



July Newsletter

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Important July Dates

(All times are CST)

July 9, 9:15 pm – Mercury resumes Direct movement

As Mercury stations direct, get all your facts and information together, use your talents and available resources, and direct it all into action. All that advance planning will really pay off as communication becomes easier and things begin moving forward. Grab your opportunities; act now, think later.

July 14, 7:04 am – New Moon

New Moon workings can be done from the day of the new moon to three-and-a-half days after. The New Moon is a time for starting new ventures and new beginnings. The New Moon is also ideal for working on love and romance, health or job hunting.

A simple New Moon ritual is to write down your intention. New Moons are powerful times to do serious work on self-healing and letting go of unhealthy behavior and patterning. You may use the two-week waxing phase between the New Moon and the Full Moon to work with what you have written by reading it every morning and each night before bed until the Moon is Full. On the night of the Full Moon, do a ritual to release the intention into the Universe by burying the paper in the ground, or burning it in a conch shell or cauldron.

July 29th, 7:48 pm – Full Moon

The July full moon is known as the Blessing Moon, the Hay Moon or the Thunder Moon.

Simple Full Moon Ritual Bath

Prepare the bathroom with whatever candles, incense and music you like, that is relevant to the type of spell/ritual/blessing you are performing. Try to make a temporary altar somewhere within reach from the bathtub. You should have one candle to represent the Goddess (white or silver) and other candles for the intentions you are working with. For example, you might want to use a green candle for money or a red candle for love, etc. When the bath is full, lavender flowers are added, along with rose petals and rosemary leaves.

Lavender Flowers – for peace and happiness

Rose Petals – for magickal offering and love

Rosemary – for purification

Before you get into the bath, sit outside for a few minutes and bathe in the light of the moon, drawing into you, Her energy and light that you will bring with you into the bathroom, which is now a sacred space. This short time should also be used to think some inspirational thoughts about the Triple Goddess to use in your blessing later. Now, fully immerse yourself in the water, it is a time of silence and meditation. Draw on the energies of the Lunar Goddess, visualizing Her in all Her glory. As you visualize Her, think of what feelings are being stirred within you. When you are ready, say a blessing in your own words. Remain in the bath for further reflecting if you wish. When you are ready, say goodbye to the Lunar Goddess and thank the Deities for their presence. Your blessing is now complete. So Mote It Be!

August 1 – Lughnasadh/Lammas

Lughnasadh is one of the eight Wiccan Sabbats, or holiday festivals. It is also known as Lammas. It is the first of three harvest festivals, so all things related to harvest are honored. Celebrations include music, dancing, feasting and rituals

Gemstones – Carnelian, Citrine, Amber, Tourmaline

Incense/Oil – Aloes, Rose, Sandalwood

Colors/Candles – Blue, Gray, Green, Gold, Yellow

Tools/Symbols/Decorations – All grains, Breads, Threshing Tools, Athame, Corn Dollies

Deities – Lugh, the Sun God, Sovereignty, Rhiannon, Epona, Tailte, Tammuz, Demeter, Persephone, Cerridwen, Faunus, Baal and Crom Dubh

Customs – As summer passes, many Pagans celebrate this time to remember its warmth and bounty in a celebrated feast shared with family or Coven members. Save and plant the seeds from the fruits consumed during the feast or ritual. If they sprout, grow the plant or tree with love and as a symbol of your connection with the Lord and Lady. Walk through the fields and orchards or spend time along springs, creeks, rivers, ponds and lakes, reflecting on the bounty and love of the Lord and Lady.

Foods – Apples, Grains, Breads and Berries

Herbs – All Grains, Grapes, Heather, Blackberries, Sloe, Crab Apples, Pears

To learn more about this and other Sabbats, get A Year of Ritual Book at www.The-Witches-Apothecary.com/a-year-of-ritual-book.html

The Witch's Apothecary July Sale Items

NEW ITEM ~ Travel Altar Kit – Regular Price \$39.99, Sale Price \$34.99
Magickal Correspondences CD – Regular Price \$6.99, Sale Price \$4.99
Magickal Herb Kit, 45 Herbs – Regular Price \$24.99, Sale Price \$19.99
Rainbow Moonstone Pendulum – Regular Price \$13.99, Sale Price \$10.99
Deluxe Wicca Kit with Love Spell – Regular Price - \$54.99, Sale Price \$49.99

To see all of our sale items, visit www.The-Witches-Apothecary.com

Herb of the Month

Mugwort ~ Element – Air, Planet – Venus, Gender – Feminine, Parts Used – The Whole Herb, Magickal Properties – Travelers Protection, Divination, Uses – Harvested at the Full Moon, it is carried for protection when traveling long journeys, used as a tea, it increases psychic powers or the leaves can be rubbed on the forehead and/or divination tool to increase clairvoyance.

