

Apr 25 | Issue #4

CHAMPAGNE  
*apothecary*

# SANCTUARY

## STAGES OF GROWTH

Explore the stages of growth and discover where you may be personally.

## HERBAL GROWTH RITUALS FOR SPRING

From clarity to self-love—meet the herbs that support your becoming.

# GROWTH

# PAGES

5

## STAGES OF GROWTH

A short story by Stephanie McNutt about counting our blessings.



7

## MAKE A MOCKTAIL

Enjoy our Golden Intentions Mocktail and get ready to see your health boosted!



9

## SPEAKEASY DEAL OF THE MONTH

This month's Speakeasy Limited Edition release will have your friends green with envy!



11

## TOP 3 SELF CARE TIPS

Our editor's top three self care tips for March to help you rest & reset well.



13

## HERBAL GROWTH RITUALS FOR SPRING

Herbs to heal, nourish, and help you grow; inside and out.



15

## GROWTH: A VISUAL

Take a minute to enjoy sifting through some of the possible places you might find opportunities for growth in your regular routines.



19

## MINI HABIT CHALLENGE

Learn small ways to grow in just 7 days!







**SANCTUARY**

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# FROM *THE* EDITOR

Beloved Seekers of Sanctuary,

Growth is a process. A sometimes messy, unpredictable, deeply personal process. It is not linear, nor is it always graceful. But if I've learned anything over the last six years, it's that the fires we walk through shape us just as much, if not more, than the moments of ease.

When I started Champagne Apothecary, I had a vision, but no roadmap. I knew I wanted to create something rooted in wellness, self-care, and community, but I had no idea just how much this journey would demand of me. There have been exhilarating highs... the excitement of launching new products especially ETHYST®, seeing my vision resonate with others, and building something that feels truly meaningful. And as many of you know, there have also been deep lows... the kind that make you question everything, that force you to pause, reflect, and rebuild from the ashes.

The past six years have been a lesson in resilience, in trusting the process even when it feels uncertain. I've had to pivot, let go of what no longer serves me, and redefine success on my own terms. And through it all, I have grown; not just as an entrepreneur, but as a person.

Spring is a season of renewal, a reminder that even after the harshest winters, new life always emerges. It's a time to embrace transformation, to honor how far we've come while making space for what's next. So if you're in the midst of your own season of growth, whether it feels like a fresh bloom or a wildfire, know that you are not alone. The journey is never easy, but it is always worth it.

Here's to new beginnings, to embracing the process, and to trusting that every step forward, no matter how small, is part of something greater.

Cheers,

*Amber Champagne*

Editor-in-Chief

Founder of ETHYST® Skincare  
& Champagne Apothecary





# IN THIS ISSUE

Thank you to our contributors for their powerful wellness insights this month. From walking through the stages of growth to herbal tips for growing to encouraging you to challenge yourselves to grow in small ways, we've curated through intention some beautiful things to share with you this Spring. May you be blessed with new growth as the world begins to bloom once again.

## AND YOU DON'T WANT TO MISS THIS!

A Visual Spread of growth in nature & life to inspire you pg. 15-16



Sneak peek at May's Issue pg. 17



Check out a must have combo pg. 18



Read about how we can find growth in the unlikelyst of places pg. 20

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CHAMPAGNE



2019

EST.

APOTHECARY

westfield, massachusetts



A skincare that actually works.

Let us help  
you on your  
journey to  
*renewed skin*

ETHYST®  
SKINCARE





# STEPHANIE

Owner and Publisher at KingAriPress  
Image by Stephanie McNutt

STAGES OF GROWTH:  
BODY, MIND & SOUL



## STAGES OF GROWTH: BODY, MIND, & SOUL

Somewhere above me, a garden grows.  
Of all the good these hands have sown.

The weeds are at my feet, pulling me down.  
Every good deed undone, reaching for my crown.

Buried under the composting leaves,  
Only to realize I am the seed.

### STAGE 1.

Let it go.  
Cut it out.  
Trim it.  
Burn it like an incense of the past.

I hold on to notecards, random scraps of writing,  
sentimental gifts, knick-knacks, and don't get me started  
on books— so many books. Every year, the list of things I  
have grows, and the space to keep them in shrinks.

My current season of life sees more and more loss and  
more and more goodbyes. This strange forced separation,  
because that's what death is, isn't it?

