

PRESS RELEASE

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Bach Flowers Launches Website Offering Visitors Individualized Flower Therapy

ORLANDO, FL - Nov. 24, 2003 /Send2Press Newswire/ -- Bach Flower Remedies (www.feelbach.com) today announced the launch of Feel Bach!, a new website offering visitors individualized remedies to improve their health and sense of well being. Using knowledge and experience gathered over decades of producing and prescribing Bach flower treatments, the folks at Feel Bach have developed specialized questionnaires to help them formulate compounds to meet an individual's specific health needs.

"This is the only website that enables visitors, even those unused to expressing or analyzing their emotional needs, to order his or her own personal compound from among millions of combinations, and order a remedy that's been designed especially for them," says Idan Morori, President of Feel Bach!.

Bach remedies are derived from non-poisonous plants, shrubs, and trees, and are prepared by heating the flowers in spring water with sunlight, or boiling them to extract their healing essences. These flower essences are completely safe, non-toxic, non-addictive, and may be used in conjunction with other conventional medical or holistic treatments, and are safe for infants, pregnant women and the elderly. While Bach essences are not taken for physical symptoms, the body often heals itself once emotional balance is restored. Each bottle costs only \$9.95 and will last about a month.

Dr. Edward Bach (1886-1936) developed Bach Flower Remedies. A physician at London's Harley Street Clinic, as well as a prominent bacteriologist, homeopath, and researcher, Dr. Bach believed that state of mind plays a vital role in maintaining health and recovering from illness. Bach identified 38 negative states of mind, and created a corresponding flower-based remedy for each one. Bach found that flower essences stimulated self-healing in his patients by clearing the negative emotional factors that affected their overall health.

Here are a few of Bach's 38 basic ingredients, from which Bach practitioners choose to create their individualized flower therapies.

CHERRY PLUM: Promotes clear thinking.

CRAB APPLE: Enhances feelings of self worth.

ELM: Restores strength and optimism.

HONEYSUCKLE: Alleviates feelings of regret and loneliness.

SWEET CHESTNUT: Increase optimism and promotes peace of mind.

"After just the first or second week of daily use, Bach Flower Therapy patients will feel an improvement that's so obvious, their friends will notice, " says Morori. "You won't just feel better, you'll feel Bach."

For more information visit: <http://www.feelbach.com>

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