EMPOWERED-ME SELF-LOVE SYSTEM

5 Simple Steps to Complete Mind-Body Harmony

I. EARLY MORNING REJUVENATION
II. MID MORNING CIRCULATION
III. MIDDAY METABOLISM
IV. MID AFTERNOON ENERGY FOR FOCUS
V. EVENING CALM TO REST

INSIDE

Scott offers training in mind-body balance integrating self-massage (Abhyanga) and the application of proprietary Aroma-Touch topically applied lotions that enhance rejuvenation, circulation, metabolism, energy-to-focus, and restful sleep for a complete night/day in harmony with the empowering wellness principles of Ayurveda.

Scott Simon Fraser  |  Founder of Empowered Products  |  Certified Instructor of Perfect Health

www.EmpoweredProducts.com
**Empowerment is the Expansion of Expectations**
by the self-directed wellness techniques that you are about to learn & apply. With the Empowered-ME Self-Love System, you can expect to improve your healthy balance of mind-body harmony with each new day for the rest of your life.

**BALANCING EXERCISE**
1. Before we expand our Wealth of Wellness, let’s take a moment to balance the oxygen intake to the left and right sides of our brain by Alternate Nostril Breathing
2. Close off your left nostril then steadily fill your lungs with air through your right nostril
3. Close off your right nostril then completely exhale through your left nostril; then inhale through your left
4. Close off your left nostril then exhale through your right; then inhale through your right
5. Let’s complete 3 rounds of Alternate Nostril Breathing

**OUR INTENTIONS SET IN GRATITUDE**
Please follow these words in silence while focusing on your natural breath and heartbeat:

*We are all our own source of health and happiness …by our individual commitments to our own mind body harmony, Empowered Wellness becomes our destiny …as we learn to love and care for ourselves first, we enhance our loving care to our family around us …we learn then apply, and then we share this wealth of wellness with others…*
ABOUT SCOTT SIMON FRASER
I am a certified instructor of Perfect Health from the Chopra Center in La Costa, California, and am the founder of Empowered Products. At a painful crossroads in my life following 25 years of unsuccessfully battling stress and anxiety through binge drinking and a nightly intake of sleeping pills, I made the decision to finally “ask for happiness.”

In this request to the universe to be happy, I discovered the miracle of Ayurveda—the science of life through proper diet, exercise, and mindfulness. This practice has been truly transformational for me and my family, and I now teach Empowered Wellness to all with whom I come in contact with.

SYNCHRONICITY WITH CHOPRA
In the early stages of my path to recovery, I crossed paths with Deepak Chopra during my studies at his center. He taught me how to truly apply the mind-body balancing techniques of Ayurveda to my life in health by harmony. My meaningful encounters with Deepak were transformational to say the least...and, today, my inspiration is to extend those same gifts of gratitude to others.

INSPIRATION FOR EMPOWERED-ME
As my personal practice of Empowered Wellness continues to expand, as does my state of health and happiness, my inspiration has led me to integrate the principles of Ayurveda into a suite of wellness products I call the Empowered-ME line of topically applied mind-body balancers.

A key component of my Ayurvedic teachings is the integration of the Empowered-ME line with a comprehensive Love-of-Self course designed to enhance the benefits of Ayurveda with those who wish to attain a greater mind-body balance throughout each sun-moon cycle.
YOUR KEY TO PERFECT HEALTH
I am a certified instructor of Perfect Health: The Ayurvedic Lifestyle Course from the Chopra Center—developed by Drs. Deepak Chopra and David Simon. Perfect Health is the practice of living healthy through the 5 essential tenets of Ayurveda:

1. **Awareness of Body, Mind and Soul**
   *Begins with a personal inventory of the Self*

2. **Nourishment for Body, Mind and Soul**
   *A general focus on nutrition, diet, and mindfulness*

3. **Perpetual Renewal: Detox → Purify → Rejuvenate**
   *A personalized wellness routine designed specifically for your needs*

4. **Emotional Freedom/Intimacy with Your Self**
   *Lessons in conscious communication and emotional clearing*

5. **Gateways to Your Inner Pharmacy**
   *Personal healing through sound, touch, sight, taste, and smell.*

**5-Steps of Wellness:**
The uniqueness of our program is affirmed in the daily integration of the 5 aroma-touch therapy lotions of our Empowered-ME line with traditional Ayurvedic teachings.

**Wisdom: Learn & Apply:**
In our lessons, you will learn then attain the benefits of calmness-of-mind through nurturing aromas and nourishment-of-body through herbal therapeutics leading to the power of positive affirmation as enhanced wellness circulates through every part of your being.
AROMA-TOUCH THERAPIES
Like an inhale to exhale...the integration of our Ayurvedic teachings with our Empowered-ME aroma-touch therapy lotions follows an outside to inside approach. Our labels, both front and back, are a classroom of wellness learning on the outside allowing you to maximize the benefits of our wellness-empowering formulas contained on the inside.

INHALE TO EXHALE
Our Self-Love System is comprised of our 5 aroma-touch therapies that enhance rejuvenation, circulation, metabolism, energy-to-focus, and restful sleep for a complete night/day in harmony with the empowering wellness principles of Ayurveda.

