



Issue no.13

METAPHYSICALLY SPEAKING

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Why do we love Halloween so much?

It goes without saying that we love Halloween at Scent & Stone. Big love. That's probably because we're a little...well...witchy to begin with! But we're not alone. Halloween is one of the most popular U.S. holidays, with Americans spending an estimated \$10 billion each October on treats, costumes and decorations.

Today's Halloween traditions have changed quite a bit since ancient celebrations such as Samhain and All Hallows Eve (find out more on page 2), but the modern-day holiday is still strongly linked to the spirit world. As such, from the gruesome to the fantastical, we have permission on Halloween to do a lot of things we wouldn't normally do. It's a socially-sanctioned way for us to tap into what is normally considered unconventional.

It's OK to scare little children, for example. The more decapitated heads on your porch, the better. Eating as much candy as possible right before bed is encouraged.

So, maybe we love Halloween because it's the perfect time for uninhibited creativity...plus a little touch of daring.

Whatever it is YOU love about this pumpkin-spiced time of year, we hope you include Scent & Stone in your October celebrations. We've got lots of great, new Halloween-themed merch at the store, along with this month's crystals, plus candles and other items focused on the Heart Chakra. We hope to see you soon - and be sure to read on for more info on our upcoming Haunted Harvest and Psychic Fair!



Haunted Harvest Festival and Psychic Fair Oct. 29-30

Please join us at the Three Bricks Collective 4550-4570 Millennium Drive, Geneseo, for our second campus-wide event the last weekend of October. Free to the public, the Haunted Harvest Festival and Psychic Fair has something for everyone of all ages. Gates open at 11 a.m. both days, with lots of kid-friendly activities, including vendor trick-or-treat, games and face-painting!

Psychics, Mediums, Tarot Readers, and Healers will be on-site to help you find peace, healing, and answer your questions.

Our unique vendor line-up includes local artisans and growers, jewelry makers, metaphysical shops, crystal purveyors, and makers of specialty teas and coffee - just to name a few. There will also be Tattoos, Henna, Food Trucks, and so much more!

There will also be an opportunity to learn more about our buildings and grounds (the old Livingston County Poor Farm) from Geneseo historian Holly Watson, as well as walk along the lighted Community Pumpkin Path. In the meantime, be sure to visit the Three Bricks' Facebook page for regular event updates! <https://www.facebook.com/The3Bricks>



Meet Your Haunted Harvest Hosts:



Scent and Stone Holistic Energies: Our Metaphysical Shop will be open all weekend throughout the festival - plus we're hosting a Holistic Happy Hour Saturday at 6pm. Topic: Have you experienced a Haunting?

Expressions Salon and Spa: is hosting the Tea Cup Raffle in their Salon all weekend, with 100% of raffle proceeds going to No Child Hungry. EXP is also organizing all games and kids' activities.

Strange Design Public House: is sponsoring our Community Pumpkin Path. Visit Strange Design to pick up your FREE pumpkin (provided by Kathy Chapmen Farms) to carve and submit for display on the Community Pumpkin Path. And, be sure to head down to Strange Design on Saturday at 7pm for their Annual Costume Party, including live music, great food and craft beers!



THE ANCIENT CELEBRATION OF SAMHAIN

Samhain (pronounced Sah-win) is an ancient Gaelic festival, celebrated between sunset on October 31st and sundown on November 1st. It is the final seasonal festival according to Celtic tradition, and the last festival before 'the dark times' of winter (or 'darker half' of the year).

Samhain falls at the midpoint between the fall equinox and the winter solstice, during which time hearth fires in family homes were left to burn out while the harvest was gathered. After the harvest work was complete, celebrants joined the Druid priests to light a community fire using a wheel that would cause friction and spark flames to represent the sun. Participants took a flame from the communal bonfire back to their homes to relight the hearth.

The bonfires were also intended to protect them from trickster fairies (the Sidh) and witches – with lanterns made of carved turnips or beets illuminated from the inside by coals from the fire. Special protections were needed on Samhain because the ancient Celts believed the barrier between worlds was thinnest at this time. This allowed for the spirits of their ancestors, as well as mischievous – or even malignant – beings from other realms, to pass through the veil on Samhain. The Celts would also prepare offerings as gifts to their ancestors and to appease creatures like the Sidh.

Samhain merged with Christianity when it became All Hallow's Eve – a night for children to sing for the dead and get cakes at the houses of their neighbors. Modern-day Halloween is directly rooted in this tradition.

