



## ABAC Adjudication Panel Determination Nos 8 & 9/23

**Products:** Various  
**Company:** Herbal Lore Liqueurs  
**Media:** Print and Digital  
**Date of decision:** 1 February 2023  
**Panelists:** Professor The Hon Michael Lavarch (Chief Adjudicator)  
Professor Richard Mattick  
Ms Debra Richards

### Introduction

1. This determination by the ABAC Adjudication Panel (“the Panel”) arises from two complaints from a single complainant received on 9 January 2023. It concerns print and digital marketing by Herbal Lore Liqueurs (“the Company”) for the following products (“the products”):
  - Harmony
  - Escalibor
  - Midnight Desire
  - Tapestry
  - Ginseng
  - Reflections
  - Mirun
  - Tempest
2. Alcohol marketing in Australia is subject to an amalgam of laws and codes of practice that regulate and guide the content and, to some extent, the placement of marketing. Given the mix of government and industry influences and requirements in place, it is accurate to describe the regime applying to alcohol marketing as quasi-regulation. The most important provisions applying to alcohol marketing are found in:
  - (a) Commonwealth and State laws:
    - Australian Consumer Law – which applies to the marketing of all products or services, and lays down baseline requirements, such as that marketing must not be deceptive or misleading;
    - legislation administered by the Australian Communications and Media Authority – which goes to the endorsement of industry codes that place restrictions on alcohol advertising on free to air television;

- State liquor licensing laws – which regulate the retail and wholesale sale of alcohol, and contain some provisions dealing with alcohol marketing;
- (b) Industry codes of practice:
- AANA Code of Ethics – which provides a generic code of good marketing practice for most products and services, including alcohol;
  - ABAC Responsible Alcohol Marketing Code (“ABAC Code”) – which is an alcohol-specific code of good marketing practice;
  - certain broadcast codes, notably the Commercial Television Industry Code of Practice – which restricts when advertisements for alcohol beverages may be broadcast;
  - Outdoor Media Association Code of Ethics and Policies – which place restrictions on the location of alcohol advertisements on outdoor sites such as billboards.
3. The codes go either to the issue of the placement of alcohol marketing, the content of alcohol marketing or deal with both matters. The ABAC deals with both the placement of marketing i.e. where the marketing was located or the medium by which it was accessed and the content of the marketing irrespective of where the marketing was placed. The ABAC scheme requires alcohol beverage marketers to comply with placement requirements in other codes as well as meet the standards contained in the ABAC.
  4. For ease of public access, Ad Standards provides a common entry point for alcohol marketing complaints. Upon a complaint being received by the Ad Standards, a copy of the complaint is supplied to the Chief Adjudicator of the ABAC.
  5. The complaint is independently assessed by the Chief Adjudicator and Ad Standards and streamed into the complaint process that matches the nature of the issues raised in the complaint. On some occasions, a single complaint may lead to decisions by both the Ad Standards Community Panel under the AANA Code of Ethics and the ABAC Panel under the ABAC if issues under both Codes are raised.
  6. The complaints raise concerns under the ABAC Code and accordingly are within the Panel’s jurisdiction.

### **The Complaint Timeline**

7. The complaints were received on 9 January 2023.
8. The Panel endeavours to determine complaints within 30 business days of receipt of the complaint, but this timeline depends on the timely receipt of

materials and advice and the availability of Panel members to convene and decide the issue. The complaint was completed in this timeframe.

### Pre-vetting Clearance

9. The quasi-regulatory system for alcohol beverage marketing features an independent examination of most proposed alcohol beverage marketing communications against the ABAC prior to publication or broadcast. Pre-vetting approval was not sought for the marketing

### The Marketing Communication

10. The complaints relate to:
  - a print advertisement in “The Local” community publication dated 2 January 2023 (photo shown below);
  - the Company’s website - [herballoreliqueurs.com](https://herballoreliqueurs.com) (extracts shown below); and
  - a 12-page promotional PDF document entitled “Herbal Lore Liqueurs Portfolio” (“the PDF”) (extracts shown below).

#### Print advertisement



## Extracted examples from the website

### REFLECTIONS LIQUEUR

\$50.00

Rejuvenator. This slightly spicy liqueur awakens and refreshes our palate with an explosion of flavour right at the back. Spearmint, the dominant herb, is the refreshing influence in this liqueur which creates the WOW, wake-me-up impact. This liqueur was created to restore and rejuvenate our life force which may enhance longevity.