There I was, standing in my in-laws' house and looking  
at the accumulation of a life long-lived (yet, not long  
enough), and I saw the papers, the notecards, scraps of  
writing, pictures, knick-knacks, and so many books.

You shift, shuffle, and accumulate more by proxy.

Reality hits in this moment— You can't take it with you.

So, you...  
Let it go.  
Cut it out.  
Trim it down.  
Burn it like incense of the past.

### STAGE 2

Prepare the surface.  
Plant the seed.

*Some items make for good mulch. You pare down to  
necessity and “waste not, want not,” a philosophy my  
parents embody. Keep only the things you need, like  
books. Stage One helps set the stage in Stage Two, like  
old, unused thank-you cards.*

*I love preparing the surface of my metaphorical garden  
(slightly different from my real garden), cleaning  
everything, and returning it to “Beauty Base Zero.”  
Essentially, I reset the room to its basic function. It's  
swept, surfaces wiped down and dusted.*

*Once done, planting is when you bring in those items that  
serve you and the room's function.*



**Lamplighter**  
*poems*

2024

Writer and Poet: S. A. McNutt

Lamplighter: Poems written by Stephanie [now available on Kindle.](#)

*Planting a lavender candle by the bed, an orchid by  
my desk, a small speaker in my office, and the  
books I want easy access to on the bookshelves.*

*I've now planted the seeds around my room, the  
house, the yard, and car that will serve me in the  
coming days. They will bring enjoyment,  
enrichment, knowledge, function, and beauty to my  
life.*

*I will always need my Ethyst Abundance lip  
plumper, Magnesium butter for sleep and  
headaches, or body butter for my feet – just Ethyst  
everything. All those things that make your garden  
of life grow and flourish.*

### STAGE 3

Water  
Sunlight  
Nutrients

*Speaking of things that make your life grow and  
flourish, a really strong and healthy garden is one  
you tend. It flourishes when you give it everything  
it needs to produce the best, and tastiest fruit.*

*You are this garden. You can thrive in the best  
curated environments you've prepared in Stage  
Two, but now is the time to care for you, the plant.*

*Everything in the Stage Three list is imperative, but  
the quality of those things matters. You deserve the  
best stuff. You deserve water free of chemicals and  
contamination. Vitamin D, time in the sun to feel  
its warmth. Most of all, you deserve real foods that  
grow from real gardens, the best fruits and  
vegetables for your health.*

***It's time to Grow, Body, Mind, and Soul.***



# BLOOM & BREATHE

With growth comes change –  
and allergy season



CHAMPAGNE  
*apothecary*





With growth comes change and allergy season is no exception. As flowers bloom and trees come back to life, our bodies may react to the newfound pollen in the air. But just like the resilience of nature, we can find ways to adapt and thrive. "

"Bloom & Breathe" is a refreshing mocktail that helps soothe seasonal irritations with a blend of lemon, honey, and beekeeper's cider, giving you the clarity to enjoy the beauty of nature's rebirth. Here's to blooming with every breath you take, even during allergy season.



**The Bloom and Breathe is a refreshing, bee pollen, propolis, and nettle-infused drink to alleviate allergies and invite clarity.**

#### Ingredients:

- 2 tbsp Beekeeper's cider
- 1 tbsp raw lemon honey
- Juice of 1 fresh lemon
- 1/2 tsp grated ginger
- Sparkling water (or club soda, for fizz)
- Ice cubes
- Lemon slices and mint for garnish

#### Instructions:

1. In a glass, mix the honey with the freshly squeezed lemon juice. Stir until the honey is dissolved into the lemon juice.
2. Add the Beekeeper's cider to the honey-lemon mixture, stirring gently. Stir in the grated ginger for an extra anti-inflammatory kick.
- Fill a glass with ice cubes and pour the mixture over the ice.
- Finish off with sparkling water or club soda.
- Garnish: Garnish with a lemon slice and a sprig of mint for a pop of color and freshness.





# LIMITED

# EDITION

# DEAL!





# SPEAKEASY DEAL OF THE MONTH

**SHOP NOW**



THIS MONTH GET OUR 3 ESSENTIAL OILS FOR GROWTH FOR 50% OFF!

