Exfoliate with Salt from the Dead Sea

For a Youthful, Glowing Appearance / By Jean Pollock, HHP

EXAMPLE OF A SHORT ARTICLE

A buildup of dead skin cells causes a rough and dull appearance. Gently removing the top layers of desiccated cells oxygenates the skin and speeds up cell growth, promoting a youthful, glowing appearance. A twice- or thrice-weekly salt or sugar scrub can make your skin look supple! Exfoliating with salt from the Dead Sea will not only remove dead skin cells, but it will, at the same time, infuse your skin with the minerals that the Dead Sea is so famous for. A scrub that also contains natural and nourishing oils, such as Jojoba, Sweet Almond, Avocado, Olive, or other, will moisten the skin while exfoliating at the same time.

One comes across many offers – often at mall kiosks – of exfoliating scrubs, but just as often these scrubs contain artificial ingredients that can cause stress on the liver. Your skin is your largest organ. It both absorbs and expels toxins, vitamins, and minerals and your liver is always on the job to filter out any artificial ingredients that the skin has absorbed. Synthetic materials are interpreted as toxins by our bodies because they are unnatural and therefore do not match the chemical makeup of the human cells. This causes stress on the liver . . . and all the while you thought you were doing yourself a favor! Tests have shown that only 20 minutes after an application of products containing parabens,* the parbens showed up in the urine.

Be sure to read the ingredients on everything you purchase. Many products are designed to look as if they are good for you, or are labeled "all natural," but looks can be deceiving. Companies spend a lot of money and research on packaging to make you think you are getting something that is natural . . . but beware! These lesser-quality beauty products may contain parabens, petroleum, alcohol, and artificial preservatives, which are anything but good for you. Choose carefully and spend your hard-earned money wisely. Local handcrafted products are often of much higher quality than mass-produced, slick-looking products and are sometimes even less expensive!

~ Jean Pollock, HHP, Mystical Rose Herbals, www.mysticalroseherbals.com. *Paraben: Any ester of parahydroxybenzoic acid, some of which are used in cosmetics and pharmaceuticals and have been found in breast cancer tumors.

moon

when the luster of the moon
reveals my world
shapes surrounding me are
visible in the night sky
I am not alone

reflected light offers solace
luminous images comfort
my yearning
tree shadows hold me
in a loving embrace

~ Poem by Gwen Gould,
taken with permission from
her poetry chapbook,
Luminations

meet & greet

get to know your community

June - July Event Sampler

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Connect, Share, Grow, Prosper – It's All About Community!

Join Our BerkshireGreen Publishing for great company, delicious free appetizers, cash bar, interesting speakers, and door prizes. Come get to know your community and enjoy!

Good Purpose Gallery and Starving Artist Creperie & Cafe

Date: Thursday, June 14, 2012, at 5:30-7:30pm
Place: 40 Main Street, Lee, MA - (413) 394-5045
Price: Free. No reservation required.

Naji's Mediterranean Cuisine

Date: Wednesday, July 18, 2012, at 5:30-7:30pm
Place: 405 Stockbridge Road,
Great Barrington, MA - (413) 528-5540
Price: Free. No reservation required.

EXAMPLE OF A SHORT ARTICLE

Build a Powerful Brand Personality

Contributed By Qualprint
A Division of Quality Printing Company, Inc.

It's human nature to personify things – cars, boats, pets, places, and yes, even your product and company. Imagine your brand is a real person. Is it male or female, young or old, college-educated or street-smart, stylish or plain, thrifty or extravagant? Did you deliberately cultivate this personality, or has it just developed over time? More importantly, does this personality reflect who your target customers want your brand to be?

Consider the personalities of some legendary brands. IBM is viewed as mature and serious, while Apple carved out a niche based on its own personality attributes – cool, stylish, casual, and easygoing. Consumers from across the socioeconomic spectrum are willing to spend money hand over fist to be a part of the rebellious Harley-Davidson mystique. Each of these brands has developed subtle aspects that can only be experienced, not quantified or measured. It can't be easily replicated, creating a high barrier to entry for potential competitors.

Talk to your customers to find out what your brand's personality truly is, not what you think it is. A bank that describes itself as "friendly, honest, and stable" might find that its customers use adjectives like greedy, boring. This "brand gap" – a con- in how you see your own brand and how others perceive it – can result in inconsistent marketing.

> Imagine your brand is a real person. Is it male or female, young or old, college-educated or street-smart, stylish or plain, thrifty or extravagant?

Lay out your current print marketing materials in one place so you can consider everything as a whole. Do they have a consistent look, feel, message, and tone? Are there pieces that can be combined? Now look at each piece individually. Does the message match the layout? For example, is your message spirited and carefree, but the layout is dark and somber? Who does your customer want you to be: the life of the party or the designated driver? You must understand the underlying emotional associations to market your brand effectively.

Thoughtfully develop a distinct brand personality to move buyers from simple customers to brand loyalists, creating powerful differentiation and real preference. This exercise will influence your strategy at every touchpoint, including the tone of your marketing communications, your visual brand identity, and how your frontline staff dress and communicate with customers.

EXAMPLE OF A TIDBIT

Fun Business Facts

- Dell Computers was started by a 19-year-old with only $1,000.
- The company Adobe was named for Adobe Creek which ran behind the house of the co-founder, John Warnock.
- In 1975 Microsoft made $16,005 in revenue in its first year of operation.
- In 1974, the founder of FedEx saved the company by taking its last $5,000 and turning it into $32,000 by gambling in Las Vegas.
- In 1987, American Airlines decided to omit one olive from each salad course in the first class. As a result, they made a savings of $40,000.
- On February 10, 1964, the first self-adhesive stamps were issued.
- The first product that Sony came out with was the rice cooker.
- In 1939, Bill Hewlett and Dave Packard founded HP in Packard's garage with an initial investment of $538.
- In 1969, 16-year-old Michael Kittredge made a scented candle in his garage out of melted crayons as a gift for his mother. The neighbors took notice and expressed interest in buying his candles, so he started mass-producing them. Today Yankee Candle is the largest manufacturer of scented candles in the United States.