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Aromatic Wisdom Podcast Episode #017 **Interview: An Aromatherapy Movie**

This is the Aromatic Wisdom Podcast, Episode 17. In today's show I'm going to be interviewing Angela Ehmke and Kristina Bauer. They are Clinical Aromatherapists, but they are also executive producers of an aromatherapy documentary film—you are not going to want to miss this episode!

You're listening to the Aromatic Wisdom Podcast with your host, Liz Fulcher.

If you're interested in learning about Essential Oils, hearing interviews with industry experts, and discovering ways to grow your own Aromatherapy business, this is the podcast for you.

For more information and show notes, visit the website at www.AromaticWisdomInstitute.com. Now sit back. Relax. Take a deep breath and enjoy as Liz shares a dose of Aromatic Wisdom.

Hello my beautiful listeners! My name is Liz Fulcher and I am a Clinical Aromatherapist and Essential Oil Educator. I've been using essential oils, teaching, and practicing aromatherapy for almost 25 years. I am your host for the Aromatic Wisdom podcast. Thank you, thank you, thank you for being here. I am always appreciative when people show up and give me their time.

I got an email this week from a lady who said that she just found the podcast and how tremendously helpful it's been for her in learning about aromatherapy, especially the chemistry. She mentioned in particular, episode eight of this podcast where I talk about the five reasons every aromatherapist should understand essential oil chemistry. If you want to hear that episode, it's www.aromaticwisdominstitute.com/008. She asked that I do more chemistry episodes. I've been asked that before, so that's going to have to happen. I'm thinking a multi-part series on the different chemical families.

Let's get into today's awesome content. A few months ago I heard about an aromatherapy documentary film that was in pre-production and I was so curious. What do you mean an



aromatherapy documentary? I've got to know more! In September while I was attending the AIA (Alliance of International Aromatherapists) conference in Denver (they hold a conference every other year), I got to meet the producers of the film: Kristina Bauer and Angela Ehmke who were attending the conference. At one point during the conference they stood up and shared that this film was going to be happening. It was their grand unveiling at the AIA conference. It was so exciting and everyone was thrilled, cheering, and clapping, because they were very clear on their vision for this film that you will learn about in this interview.

I had to interview them a) because I was dying to learn more about it and more details and b) I wanted to share the news from their mouths to your ears. I wanted you, my listeners, to hear from Kristina and Angie directly. The interview is fascinating. I can tell you that if anyone can make a successful aromatherapy documentary it's these women. They are both well-educated Clinical Aromatherapists; they have a lot of experience with essential oils in the aromatherapy field; each has a unique strength to bring to the project; and Angie has the background in the film industry and Kristina is a brilliant writer. Together they share a passion for this project that – and I know sounds corny - but while sitting with them was almost *palpable*. I have no doubt it's going to be very successful. If you want to learn more about the film and how you can contribute to its manifestation, go to the website: www.uncommonscentismovie.com. I'll put a link to the website in the show notes which you can find at www.aromaticwisdominstitute.com/017, as in episode 17.

I'd like to put in a little disclaimer here: The interview was held in my hotel room in Denver and I have to apologize for the audio quality. It's not horrible, but I'm used to my professional microphone that I use when I do these podcasts and I was traveling with a small microphone for my own use and hadn't expected to interview anyone. Lesson learned! Travel with my good microphone. You never know whom you are going to meet. Onward and upward—here's the interview, enjoy.

Hey, Everybody! Thank you so much for joining me today. I have two super-duper ladies on as my guests: they are Kristina Bauer and Angie Ehmke. They are clinical aromatherapists whom I've had to have on as my guests because they have this incredible mission that they are doing for the aromatherapy community. I am just going to give them the floor and let them tell you what the project is they are working on and, I guarantee, by the time they are done talking you are going to want to be on-board with their project.

First, tell us a little bit about who you are and then spill the beans about what the project is—the super-secret special project.