Long used across the world for its medicinal properties, Spearmint is known to relieve symptoms relating to the nervous, urinary, muscular, immune and upper respiratory systems. However, it is more commonly used to aid the digestive system. Among its many applications, Spearmint is known to relieve symptoms of nausea, vomiting, indigestion, upset stomach, stomach cramps and colic in children. It has even been known to help ease menstrual cramps and morning sickness.

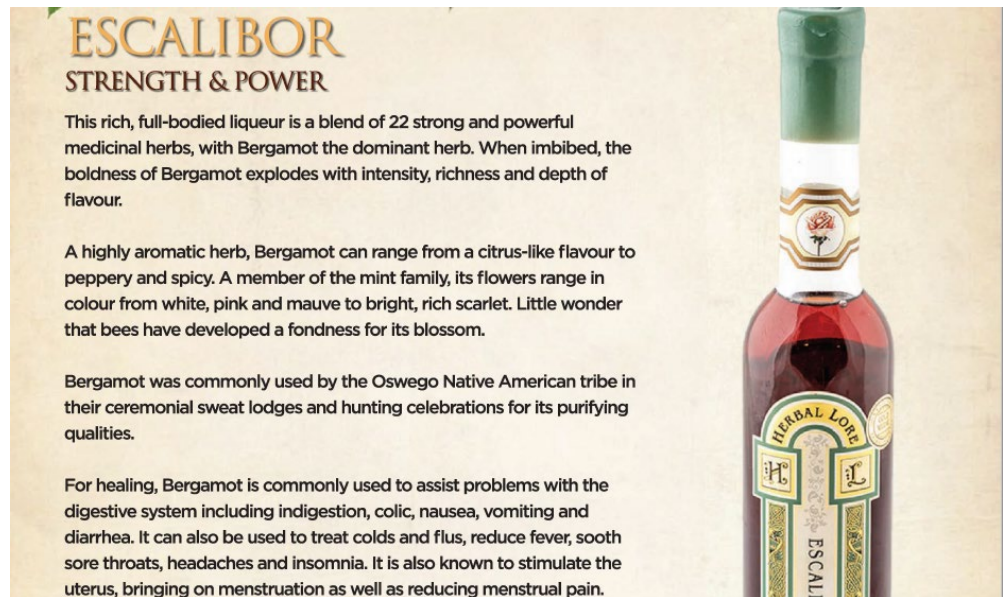
Spearmint marries beautifully with the thirteen other herbs selected to create Reflections, making a delightful easy-to-drink liqueur, of medium intensity and complexity. Created to restore and revitalize the life force, which may indeed enhance longevity, it is easy to understand why Reflections is called The Rejuvenator.

## Extracted examples from the PDF

The onset of a life-threatening illness and debilitating pain coupled with changed family circumstances served as a timely reminder to Roger of the value of caring for oneself. Faced with the choice of living life within the narrow, limiting focus of illness, or opening up to the unlimited possibilities of miracles, Roger commenced a journey of self-discovery and self-mastery. Using only natural healing methods, Roger became greater than his illness and healed his cancer completely.

Herbs played a major role in his healing process; and for the most part, they just didn't taste very nice. His creative, innovative side came to the fore. Roger's extensive background, varied experiences and skills came together creating the unique, one-of-its-kind range of herbal liqueurs known as 'Herbal Lore'.

The use of herbs by Roger in these very special elixirs is integral for the very essence of all that Herbal Lore encompasses. Every step of the preparation plays a vital role contributing to the uniqueness and specialness of each of the products. Using traditional methods in distilling and blending, Roger brings out the pure essence of each of the specially chosen organic herbs creating a synergy of beautiful flavour with all the benefits herbs can offer.



## The Complaint

11. The complainant is concerned that print and digital marketing for the Products:
- makes misleading or deceptive claims that they have therapeutic benefits, including being "calming"; and
  - is misleading because it does not mention that the "herbal" products are alcohol beverages.

## The ABAC Code

12. Part 3 of the ABAC Code provides that a Marketing Communication must NOT:
- (c)(iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

## The Company's Response

13. The Company responded to the complaint by phone call and email on 13 January 2023, and by letter emailed on 23 January 2023. The principal comments made by the Company were:
- Thank you for your e-mail regarding complaints lodged against us.
  - Please know it was never our intention to breach any of the regulatory codes nor take advantage of marketing opportunities.



