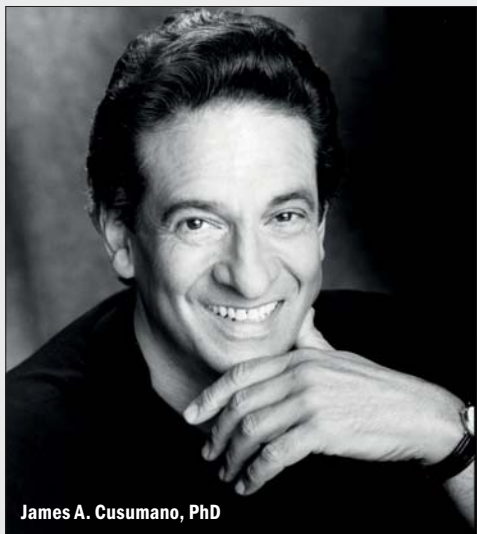


Business May Be Your Life - But - Life Is *Your* Business

Part XIII: The Alchemy of Life ^{A, B}



James A. Cusumano, PhD

"Alchemy is an experiential journey of intentionally reaching your full potential at an accelerated rate."

Dr. Theresa Bullard, Alchemist & Physicist

KEY CONCEPTS:

- Alchemy is an art and science that has been developed over the last several thousand years, and has been completely misunderstood by many people over the centuries, due primarily to the actions of Medieval, wealth-seeking, charlatans who pretended to be alchemists as a means of extorting financial support from royalty.
- Many of the most successful authentic alchemists who developed this science have been famous historical figures such as Lao-Tzu, Pythagoras, Aristotle and Isaac Newton, and in modern times, even Albert Einstein studied alchemy.
- True alchemists exist to this very day in all walks of life, and their primary goal is to speed up physical and conscious evolution, and in doing so, to expand human awareness, and accelerate the evolution of Nature towards perfection.
- Alchemy is the predecessor of today's modern sciences such as chemistry, physics, pharmacology, and psychology. In addition to its powerful potential for elevating human consciousness, it provides the means to produce healing herbal medicinals and essential oils.

A MISUNDERSTOOD ART AND SCIENCE

Alchemy - the ancient predecessor of modern chemistry, physics, pharmacology, psychology and other sciences - is a powerful art and science that has existed for thousands of years, but has been vastly misunderstood by most people. Why is this? Over the centuries there were three primary reasons. **First**, the human potential of alchemy is so significant that it has usually threatened those in power, particularly governments and organized religions, because alchemy provides great power to the individual, diminishing the need for organized governing institutions. Thus, faced with persecution, humiliation and in centuries gone by, with torture and death, true alchemists went "underground" and hid their secrets in complex and often unintelligible formulas and symbols (See **Figure 1**).

Second, alchemy was maligned and misused by charlatans who thought they could discover the **Philosopher's Stone**,

the ultimate metaphorical goal of the alchemist, and was purported to provide an elixir of immortality and the means to transform base metals such as lead into noble metals such as silver or gold. These misguided greedy "quacks" frequently appropriated significant funds from royalty and aristocrats with the promise of "eventually" delivering great riches and immortality. However, nobility, at times impatient, uncovered these imposters and more often than not the charlatans discovered their own mortality at the gallows or guillotine.

ALCHEMY RE-EMERGES

Alchemy has also met with disdain in modern times for a **third** reason, and it is perhaps even more significant in today's social settings. Successful alchemy requires intimate participation of the alchemist's **body, mind and spirit**. Spirit here does not have a religious connotation, but refers to consciousness. Since development of the scientific method during the 18th century when the then combined disciplines of science and philosophy went their separate ways, references to the terms spirit, consciousness or soul have made people uncomfortable and suspicious of any subject that has involved these ephemeral concepts.

However, developments in quantum physics have forced science to come face-to-face with spirit and consciousness once again¹ and, as a consequence there is an emerging rekindled interest in alchemy. Modern quantum physics has proven that the "reality" we experience through our five senses is not true reality; the "observer" and the "observed" are intimately entangled together and cannot be separated². In simple terms, our consciousness directly creates what we see in the world, and for that matter in the universe. In other words, everything is a vibrational energy field going in and out of existence. It is observation that brings our five-sense-based perception of "reality" into focus.