**What's included?**

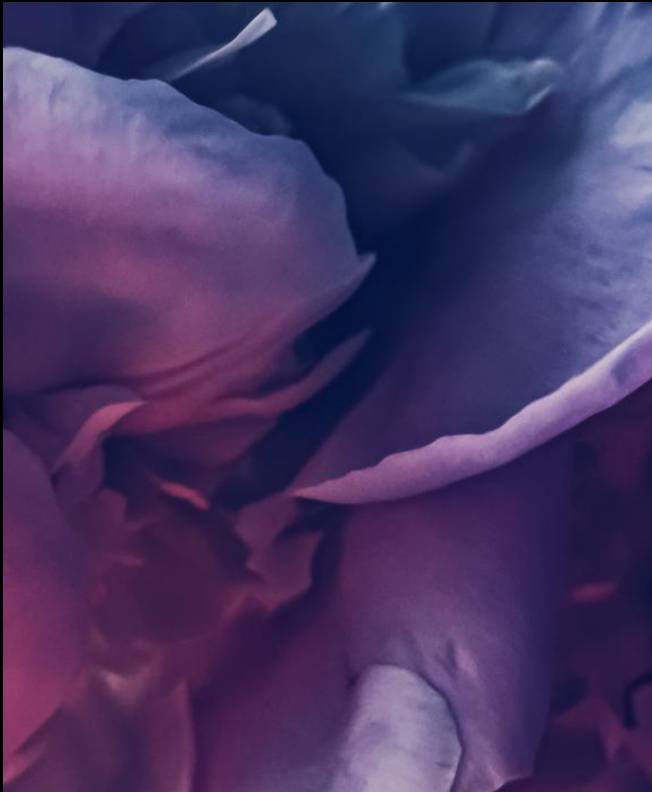
- 1 Frankincense
- 1 Rosemary
- 1 Peppermint

**USE CODE AEOG50**

\* VALID UNTIL 4/30/25 OR WHILE SUPPLIES LAST. JUST ADD ALL 3 OILS TO CART AND USE CODE ABOVE AT [CHAMPAGNEAPOTHECARY.COM](http://CHAMPAGNEAPOTHECARY.COM)



# GROWTH



# TAKES

# TIME

TOP 3 SELF CARE TIPS FOR APRIL 2025



Growth takes time and consistency. Take one small step today.

## GROWTH ISN'T ALWAYS LOUD. SOMETIMES IT'S JUST A SOFT DECISION TO KEEP SHOWING UP FOR YOURSELF.

By Amber Champagne

As the earth begins to stretch and bloom, so too can we. April invites us to slow down, shed what's no longer needed, and nurture what wants to grow.

Whether you're tending to your body, your skin, or your spirit, here are three simple, soulful self-care tips to help you align with the season of becoming.

### 1. Make space to bloom.

Start your month with a detoxifying bath ritual using our Speakeasy Bath Soak. Let the tension melt away and set an intention for what you're ready to release. Growth needs room, so give yourself permission to shed.



Tip: Add dried calendula or rose petals and soak under candlelight. Bonus if you journal post-bath.

### 2. Feed your glow.

Reawaken your complexion with our ETHYST® Awakening Toner full of skin-loving herbal extracts and hydration. Spray onto your skin each morning followed by the Daily Ritual Moisturizer while whispering words of affirmation to yourself for a great day ahead.

### 3. Tend to your mind like a garden.

Choose a nourishing daily practice: a walk, herbal tea or coffee break, or supplementing magnesium or black seed oil. Light your favorite candle or dab our Energy & Focus Essential Oil Roller on your wrists to refresh your thoughts and clear mental clutter.

Small rituals = deep roots.



A close-up photograph of several lavender flower spikes. The flowers are a vibrant purple, and the stems are green. The background is a marbled pattern of purple, black, and white, with some yellow highlights. The word "AMBER" is written in large, white, serif capital letters across the middle of the image.

# AMBER

Founder of Champagne Apothecary &  
ETHYST® Skincare, Herbalist & Esthetician  
Amber Champagne

FROM SOIL TO SOUL:  
HERBAL GROWTH  
RITUALS FOR SPRING



## FROM SOIL TO SOUL: HERBAL GROWTH RITUALS FOR SPRING

Herbs have been trusted allies throughout history, providing not only physical nourishment but also serving as gentle reminders of the natural cycles of renewal and growth. Whether you're looking to spark clarity in your mind or encourage healing on both a personal and physical level, these botanical powerhouses offer a unique blend of benefits that support growth in every aspect of your life. Here's a closer look at some of our favorite herbs and how they can enrich your journey:

### Rosemary – Hair Growth and Clarity

Why it works:

Known as the “herb of remembrance,” rosemary is celebrated for its ability to promote hair health by stimulating circulation to the scalp. Its invigorating aroma also helps clear the mind, making space for creative thinking and mental clarity.