- As discussed with your colleague today, we are happy to fully comply with the panel's recommendations regarding the submitted complaints.
- Further to our previous communications via telephone with your colleague and email to yourself, we felt it was prudent to address the concerns noted in the complaint you received.
- As previously mentioned, it has never been and never was our intention to breach any of the regulatory codes, take advantage of marketing opportunities, nor mislead anyone with our product descriptions. We have worked carefully to promote information, which is readily available, regarding herbs and how they have been traditionally used. Our focus is definitely on herbs; alcohol is only the carrier. Why? you may ask. Because traditionally, in ancient times, healing practices used alcohol – in very small amounts – with herbs, as it worked more quickly and efficiently for the absorption of the herbs. Benedictine Monks of Europe were renowned for this, and still are. Today there are disciplines which use the same methods as in Traditional Chinese Medicine, Homeopathy, Naturopathy. When we talk about benefits, we are talking about herbs, not alcohol.
- One of the differences between our products and the traditional healing methods is ours taste better. Hence, most people enjoy our products because of the flavours that have been created with our blending. Those who are interested in the herbal benefits are offered information on herbs (as mentioned previously, is readily available) as well as the value of the alcohol as a carrier as has been traditionally used. It is stressed that only small amounts are needed. We provide general information, it is not prescriptive. People are encouraged to seek advice from their health care practitioner regarding their specific circumstances.
- With regards to the complaint made against us, we appreciate the opportunity this offers to more clearly communicate the tradition and story behind our products. In addition, it also highlights our need to more clearly distinguish between the information about herbs and their uses and the use of our products for simple enjoyment. The individual who has made the complaint appears to have taken out of context information that is offered, and is then upset by the conclusions he or she has made.
- Needless to say we are perplexed with their assumptions especially since no effort has been made to discuss the concerns with us. A local ad in a very local newspaper, which appears to have triggered this complaint, leads us to think the complainant is indeed a local.
- We have been operating in Daylesford for close to thirteen years; the Herbal Lore product range has been in existence for over 30 years. We are aware of an individual in our region who 'does not like us' even though we have never met him. We occasionally hear of 'rumours' he has generated, and can't help but to think this too may be part of his

discomfort with us. Others have considered his comments to be both frivolous and vexatious in nature.

- Regardless of the origin of the complaint we will be looking closely with this new perspective on the language of the information we share. As we are in the process of updating our website, this is perfect timing.
- If it would be helpful to the Panel, we are happy to meet personally with them for an interview.

## **The Panel's View**

### **Introduction**

14. Herbal Lore Liqueurs has been operating in Daylesford, Victoria, since 2009, although its products, which have been infused with herbs, have been available for a much longer time of 30 years. The complainant is concerned by marketing claims that Herbal Lore Liqueurs, or their ingredients, have health and relaxation benefits.

### **The Code requirements**

15. The complainant's concerns raise Part 3 (c)(iv) of the Code. This standard provides that an alcohol marketing communication must not suggest that the consumption of an alcohol beverage offers any therapeutic benefit or is an aid to relaxation.
16. In response to the complaint, the Company advises that:
  - the information provided about herbs and their traditional uses, is readily available;
  - alcohol works as a carrier for the herbs, helping them to be quickly and efficiently absorbed;
  - the benefits of the herbs, not the alcohol, is communicated;
  - it is stressed that only small amounts of the herb infused alcohol is needed; and
  - general, not prescriptive, information is provided, and consumers are encouraged to seek advice from their health care practitioner regarding their specific circumstances.
17. Review of the Company's online shop shows that its products are sold in 375ml bottles, and have an ABV of between 17.5% and 22%, which equates to between 5 and 6.5 standard drinks (approximately). The products are alcohol beverages within the scope of the ABAC, regardless of their ingredients, and the recommended amount to be consumed.

