



ONLINE ADVANCED CERTIFICATE COURSE

OLFACTORY AROMATHERAPEUTICS: Neuroanatomy, Pharmacoenenergetics and Olfactivities

with **Gabriel Mojay**

Special Guest Lecturer **Denise Cusack**

and Special Guest Interviewee **Frauke Galia**

In this new advanced certificate course, Gabriel Mojay invites practitioners to join him in a special study that encompasses the history and culture, structure and function, and healing properties of olfaction, together with its significance within aromatherapy and plant medicine as a whole.

We will begin by exploring the meaning of this most essential dimension of aromatherapy: olfaction (smelling) as natural therapy— together with its use as an adjunct to other methodologies of healing as well as its central, arguably synergistic role when operating in tandem with co-applications of essential oils in clinical aromatherapy.

Bearing in mind that *ontology* as a philosophical inquiry is concerned with how phenomena are grouped into categories, and which of these phenomena exist at the most cardinal level— and with this in mind, we will investigate the importance of olfaction within aromatherapy, and to what extent smelling is recognized for its therapeutic value beyond our immediate professional realm.

We will look at the cultural history of smell and its documented salubrious uses from ancient times through the rise of 18th century botany— during which Linnaeus himself examined the therapeutic uses of plant substances based on simply inhaling their fragrance... through to the modern period in which synthetic chemistry fundamentally shifted the scientific understanding of odor: not to mention transformed of the art of perfumery.

(In a somewhat similar vein to Linnaeus, the founder of homeopathy, Samuel Hahnemann, first experimented with creating homeopathic remedies based not on ingesting/absorbing minute amounts of a plant substance, but indeed, by actually smelling that substance!)

Our study of the modern period of the culture and of the evolving therapeutics of olfaction will lead us into a study of the rise of scientific olfactory physiology.

Taking a deep dive into the structure and function of the olfactory system, we will consider key principles of knowledge in the contemporary science of olfaction— most particularly the biological evolution of olfaction, olfactory neuroanatomy and neurogenesis, odor priming, and major olfactory disorders.

We shall also briefly investigate the role of secondary metabolites in nature - semiochemicals and other categories of chemical communicators - in order to gain a better understanding of the role of human pheromones and the profound connection between olfaction, reproduction and the ongoing survival of the human species!

We will take some key pointers from the work of Dr Rachel Herz PhD in particular, with respect to the scientific therapeutic potentials of olfaction— and Gabriel will relate these in turn to the contextual therapeutics of holistic healing and specifically to Oriental medicine (TCM): and ultimately to a combined biochemical-vitalistic *pharmacoenenergetic* interpretation of aromatic '*olfactivities*'.

This will co-inform a historical overview of various methodologies for classifying odors, including the work of Paul Jellinek, with respect to the psychological basis of perfumery. Here, Gabriel will offer an energetic-therapeutic interpretation of the Jellinek framework— a aromatic paradigm for clinical consideration in cases in particular of clinical depression and anxiety. As part of this strategic clinical orientation, he will share clinical insights into using essential oil-impregnated nasal inhalers ('sniffy sticks') in acupuncture, herbal and shiatsu patients with these disharmonies and conditions.

In particular he Gabriel share with participants an approach based on the energy cycle of the *Jing Luo* channels ("Meridians") through their 24-hour biorhythmic day, opening up a new dimension to olfactory aromatherapeutics by combining this understanding with stimulating specific acupoints at the same time as smelling specific essential oils or essential oils blends— and using them in a simple yet effective way on specific energetically-related acupoints.

Such an approach at a prescribed time of day can provide, from a vitalistic standpoint, the greatest potential for olfactory healing based on this millennia-old classical system of understanding how Qi-energy circulates through the body.

Denise Cusack, a leading clinical herbalist and past president of the American Herbalist Guild (AHG) and Executive Director of Herbalists Without Borders (HWB), will join us for webinar #4 to share with us her work on using olfaction through nasal inhalers on a patient group made up largely of military veterans who often suffer with symptoms and conditions arising from neurological damage that can also deny them their sense of smell; i.e. anosmia.

Denise will share her work with this patient group generally, as well as her work with phyto-aromatherapy generally, pioneering a profound clinical pathway with this most precious of senses.

Our special guest interviewee is Frauke Galia, an expert in fragrance who brings not only the insight gleaned from a background of its role in industry, but a passion for olfaction generally. With her special understanding and training, Frauke has taken forward an innovative approach to smell

training for those suffering with post-infectious, and in particular post-Covid, disorders of smell, including anosmia.