Alchemy has been metaphorically compared to a universal force that behaves as an underground "river" that surfaced at certain points in history to facilitate physical and conscious evolution and then re-submerged when the powers that be were threatened by its presence. Its force has been cited historically as responsible for the **births** of farming and animal domestication; cities; the technologies of ancient Egypt and Persia; the technologies of ancient Greece and Rome; the Renaissance; the Belle Epoch; the Industrial revolution; and even our modern Information Age - e.g., Steve Jobs, cofounder of Apple Computer was a student of alchemy.

The growing interest in alchemy can be seen by the significant success of the International Alchemy Conferences, held each of the last several years in Long Beach, California. These conferences have been attended by several hundred international participants, including both conventional scientists and practicing alchemists, the latter having kept a low profile until recently³. The conferences have been the largest public gathering of alchemists in more than 500 years.

WHAT IS ALCHEMY?

Alchemy is the art and science of transformation and transmutation. It has been called the "Ancient Science of the Soul," and is a physical and spiritual technology for the

evolution of humankind. It provides a means to catalyze or speed up physical and conscious evolution. Its key objective is to expand human awareness, purify and heal the self - physically, mentally, spiritually - and to intentionally accelerate the evolution of Nature towards perfection⁴.

Most of us think of alchemy as a strictly laboratory science, with the alchemist toiling long hours in a smoke filled laboratory. In part, this is correct. However, an extensive component of alchemy addresses consciousness and deals with the nature of true reality and how to transition it closer to perfection. In fact, there are numerous practicing alchemists throughout the world today, who do not spend time in a laboratory, but focus on the alchemical nature of consciousness. This approach was highly developed by the famous psychiatrist, Carl Jung (1875-1961).

An important aspect of alchemy is that it is not necessary to be a technically trained professional to practice it. It is an art and science that anyone can study, understand and practice. There are several recent books that provide an excellent introduction to the subject^{5,6,7,8,9}. Those by Dennis William Hauck are particularly easy to understand and provide practical guidance.

WHERE DID ALCHEMY COME FROM?

The term alchemy comes from the Arabic word "al Khemia", meaning from the land of Khem, another name for ancient Egypt¹⁰. Alchemy was discovered, developed, and practiced in Mesopotamia, Ancient Egypt, Persia, India, Japan, Korea, China, in Classical Greece and Rome, in the Muslim civilizations, and then in Europe up to the 19th century - in a complex network of schools and philosophical systems spanning at least 2,500 years¹¹. Throughout the centuries, great alchemists have included Lao-Tzu (6th Century BC), author of Tao Te Ching; Pythagoras (580-490 BCE), mathematician and philosopher; Aristotle (384-322 BCE), philosopher; Rumi (1207-1273), Sufi Mystic; Roger Bacon (1214-1294), scientist and physician; Robert Boyle (1627-1691), Father of modern chemistry; Isaac Newton (1642-1727) physicist; Carl Jung (1875-1961), psychologist; among many others.

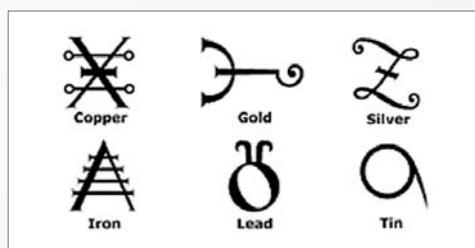
The secrets of pure alchemy are said to have been written in a single document known as the "Emerald Tablet"¹² (See **Figure 2**). It contained a metaphorically coded formulation that was said to provide the means by which all transformation and creation occurs in the universe. It was noted that those

^{A)} **EDITOR'S NOTE** - This is Part XIII in a series of articles based on the author's experience as an entrepreneur, having founded several successful businesses, including Catalytica Pharmaceuticals, Inc., a billion-dollar public company. His business experience base spans "5 lives" - Recording artist; R&D Director for Exxon; Chairman & founder of 2 public companies; CEO, founder and Executive Producer for Chateau Wally Films; Chairman & Owner of Chateau Mcely, an international award-winning luxury hotel & SPA. This article is extracted from his latest book, presently in preparation and entitled, "Business May Be Your Life Bout Life is Your Business - Tales of Purpose, Passion & Enterprise."