Kristina: Thanks for having us, first and foremost. I am Kristina Bauer, also known as the Untamed Alchemist. I have been working with essential oils since my earliest days in college. It started out as an enjoyable exploratory, personal passion and then twenty years on it became something which I got more deliberate and intentional with and extended my interaction with oils into more formal clinical work on behalf of some family members who needed some support. I wanted them to find a way to feel empowered to help them out. That education extended into my wanting to empower and educate others, which led me to Andrea Butje, and ultimately Andrea's teacher training, which is how I become connected with Angie.

Angie: I'm Angie Ehmke and, like Kristina said, we met at the teacher training. My background prior to that is that I worked in TV and film for almost a decade in New York City. I am a member of the Directors Guild of America that is the union for the directing team on films and TV, just like the Screen Actors Guild (SAG) is for actors. I lived in the city for ten years, and my husband when we got married I said that we would move back home to upstate New York. We got pregnant and moved home and I became an aromatherapist after a childbirth class. Someone said, "Use Lavender. It'll be great for pain, stress and relaxation," and it worked and helped so much through the childbirth. Afterward I was about to spend a lot of money this huge essential oil kit, getting all of these oils and I was talking about it to my husband and I said I really don't know what all of the oils do, but I want to learn, so I want to get this kit.

I went on-line to see if there was any more information and I found Andrea's ACP (Andrea Butje of Aromahead Institute). I saw that she taught on-line, but I felt like I was someone who wanted to learn in person. I found out she was in Ithaca, New York, which is only one hour from where I live. I called her and I said I want to take this class but that there was a wait-list. She said there is one more spot and you can have it. There were 24 of us and I got the last spot in what would be her last in-person ACP training. (ACP stands for Aromatherapy Certification Program.) I guess I keep saying teacher training because that's how Kristina and I met and first bonded immediately.

Angie: We've been fortunate I think, for each of us, my journey with Andrea was where, what I call my formal education; really beginning to take it seriously and thinking about the quality of the information that I was getting showed up. I had been exploring lots of things, but I cared about the substance, and I cared about the quality of the material as a result of looking for the right education, finding Aromahead, and also looking beyond Aromahead. The teacher training was profound for us because, to some extent, it was certainly my first foray into experiencing an aromatherapy community. Instead of being home alone with oil and having an isolated experience, you become exposed to other peoples' encounters with their oils and how different



people are using them. There was so much learning to be had from watching other people having experiences with their oils, with their clients, with each other, and that had a huge impact on me. It changed for me the way in which I thought about the future of what my work with oils was going to look like. It connected me to people in a different way. I always had a profound connection with the oils, but that completely changed the human element of it for me. Teacher training was a big deal for us.

Liz: How long ago was it that you met?

Angie and Kristina: We met in 2013 or 2012, maybe? I think about two and a half years ago?

Liz: But not that long ago at all, considering the connection you have at this point.

Angie: I connected with a lot of people at the certification program, and when Kristina and I took the class, I brought her into the “we’re doing these phone calls every month, you’ve got to be on these phone calls!” There was only ever a few of us. But when Kristina and I started doing the calls, we were on every single call. One person would maybe be on one, and another person on another [call], but we would be the ones on each call. It was frustrating trying to connect everybody due to their schedules. Kristina and I were like what time are you free, let’s just you and I talk about this. It was great and those calls gave us an opportunity to talk about everything that we wanted to talk about.

Liz: And the purpose of the calls was to talk about aromatherapy and essential oils...

Angie: ...and business development, because in teacher training you want to learn that it’s teaching any kind of class. I teach a class called “The Yoga of Aroma,” I taught a cold and flu inhaler class. Kristina, I have to toot your horn, not only is she an aromatherapist, she is a writer, she’s a researcher, she has written for the Tisserand blog, she has written for the IJPHA (International Journal of Professional Holistic Aromatherapy). Kristina has the knowledge base of aromatherapy, the research, where to look when she doesn’t know. With my film making background--I guess that brings us to the main subject!

