



# FLORIDA WATER

Florida Water is an example of a commercial product that has been co-opted by various folk magick traditions (including Hoodoo) due to the spiritual properties of its ingredients. Although Florida Water was never marketed for this purpose, it has found its way into the basic toolkit of magick practitioners everywhere.

The original Florida Water recipe was developed in 1808 by New York City perfumer Robert I. Murray, who founded a company to sell this new scent. In 1835, David Trumbull Lanman joined the effort and the company became Murray and Lanman. Over the years, the company changed names a few more times until it became Lanman & Kemp-Barclay & Co., the name it bears in the present day.

Florida Water has always been marketed as a unisex scent. It became a staple in barber shops and salons for use as cologne and aftershave.

Another famous brand of Florida Water is Kwong Sang Hong's "Two Girls" brand made in Hong Kong. Two Girls Florida Water was a common household item in the region, where it was marketed as "a refreshing skin wash". Although its popularity has waned in the 21st Century, it remains moderately popular as a nostalgic "retro" product.

Although some maintain that Florida Water is a reference to the mythical "Fountain of Youth" once thought to exist in Florida, the cologne is not associated with the State of Florida. Rather, it is a reference to the Spanish translation of the word "florida", meaning "flowery".

Apart from its mass-market appeal, Florida Water was quickly incorporated into Folk Magick traditions (particularly in African Diaspora spiritual practices), as the spiritual properties of the botanicals used in





its production lent themselves well to ritual and spellcasting purposes.

Salvage Wisdom's De Rituales Florida Water is a proprietary blend of 21 botanicals crafted according to tried-and-true Appalachian Folk Magick principles and correspondences. As with most hand-crafted Florida Water recipes, De Rituales Florida Water is not clear like the mass-produced cologne versions and should be shaken well before use. Maximized for protection, purification, and cleansing, De Rituales Florida Water and Autumn Blend Florida Water (scented with delicate notes of pumpkin and Autumn leaves) can be used in a variety of applications.

- **Cleansing** Add to spiritual baths to enhance spiritual cleansing and for purification and protection.
- **Balance** After a bath, spritz some Florida Water on your Crown, Third Eye, Throat, Heart, Solar Plexus, Sacral, and Root chakras for alignment and a feeling of balance.
- **Personal Protection** Wear as a cologne for a protective shield that imparts a delicate scent. Rinse your hands with Florida Water after being around negative people or being in a negative environment.
- **Repel Negativity** Mist your environment to repel negative energy. Anoint your doors and windows to bless your home.
- **Attract Positivity** Spray Florida Water mist into the air to dispel depression and stress.
- **Enhance Romantic Relationships** Put a few drops in a bowl beside your bed to help you remove obstacles hindering your romance and to develop a closer relationship.
- **Attraction Spray** Combine De Rituales Follow Me Oil, Florida





water and a lodestone to a spray bottle for a wonderful attraction spray.

- **Workplace Peace** Use Florida Water spray in your workplace to engender a calming environment and lift heavy vibrations.
- **Finances** Make a prosperity spray by combining Florida Water with De Rituales Money Draw Oil and spritz it on yourself and your money.
- **Attract Good Spirits** Mist your environment to attract beneficial spirits or use in an offering bowl as an offering to your spirit guides or guiding angels.
- **Sacred Cleansing** Bathe your crystals and jewelry in diluted Florida Water to cleanse them. Use diluted Florida Water to wipe down your altar tools to cleanse and bless them.
- **Home Blessing and Cleansing** Add to floor washes for its cleansing and blessing properties.
- **Nightmares** Launder bedding in one cup of Florida Water to help prevent nightmares, remove negative energy and protect your dreamtime.
- **Laundry Rinse** Add a quarter cup to your laundry rinse water to both cleanse and bless your clothes.

As with any product you apply to your skin, always test a small area of skin first and make sure no signs of irritation occur. Everyone's biochemistry is different.

Shake Well Before Use - For External Use Only - Sold as a Curio Only