How to use it:

Add a few drops of rosemary essential oil into your shampoo or massage diluted rosemary oil into your scalp. Brew rosemary tea to enjoy its aromatic benefits and clear your mental fog.

### Nettle – Nourishment and Vitality

Why it works:

Nettle is a nutrient-rich herb loaded with vitamins and minerals that support overall health and cellular regeneration. Traditionally used as a spring tonic, nettle replenishes the body, encouraging a sense of vitality and well-being.

How to use it:

Infuse dried nettle leaves into your teas or take a nourishing nettle tincture. Adding nettle to your daily regimen can give you a natural boost of energy while replenishing lost nutrients.

### Calendula – Healing and Soothing

Why it works:

Calendula, with its bright and inviting blossoms, is a go-to for calming skin irritations and promoting the natural healing process. Its anti-inflammatory and antiseptic properties make it a supportive remedy for both minor scrapes and internal healing processes.

How to use it:

Use calendula-infused salve to heal eczema fast and soothe irritation. Alternatively, enjoy calendula tea to experience its gentle, restorative energy from within.



### Rose Petals – Heart Healing and Self-Love

Why it works:

Rose petals are more than just beautiful. They open the heart, encourage emotional healing, and promote self-compassion. Spiritually, rose supports the energy of unconditional love and softens inner resistance to growth.

How to use it:

Add dried petals to baths, tea blends, or facial steams. Use our ETHYST® Egyptian Rose Facial Oil to bring a loving intention into your skincare ritual. You can even anoint your heart space with rose-infused oil as a daily act of devotion.

### Lavender –Peace, Protection, and Gentle Transition

Why it works:

Lavender helps soothe the nervous system, making space for rest and regeneration. It clears emotional blockages and protects your energy while you evolve, making it a perfect herb for times of transformation.

How to use it:

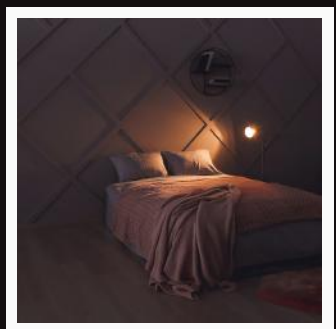
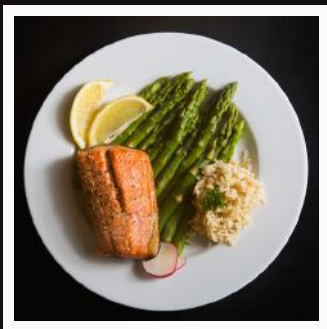
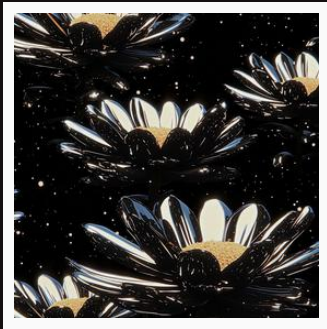
Use lavender essential oil in a diffuser, sprinkle dried buds in your pillow, or incorporate into a calming skincare product like a lavender-infused scrub. Try a lavender bath soak to transition out of stress and into serenity.



# Growth Look Book



# Nature & Life





**A sneak peek Issue #5**

# **SANCTUARY**

**Manifesting  
Abundance**

**Abundant  
Relationships:  
Building  
Connections that  
Nourish You**

**Balancing Your  
Mind, Body, and  
Spirit  
...and more!**

**May '25**

# **ABUNDANCE**

# BEST COMBO EVER



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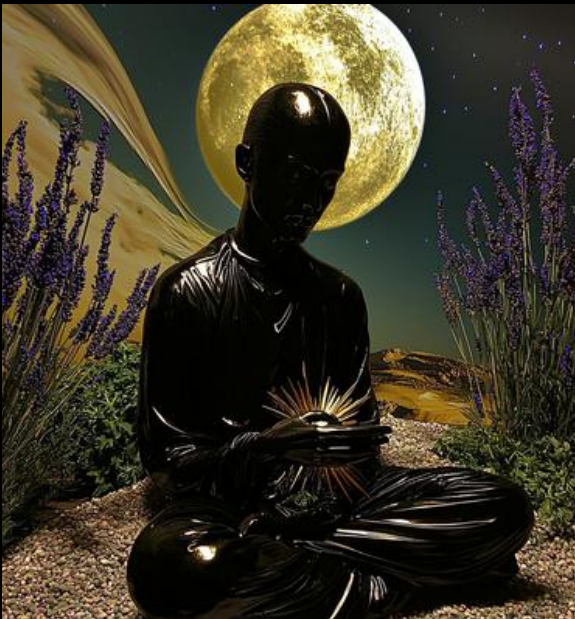