5-STEPS OF WELLNESS
• Early-Morning Rejuvenation with Cardamom for the mind and Ginseng for the body
• Mid-Morning Circulation with Ashwagandha for the mind and Ginkgo for the body
• Midday Metabolism with Lavender for the mind and Ginger for the body
• Mid-Afternoon Energy/Focus with Peppermint for the mind and St. John’s Wort for the body
• Evening Calm to Rest with Valerian for the mind and Magnesium for the body
EMBRACING AYURVEDA
5 Simple Steps to Optimum Mind-Body Balance

1. Sun-Moon Cycle in Alignment with Phase-of-Day
Awareness of yourself, as you proceed through each 24-hour sun-moon cycle, is the foundation of Ayurveda. Here, you will sync your internal alignment with the external rhythms of nature.

2. Essential Mind-Body Balancers
Here, you will master the essence of meeting your basic needs first. This self-attention ensures that we expand nourishment to our bodies and flush toxic thoughts from our minds so we can better serve our loved ones.

3. Aromatherapy to Calm the Mind
The healing effects of aromatherapy begin when we connect an aroma with a pleasurable response that activates our body’s inner pharmacy. This purposeful linking of a particular aroma with a preferred emotional state is known as positive neuro-associative conditioning. Here, you will “learn-then-apply” to master this technique.

4. Touch-Therapy to Nourish the Body
The sense of pleasurable touch can evoke powerful emotional and psychological healing responses. Here, you will learn-then-apply the benefits of self massage, or Abhyanga, to stimulate your inner pharmacy to improve circulation, increase alertness, enhance detoxification, improve immunity, and nourish the tissues.

5. Each Self-Love Step in 90 Seconds
Here, you will set your optimal day-to-night routine for your most productive schedule within your natural flow of activity. The 5-Steps of our Empowered-ME Self-Love System are designed to enhance your experiences leading to optimum mind-body balance. Each step is just 90 seconds for a total of 5-Steps throughout your active day.
YOUR LOVE OF SELF
On our back labels, you will see that our vital ingredient is the love that you apply to yourself. That same dedication you give to family and friends throughout an active day-to-night is strengthened when applied to your own needs as well. Through calming aromas, nourishing touches, and the kindness of positive affirmation, we become more open to loving ourselves.

YOUR MANTRA FOR AFFIRMATION
Within each complete cycle from sunrise to sunset, our Empowered-ME system will empower your embrace of love-of-self. Our 5 essential mind-body balancers will enhance your rejuvenation, circulation, metabolism, energy-to-focus, and calm-to-rest leading to the formation of your own personal mantra based in positive affirmation.

YOUR MINDFUL FOCUS IN ABHYANGA
As you master the art of self-massage, or Abhyanga, with our topically applied therapy lotions, you will begin to feel a deep mood elevation building within you. This mindful focus is actually a form of mediation. Here, you will be creating the foundation of your future mediation practice for optimum mind-body balance.

YOUR INGREDIENT AWARENESS
The purposeful sequence of our Empowered-ME Self-Love System in concert with the order of ingredients in each formula is rooted in the flowing principles of yoga: each step and ingredient is counter-balance for the previous and preparation for the next. As you complete each new cycle, you will expand the benefit of the reactive neuro-associations while increasing the discipline of enhancing your own wellbeing.

YOUR EMPOWERED PATH
The Empowered Path is our support network for your wellness-expanding endeavors – and I invite you to join with us today. We provide both online and in-person events in self-paced interactive formats. Simply visit www.EmpoweredProducts.com. There, you will find ongoing gifts of gratitude from me to you to help guide you in your pursuit of empowered wellness.
Yes! Rejuvenation is our Step-1, and it is designed to start you on your way to a fruitful day in complete mind-body harmony. Yet, it is important to think of all 5-Steps as cyclical in nature. Just like the practice of yoga, each step and ingredient is counter-balance for the previous and preparation for the next.

In Step-1…with our Sun-Moon Cycle designating the beginning of a waning moon to the rising sun of the early morning…you should be awaking after a sound sleep from your previous day’s mindful application of all 5-Steps of our Self-Love System.

In the practice of Ayurveda, we recommend coordinating your day with the rhythms of nature, which means waking near the first sunlight at the horizon. So, let’s begin our new day with rejuvenation:

**EARLY MORNING REJUVENATION**
The touch of Ginseng to St. John’s Wort to Brahmi to Ginkgo for your body and the aroma of Cardamom for your mind expands your Sequence of Beneficial Events.

**Love of Self:** With your commitment to mind-body harmony, Empowered Wellness is your destiny. Rejuvenate yourself first upon rising; then your light will resonate to all you love. With a mindful focus, apply a nickel-sized dab around the neck and behind the ears then gently massage for 60 to 90 seconds.

- Ginseng for the body
- St. John’s Wort for the body
- Gotu Kola/Brahmi for the body
- Ginkgo for the body
- Cardamom for the mind
- Infused with Aloe Vera
Our Sun-Moon Cycle for Step-2 designates the rising sun’s expanding influence over the continued waning moon as you reach your mid-morning transition point with a focus on circulation. As with breathing, your circulatory system sustains life only when it is functioning in constant harmony.

