

This month's "Indulgences" are steeped in Canada's long love affair with tea, get into a lather over some new soaps you'll want to try, and come clean with the truth about salt scrubs

In 2006, tea sales in Canada will generate well over a quarter billion dollars. That's a huge leap since the Hudson's Bay Company imported the first commercial shipment in 1716.

Canada's Love Affair With Tea

In the 18th century, Canadians preferred coffee and chocolate, which were easily available from French colonies in the Caribbean. As British influence grew, colonial tastes began to change. Although first popular among the wealthy, tea became an essential element in the diet of the coureurs de bois, hunters and lumberjacks. During their 14 hour work days, tea sweetened with cane sugar was often their only hot meal and stimulant.

The driving force behind tea's popularity in this country, however, has been the number of renowned Canadian companies who began primarily as merchants of the noble leaf.

One of the first, **King Coles**, in New Brunswick, founded in 1867, still exists today.

In 1894, T.H. Eastbrooks established in New Brunswick, began developing a special blend of Indian and Sinhalese teas, launched under the name **Red Rose**, registered in 1899. This company was one of the first to sell tea wrapped in small foil wrapped packets. Until then tea was sold in used wooden boxes

Salada, another Canadian tea firm, was founded in 1892 by Peter C. Larkin. He took the name from a plantation in India. Larkin developed foil-wrapped packaging at the same time T.H. Eastbrooks did. In the late 1950's Salada moved to Little Falls, New York.



The most famous Canadian tea icon, however, began on March 8, 1915. That is the day a charismatic Irishman named Robert C. Kidd, armed with only \$500 and a gift for innovation, opened a grocery store at 746 Columbia Street, New Westminster, B.C.

Mr. Kidd's most celebrated idea was to add two ounces into each pound of his best Indian and Ceylon blended teas. Customers soon heard about Robert Kidd's 18-ounce pound of tea, and his shop became known as the "Overweight-tea store". Later he condensed this to "**Overwaitea**", which became the company's name.

What began as a small, family-run store became a 68-retail-outlet network employing 10,000 people in two provinces.

And it all started with tea...

*...if your New Year's Resolution included improving your health –
check out the January tea of the month and soap of the month:*

Tea of the Month

Yerba Mate

Aromatica's organic Yerba Mate', grown in Paraguay, has been tremendously popular since we opened the store. For centuries yerba mate' has been revered as a powerful rejuvenator by the people of South America. It is a social drink in Brazil, Argentina, and Paraguay, where it is shared customarily out of a hollowed out gourd.

It's health benefits are legendary Yerba mate' contains 196 Active Compounds (vitamins, minerals, amino acids) vs. 144 in Green Tea.

Argentine gauchos (cowboys) drink it as their "liquid vegetable" and depend on it to power them through the day. People have survived drought and famine drinking mate' and some revere it as the "drink of the gods."

It induces mental clarity, sustains energy, aids digestion, boosts the immune system, relieves allergies, and is touted as nature's Viagra.

Recipe Ideas:

Cranberry Yerba Cooler

1 cup brewed yerba mate', 2 Tbs honey, ½ cup cranberry juice. Mix and serve over ice.

Yerba Smoothie

1 cup brewed yerba mate', ½ cup milk, 1 tsp vanilla extract, ½ cup fruit (banana, strawberries, mango, blueberries, etc.), ½ cup ice. Blend until smooth.

Join the "**10 tin club**"... after 10 tea purchases the 11th is free!

Remember to return your tea tins and save \$1 on refills.

Soap of the Month

Sweet Almond, Honey & Oatmeal

Blended with organic healing honey and soothing oatmeal to repair and calm irritated, problem skin. Sweet Almond and Tea Seed oils help keep skin smooth and soft. For skin types – Sensitive, Damaged, Blemished

Ingredients – Saponified oils of camellia, palm, coconut, sweet almond, shea butter, purified water, organic honey, oatmeal, glycerin, Vitamin E

Infused with essential skin nutrients, tried and trusted for generations the world over, this natural spa system of 'Cold Crafted' Complexion Bars harnesses the bounty of nature to bring you a simpler more holistic way of revealing the beauty within.

Nourish and restore your complexion's health & glow the natural way!

all this goodness and priced at just: \$4. each

Salt Scrub?

A sensory delight if you're looking for:

- a) a scrub that you can use in the tub or shower,
- b) you crave silky soft, super smooth skin
- c) you feel you deserve pampering.

A combination of Epsom and sea salt, oil, and a few drops of essential oil for the fragrance of your choice to be rubbed all over (avoiding cuts and freshly shaved areas), rinse, and you'll be amazed at how polished and smooth your skin looks and feels, especially those trouble spots like elbows, feet and hands.

The salt provides a cleansing exfoliation while the herbs and oils nourish and moisturize. It doesn't get any better. Last week the word "addictive" was heard at Aromatica. Finally, an addiction that's good for you!

Stop in for a sample "scrubbin".