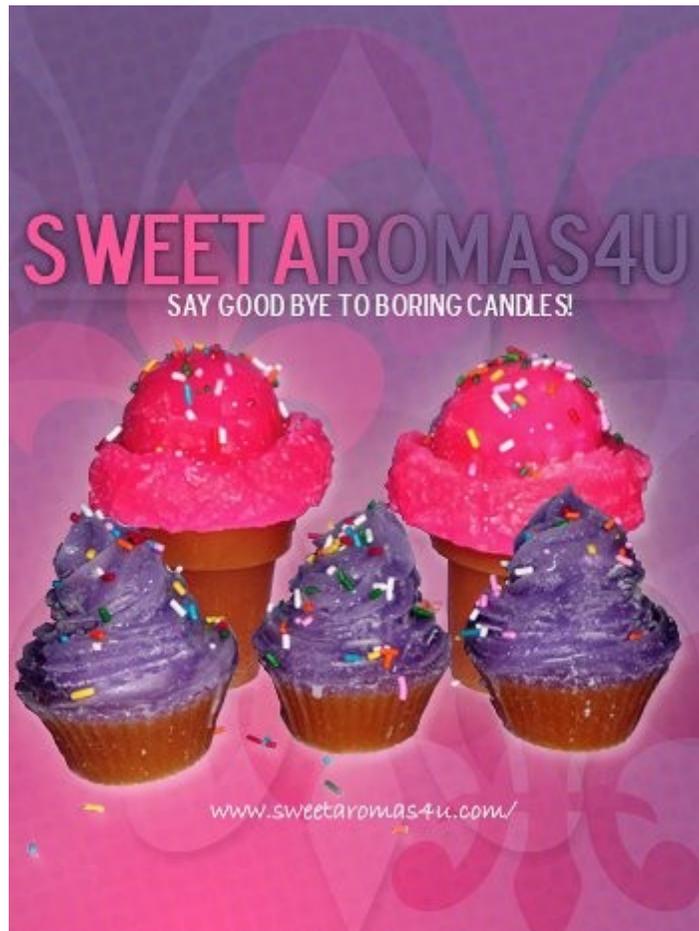


*Serena's Candle Serendipity Article Book*

*"Where Creativity and Aromatherapy Meets"*



By, Serena Gibson

[sweetaromas4u@hotmail.com](mailto:sweetaromas4u@hotmail.com)

## **Aromatherapy Makes Scents to Soothe and Heal**

*Meet Serena Gibson*

Serena , is an aroma-therapist and candle maker, who lives in Philadelphia, Pennsylvania with her husband. She is a mother of two small sons, who support her creativity and they enjoy giving her new ideas to consider adding to her growing collection of products. She owns a Russian tortoise as a pet, which is a special part of her family. In 2006, right after the birth of her youngest son, she began making candles but she wanted to tickle her customer's senses.

Serena decided she wanted to learn more about creating different scents to mix and match with her candle creations. She enrolled in, and completed a course in becoming a certified aroma-therapist at Divine Blessings Academy (DBA), in order to master the skills she needed to create candles with enticing aromatic scents. Serena takes pride in creating new unique products, which each of her customers will cherish. She enjoys being creative and thinking outside the box when creating her sweet aromas for customers.

Serena began creating different custom creations of candle and aromatic scents, due to the effects she felt personally. She began feeling anxiety and stress from the demands of becoming a new mom, since the birth of her newest son. However, with her training and knowledge, she decided to try using the aromatherapy instead of prescription medication. She believed her family, friends, and customers could also benefit from the aromatherapy treatment that she was creating for herself.

Serena was delighted to be helping others to add beauty to their home or their office, as well as creating new aromas for their guests to enjoy. Additionally, she finds pleasure in helping others from her home life to her life as a volunteer. She believes that aromatherapy gives people a natural alternative to help ease their ailments like fatigue or stress. Her candles, bath and body products will assist individuals and their family with their overall well-being.