I love aromatherapy and I love the classes that I’ve taught, but I missed working in New York City, making movies and I had an idea and sent Kristina a Facebook message, “Are you free to talk?” and she said, “I’m in Denmark. I can’t talk, can you wait?” I’m like, okay. As soon as she got home we set a call up and I said there has never been an aromatherapy documentary. She said, “What? Really?” There a few clips on YouTube of various things, but there has never been a



comprehensive film encompassing all of the experts that we turn to for classes that we take, for the books that we read, for guidance.

Liz: So the project is a movie/documentary about the people and things about aromatherapy. Incredible! So what is your vision for this movie? How do you see it unfolding?

Angie: We currently have a bit of narrative and outlines, a baseline foundation of what we hope the film can become. We've invited a number of experts that we look up to. Everyone one from researchers to chemists to educators to industry champions to folks emerging on the scene, asking them to participate and contribute in those areas where they are both most knowledgeable and most passionate. We expect that the film is not only, hopefully, provide some real credible information with respect to history and chemistry, but shed a light toward best practices, because I don't know that we will necessarily get every single participant to agree exactly on what the rules have to be. Certainly there will be some emerging standards about what safety looks like and what best practices look like. But we want to talk about procurement, sustainability, applications, sourcing, education, safety, and run the gamut of what we're inviting people to talk about. We've been incredibly fortunate that the people we have approached have not only been willing to engage with us about the possibility of the film, but they've been supportive in expanding breadth and depth, but also the quality of the resources we have available. We are incredibly excited about what this is going to look like. Between us, we are committed to making a super premium piece of work that serves as a legacy piece, something powerful for the community that, at the same time has a high production value that can serve a wider audience than those of us who are clearly personally invested in seeing it done. We are passionate about it ourselves.

Liz: Who do you see as the audience being that will watch it? Just aromatherapists?

Angie: I don't think so. A lot of people are into essential oils right now, not just aromatherapists. People at my childbirth class were not just stay-at-home Moms, but Moms/people looking for alternative treatments for healthcare, for health and well-being, or just immune boosting. We're hoping to create a film that gives does appeal to everybody, that does give a little bit more information that's not going to speak to just aromatherapists; it's not going to be over anybody's head. I think all of the experts we are interviewing are also going to learn something from the other people—it's going to speak to everybody, that's our ultimate goal.

Kristina: I can say that even with the homework we've already done to try to create some scope of what we want to be sure that we don't miss in some of these conversations—we're already surprised and some of the experts have been surprised—about the information that other people



bring to the table. One of the reasons why this film is called “Uncommon Scents” is because common sense is only common when you know it. There are actually a lot of unknowns even for many aromatherapists who have, in some cases, been practicing for years but for whatever reason haven’t engaged in more of the industrial side of the business; maybe they are invested in the esoteric side of the business? There are also people who are deeply invested in the business of essential oils and the ways in which they are used for flavorings and the way they get used formally in commerce and consumer packaged goods, that have absolutely no energetic dialogue happening, but it is a part of the gross national product of many countries. There will be something that surprises everyone, something that teaches everyone. The thing that we hope more than anything is that it invites fresh dialogue; that it gives people a chance to have new ways to consider essential oils, but also to approach them with a certain amount of new “awe”. If we let ourselves get to the point where we take them for granted and we think of them as always available, so easy to use and easy to apply I think we lose a little bit of what is the best it has to offer.

Among the people we’ll be talking to we hope there will be the chance to show there really is incredible medical work being done in terms of clinical interfaces on behalf of patients, that is not reckless, careless, thoughtless. It is extremely deliberate what is happening in clinical environments with real support and real research behind it. It’s important that we remember that all of these things are aromatherapy and getting fast and loose with any one corner of it could threaten the whole thing. We can shine a light on it to keep it protected so that all of us have a chance to use it in the ways we choose, we are all empowered to continue to embrace it but also have room to encourage it to grow so it can reach whatever its highest and best outcome is, which may be different for all of us, because we’re all different. That would be ideal.