18. The Panel has considered the Part 3 (c)(iv) standard previously and determined that:
- Marketers are entitled to choose their brand posture and highlight that alcohol beverages are produced or distilled in a particular fashion and contain various elements. What it cannot do is then suggest that either the manner in which the product is made or its constituent parts, results in the consumption of the product giving a consumer positive health or relaxation benefits; and
  - The ABAC scheme doesn't have a mandate to generally assess if claims about the physical attributes of beverages or how a product is distilled are factually accurate. It is the Australian Competition and Consumer Commission as well as State Fair Trading which has responsibility to regulate consumer protections about advertising being accurate and not making false or misleading claims. Rather, the ABAC scheme is focussed on alcohol marketing not suggesting particular things about the consequences of consuming alcohol, one of which is that alcohol use offers therapeutic or relaxation benefits.
19. Further it should be noted that the ABAC does not regulate physical beverages, but simply how alcohol beverages are marketed. This means there is no ABAC constraint as to the products being on the market (to the extent physical beverages and foodstuffs are regulated, this responsibility lies directly with various government agencies), but the ABAC does require the marketing materials for an alcohol beverage meet standards of good practice.
20. The complainant has identified three marketing items, being a print advertisement, a PDF and the Company's website, which the Panel will assess against the Part 3 (c)(iv) standard. In assessing the consistency of a marketing communication with an ABAC standard the Panel is to adopt the probable understanding of the marketing item by a reasonable person. This means that the life experiences, values and beliefs common in a majority of the community is to be the benchmark.

#### **Print advertisement**

21. The complainant is concerned that the following text in the print advertisement breaches the Code:
- 'Some call it natural medicine'; and
  - 'The healing power of botanicals transformed into exquisite tasting liqueurs, gin and vodka'.
22. A reasonable person would probably understand the identified text, in particular the words 'medicine' and 'healing', as suggesting that the consumption of the product would result in positive health benefits.
23. The Panel finds that the print ad breaches the Part 3 (c)(iv) standard.



## Website & PDF

24. The Company's website and the PDF include a number of product descriptions which generally follow a similar format whereby they:
- introduce the alcohol beverage;
  - provide a description of the predominant herbal ingredient; and
  - list the alleged health or relaxation benefits of that particular herb and in some instances make a direct link between consuming the alcohol product and obtaining health or relaxation benefits.
25. The PDF also provides additional background in relation to the development of the products by relating the experience of the Company founder when using only natural healing methods to heal his cancer. The marketing communication explains that herbs played a major role in his healing process, and that he created the herbal liqueurs to make them more palatable. This text clearly links the alcohol products to the obtainment of health benefits and breaches the Part 3 (c)(iv) standard.
26. The Panel has further reviewed the Company's website and PDF and finds (in brief), that the following text in relation to the product properties or the effects of consuming the alcohol products breaches the ABAC standard by suggesting that they directly provide health benefits or aid relaxation. Additional information and context is provided in the attachment to this determination.

Descriptions of the alcohol product properties or the direct effects of consuming the alcohol products
• calming/inner calm/feelings of calm and tranquillity
• relaxation
• forgetting/move beyond the rigours of everyday life
• encourages peace of mind, contemplation
• eases our troubled minds
• regain control and exerts a calming presence in the face of life's many challenges
• uplifting/uplifter/uplift
• boost/booster
• healing
• medicinal
• supports general wellness
• assists in relieving symptoms involving the digestive, nervous and respiratory systems
• soothing/soothe, renew and revitalize
• total body tonic
• adaptogen(s)/adaptogenic
• assists the body in coping with physical, mental or emotional stress

• rejuvenator
• restore and rejuvenate or revitalize our/the life force
• enhance longevity
• refreshing wake-me-up effect it has on the system
• elixirs
• energizing
• supports general wellness
• assists in relieving symptoms involving the digestive, nervous and respiratory systems.

27. The website and PDF also contain many descriptions of the therapeutic and relaxation benefits of the herbs used as ingredients in the products. Even though in these instances the therapeutic benefits are attributed to the herbs, and not to the alcohol beverage as such, a reasonable person would take that claimed benefits would flow from consuming the alcohol beverage. The Panel has reviewed the website and PDF and finds (in brief), that the following words and text about the herbs used in the alcohol products breaches the ABAC standard by suggesting that they provide health benefits or aid relaxation. Additional information and context is provided in the attachment to this determination.