Bringing aromatherapy into the homes of individuals and family can have a profound impact on their physical and emotional state. This holistic approach allows her to help others using different scents like: lavender, tea tree, vanilla, clove bud, bergamont, cedarwood, patchouli and sweet orange zinger. She is also offering ylang ylang, peppermint, and eucalyptus oils and much more. Now, that she has mastered her skills, by practicing with family and friends. She is now offering customers a one-on-one consult.

Serena's mission is to show customers how aromatherapy can help them with different areas of their life like: relaxing, romance, concentration, pain, anxiety, and problems getting to sleep. In addition, she would like to invite customers to contact her personally about helping individuals create a custom order using candles and aromatherapy. Her website will also offer many different candle creations and blends using different aromatherapy oils, which she has created over the years.

## *Aromatherapy Products*



Sweet Aromas 4U Relaxation Aromatherapy Essential Oil is concentrated (100% pure and uncut) as it is derived from the flower's blossoms, stems and leaves by the process of steam distillation.

Sweet Aromas 4U relaxation, aromatherapy essential oil can be used as a natural medicine for as a holistic approach. It can be used for stress relief, analgesic pain reliever, antidepressant, antiseptic, and decongestant. This product is not for consumption. Do not drink this product! Sweet Aromas 4U aromatherapy relaxation essential oil can also be used as an Insect Repellent. It can be directly applied to your skin with a cotton ball, spray or lotion. If you forgot to wear a repellent and you happen to have been bitten, the oil will help take the sting out of the bite, prevent infection and help stop any itching.



Sweet Aromas 4U Hair & Skin Balancing Cream, provides true aromatherapy benefits for your hair and skin. This unique and innovative balancing cream that combines hair and skin-nourishing ingredients like shea butter oil, jojoba oil, olive oil and my special blend of essential oils. It is enriched with natural, botanical thickeners to provide a luxurious, long lasting glide. Use for relaxation, pain, hair growth, mental stress, anger, anxiety, tension, shock, and panic. It is truly your hair and skin, miracle balancing cream in a jar! Cruelty-free, free of synthetic preservatives, synthetic, colors and fragrances.

**Directions:** Apply a small amount to hands, rub together and massage into hair and skin as desired.



Sweet Aromas 4U lavender scented Aromatherapy Beads, sweetly arranged inside our sweet heart shaped glass dish. This product is made with 100% high quality essential oil. Enjoy sweet aromatherapy in your home or office or anywhere aromatherapy is needed. Excellent for relaxation, stress relief and so much more!

Just sit near your sweet heart aromatherapy dish for 15 minutes for best results.



Sweet Aromas 4U aromatherapy inhalers are pocket size, and are convenient and easy to carry in your purse. Scent travels faster to the brain than either sight or sound. The brain responds to the aroma in the aromatherapy inhaler. The aroma is sent up to the body's limbic system which is the part of your brain regulating emotions. Essential oil inhalers can provide relief from many issues such as asthma, congestion, sinus, allergy, restlessness, anxiety, infections, fear and more. Sweet Aromas 4U inhalers last for approximately 6 to 9 months.

How to use Sweet Aromas 4U Aromatherapy inhalers?

At the top of the inhaler, there is a small opening where one can inhale/breathe in the aroma of the oils.

When not in use, simply insert inhaler into the container. Be sure to screw together tightly to prevent loss of the scent.

Each inhaler Includes: 4 parts - Inhaler, cotton pad, seal cap and container.



### ***What is Aromatherapy?***

Aromatherapy is when natural oils are extracted from flowers, stems, leaves, roots or other parts of a plant to enhance and assist with psychological and physical well-being. The inhaled aroma from these “essential” oils is believed to stimulate brain function. Essential oils can also be absorbed through the skin, where they travel through the bloodstream and can promote whole-body healing. Aromatherapy is used for a variety of applications,, including pain relief, mood enhancement, relaxation, romance enhancement, sinuses, healthy hair growth and more!