To learn more about this and other herbs, get our Magickal Herbs eBook at www.The-Witches-Apothecary.com/magickal-herbs-spells--recipes-ebook.html

Stone of the Month

Moonstone – Great for divination – many people keep a moonstone with their tarot cards for increased psychic ability. It is helpful in dieting and maintaining a youthful appearance. The moonstone is love drawing and helpful for reconciliation. Moonstone is a gently protective stone, and is extremely useful in protection while traveling by water.

Rune of the Month

Wunjo: (W or V: Joy.) Joy, comfort, pleasure, fellowship, harmony, prosperity, Ecstasy, glory, spiritual reward, but also the possibility of going "over the top". If restrained, the meaning is general success and recognition of worth. Wunjo Reversed or Merkstave: Stultification, sorrow, strife, alienation. Delirium, intoxication, possession by higher forces, impractical enthusiasm. Raging frenzy, berzerker.

To learn more about this and other runes, get our Rune Dice Book at www.The-Witches-Apothecary.com/rune-dice-divination.html

Tarot Card of the Month

Strength – Like its ruling sign Leo, this is a card of courage and energy. It represents both the Lion's hot, roaring energy, and the Maiden's steadfast will. The innocent Maiden is unafraid, undaunted, and indomitable. In some cards, she opens the lion's mouth, in others she shuts it. Either way, she proves that inner strength is more powerful than raw physical strength. The fact that forces can be controlled and used to score a victory is very close to the message of the Chariot, which might be why, in some decks, it is Justice that is card 8 instead of Strength. This card assures the Querent that they can control not only the situation, but themselves. It is a card about anger and impulse management, about creative answers, leadership and maintaining one's personal honor. It can also stand for a steadfast friend.

To learn more about this and other Tarot Cards, get The Witch's Tarot Book at www.The-Witches-Apothecary.com/the-witches-tarot1.html

Correspondence of the Month

Days of the Week – Day correspondences may be used with candle magick or other forms of magick. Below is a list of the best kinds of magick to perform on a certain day of the week.

Monday – ruled by the Moon, spells involving emotions, the subconscious, domestic issues and feminine issues, a good day for psychic pursuits and dream work

Tuesday – ruled by Mars. spells for self-assertion, more energy, and courage, victory and passion are also indicated, as well as masculine goals in general

Wednesday – ruled by Mercury, spells involving mental issues, communication, education and self expression, a good day for consulting oracles (tarot, runes), planning magickal work, and writing

Thursday – ruled by Jupiter, spells for prosperity and money, luck and business, a day for political power, influencing people in high places, law and courts

Friday – ruled by Venus, spells for love, friendship, beauty, sensuality, healing, peace and harmony, a good day for spells for artistic ability and creativity generally

Saturday – ruled by Saturn, spells to overcome obstacles, neutralizing harmful energy, binding and banishing, a day for protecting by blocking or pushing away negative forces

Sunday – ruled by the Sun, spells of many kinds may be done on Sunday, the Sun giving energy to them all, but best for healing and success, physical strength, obtaining goals, illumination, and initiating any magickal activity

To learn more about this and other correspondences, get our Magickal Correspondences eBook at www.The-Witches-Apothecary.com/magickal-correspondences-ebook.html

Spell of the Month

Love Charm Bag

As with any love magick, spells like this are best done on a Friday.

small pink charm bag, any material

1 pink candle

4 white candles

Cauldron or fire-proof pot

Catnip and jasmine herbs

Small piece of paper, and pen

Cast your circle in your usual manner. Place the 4 white candles in a circle around your altar, at the 4 directional points, with the cauldron and pink candle in the center. Light each of the white candles, and then the pink one. On the slip of paper, write down some of the important qualities you are looking for in a mate. Place the paper with the herbs in the cauldron, and light them. As they burn, focus on your intent and repeat the chant below three times.

By the power of flame and herb, bring me love

By the power of flame and words, bring me love

By the power of flame and candle, bring me love

Let the candles burn out, and put the herb/paper ashes in the pouch. Carry it with you.

To receive more spells, get our Magickal Correspondences eBook at www.The-Witches-Apothecary.com/magickal-correspondences-ebook.html