In the practice of Ayurveda, we recommend you conduct a brief mind-body inventory at this time as you enter the most productive phase of your day:

**MID MORNING CIRCULATION**
The touch of Ginkgo to Holy Basil to Astragalus to Ginger for your body and the aroma of Ashwagandha for your mind expands your Sequence of Beneficial Events.

**Love of Self:** With your commitment to mind-body harmony, Empowered Wellness is your destiny. Circulation expands nourishment to your body and flushes toxic thoughts from your mind. With a mindful focus, apply a nickel-sized dab around the neck and behind the ears then gently massage for 60 to 90 seconds.

- Ginkgo for the body
- Holy Basil for the body
- Astragalus for the body
- Ginger for the body
- Ashwagandha for the mind
- Infused with Aloe Vera
STEP 3: METABOLISM
Transforming Food & Thoughts into Health by Harmony

Our Sun-Moon Cycle for Step-3 designates the full sun at its highest point of midafternoon. Your internal fire, or Agni, is crucial for proper digestion. When your Agni is balanced, your digestion is able to transform food to nutrition and emotions to mindful harmony.

In the practice of Ayurveda, we recommend you eat your largest meal of the day at this time as your internal fire reaches its strongest point:

MIDDAY METABOLISM
The touch of Ginger to Holy Basil to Ginseng for your body and the aroma of Lavender for your mind expands your Sequence of Beneficial Events.

Love of Self: With your commitment to mind-body harmony, Empowered Wellness is your destiny. Metabolism is the key to properly digest food to nutrition and emotions to mindful harmony. With a mindful focus, apply a nickel-sized dab around the neck and behind the ears then gently massage for 60 to 90 seconds.

- Ginger for the body
- Holy Basil for the body
- Ginseng for the body
- Lavender for the mind
- Infused with Aloe Vera

STEP 4: ENERGY FOR FOCUS
Clarity to Meet Your Day’s Challenges

Our Sun-Moon Cycle for Step-4 designates the waning influence of the sun as the moon’s influence begins expanding. At this time, your internal energy may be starting to wane as your mind-body seeks sustainable replenishment for the regaining of constructive focus for the rest of your day.

In the practice of Ayurveda, we avoid over-caffeinated and heavily sugared drinks and snacks to counter your mid-afternoon energy wane because they disrupt the metabolizing of your lunch and delay your appetite for a timely dinner, which will then disrupt your sleep schedule.

MID AFTERNOON ENERGY FOR FOCUS
The touch of St. John’s Wort to Ginseng to Astragalus to Brahmi for your body and the aroma of Peppermint for your mind expands your Sequence of Beneficial Events.

Love of Self: With your commitment to mind-body harmony, Empowered Wellness is your destiny. Energy for focus is manifested in you by replenishing your mind and body in challenging moments. With a mindful focus, apply a nickel-sized dab around the neck and behind the ears then gently massage for 60 to 90 seconds.

- St. John’s Wort for the body
- Ginseng for the body
- Astragalus for the body
- Gotu Kola/Brahmi for the body
- Peppermint for the mind
- Infused with Aloe Vera
Our Sun-Moon Cycle for Step-5 designates a sun that has set and a moon at full influence. With the day now complete, the process for creating a calm restful evening environment now begins within you.

In the practice of Ayurveda, the Calm-to-Rest sequence begins with turning off the sun-like stimulation of work-related mechanisms such as cell phones and computers. Then, sitting to meditate just before dinner, which is to be eaten within the early evening. This is to be followed by a brief therapeutic self-massage just before bedtime, optimally no later than 10:30 pm. Let the renewal begin:

**EVENING CALM TO REST**

The touch of Magnesium to Brahmi to Lavender to St. John’s Wort for your body and the aroma of Valerian for your mind expands your Sequence of Beneficial Events.

**Love of Self:** With your commitment to mind-body harmony, Empowered Wellness is your destiny. Calm to rest allows the weight of the day to wait; for it will feel lighter when you are rested. With a mindful focus, apply a nickel-sized dab around the neck and behind the ears then gently massage for 60 to 90 seconds.

- Magnesium for the body
- Gotu Kola/Brahmi for the body
- Lavender for the body
- St. John’s Wort for the body
- Valerian for the mind
- Infused with Aloe Vera

Please visit [www.EmpoweredProducts.com](http://www.EmpoweredProducts.com) for your next Gift-of-Gratitude:

1. Activate Your Membership to The Empowered Path of Ayurveda
2. Visit the Empowered Store to Give & Receive Your Personal Empowerment
Please join me in a silent moment focused on all for which you are thankful…

With eyes gently closed, you will clearly see the light that fills your heart – with a mindfully deep inhale, expand that light to fill your internal being; then completely exhale your love to infinity.

My commitment to our journey is unconditional and pointed only toward collective empowerment. I will walk with you as far as you wish to go. Our desire is happiness and our intentions are pure as we embrace our unified purpose in wellness.

Namaste, Scott Simon Fraser

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