

Bimble Newsletter

September 2012



Welcome Back!

Welcome to our second newsletter. I hope you enjoyed the first one. I hope to make this a valuable 'magazine' style newsletter, rather than just the usual corporate announcements and thinly-disguised advertisements, so please get in touch and let me know what you'd like to see. Are the features

which are currently included the sort of thing you're interested in reading? Is there anything you don't like, or something you think ought to be here but isn't?

It's your newsletter, so please let me know what you'd most like to read. I'm also planning a Q&A feature, so if you want to know the

best essential oils for asthma or how to make your own tinctures, then please drop me an email with your question to info@bimble.eu and I'll do my best to give you an answer!

Best Wishes

Charley



Inside this issue:

<i>Diary Dates</i>	2
<i>The Start-Up Games</i>	2
<i>Competition Time!</i>	2
<i>Crowd-Funding</i>	3
<i>It's Party Time!</i>	3
<i>Here's one I Made Earlier...</i>	3
<i>New Products this Month</i>	4
<i>Plant of the Month</i>	4

Monthly Tips:

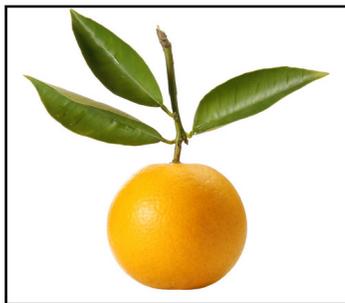
- Feeling depressed? Struggling to sleep? Bananas are your friend. They contain tryptophan, a protein the body converts to serotonin, which will help you relax and improve your mood.
- Sore, tired or puffy eyes? Soak a couple of green tea bags, then pop them in the fridge. Once cold, put them over your eyes and relax!

Tell Us What You Think!

We want to hear from you! Your opinion is really important to us. Our products are now available on Amazon, and we've just launched a testimonial page on our website. If there's a product you really like, then it would be great if you can help us share that with others. If you have something to say—then please email us at info@bimble.eu or use the contact page on the website. Equally, if there's anything you don't like, or you have an idea for something you'd like to see, please tell us so we can make things better. We'll be holding a draw to win a free goody bag on 1st October so, if you post a review on Amazon, tell us about it so we can enter you in the draw as our way of saying thanks. We'll automatically enter you if you message us directly with your feedback. Please see our Facebook wall for more details.



"If you're not failing every now and again, it's a sign you're not doing anything very innovative."
— Woody Allen



"Hearts may break, but hearts are the toughest of muscles, able to pump for a lifetime, seventy times a minute, and scarcely falter along the way. Even dreams, the most delicate and intangible of things, can prove remarkably difficult to kill."

Neil Gaiman,
Fragile Things

Bimble Newsletter

Going For Gold at the Start-Up Games

We were very fortunate to be selected to take part as finalists in the 'Start-Up Games' in London during the last week of August. We joined competitor from 20 countries for a 3-day event, to network, share knowledge and experiences and compete in a game similar to Dragon's Den with all participants acting as both start-up businesses and dragons.

For me, it was a fantastic experience - meeting so many talented, creative and inspirational people with some amazing ideas. It was also very flattering for Bimble to be seen as a company with real potential to grow into a significant brand, both in the UK and Globally. We had a great time sharing expertise and networking

with so many entrepreneurs from all over the World., as well as getting some great ideas for the future.

The event began at Team GB House overlooking the Olympic Park to coincide with the Paralympics opening ceremony, and continued in Shoreditch over the next two days.

Competition

We have a very lively Facebook fan page which is updated daily and which is well-used by a lot of our customers. However, it would benefit greatly from a great cover image which reflects Bimble.

In order to conform to Facebook rules, it mustn't contain any contact de-

tails in the image, it needs to fit the banner size of the Facebook image space, and we must have permission to use any images.

If you fancy designing an image for us, then please email us at info@bimble.eu with your entry, your name and address. We'll

pick a winner and the winner will receive a goodie hamper with a selection of Bimble products. The winning design will be displayed on our Facebook page. The competition closes on 10th October 2012, so get your entries in!

Dates For Your Diary

We have a pretty full diary in the run-up to Christmas. These are mainly centred around our local area in Yorkshire, but we are looking at some further-a-field locations. The currently booked dates are as follows:

Sat 30th Sept: Kirkstall Abbey Market, Kirkstall Abbey, Leeds, West Yorks

Sun 7th Oct: Holistic Health Fair, Colne Valley Garden Centre, Huddersfield, West Yorks

Saturday 20th Oct: Craft & Gift Fair, Wetherby Town Hall, Wetherby, North Yorks

Saturday 3rd Nov: Huddersfield Handmade, Fair Zeus Restaurant, Kirkgate, Huddersfield

Thursday 8th Nov: Pamper Shopping Evening, The Engine Shed, Wetherby, North Yorks

Thursday 15th Nov: Pamper Shopping Evening, Portholme Church, Selby, North Yorks

If you have an event you would like us to attend, please get in touch. We also have a lot of events planned for November and December.

Bimble Newsletter



The Launch Campaign with Indiegogo

In the last newsletter, we introduced our Crowdfunding campaign to help launch the products in a retail setting. I'm pleased to say that the project closed in mid-August with the full amount raised.

time of writing, the design work is almost complete and the labels will soon be printed. The products in the new packaging should be on the shelves by the end of October at the very latest.