Liz: How long is the movie going to be? Is it sort of a two-hour feature film?

Angie: We’ll have enough footage to do a ten-part series, but we won’t be able to make a ten-part series without affecting our marriages!

Kristina: I will say that what we have entertained between ourselves, and what we certainly hope to be able to do, is, if it is embraced by the community and we are fully funded so that we can focus on making the film and delivering the film to the community that supported us in seeing it made—at that point we can afford to pay it forward if there is extra footage, there is extra material, there may be a way to produce that into something else that perhaps isn’t the same high production value that still produces some of the information and makes available to that community something else. All of that is on the other side of the fence. When we get to the top of Everest, we’ll let you know what it looks like to get there, but it’s not impossible.



We do know that we will have far more material, but that also means that the two hours that we get will be so rich and so invaluable that they will be worth every minute. But, yeah, we're going to have a lot of footage.

Liz: A tremendous amount of footage. That's awesome! It sounds like you won't have to scramble around looking for "what are we going to put in this film?" So, have you started production? Where are you in this process?

Angie: We started in April (2015) and we've just been developing the idea. Kristina's in Idaho and I live in New York State, so we're on the phone all the time, every day for hours and keep developing the ideas. To answer your question, we have not started production yet, but we've had opportunities, we don't want to rush, we want to set ourselves up for success, to do it right vs. doing it fast and missing an opportunity. We're close! We're very close.

Kristina: We have some helpers, some folks with a crowd-funding platform that are very interested in working with us and they are a little bit more exclusive than the typical platforms. They have been providing some guidance for us, handholding us to make sure that when we're ready to launch we can launch properly. We've been working with a production consultant who is a producer for a production company that has done some stuff for HBO Films in the past. She is basically working with us to make sure that we keep in a straight line and put one foot in front of the other with everything buttoned up. We have a lot of materials registered where they need to be registered. We have our ducks in a row and we're here, actually with you in part because we finally felt we were ready to say, "Okay, we're ready to start receiving questions," and begin the marketing and promotion. We are so excited, extremely excited to start naming names because we get to do that soon too!

Liz: When I push pause I want to hear those names! When do you anticipate this film being available for people?

Angie: We don't want to delay it anymore, so as soon as the crowd-funding campaign gets started—we don't know the length of what the campaign is yet—but once we get funded, we are going to start shooting right away. Hopefully we will be traveling to Australia, France, England, and around the United States. We have to time it around distillation, when people are going to be in certain spots, so it could be two years and then the post-production. If we're really good about taking notes while we're filming these interviews, we'll have a bit of a better job at the end picking out what we want to use. With the hours of footage we're going to have it's going to be a process in post-production and editing it down to what we're going to use.



Kristina: We do have an eye to a couple of the processes and the statistics for lack of a better description, that we feel that in order for people to grab the gravity of either the details of the distillation process for example, or the gravity of the statistic that we want people to have a sense of what this looks like. We've also talked about having an animator provide some things that an audience can look at so the processes made are transparent instead of us expecting that they understand what we're describing; they can actually see that process either in real-time film or animated in such a way that it becomes easily digestible.

Liz: So this will truly be a big educational tool.

Kristina: We hope so! I think the word we used ourselves is "bullet proof". We want it to be bullet proof. It's important for us that it's grounded in defensible facts and that the information is vetted and comes from experts that we trust and who trust each other. We aren't trying to upset the industry. I'd say quite the contrary, we are trying to lift it up and protect it. But I think there is a chance for lots of learning to happen across the board in some of what gets revealed. Both of us believe more than anything that we hopefully inspire. As much as we were already deeply invested in the project, and we fall more deeply in love with aromatherapy every day the more we learn about it as a result of what we've done with the film so far.

Liz: If someone wants to contribute and help, how can they do that? If anyone listening to this podcast wants to contribute to this really valuable project, how can they do that?