Descriptions of the herbs used as ingredients in the alcohol products, or their effects
• relax
• calm/calmer/calming
• less stressed
• lulls us into a peaceful...state
• healing
• medicine/medicinal/medicinally
• soothing
• various text describing that herbs lower/reduce/relieve/assist /treat/soothe/address/lessen susceptibility to/ease/control/heal or are beneficial for physical or mental ailments and/or their symptoms
• mild diuretic, laxative, anti-inflammatory and anti-viral properties
• purifying
• stimulate/improve/enhance/aid/beneficial for bodily functions
• increased energy
• tonic
• mild laxative effect
• renew, refresh
• sedative
• anti-depressant
• calming anxiety, panic attacks, hyperactivity and irritability
• properties that soothe, relax and rejuvenate.
• increased ability to concentrate, to be calmer and less stressed
• physician
• cleanser and purifier of the blood

<ul style="list-style-type: none"> <li>● helps provide long term energy and the ability to cope with the various stresses of modern life</li> </ul>
<ul style="list-style-type: none"> <li>● the human body benefits</li> </ul>
<ul style="list-style-type: none"> <li>● affecting physical, mental and emotional wellbeing</li> </ul>
<ul style="list-style-type: none"> <li>● support the natural healing power and self-regulating ability of the body</li> </ul>
<ul style="list-style-type: none"> <li>● experience improved circulation, more stable blood pressure, more restful sleep, higher levels of concentration as well as greater levels of stamina and energy</li> </ul>
<ul style="list-style-type: none"> <li>● antiseptic</li> </ul>
<ul style="list-style-type: none"> <li>● skin care</li> </ul>
<ul style="list-style-type: none"> <li>● works on various levels affecting the nervous system, digestive system, respiratory system, skin and mucous membranes</li> </ul>
<ul style="list-style-type: none"> <li>● an anti-inflammatory, anti-bacterial, anti-oxidant and mild astringent</li> </ul>
<ul style="list-style-type: none"> <li>● supports the healing of wounds, ulcers and inflammatory skin conditions</li> </ul>
<ul style="list-style-type: none"> <li>● supports the nervous system and emotional challenges by reducing anxiety, calming nerves, as well as aiding insomnia, nightmares and other sleep disorders</li> </ul>
<ul style="list-style-type: none"> <li>● curative</li> </ul>
<ul style="list-style-type: none"> <li>● safe and effective alternative to modern drugs</li> </ul>

28. It is noted that the Company did not intend to market its product inconsistently with regulatory requirements, but the test is not the Company's intention, but how a reasonable person would probably understand the marketing communications. Given the number of Code breaches identified in the marketing the Company is encouraged to seek advice from the ABAC pre vetting service in re-crafting its website and other advertising material to achieve consistency with the ABAC standards.
29. It should be noted that in accordance with the rules and procedures applying to public complaints, the Panel is assessing the concern raised by the complaint, namely the suggestion that consumption of alcohol will provide a therapeutic or relaxation benefit. It would also be prudent for the Company to seek advice from the ABAC pre-vetting service as to its marketing messaging more widely in relation to all ABAC standards.
30. The complaints are upheld.

## Attachment

The Panel has reviewed the Company's website and the PDF and finds that the following text breaches the ABAC standard. In some instances surrounding text has been included below to provide context, and emphasis (bolding) has been added to highlight the specific wording that breaches the Code.

- Three different ranges, eight different herbal liqueurs – **uplifting, calming**, exotic (<https://herballoreliqueurs.com/shop/liqueurs/#golden>)
- We especially loved the Ginseng as it gave us a **boost** from our days of traveling (customer review - <https://herballoreliqueurs.com/about/>)
- **UPLIFTING LIQUEURS** (<https://herballoreliqueurs.com/shop/liqueurs>)
- This family of liqueurs has been created using herbs which for generations have been recognised for their **uplifting** qualities. (<https://herballoreliqueurs.com/shop/liqueurs/>)
- **CALMING LIQUEURS** (<https://herballoreliqueurs.com/shop/liqueurs/>)
- The balance of a red wine grape base combined with a selection of organically grown herbs (which have been chosen for their **calming** qualities) assures total enjoyment and **relaxation**. (<https://herballoreliqueurs.com/shop/liqueurs/> and Page 3 of the PDF)
- This magical combination of herbs may assist us in **forgetting the rigours of everyday life**, gently **uplifting** us to where anything is possible. (<https://herballoreliqueurs.com/shop/liqueurs/harmony-liqueur/>)
- ...**healing** herbs (<https://herballoreliqueurs.com/harmony-liqueur/> and Page 5 of the PDF)
- Known as the '**Gentle Uplifter**', this delicate, subtle, slightly fruity liqueur ... With Elder Flower in balanced combination with 10 other supporting herbs, [the liqueur product] Harmony helps gently **uplift the spirits** so we can **move beyond the rigours of everyday life**. (<https://herballoreliqueurs.com/harmony-liqueur/> and Page 5 of the PDF)
- As the mildest and least complex of the Golden Liqueurs, it is a good place to start on your **healing** journey. (<https://herballoreliqueurs.com/harmony-liqueur/> and Page 5 of the PDF)
- This beautifully balanced liqueur **encourages peace of mind, contemplation** and awareness, giving complete strength and power...(<https://herballoreliqueurs.com/shop/liqueurs/escalibor-liqueur/>)
- This rich, full-bodied liqueur is a blend of 22 strong and powerful **medicinal** herbs...(<https://herballoreliqueurs.com/escalibor-liqueur/> and Page 10 of the PDF)