We'd like to sincerely thank everyone who contributed and promoted the project through social media sharing and press-ganging friends and family! The main purpose of the project was to raise funds to get professional retail packaging designed, and we're thrilled to say that that is very much in progress. At the

All contributors to the project should have received their 'perks' by now, with the exception of those who sponsored a product (who will get their parcels when the packaging is ready), and those who are in the process of having custom products designed.



"Here's One I Made Earlier" - DO Try this At Home!

As Autumn comes in, your thoughts may soon be turning to cooler weather (despite the lack of warm weather this year!) and with it, the inevitable colds and winter bugs. As you know, many of these bugs are viruses, for which there is no cure, but you can help your body to mend itself with a good old-fashioned oxymel. These are syrups traditionally used to treat coughs and colds. They're made with vinegar, fruit and honey.

or a mix of the following: blackberries, elderberries, rosehips, bilberries and damsons. Add a small handful of whole cloves and cover the fruit with white wine or cider vinegar. Leave for a fortnight, shaking the jar daily, then strain through a sieve or muslin squashing the fruit to get the juice out. Mix in plenty of honey to taste, then pop it in a jar in the fridge.

To make your own, scrub clean a big preserving jar with an airtight lid., and sterilise with boiling water. Pack it full of any

To use, put a shot in a mug and top up with hot water. It will keep all winter in the fridge



Fancy a Party?

We're now offering Bimble parties, initially in the West Yorkshire area, but with the possibility of further afield. An introduction to aromatherapy with free samples for all your guests, hand and head massages, demonstrations and a free gift and 10% of total party sales to spend on yourself (or a 15% donation to your chosen charity or community group),

and (of course!) our range of safe, natural fairly traded and good enough to eat goodies available to try before you buy!

To book a party or find out more, call Charley on 07952 231105 or email charley@bimble.eu





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'Plant of the month' is a monthly feature which explains the health related uses of a different plant each month. It explains what something is good for, how to use it, where to find it, (if suitable) how to grow it, and any safety information you might need. If you have any questions, please contact us. If you have a plant you'd like to know more about, nominate one for the next issue, using the contact details above.

This month's 'Plant of the Month' is lavender. A popular plant across Europe and North Africa, Lavender is actually part of the mint family. Lavender is a hardy herbaceous perennial, and relatively easy to grow in the British climate. It's a common staple of many gardens, and it's a bee-friendly plant. If you're planning to grow it, it prefers well-drained, sandy or gravelly soil and is a sun-loving plant.

Lavandula Augustifolia, commonly known as English Lavender, is the type which is usually used for essential oils

as well as herbal use. Lavender essential oil has been clinically proven to be anti-bacterial and anti-inflammatory, and the oil was extensively used in hospitals during World War 1.

Lavender is popular in culinary use, and is used in confectionary, cakes and teas. It is a staple ingredient of our *Pyjama Par-Tea*, *Mental Clari-Tea* and *Farewell Anxie-Tea* herbal teas.

In addition to the use of lavender oil as an antiseptic, it has many other medicinal uses. It has been shown to help reduce anxiety and insomnia, with clinical studies showing its beneficial effect on sleep. It has long been used topically on burns and insect bites, spots and oily skin, and on the temples and forehead to relieve headaches.

For these reasons, lavender essential oil is a key component in many of our products, including the *Calmer Chameleon*, *Bedtime Snorey* and *Blue Monday* ranges. In addition, its success as an

anti-nausea agent is the reason for its inclusion in the *Morning Glory* range. You'll also find it for its soothing and relaxing properties in the *Chicken Soup for the Sole* foot products and for its skincare properties in the *Status Quo* facial steamer tabs.

As a word of caution, while lavender is a very popular and safe remedy, to the point where it is one of very few essential oils approved for use with babies and young children (when very well diluted, of course), the oil is highly concentrated, and ingestion should be avoided in pregnancy and while nursing. It can also be an allergen, so a patch test should be carried out prior to first-time use.

In summary, lavender is a very popular and versatile remedy with a couple of millennia's worth of successful history. It's easy to grow and easy to use and is understandably a stalwart of many medicine cabinets all over the world!

Bimble Newsletter

New Products Released This Month

We have a number of exciting new product releases this month. The body scrubs we previewed in last month's newsletter are now available to purchase in English Lavender, Lime and Lemongrass, Rich Chocolate, Peppermint Ice, Rose Petal and Rosemary and Tea Tree.

We have also released a range of skin balms, rich shea butter balms with a range of soothing botanical extracts to target specific issues. The current varieties include '*Spice & Warm*', a warming spicy blend perfect for warming cold feet and hands, but also useful as a muscle rub; '*Bite Guard*', a gentle yet effective insect repellent; and two of our popular existing fragrances in balm form - '*Bedtime Snorey*' sleep-enhancer and '*Contraflow*' decongestant.

'*Cleopatra's Secret*', our new milk bathing salts, are made with coconut milk, mineral salts and botanical extracts and are available in all our popular botanical fragrances.

Finally, our new range for hard-working feet includes a foot soak and foot scrub. Both are available in two contrasting varieties—the reviving '*Rehab*', packed with pine, rosemary and peppermint; and the soothing '*Chicken Soup for the Sole*', with lavender, frankincense and geranium. All these products are available via our website and Facebook store, and many are also available via Amazon and EBay. Next month, we will be revealing our range of limited edition Christmas gifts—see you then!

Plant of the Month - Lavender