



Celebrate

the anthroposophic ratio of rose and gold



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In harmony with nature and the human being
Since 1921

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The origins of anthroposophy

» **Anthroposophy** was founded at the beginning of the 20th century by the philosopher and spiritual teacher Rudolf Steiner.

Formed from two ancient Greek words, anthropos (human) and sophia (wisdom), anthroposophy means "awareness of one's humanity"

What is anthroposophy?

In his own words Rudolf Steiner defined Anthroposophy as "...a path of knowledge aiming to guide the spiritual element in the human being to the spiritual in the universe."

Anthroposophy has branched out into many practical areas including art, architecture, education, biodynamic agriculture and medicine.

Rudolf Steiner founded a method of spiritual investigation that has the same rigour and precision as found in the natural sciences. It studies both the spiritual nature of man and the spiritual reality of nature.

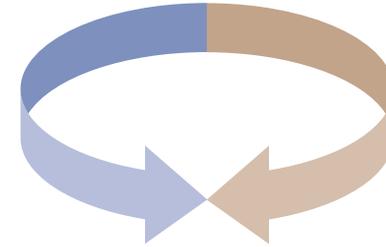
In the study of nature, the results of anthroposophic spiritual research are met by the results of observation of nature, conducted in an intuitive and prejudice-free yet precise way called **Goetheanistic observation**, after the poet and scientist Goethe.

» Beauty is a manifestation of secret natural laws,
which otherwise would have been hidden from us
forever «

Johann Wolfgang von Goethe

Anthroposophy recognizes the connection between the human being and nature

The Human Being
e.g. Biography



Nature
e.g. Plants

What is health?

Anthroposophic remedies and cosmetics are holistic, natural and, where possible, organic. They are products that support health rather than just prevent or treat disease – a system known as **salutogenesis**. This idea was developed by Israeli-American sociologist Aaron Antonovsky

With this insight, health is not the absence of disease but the ability to be fully aware, active and confident in one's life. This brings with it an awareness of oneself as a truly free and responsible "I" in the world.

What is a holistic approach?

As with conventional medicine, diagnosis is based on physical symptoms, but Anthroposophic medicine and natural and organic cosmetics also take into account the soul, life force and spirit, in addition to the individual's background and environment.

This complete picture is then considered as a whole, **holistically**, to find the best method of care. This approach encourages each individual to draw from the spring of his own vitality and to find his inner balance.

The three-fold balance

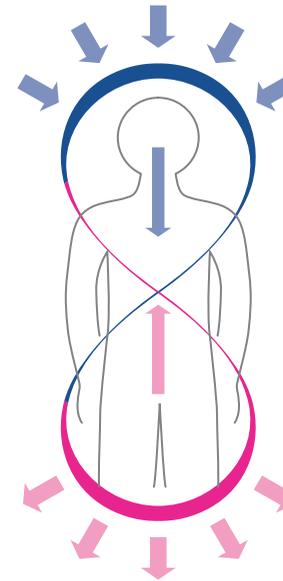
Two opposing systems are in constant confrontation in the human body, balanced by a third.

The **nerve-senses system** integrates information and substances from outside into the organism. It relates the body to the environment and establishes limits and structures.

In dynamic opposition, the **metabolic system** produces energy, warmth and bodily substances, as well as movement through the muscles.

The nerve-senses system (information, thinking) and the metabolic-limbs system (production, action) interact and adapt to each other through the biological rhythms. Humans beings find their balance within, through awareness of self in the **rhythmic system**, where freedom can take place. The rhythmic system is at the root of harmony and health.

The tree-fold balance

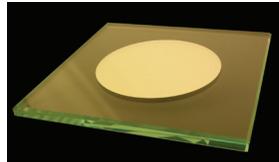
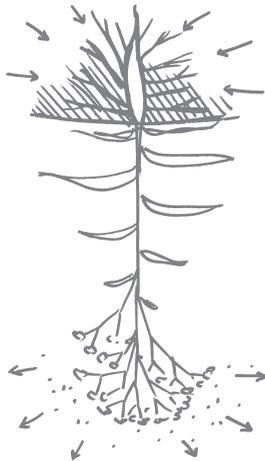
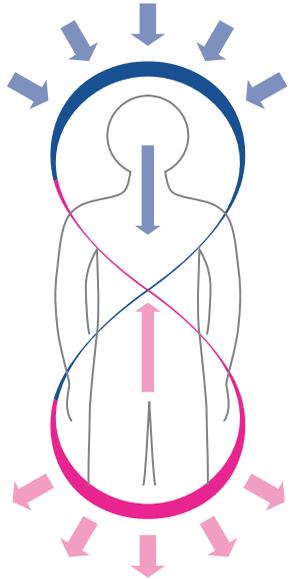