## Attachment

- ...the energy of [the liqueur product] Escalibor **encourages peace of mind, contemplation** and awareness.  
(<https://herballoreliqueurs.com/escalibor-liqueur/> and Page 10 of the PDF)
- There is only one herb in [the liqueur product] Midnight Desire, one herb which creates such powerful effects and **healing** on a number of different levels (<https://herballoreliqueurs.com/midnight-desire-liqueur/> and Page 12 of the PDF)
- It [Midnight Desire Liqueur] also **supports general wellness** and **assists in relieving symptoms involving the digestive, nervous and respiratory systems.** (<https://herballoreliqueurs.com/midnight-desire-liqueur/>)
- With the dominant herb of Melissa, also known as Lemon Balm, this gentle, **calming** liqueur **eases our troubled minds** with its complex yet simple blend of rich, mellow organic herbs.  
(<https://herballoreliqueurs.com/shop/liqueurs/tapestry-liqueur/>)
- With the dominant herb of Melissa, this gentle, **calming** liqueur with its fusion of thirteen organic herbs, **helps ease our troubled minds.**  
(<https://herballoreliqueurs.com/tapestry-liqueur/> and <https://herballoreliqueurs.com/shop/liqueurs/tapestry-liqueur/>)
- SOOTHING BOOSTER (<https://herballoreliqueurs.com/tapestry-liqueur/> and <https://herballoreliqueurs.com/shop/liqueurs/tapestry-liqueur/>)
- ...to **soothe, renew and revitalize** body and soul.  
(<https://herballoreliqueurs.com/tapestry-liqueur/>)
- The **Total Body Tonic.**  
(<https://herballoreliqueurs.com/shop/liqueurs/ginseng-liqueur/>, <https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- Siberian Ginseng, used to make this liqueur, is recognised world-wide as one of the most effective **adaptogens** known to man. An **adaptogen**, or **adaptogenic** factor, is a substance which **assists the body in coping with physical, mental or emotional stress.**  
(<https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- **Rejuvenator** (<https://herballoreliqueurs.com/shop/liqueurs/reflections-liqueur/>, <https://herballoreliqueurs.com/reflections-liqueur/> and Page 6 of the PDF)
- This liqueur was created to **restore and rejuvenate our life force** which may **enhance longevity.**  
(<https://herballoreliqueurs.com/shop/liqueurs/reflections-liqueur/>)

## Attachment

- [The liqueur product] Reflections holds pride of place in our **uplifting** Golden Liqueurs range for the **refreshing wake-me-up effect it has on the system**. (<https://herballoreliqueurs.com/reflections-liqueur/> and Page 6 of the PDF)
- Created to **restore and revitalize the life force**, which may indeed **enhance longevity**, it is easy to understand why [the liqueur product] Reflections is called **The Rejuvenator**. (<https://herballoreliqueurs.com/reflections-liqueur/> and Page 6 of the PDF)
- [The liqueur product] Mirus helps **restore** balance...(<https://herballoreliqueurs.com/mirus-liqueur/>)
- **Calming Presence**  
(<https://herballoreliqueurs.com/shop/liqueurs/tempest-liqueur/>,  
<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- Whatever storms we may encounter in life, [the liqueur product] Tempest helps us **regain control and exerts a calming presence in the face of life's many challenges**.  
(<https://herballoreliqueurs.com/shop/liqueurs/tempest-liqueur/>,  
<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- [The liqueur product] Tempest, with Chamomile in combination with a selection fourteen soothing herbs, is integral to the development of **inner calm**. (<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- ...the aroma [of the liqueur product] alone begins to create **feelings of calm and tranquillity**. <https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- All parts of the Elder bush have **healing** qualities and **medicinal** uses, which explains why it has been called 'the **medicine chest** of the people.' (<https://herballoreliqueurs.com/harmony-liqueur/> and Page 5 of the PDF)
- Elder Flowers are traditionally used to **lower fevers and relieve the symptoms of colds, influenza, sinusitis, congestion from mucus, hay fever and other upper respiratory tract problems**. As well, the flowers have **mild diuretic, laxative, anti-inflammatory and anti-viral properties**. (<https://herballoreliqueurs.com/harmony-liqueur/> and Page 5 of the PDF)
- Bergamot was commonly used by the Oswego Native American tribe in their ceremonial sweat lodges and hunting celebrations for its **purifying** qualities. (<https://herballoreliqueurs.com/escalibor-liqueur/> and Page 10 of the PDF)