### ***About Serena***

Serena Gibson is a certified Aroma therapist, who has practiced in the candle and bath & body industry since 2007. Serena resides in Philadelphia, Pa with her loving husband and two beautiful sons. Serena decided to go into the aromatherapy field because of the effects of her handcrafted aromatherapy candles and bath & body products she felt personally.

## ***Say Goodbye to Boring Candles***

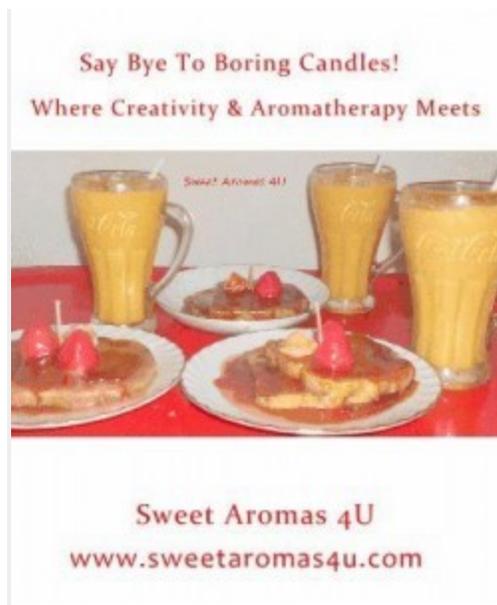
Last year, I met Serena Gibson online through the Laugh at Cancer Support Community and I was immediately amazed by the candle designs that she had for sell. I could not believe that she had made these one of the kind candles, which looked like real items. You must see the candles that she makes, in order to believe the amazing designs that she has come up with over the years. Say good bye to boring candles and say hello to SweetAromas4U.com for unique candle designs.

She makes different types of candles popsicle candles, pie candles, vintage gown candles, and milk shake candles. Furthermore, she makes cupcake candles, Coke Cola candles, coconut shell candles, Welch's grape candles, and so much more. Each of the candles is enriched with tea tree essential oil and pure fragrance oils such as coconut aroma. The candles are made with chocolate, strawberry, spice, lemon verbena aromas.

There are many other aromas like coke cola, Welch's grape, apple, blueberry, raspberry, lavender vanilla musk and so much more. These candles look good and make you feel fantastic, while also giving you a holistic experience. Serena's creativity is inspired by different foods, beverages, hair care, ladies apparel, and colorful eye shadows. She has created a candle lab inside her home, where she can experiment with new designs and aromas.

Serena and I had a conversation about creating some candles for the Laugh at Cancer Support Community for fundraisers. During that conversation, she revealed that she also makes custom designs for anyone who is looking for a unique type of candle. However, custom orders must be at least 6 or more, plus the customer must work side by side with Serena. This way, the customers can advise Serena of any changes or additions that need to be made.

Every two weeks there is a new sale at Sweet Aromas 4U, such as buy one get one free and new candle designs. Her candle creations are one of a kind and worth showcasing in your home, as well as showing off the unique designs to your friends. Serena's ultimate goal is to be able to expand her business and hire five to ten more customer service representatives. Then, she will be able to allow the new employees to have candle parties, as well as creating a full color catalog of all of her designs.



*Looks Good Enough To Eat!*

Our featured entrepreneur is Serena Gibson. It is not often that you will find someone so creative and talented, someone that uses their gifts to really bless others. But I have found one such person...Serena Gibson, owner of SweetAromas4u.com. Serena, like a lot of us has had her ups and down in life. But she has used those obstacles and challenges to benefit her family, friends and customers. She is unique and one of a kind, just like her Candle designs. We all know that in business much of it hangs on client satisfaction and quality of products and services. There are a lot of businesses that fulfill some of these criteria with flying colors, but others fall woefully short on others. This is not the case with Serena. I have the pleasure of being able to call her a friend and business colleague as well as one of her satisfied customers. This is what business relationship is about.