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Figure 1: Alchemists developed a secret code to describe their work, and save them from being discovered and charged with heresy by government and Church officials



who were able to translate the pictorial metaphors on this tablet discovered powers that enabled them to assume more fully their role as co-creators of themselves and the universe with what alchemists refer to as the Source or the One¹³. It is most interesting to read the Arabic and Latin translations of the Emerald Tablet and especially that by Sir Isaac Newton, a practicing alchemist and one of the most accomplished scientists of all times¹⁴.

SHOULD ALCHEMY BE OF INTEREST TO YOU?

Although alchemy has been practiced successfully in the physical, chemical, herbal and medicinal sciences, ultimately its true goal has been expressed eloquently by Dr. Theresa Bullard. "The true meaning of 'immortality' and achieving the Philosopher's Stone is the Individuation of the alchemist him/herself. With individuation comes the full realization and acceptance that as spirit, we are immortal, that death is merely a transformation from one cycle into the next, and that it is our birthright and purpose to fully awaken and manifest our divine potential in this physical world." Dr. Bullard offers an astute summary of alchemy, its history and what it can do for the individual. She rightly states that, unlike the much maligned reputation that alchemy has garnered over the ages, its concepts and methods are now beginning to gain respectable recognition in modern science in areas such as Quantum Field Theory, Systems Theory, the Holographic Model, Quantum Entanglement and Non-locality studies, String Theory and the Zero-Point Field.

What about lead to gold and immortality? Based on known principles of modern chemistry and physics, it is not possible to transmute lead into gold at normal laboratory conditions. This is only possible to a very limited extent in a nuclear reactor, where changes can occur within the atomic nucleus of lead and convert it to a gold atom. Thus, any successful transmutation of lead to gold in a chemical or alchemical laboratory would require the power of the laws of **meta-physics**.

Since there is no concrete proof that the Philosopher's Stone was ever synthesized by any alchemist, it may well be that this term is a metaphor for the change from something of lesser value to something of greater value, i.e., forced evolutionary change toward perfection. As Dr. Bullard notes, "In seeking to turn the 'lead' of your own being into 'gold,' you step onto a journey of transformation that gives purpose and direction to your life."

However, to balance this perspective on the transmutation of base metals, we should note that successful creation of the Philosopher's Stone has been alluded to by Isaac Newton in a letter to the famous chemist and alchemist Robert Boyle, wherein Newton begged Boyle not to disclose this secret to humanity as its presence in the hands of the "ordinary man" could well cause global havoc¹⁵. Also, Nicolas Flamel, perhaps the most dedicated and accomplished of all European alchemists and who lived during the 14th century, is alleged to have produced the Philosopher's Stone and to have created from it the "Elixir of Life" which was ingested by his wife, Perenelle who received immortality.

Returning to the "mortal" state, it can be said that alchemy

provides you with the power and capabilities to create those changes you want most to make in your life. It also ultimately gives reasonable answers to the most profound questions in the universe;

- Who am I?
- Why am I here?
- Where did I come from?
- Is there more to me than a physical body, and if so what happens after I die?
- Is it possible to accelerate my evolution – physically, intellectually, and spiritually – and if so, how?

If any of this is correct, you can understand why those in power have felt threatened by alchemy.

ALCHEMY AT CHATEAU MCELY

Alchemy is practiced daily at Chateau Mcelly in the production of Mcelly Bouquet™, our line of completely natural, healing skincare cosmetic products (See **Figure 3**). Each of these products is manufactured on site in our alchemical laboratory, and is based on a unique complex formula of essential oils that have been carefully separated from their native plants through a special, low-temperature distillation process that maintains the true natural aroma, color and healing properties of the oils. These products are in stark contrast to numerous modern cosmetics, which contain synthetic chemical fillers and preservatives, and in some cases are

Figure 2: A 17th Century etching depiction of the Emerald Tablet by Heinrich Khunrath



more dama-ging to the skin, rather than providing the healing properties purported by the manufacturers. Mcelly Bouquet™ products are used exclusively in Mcelly SPA, and currently sold only at Chateau Mcelly and at its Boutique E-Shop (<http://www.chateaumcelly.com/eshop/en/mcelly-boutique/>).