## MINI HABIT CHALLENGE

# GROW IN 7 DAYS

By Amber Champagne

Artwork by Tony J. Matos



Big changes don't happen overnight, but small, steady actions? They plant the seeds. This month, we challenge you to choose one tiny habit and stick with it for 7 days. Hydrate deeply. Stretch every morning. Write down one thing you're grateful for. Light a candle and breathe.

Goal: Choose one tiny habit and commit for 7 days with the intention to integrate the habit into your regular routine.

Sample Habits for Inspiration:

- Drink 8 oz of water upon waking up
- Stretch for 5 minutes every morning
- Write down 1 thing you're grateful for
- Light a candle and take 3 deep breaths
- Walk for 10 minutes after lunch
- Unplug for 10 minutes before bed
- Meditate for 5 minutes every day
- Take a 5-minute mindfulness break
- Replace one sugary drink with water
- Journal for 5 minutes



Repeat the challenge with something new whenever you feel like making a change in your daily patterns or are looking for something to help you feel like you're making progress.

Use this checklist to help you keep track as you go through this challenge!

# Growth in Unlikely Places

written by  
Amber  
Champagne



Resilience is often like moss — quiet, steady, and thriving in places most would consider barren. It doesn't need the perfect environment. It grows in cracks, where the earth has been fractured, and where the sun doesn't always shine. In these hidden corners of the world, resilience finds a way to flourish, proving that strength can emerge from the most unexpected sources.

When life presents challenges, we often feel like the ground beneath us is cracking open. The storm rages, the winds howl, and the world feels like it's breaking apart. But just like moss that finds a home in the crevices of stone, resilience can take root even when things seem bleak. It's about learning to adapt, to stretch out in search of whatever little light we can find to make our way even when the path is hard to see.



Consider the moss itself: delicate yet tenacious, soft but able to endure harsh conditions. It doesn't have the luxury of waiting for perfect weather or ideal circumstances. Instead, it grows where it can, one tiny, persistent step at a time, thriving in the cracks others might overlook.

In our own lives, resilience often grows from hardship. It can be a small, quiet force, creeping in when we're not paying attention, and, with time, it transforms those cracks into something beautiful.



Resilience is not about being unshakable; it's about bending, growing, and finding strength when it seems like all we have are the cracks. The times when life feels too much, those are the moments where resilience is quietly, patiently working its magic.

The truth is, growth doesn't always come in the ways we expect. Sometimes, it's slow, almost imperceptible. But when we look back, we realize we've grown in ways we never imagined. Like moss on a forgotten stone, we've softened the edges of the world around us and added our unique beauty to it.

In the end, resilience is not about being perfect. It's about making the best of the space we're given. It's about thriving even in places that seem inhospitable, and finding strength in the cracks. And, much like moss, we can find our own unique way to bloom in the most unlikely of places.



# ETHYST® SKINCARE

## INTERNATIONALLY BELOVED



09/10/2024



Amy M Berube **Verified**

### The Holy Grail is right!

I absolutely love this oil! I use it everyday and cannot believe how smooth my skin is. It does not leave your face feeling greasy and sits great under make-up.



09/08/2024



Ashley McKenney **Verified**

### Awesome Serum!

This serum has such a nice light feel to it when applied and has worked wonders for me. It isn't sticky like some other brands and I love using it!



09/03/2024



B.W.

### Rejuvenate your face!

My face looks so much healthier after using this moisturizer consistently for the past few weeks



09/29/2024



M.S.

### Best cleanser

I really love this cleanser. It leaves my skin feeling soft and clean. I use this along with the exfoliating cleanser. They are the perfect pair!



01/11/2025



Cindy S. **Verified**

### Loving this Oil!!

The texture of this facial oil is divine - it's light yet rich, absorbing into the skin almost instantaneously without leaving any greasy residue. As someone with combination skin, I'm often wary of oils. However, this product strikes the perfect balance, offering deep hydration without clogging pores or causing breakouts.