Serena excels in really listening to her customers and giving them exactly what they want. She is successful because she understands quite well that her products represent her! There is no stinting on quality or service. Serena works with the customer to get it right, and she never forgets those that have done business with her. Her God given creativity is nothing short of amazing. The products are some of the best in the candle industry! Serena uses quality ingredients for a superior product and all of them are made with loving care, so that the end results is something you can be proud of having purchased. For her best customers Serena loves to send along little extras within their orders. I have been on the receiving end of these little unexpected surprises. This is high end customer service, and shows that she appreciate her clients! You can find similar products of lesser quality with a higher price, but now you don't have to. Serena's products are excellent and affordable. Congratulations Serena on a job well done!

## *Homemade Candles*



### *Red Velvet Cake Candle*

You could almost taste this red velvet scrumptious looking frosted cake, but don't because it's a candle. It is scented with double fudge chocolate aroma. This candle has all the details as a real cake from the bakery. For example: it has the red velvet cake appearance with butter cream frosting that looks and smells real. This cake is approximately 7"w x 4"h, plus it weighs about 1lb 1/2 in weight.



### *Cinnamon French Toast with Orange Juice Candles*

Now every morning can smell, and look this scrumptious at your house! Beware its candle wax! Sweet Aromas 4U is now serving delicious and warm, Cinnamon French Toast coupled with a 14 oz glass of fresh squeezed orange juice! Our French toast is topped with sweet strawberries made out of wax, maple syrup made from wax and a pat of whipped cream made of wax. It is so scrumptious you can almost taste it, but don't because it's 100% candle wax and not edible!

**Please note:** Our orange juice candle is made with orange essential oil, which assist with antiseptic, anti-depressant, antispasmodic, anti-inflammatory, diuretic and relaxation.



### ***Purple Cupcake Candles***

Your guest will think you are serving the real thing for desert, with these scrumptious looking cupcakes! They are cupcake candles frosted with purple icing, not really! It's a candle, and it's the size of a real life cupcake!



### ***Rose Candle Garden***

This cute metal willow basket with tulle tied around the center is filled with amazing rose bud look alike candles. They are scented with the uplifting aroma of fresh cut roses. Our fresh cut rose body wash and body cream that can be added to this candle rose garden gift set to prolong the pleasure of this wonderful aroma and complete this unforgettable collection of candles.



I have the utmost respect for all of my fellow work at home and bloggers because I know how difficult it can be to juggle a family and work. That is why I have decided to add a new feature to Shopaholic Mommy - Blogger/WAHM Spotlight Sunday!

This new feature will spotlight some of the best and brightest bloggers and work at home moms (dads too!) and what makes them so special!

Alright! Our very first spotlight is on one of my favorite aromatherapy shops - Sweet Aromas 4 U. The owner, Serena, is one of the kindest people you'll ever meet and her creations will have you begging for more! Here is the first spotlight interview with Serena!



### *Apple Tart Candles*

#### **So tell us more about yourself!**

I'm married and I'm a stay at home and work at home mother of two amazing sons! I love candles, aromatherapy, and bath and body products. I think aromatherapy is amazing to say the least. I am owner, candle designer, and aroma therapist for Sweet Aroma 4 U and I'm so grateful to be given this exciting opportunity!

### **Tell us more about Sweet Aromas 4U!**

I have been making my own candles and bath and body products since 2006, after the birth of my last son. I was impressed by the effects that aromatherapy had on me through my candles and bath products. Soon after, I launched Sweet Aromas 4U! I make stylish, unique, one of a kind aromatherapy candles such as cupcakes, pies, vintage gown candles and many more! All of my candles are enriched with tea tree oil to assist families with ridding unwanted bacteria from their homes. I also choose to enrich Sweet Aromas 4U candles with tea tree oil because the aroma of this essential oil is very settled and it doesn't overpower some of the pure fragrances in the candles such as blueberry, cookie dough, strawberry and many others. It's also helps give them a more realistic aroma, look and effect.