ALCHEMICAL TEACHERS

If you have an interest in the potential of alchemy to make you "healthier, wealthier and wiser," it would profit you to apprentice with a knowledgeable, reliable teacher. With today's informational technology, this can be accomplished by distance learning on a computer. It would be beneficial to seek someone who has prominent credentials as both a scientist and an alchemist. I can recommend Dr. Theresa Bullard, whom I have referenced throughout this article. She is a practicing alchemist and an accomplished Ph.D. physicist associated with the University of Washington in the United States. You might first consider buying and reading her brief E-book. If her approach resonates with you, she can be contacted directly through her website to discuss possible arrangements.

WHY ALCHEMY TODAY?

The world appears headed for a critical tipping point. At that point, I feel that there are two equally probable outcomes. First, it could "implode" and civilization as we know it would dramatically change making life much more challenging for all of us. This is not an acceptable option. Alternatively, it would blossom into a higher level of consciousness for most of us living on this planet. For this to happen will require that many

Figure 3: Mcelly Bouquet products are made in Chateau Mcelly's on-site laboratory using proprietary alchemical methods and are completely natural and healing, containing no synthetic fillers, alcohol or chemicals.



www.mcellybouquet.com/en/unique_gifts.php

of us take personal responsibility to awaken the powerful potential in our own lives, setting an example for others, and supporting higher-level conscious leaders and institutions that will help bring about this transition and flourish in this elevated level of consciousness. Alchemy provides the means to do this. Shouldn't we begin the journey?

James A. Cusumano, PhD ■

¹ James A. Cusumano, "Cosmic Consciousness – A Journey to Well-being, Happiness and Success," Fortuna Libri, Prague, 2011.

² Ibid, pp. 29-33.

³ <http://www.alchemyconference.com/>.

⁴ Theresa Bullard, "Modern Alchemy—Reviving the Ancient Art and Science of Alchemy in the 21st Century", available as an E-book at <http://quantumleapalchemy.com/home/>.

⁵ Dennis William Hauck, "The Emerald Tablet: Alchemy for Persona Transformation," Penguin Press (1999).

⁶ Dennis William Hauck, "The Complete Idiot's Guide to Alchemy, Alpha Press (2008).

⁷ Francis Melville, "The Book of Alchemy," (2002).

⁸ Robert Allen Bartlett, "Real Alchemy – A Primer of Practical Alchemy" Ibis, 3rd Edition (2009).

⁹ Dennis William Hauck, "The Sorcerer's Stone," Citadel Press, 2004.

¹⁰ Ibid.

¹¹ <http://en.wikipedia.org/wiki/Alchemy>.

¹² http://en.wikipedia.org/wiki/Emerald_Tablet.

¹³ Some might equate the Source with the concept of God as developed by most organized religions. In fact, many alchemists believe that the Source is The First Mover, responsible for precipitating what we call the Big Bang; however, without all of the man-created attributes and complexities usually attributed to God by organized religions.

¹⁴ Op. Cit., Reference 12

¹⁵ Op. Cit., Reference 1, p. 12.

About the Author: James A. Cusumano is Chairman and Owner of Chateau Mcelly (www.ChateauMcelly.Com), chosen in 2007 by the European Union as the only "Green" 5-star luxury hotel in Central and Eastern Europe and in 2008 by the World Travel Awards as the Leading Green Hotel in the World. He is a former Research Director for Exxon, and subsequently founded two public companies in Silicon Valley, one in clean power generation, the other in pharmaceuticals manufacture via environmentally-benign, low-cost, catalytic technologies. While he was Chairman and CEO, the latter – Catalytica Pharmaceuticals, Inc. – grew in less than 5 years, to a \$1 billion enterprise with 2,000 employees. He is co-author of "Freedom from Mid-East Oil," recently released by World Business Academy Press (www.WorldBusiness.Org) and the author of "Cosmic Consciousness – A Journey to Well-being, Happiness and Success," published in English and Czech by Fortuna Libri, 2011.