Angie: That's a great question, because the crowd-funding campaign, and I'm not sure when you are airing this, we haven't officially launched that yet. We are in the works of setting up a PayPal account. We just have to figure out if people want to give us money now how to reward them later. We are creating an amazing rewards structure. So if people donate to the crowd-funding campaign, they are going to be getting amazing gifts in exchange. I don't want to let the cat out of the bag either, but it's going to be something like people can say, "Wow. I'm giving this money now and I'm going to get that back plus the film?"

Kristina: I think we're the first crowd-funders in the world to say hang on to your money for a while, because we need to launch that campaign. In the meantime, there are ways to get connected with the film so that people can know where we are in terms of the film and rolling out the crowd-funding campaign. One of the easiest ways is if individuals text the word "uncommon" to 66866. They'll be signed up for the newsletter after we get back from this visit with the folks at AIA. We'll begin to roll out on a regular basis letting people know where we are, and everything that is happening.



Liz: I need to hear that again, and slower, because I am also hearing this for the first time. What I'll do is when the website, and the crowd-funding information is available, I'll put that in the show notes so it will all be there. I can't process this all right now—it's a lot of information, it's fabulous, but! All that information will be put in the show notes. If you could, explain one more time about the texting.

1. Text: Text the word "uncommon" to **66866**. When you do that, you will be asked to confirm that you want to subscribe to the UncommonScents Newsletter. At that point we will be able to keep you in the loop via email about what's going on with moving through pre-production and what's happening with the crowd-funding campaign.
2. Facebook: Facebook—Uncommon-Scents-Movie
3. Twitter--@eodocumentary
4. Instagram: UncommonScentsMovie

When we get back we do expect, now that we have certain letters in hand and we'll have passed certain milestones we'll be able to announce on behalf of who some of our participants are. The first of them went out last week. Robert Tisserand was the very first person we announced.

Liz: The Robert Tisserand. THAT Robert. If you want to go to the website, the URL is www.UncommonScentsMovie.com. Will there be a trailer? Will we get teasers?

Angie: With the crowd-funding campaign, that will have a little bit of a teaser or trailer to hopefully pitch to production companies as well. We are first-time filmmakers and we have a lot of industry people that I have connected with helping us out, mentors we've been asking questions to. We would like to take this to a production company if possible. If not and we fund it all ourselves it would be great to just fully do this on our own as well with the consultants that we've been working with.

Liz: I think that once word is out, people are going to want to contribute. It's a film that will make a difference. I think everyone will want to be involved.

Kristina: I will say this that certainly in the meantime we'd love to hear from the community what they are most excited about. What's most important to us is that what we're doing is a match with the people who will be supporting it. We'd love to have feedback from them as well.



Liz: Angie and Kristina, I am very excited about the project. It's going to be spectacular. What I'd really like is to have you come back again for an update. We'll get on Skype and I'd like to hear how the project is going. Is there anything else that you'd like to add?

Angie: Just thanks for having us! We'd love to do a follow-up with you. We just unveiled this huge project and we want to hear from your viewers: write to us on Facebook, our email address is info@uncommonscentismovie.com.

Kristina: We'd love to come back to share with people where we are in terms of moving out of development and through pre-production and you will certainly hear from us when we are ready to launch that campaign!

Liz: Well, I wish you the best of luck!

Angie: Thank you and find us on Facebook!

So there it is. I hope that you enjoy that interview as much as I enjoyed sitting and engaging with Angie and Kristina. These women are powerful and passionate and I can't wait to see what they produce. If you'd like to stay in touch, I'm going to put everything in the show notes. If you'd like to follow them on Facebook, you can go to [Facebook.com/uncommon-scents-movie](https://www.facebook.com/uncommon-scents-movie). On Twitter it's [@eodocumentary](https://twitter.com/eodocumentary).

Thank you so much for listening to today's show. Until next time, be well. Be happy.

Bye, bye.

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