Post-application, my skin felt incredibly smooth, supple, and radiant. The Holy Grail seems to work magic on fine lines; I've noticed a visible reduction in the appearance of those around my eyes, forehead and neck. Even my boyfriend commented that my skin is so soft and looks healthier.



09/26/2024



Kimberly Lynch **Verified**

### Highly Recommend

I have been using this eye serum for the past year. My under eye area appears much more hydrated and bright since using this serum. You only use a tiny bit so the bottle lasts forever too!



11/18/2024



Aaron Beal **Verified**

### Amazing products!

My better half has been looking for a toner that she likes for a while. She stated that the ETHYST Awakening Rejuvenating Toner is "rejuvenating" her skin. She appreciates the "smooth texture, and it is helping her complexion." It arrived a lot quicker than I expected! It was well packaged. The agent was extremely nice and informative. I recommend this product for you loved ones.



10/04/2024



Customer **Verified**

### Amazing skin care.

I am so happy with my recent purchase. I have used the face cream in the past but never any other products until NOW! The cleanser is so gentle but effective, it cleans without drying. The serum and oil are wonderful. I am sensitive to scents and these products smell amazing! Light clean and earthy. 5 millions starts for everything.

[Learn More](#)



10/



Kristen Carty **Verified**

### Love it!

Love it all! The packaging, the quick shipping, but most importantly, the results!!!

## ETHYST® CHANGES LIVES... AND YOU DON'T HAVE TO JUST TAKE OUR WORD FOR IT

I have been using Ethyst for almost 2 years now and am in love with the results. It's a perfect match for my skin and all the changes it's going through with hormones fluctuating and just aging. Amber is also an amazing human and is so passionate about her work. Please go see her and the shop. You won't be disappointed.

Hands down the best skin care product I've found in my entire life. I currently use the face cleanser, moisturizer, and sunblock in the morning. At night I use the anti-aging oil. I am simply in love with these products. My skin feels amazing and I have experienced healing in my skin too! (Less pigmentation, absence of dry skin). I don't know what else to say to convey what an amazing little place Champagne Apothecary is. If you have skin, this is the place for YOU!

Amber..... I'm literally OBSESSED with Ethyst. It's been one week of using the holy grail and the glycolic cleanser a couple times and my skin is already so much happier 🥹💖 it gives me a confidence boost lol. I'm going to buy the moisturizer and daily cleanser because I just know these products are what my sensitive skin will thrive with. You're the best!!

I am so glad I stumbled upon Amber! After reading about her in a local publication, I decided to give her virtual skincare consulting a try and it was such a great decision. Amber is incredibly knowledgeable about the dos and don'ts of skincare. You can tell how much time and effort she has invested into learning the intricacies of skincare, into her business, and into her new Ethyst skincare line! I started using her recommended products about 5 weeks ago and have been loving the results. While I love the products, the best part of the experience has been having Amber as a resource and knowing that I can reach out to her with any questions or concerns. I can't wait to stop into the Champagne Apothecary in person soon!

Also, your skincare... omg

The oil is amazing

I can't wait to get more items!

My skin was a hot mess a week ago. It's looking SO MUCH BETTER with just the oil!

Just so u know my girlfriend had like a hormonal rash under her nose and your oil cured it! Ur amazing

I wanna get the face wash and lotion too :)

I have to say your products are so gorgeous and work so well I love them! They also look great in my bathroom as presentation!

★★★★★ 4 months ago

Amber has the absolute most welcoming personality and she gets to know each and every one of her customers! I have felt like I belong in the store since the moment I first stepped in. She is so full of important skincare information and loves to share that knowledge with her clients. I have recently begun to use her skincare line - Ethyst - and have been SO impressed with the way it makes my skin feel and the improvements that I have seen. From face wash to lotion and eye serums, my face has never felt or looked so great. So grateful Amber's storefront made its way to Westfield and even more grateful I wandered in on a sunny Saturday afternoon. Go check her out, you won't be disappointed!!

★★★★★ 7 months ago

Amber is amazing!! If you're looking for someone who knows everything about skincare, look no further.. she's the best!! Not only that, she is so sweet... great energy and just awesome to be around!!





Get 33% off with

# ETHYST®

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Enjoy huge savings  
Delivered right to your home  
Never run out unexpectedly

*cheers to*  
**SELF CARE**

[www.champagneapothecary.com](http://www.champagneapothecary.com)