## Attachment

- For **healing**, Bergamot is commonly used to **assist problems with the digestive system including indigestion, colic, nausea, vomiting and diarrhea**. It can also be used to **treat colds and flus, reduce fever, sooth sore throats, headaches and insomnia**. It is also known to **stimulate the uterus, bringing on menstruation as well as reducing menstrual pain**. (<https://herballoreliqueurs.com/escalibor-liqueur/>)
- They also used Damiana for **increased energy** as well as to **relieve asthma, impotence and menstrual problems**. (<https://herballoreliqueurs.com/midnight-desire-liqueur/> and Page 12 of the PDF)
- In addition to its use as a general **tonic**, herbalists use Damiana to **relieve anxiety, nervousness and mild depression**. It is said to **improve digestion and assist with constipation** as well as having a **mild laxative effect** when taken in large doses. (<https://herballoreliqueurs.com/midnight-desire-liqueur/> and Page 12 of the PDF)
- This truly can help us **renew, refresh** (<https://herballoreliqueurs.com/shop/liqueurs/tapestry-liqueur/>)
- With cooling and **sedative** properties, Melissa is used both internally and externally to **assist in a number of health-related challenges**. Working primarily as a **sedative and anti-depressant**, Melissa is widely used to **treat anxiety and insomnia and other sleep disorders**. It is known to **relieve stress-related headaches and digestive problems as well as calming anxiety, panic attacks, hyperactivity and irritability**. (<https://herballoreliqueurs.com/tapestry-liqueur/> and Page 8 of the PDF.
- Various studies of this special herb also demonstrated its **ability to relax muscles** thus **assisting with menstrual cramps, urinary spasms, gastrointestinal disorders and other minor cramping difficulties and spasms**. It can also **assist with the treatment of cold sores, shingles and other viral afflictions**, as well as acting as an insect repellent. In its broader application, Melissa has **properties that soothe, relax and rejuvenate**. (<https://herballoreliqueurs.com/tapestry-liqueur/> and Page 8 of the PDF.
- A study detailed in Prevention magazine, September 2004, showed that students using Melissa exhibited an **increased ability to concentrate, to be calmer and less stressed during tests**, and remarkably, to performed significantly better when compared to students on a placebo. (<https://herballoreliqueurs.com/tapestry-liqueur/> and Page 8 of the PDF)
- Perhaps it is little wonder that Paracelsus, the sixteenth century **physician** and alchemist, referred to Melissa as the '**Elixir of Life**' (<https://herballoreliqueurs.com/tapestry-liqueur/> and Page 8 of the PDF)

## Attachment

- Known for its stringent qualities, Ginseng works as a powerful **cleanser and purifier of the blood**. In this manner, **all bodily functions relating to our blood, heart, and circulation in general, are enhanced**. (<https://herballoreliqueurs.com/shop/liqueurs/ginseng-liqueur/>)
- The roots, which are traditionally used in **healing**... (<https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- Siberian Ginseng is truly a '**total body tonic**'. It is frequently **used to address underlying weaknesses within the body which can lead to a variety of conditions**. Regular use helps **provide long term energy and the ability to cope with the various stresses of modern life**. (<https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- Almost every system and function of **the human body benefits from Siberian Ginseng, affecting physical, mental and emotional wellbeing** on many levels. (<https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- It is known to **support the natural healing power and self-regulating ability of the body**. As a powerful cleanser and purifier of the blood, **all bodily functions affected by blood, heart and circulation in general are enhanced with the use of Siberian Ginseng**. People have been known to **experience improved circulation, more stable blood pressure, more restful sleep, higher levels of concentration as well as greater levels of stamina and energy**. (<https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- Regular use has even been known to **improve the immune system making one less susceptible to colds, flu or general malaise**. Siberian Ginseng is truly a remarkable, magical and extremely valuable herb. (<https://herballoreliqueurs.com/ginseng-liqueur/> and Page 11 of the PDF)
- Long used across the world for its **medicinal** properties, Spearmint is known to **relieve symptoms relating to the nervous, urinary, muscular, immune and upper respiratory systems**. However, it is more commonly used to **aid the digestive system**. Among its many applications, Spearmint is known to **relieve symptoms of nausea, vomiting, indigestion, upset stomach, stomach cramps and colic in children**. It has even been known to help **ease menstrual cramps and morning sickness**. (<https://herballoreliqueurs.com/reflections-liqueur/> and Page 6 of the PDF)
- Calendula, the dominant herb, has been valued as a **medicinal** herb... (<https://herballoreliqueurs.com/mirus-liqueur/> and Page 7 of the PDF)
- Herbalists consider Calendula to be an excellent **antiseptic healing** herb beneficial for all forms of **skin care**. **Soothing inflammation, controlling bleeding, healing damaged tissue from burns, wounds, sunburn** are