Today, in addition to all our Halloween celebrations, Samhain reminds us that now is a great time to prepare for the long winter ahead and for gathering and putting aside. It's also a time to commune with the spirit world, opening up your intuition and inner sight.

Upcoming Events

- **October 4th World Habitat Day:** When you buy any Scent and Stone product in store, 20% of proceeds will go to Covenant House for un-homed children and teens
- **October 8th - 9th Destiny Reader Psychic Fair in Alexandria Bay**
- **October 9th Hunter Moon in Aries:** Take time to appreciate the glory that is you. This lunar event is a time for self-love and personal appreciation. Now is the time to grasp that ram by the horns and make a stand for yourself.
- **October 15th - 16th Experience Psychic Fair in Cortland**
- **October 21st - 23rd Experience Psychic Fair in Batavia**
- **October 29th - 30th Haunted Harvest Festival and Psychic Fair**
- **October 31st: Celebrate Samhain with 20% off any Scent and Stone Spell-craft product**

THIS MONTH'S FOCUS:



ASTROLOGICAL SIGN: LIBRA

LIBRA IS AN AIR SIGN, OBSESSED WITH SYMMETRY AND ALWAYS STRIVING TO CREATE EQUILIBRIUM IN ALL AREAS OF LIFE. CALL ON LIBRA ENERGY TO BRING BALANCE AND CALM TO YOUR ACTIONS

CHAKRA: HEART

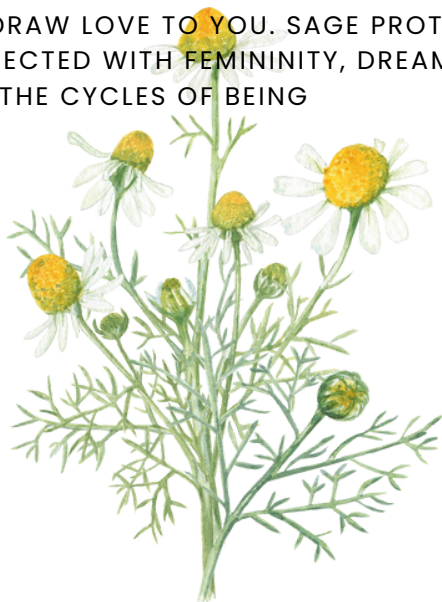
THE HEART CHAKRA REPRESENTS LOVE AND RELATIONSHIPS MAKING SEPTEMBER A GOOD TIME TO RAISE YOUR LOVING ENERGY AND FOCUS ON FRIENDSHIPS AND FAMILY TIES. THE HEART CHAKRA ALSO REPRESENTS EMPATHY AND GRATITUDE.

CRYSTALS:

GREEN AVENTURINE, MOSS AGATE, ROSE QUARTZ, RUBY ZOISITE, MALACHITE, AND RHODONITE OPEN THE HEART CHAKRA TO ALLOW IN LOVING ENERGY, HEALING, AND GRATITUDE. GREEN AVENTURINE IS AN ABUNDANCE STONE, MOSS AGATE ENCOURAGES TRANQUILITY AND EMOTIONAL BALANCE, ROSE QUARTZ IS A LOVE DRAWING AND HEALING STONE, ZOISITE IS A STONE OF RETURN: RETURN TO THE SELF, RETURN TO ONE'S CENTER, RETURN TO RELAXATION, RETURN TO HEALTHY NORMS, MALACHITE ENCOURAGES THE WEARER TO TAKE RISKS AND TEACHES US TO TAKE RESPONSIBILITY FOR ONE'S THOUGHTS, ACTIONS, AND FEELINGS

HERBS:

ROSEMARY BRINGS FORTUNE AND LOVE INTO YOUR LIFE. CHAMOMILE CALMS BODY AND MIND. ROSE AND ROSEHIPS DRAW LOVE TO YOU. SAGE PROTECTS FROM NEGATIVE ENERGY. MUGWORT IS CONNECTED WITH FEMININITY, DREAMING, AND THE CONTINUOUS RENEWAL THAT IS FOUND IN THE CYCLES OF BEING



NEW IN STORE:

HALLOWEEN COLLECTION BY KELLY MANDARANO
SAMHAIN SPELL JARS
CARVED CRYSTAL CATS
PROTECTION CHARMS
RAINBOW AURA HOWLITE TOWERS