### ***Lakers Colored Popsicle Candle***

#### **What makes your business unique?**

My business is unique because my candles are considered to be stylish and unique with their large variety of shapes, sizes and realistic look and effects. Sweet Aromas 4U candles are also very healthy for the environment because they are enriched with tea tree oils which help rid your living space of germs and other bacteria.

#### **What is your favorite product you make and why?**

Well I don't have just one! I really love Sweet Aromas 4U cupcake candles, Popsicle candles and pie candles. I love them because they are excellent to use as a decoration for your home or for soothing aromatherapy.



### *Vintage Dress Candles*

**Do you have any tips or tricks for WAHM's just starting out?**

Stay focused on what you really want to do. Don't take on other projects or tasks that will deter you from your work and your passion.

**Is there anything else you'd like to add?**

Sweet Aromas 4U will be adding Awareness votive styled candles starting in October 2011.

Thank you so much for interviewing me!



### *Green Cupcakes*



### ***Fruit Punch Bowl***

Who wants to have a glass of fruit punch with me, is what you can say to your guess when they come visit. This realistic punch bowl juice set that looks and smells just like the real thing. The punch bowl can be made in any color you desire.



### ***Yellow Rose Candle***

This candle comes in stunning shades of pink, purple, yellow, and red roses. These candles will create a calm and relaxing atmosphere that will put a smile on your loved one's face. The candle has an uplifting sweet scent, which gives off the aroma fresh cut roses.



### ***Custom Made Candles***

Your name makes scents at Sweet Aromas 4U! Do you own a business? Are you an author of a book? Do you have a favorite sport team? If so, allow me to design your name and/or the company name you represent out of candle wax! All made inside a 26oz candle jar, just like this Mary Kay candle as shown. You choose your desired color and scent!



### ***Autism Awareness Candle***

I made this candle in honor of my 5 yr old son, and all the autism awareness supporters: Autism to me, says that I accept my child whole heartedly. I celebrate his differences and his uniqueness. I advocate diversity. I try to empower him. I am proud of his successes, no matter how small they seem. I hope he holds onto the compassion he has in his sweet heart into adulthood. I am proud that he is my son, and sometimes I am humbled by that very same thought. Mommy Loves You!



### ***Bowl of Ice-Cream***

No need to worry about calories or fat with Sweet Aromas 4U bowl of ice-cream ! Our bowl of ice-cream candle is filled with, three candle wax scoops of ice-cream, candle wax caramel covered candies, sprinkles, topped off with sweet candle wax cherries. All scented in the delicious aroma of banana and strawberry. This candle is excellent to display in your home for aroma pleasure.



### ***Welch's Grape Soda Candle***

Sweet Aromas 4U Welch's grape candle which looks and smell like the real thing! You will want to take a sip, but don't because it is 100% candle wax!



### ***Strawberry Milk Shake Candle***

The strawberry milk shake candle looks and smell just like the real thing, but don't drink it because it is candle. This candle excellent for displaying in your home or for burning.



### ***Romantic Candles***

What a sweet way to decorate, your home, office, living room, dining room, bedroom, or any room. Let Sweet Aromas 4U two toned black and cream pillar candle set help you create a romantic atmosphere for you and your partner. You may choose any available custom scents.



### ***Two-Toned Candles***

What a sweet pair to decorate your home with! You can have this candle set custom scented from any of our available scents. You can choose from: Vanilla Musk, Fruit Slices, Pomegranate, Ylang Ylang, Sophisticated Couple, or Sensual Nights.



### ***Huge Two-Toned Candles***

Who said you can't decorate your home sweet home with candle furniture? These babies are huge! Sit them on your mantle in your home or office. Allow me to design them in your two favorite colors and scents!

# Sweet Aromas 4U

"Where Creativity and Aromatherapy Meets"



Serena's candles are incredible and will dress up any room in your house! What's better than a fabulous decoration for your home? What about one that has a soothing, wonderful scent? Well that's what you get when you purchase from Sweet Aromas 4U! If you'd like to see what Serena has to offer you can visit her website! Don't forget to check out her fabulous bath and body products as well!