some of the many benefits enjoyed from the external use of Calendula. Internally, Calendula has been used to **heal inflammatory conditions of the digestive system including ulcers of the mouth, throat and stomach, colitis, hepatitis and swollen glands**. Because of its mild oestrogenic effects, Calendula may also be **beneficial for menstrual and menopausal difficulties and problems**.

(<https://herballoreliqueurs.com/mirus-liqueur/> and Page 7 of the PDF)

- The dominant herb of Chamomile creates a silky, smooth experience which **lulls us into a peaceful**, yet powerful state. The specially selected combination of herbs encourages us in the development of an **inner calm**. (<https://herballoreliqueurs.com/shop/liqueurs/tempest-liqueur/>)
- For thousands of years, the herb Chamomile has been known and used for its many **soothing, calming and healing** properties. (<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- Roman Chamomile has been used **medicinally** in Europe for over 2,000 years (<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- ...Chamomile is used to **treat various health related challenges**. As a **sedative** herb, it **works on various levels affecting the nervous system, digestive system, respiratory system, skin and mucous membranes**. As an anti-inflammatory, anti-bacterial, anti-oxidant and mild astringent, Chamomile supports the healing of wounds, ulcers and inflammatory skin conditions. Chamomile also **assists various digestive conditions including colic, travel sickness, nausea, vomiting and mouth and gum infections**. (<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- The well-known **calming** effect of Chamomile also **supports the nervous system and emotional challenges by reducing anxiety, calming nerves, as well as aiding insomnia, nightmares and other sleep disorders**. (<https://herballoreliqueurs.com/tempest-liqueur/> and Page 9 of the PDF)
- Using only natural **healing methods**, Roger became greater than his illness and **healed his cancer completely**.

**Herbs played a major role in his healing process**; and for the most part, they just didn't taste very nice. His creative, innovative side came to the fore. Roger's extensive background, varied experiences and skills came together creating the unique, one-of-its-kind range of herbal liqueurs known as 'Herbal Lore'. (Page 2 of the PDF)

- The Herbal Lore range of liqueurs offers...**well-being** (Page 3 of the PDF)

## Attachment

- This family of liqueurs has been created using herbs which...have been recognised for their **uplifting** qualities. (Page 3 of the PDF)
- The **Elixirs of Healing** (Page 4 of the PDF)
- Herbal Lore offers eight original and exquisite-tasting herbal blends, each one formulated to support specific **healing** on a physical, emotional and spiritual level. (Page 4 of the PDF)
- This **energizing** liqueur (Page 7 of the PDF)
- [The liqueur product] Mirus helps **restore** balance (Page 7 of the PDF)
- With the dominant herb of Melissa, this gentle, **calming** liqueur with its fusion of thirteen organic herbs, helps **ease our troubled minds** (Page 8 of the PDF).
- Spiritually and emotionally, the energy of [the liqueur product] Escalibor **encourages peace of mind, contemplation** and awareness. (Page 10 of the PDF)
- It [the liqueur] also supports **general wellness** and assists in **relieving symptoms involving the digestive, nervous and respiratory systems**. (Page 10 of the PDF)
- Today, thanks to science, many traditionally-used herbs have been proven to possess remarkable **curative** powers, offering a safe and effective **alternative to modern drugs**. (Page 4 of the PDF).