What's more, Frauke will join us to share her diffusive, infectious passion for olfaction and smelling—and has promised to share her most secret, surprising thoughts on the subject which, following the numerous interviews she has done with leading luminaries as part of her podcast, *An Aromatic Life*, promises to be aromatically riveting not to say inspiring.... literally!

Join **Gabriel Mojay** with *IJHPA* host **Lora Cantele**, *Special Guest Lecturer* **Denise Cusack** (webinar 4) and *Special Guest Interviewee* **Frauke Galia** (webinar 5) for this dangerously deep dive!

KEY FEATURES

- **Format:** six 2 hr 30 min Zoom Pro webinars incl. 20-min. tea break.
- **Style:** informal, informative, lively, humorous, and scholastically rigorous.
- **Presentation notes:** extensive first-class individually-referenced PDF-slide presentation notes.
- **Visual Education & Plant ID:** slides and slides notes illustrated by aromatic plant images from Gabriel's personal library of over 6000 aromatic and medicinal plant photographs.
- **Zoom recording:** webinar recordings made available for review for *one year* following sharing.
- **Class participation:** participant questions and comments relevant to the diverse range of topics the class encompasses are welcome, while certainly not required.
- **CE Certificate of Attendance:** individually issued as a PDF following the 6th and last webinar, jointly issued by the International Journal of Professional Holistic Aromatherapy (IJPHA) and the Institute of Traditional Herbal Medicine & Aromatherapy (ITHMA), founded by Gabriel in London in 1990 – a year before he founded the Register of Qualified Aromatherapists, which merged to become the International Federation of Professional Aromatherapists (IFPA) in 2002.

Gabriel Mojay is an author-researcher, educator and practitioner in the scientific and TCM-energetic aspects of medicinal and aromatic plants and their essential oils. He has practiced clinical herbalism, aromatic medicine, and acupuncture since 1987. Gabriel was born in England, grew up in Maryland, has spent most of his career in London, and now resides in Northern California, dividing his time between Sebastopol, in the coastal county of west Sonoma, and Pine Mountain Lake in Tuolumne County, close to Yosemite National Park. He first studied TCM in 1978, qualifying in Shiatsu. He later co-authored *Shiatsu – the complete guide*. Following 4 years of study with leading TCM clinicians such as Giovanni Maciocia, he became a member of the British Acupuncture Council. While at acupuncture school Gabriel trained in both Western and Chinese herbal medicine with Michael McIntyre, among others; and in scientific aromatherapy with Pierre Franchomme and Daniel Pénéol MD, Rhiannon Lewis and Peter Holmes, among others. From 1990-2020 Gabriel was Principal of the Institute of Traditional Herbal Medicine and Aromatherapy (ITHMA), London. In 1990 he founded the Register of Qualified Aromatherapists, a UK professional association that later merged to form the International Federation of Professional Aromatherapists (IFPA), which has some 2000 members in about 50 countries. He is a Fellow of IFPA and ICAN, and a member of the AHG, AIA and NAHA. Gabriel has presented lectures at international conferences and seminars in the USA, Canada, Mexico, Brazil, Japan, Korea, China, Hong Kong, Australia, France, the Czech Republic, Ireland, and the UK. He is author of *Aromatherapy for Healing the Spirit*.

Denise Cusack (she/her) is a clinical herbalist, certified aromatherapist, certified permaculture designer, medicinal herb grower and plant conservationist, writer, and artist. Denise lives in Wisconsin at Lunar Hollow Farm, a botanical sanctuary in the United Plant Savers Botanical Sanctuary Network, where she grows hundreds of varieties of medicinal and aromatic plants, including those at-risk. Denise serves on the Herbalists Without Borders Board of Directors and volunteers as the HWB US Seed Grant Coordinator and grows herbs for Free Clinics. Denise is a hands-on and passionate educator and facilitator, bringing permaculture principles, environmentalism, and ethical ecology to the subject of regenerative herbalism, sustainable aromatherapy, and holistic health and wellness.

Frauke Galia is a Certified Level II Aromatherapist, smell coach, and teacher who's spent her career in Perfumery. She teaches individuals how to regain their sense of smell, with support of essential oils and nature, to improve and maintain smell health. She is an Ambassador for the non-profit U.K. organization *Fifth Sense*, a charity focused on supporting those with smell and taste disorders. It's her mission to bring more awareness and compassion for people with smell dysfunctions, especially those affected by the inability to smell. She is the founder of FALK Aromatherapy to share her passion for all things aromatic, and to help people help themselves through the power of smell.