To learn more about Serena Gibson visit her website at [Sweetaromas4u.com](http://Sweetaromas4u.com), in order to check out her many unique and amazing candle designs. Additionally, check out her Aromatherapy collection, which may help with many ailments a person may suffer from. All of her products are eco-friendly and will not harm the environment in anyway.

PS: While you are visiting her website check out her new awareness line of awareness candles, which will showcase many different diseases like cancer, autism, and diabetes.

Meet Serena Gibson on Facebook: <https://www.facebook.com/sweet.aromas4u>

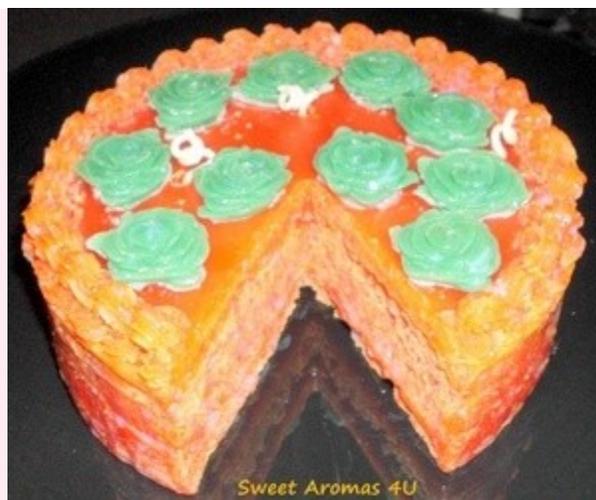
Serena's Website: <http://sweetaromas4u.com>



Hi all! We realize we normally talk about Marilyn Monroe, writing, our books or other authors; but today, we have a special treat to share with you. Serena "Sweet Aroma's" Gibson is in the house! Woot! Woot! Serena is an artist extraordinaire. She is the founder and creator of "Sweet Aromas 4 U." Her company specializes in unique, quality, handcrafted scented candles, aromatherapy and wholesome bath & body products. Her mission is to give her customers individual attention and the highest quality of products possible. Her products are all natural and 100% biodegradable.



You won't believe what you can find on her website!! For one thing, popsicle candles! How wonderfully wild is that? She is an original, that's for sure. She creates things totally outside the box when it comes to candles. You and your loved ones can always count on the most unique scented candle products around! She is always ready to help you with custom-made orders. Serena will change a color or scent of a candle product to fit your specific likes. That's not all, she custom develops all of her aroma-therapy and bath & body products as well.



*Here's a bit of her story:* Serena was born in Philadelphia, Pa. She later moved to a Colonial town in Southampton, PA when she was eleven years old. Having cows and horses right in her backyard was something she loved. For her, getting milk for her cereal was never an issue, lol. This was her first passionate experience of agriculture.

Serena new right then and there that she wanted to do something in with her life that kept her in touch with natural living and cultivating. Finding that outlet for her passion took a little bit of time, it was not until she turned twenty seven that she started making handcrafted scented candles. Right out of her kitchen in the comfort of her own home. She uses all natural ingredients including her own choice of wax that supports American agriculture and farmers.

Now, loving the career she has chosen as a certified aroma-therapist and candle maker, she decided to learn more about creating different scents to mix and match with her candle creations. She enrolled in, and completed, a course in becoming a certified aroma-therapist at *Divine Blessings Academy (DBA)*, so that she could master the skills needed to create candles with enticing aromatic scents for her customers, family and friends.

We can speak from first-hand knowledge to. Serena graciously gave us two candle rose bouquets for our book launch party earlier this year. What a generous and heavenly treat! They smelled absolutely fantastic and were so beautiful to boot!!

Here's a picture:



We know our picture does not do them justice, but trust us, they were fantastic! So, if you are looking for a special, affordable gift, head on over to Serena's website. We know you'll find something you love!! Her website is [www.sweetaromas4u.com](http://www.sweetaromas4u.com).