimulating scents, it's ideal for studying, driving or as an invigorating pick-me-up throughout the day.

The sweet, woody aroma of Sandalwood has a mood-boosting effect, while soothing Cedarwood and Cypress revive and awaken the senses. Grounding Frankincense is combined with calming Lavender and the rejuvenating scent of Helichrysum to uplift the spirits.

Extract from article for aromatherapy website

Why are essential oils everywhere?

In an increasingly health-obsessed society, it is unsurprising that the alternative therapy industry has experienced a surge of popularity. Every day, we are bombarded with scaremongering news stories about the dangers of our toxin-filled, medicated, overweight, stressed-out lifestyles.

Thanks to the internet, a mind-boggling plethora of information is accessible with the click of a mouse. Clearly, this has many advantages. It is now easier than ever to research any given subject, without having to buy books, visit a library or, indeed, even leave your house. Society is undoubtedly enriched by sharing knowledge – as they say, “knowledge is power” – and much of this online information serves to educate, inform, inspire and enhance our lives.

However, the flip-side to this “information superhighway” (as the internet was originally referred to in the 1990s) is that we are now facing information overload from a vast array of conflicting sources – many unregulated, unauthorised or simply untrue. This has resulted in vast swathes of the internet containing health advice that is misleading, inaccurate and, in some cases, downright dangerous. It is almost impossible to go online and NOT stumble across an advert or blog article that makes spurious health claims. The truth is, our obsession with health has created a multi-billion dollar industry. From cure-all remedies to magic weight-loss solutions, the internet is awash with people looking to make a quick buck.

With a growing distrust of modern medicine and so-called “Big Pharma”, we are increasingly turning towards alternative health solutions. A couple of generations ago, aromatherapy had no place in mainstream culture. Like other complementary therapies, it was regarded with a mixture of disdain and confusion. Essential oils were expensive and not readily available to the average consumer. Western society had conditioned us to believe that every health complaint necessitated a prescription for pills.

Now, the burgeoning acceptance of alternative remedies has led to a revolution in the way we approach our health and wellbeing. Essential oils are now more affordable and accessible than ever before. You can probably find them in your local supermarket, nestling between the multivitamins and the painkillers. Scientific studies have proven that aromatherapy offers more than just the placebo effect when it comes to improving our physical and mental health. These days, essential oils are commonly touted as a natural method of treating everything from anxiety to arthritis.

One of the biggest factors behind the essential oil revolution has been the emergence of MLM (“Multi Level Marketing”) brands. The industry is dominated by two main players, whose business models are centred around network distribution. As a concept, this is not entirely a bad thing. MLM brands have done a fantastic job in spreading awareness of essential oils and normalizing their use in everyday life. The downside, however, is that this commercialization of essential oils has created a profit-hungry approach to aromatherapy. More effort is devoted to maximizing sales commission than providing accurate advice.

As a result, misinformation proliferates like wildfire around blogs, newsletters and social media sites. One of the selling points of becoming an MLM distributor is that anyone can sign up and begin selling essential oils – therefore, the scope for false information to spread online is not only worrying, but potentially very dangerous. Essential oils are now being touted as “miracle cures” for everything from healing broken bones to curing cancer.

2024

enquiries:

hello@thewritedirection.co.uk



www.thewritedirection.co.uk