Nerve-Sense System
Information, structure
Thinking

Rhythmic System
Balance, adaptation, freedom
Feeling

Metabolic-Limbs System
Production, energy
Action

Correspondence between Human organism and Nature A basis for therapeutics



Plants, minerals and the human being

A correspondence between the three-foldness of the human organism and that of plants or substances is an important insight in the formulation of anthroposophic remedies and cosmetics.

In a plant, the root extracts nutrients, water and minerals from the environment and integrates these into the rest of the plant. In this way the root is related to the **nerve-senses system** of the human body, where information from outside is integrated into the body.

The **flower** is where the plant produces substances (pollen, fragrance, fruits and seeds) from the inside out. In this way the flower relates to the **metabolic system** of the human body.

The repetitive, rhythmic way in which the plant's **leaves** are attached to the stem is likened to the **rhythmic system** (the heart and respiratory functions) of the human body.

As different plant parts relate to different functions of the body, so do different mineral substances.

Crystals are structured and transparent. Light flows through them without altering their structure, in a way similar to how the **nerve-senses system** deals with information.

Combustible minerals such as sulphur or phosphorus are chemically active and especially combine with oxygen to release energy. They relate to the **metabolic system**; indeed phosphorus is essential for most of the energy in the body.

Metals combine structure and mobility. Despite their crystalline structure and their solidity, they are malleable and conduct heat and electricity. Metals in general relate to the **rhythmic system** as an interface between the metabolic and nervous systems.

In this sense the picture of a human being corresponds to an inverted plant.

From theory to practice

» **The rose: an image of harmony.** The rose family of plants, to which the apple and the peach belong, has the ability to retain vitality within its flowers or fruit. The rose achieves a particular balance between beauty, structure and vitality. Whilst cultivated roses externalise their vitality and image of **harmony** through their distinctive fragrant beauty, wild roses internalise their vital life forces, leading to the formation of the valuable Rosa Mosqueta seed oil.

» **Gold: the most precious metal.** Gold is the most perfect representative of metals. It combines extreme resistance and density with the highest malleability, while remaining inalterable. It is related to the centre of the rhythmic system, the heart. Therapeutically, gold is used to **harmonise** the mind in cases of stress or depression, as well as to regulate the heart rhythm.

The anthroposophic ratio

» **Goetheanistic observation,** scientific knowledge and an Anthroposophic understanding of nature and humans are combined in the anthroposophic ratio. This is the basis for the development of Weleda skincare products and remedies.

» **The anthroposophic ratio** is the rationale for the selection of a particular plant or substance for a remedy or cosmetic product using anthroposophic concepts. These include the three-fold correlation between substance and human (in nerve-senses, rhythmic and metabolic-limbs levels), and the four-fold constitution of the human organism (physical body, life-forces, soul and spirit).

Rose and gold in the product compositions

In natural organic cosmetics, every product contains a number of key ingredients. However, many products have a **'lead plant'** – the plant that provides the anthroposophic keynote to the product. For example, the harmonizing and regenerative effect of the rose is particularly important for women aged 28–42. The Lead Plant stands as a **symbol** for the product or product range, besides contributing to the product's efficacy.

Anthroposophic remedies follow an anthroposophic rationale in two ways. One is through the choice of their **components** and the other is through the choice of a **specific pharmaceutical**

process, depending on the active properties to be awakened. For example, gold can be prepared under high temperature into an ultra-thin surface to intensify its therapeutic action.

In anthroposophic medicine as in natural organic cosmetics, the formula in its entirety results in a holistic efficacy on body, soul and spirit. This includes the treatment for current imbalances and prevention of future ones, the salutogenetic approach.

The Weleda Mission

» We stimulate and inspire body, soul and spirit. We encourage you to draw from the springs of your own vitality and to find your inner balance. It is this that enables you to fully unfold your individual health and authentic beauty. «

» **Our unique way to realise our mission.** We compose our natural products with utmost care and passion. They are more than cosmetics, medicines or skincare. They work holistically for the person as a whole.

Our entire action is characterized by sustainability and respectful interaction with each other and with nature.

While remaining true to our roots, we strive to continuously develop ourselves.

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