

# Holistic

## Therapist Magazine

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# Foreword



## CHP Newsletter Autumn 2019

*Now that the clocks have gone back, Halloween has crept up on us and Christmas is around the corner we are all reminiscing on how quickly this year has flown and what lies ahead for 2020.*

*We have had an amazing 2019, celebrating our 25th Anniversary at the recent conference and growing as an association, not only in numbers of members and accredited course providers but also in our reputation, passion and integrity. We are totally committed to bringing you the very best service as your professional association but also, beyond that a very personal service. We loved connecting with our members at the conference but if you were not able to attend, then please remember that you can contact us for help and support whenever you need us. We hope that you 2020 will be full of continued success and may all your hopes for your practice become a reality. We have lots of support materials in the members' area of our website but if there is anything else you would like, please let us know.*



### Annual Conference 2019 & 25th Anniversary Celebration

This year we changed it up a little as it was our 25th year as a professional association. Instead of just speakers, we decided to include short

specialised workshops in the afternoon. This change received extremely positive feedback from all that attended and is something you would like us to continue with, unfortunately this venue only has one break out space and so two workshops were in the main hall, although St Ethelburgas is a beautiful old building in the centre of London, the cost of the venue hire is now too high and the acoustics for presenting this year was not the best, so onwards and upwards, we are looking at a new venue for 2020 that will have break out space as it is clear that you really enjoyed the interactive workshops and we need some separate space to offer this again. Thank you for the great feedback praising, Rachel from Jing and Julie & Carole's workshops.

We had lots of really positive comments about the conference. You all loved the variety of speakers and the case study element we used as a theme (again, a new element). The comments from your feedback have given us some great ideas for next time. Although you liked the length of the presentations, it is clear that a Q&A panel would be useful at the end of the day. You would have liked to have been introduced to the case study at the start of the day too so this is all excellent feedback that we will take on board.

Here are some of the comments we would like to share:

- Lorraine Davis is inspirational
- Emma Lane's talk was so informative
- The case study element was a great idea as it kept everything focused and interesting
- I have really enjoyed the day – met some wonderful people. It is nice to feel connected. I feel inspired
- I have learned so much and will definitely be using the information gained
- I have had a super day in a fantastic setting
- Brilliant day, thoroughly enjoyed
- Nigel Neill's Song Therapy session was beautiful and brought me out of my comfort zone
- The Aromastick research was incredible

We would like to take this opportunity to thank all of our speakers. All of them travelled a great distance to be with us and Nick Singer from Aromastick flew in from Switzerland to be with us and provide us with some samples for the goody bags. We cannot thank you all enough!

As with every conference, we celebrate the amazing work of our members and student members by having the two awards. These are the deserving winners for 2019:



### Therapist of the Year 2019 – Clare Hudson

Clare has been a member of our association for over 15 years and has always been a very supportive member attending all of our events. She actually had a huge number of nominations from her clients – the most we have ever had! It was not the volume though that led to her selection for this award but the comments her clients included in their supporting statements. These are a couple of those that we decided to share so that you can see just how deserving she is:

- "I have been a client of Clare's for over 16 years and despite trying other therapists, Clare is the best. She is not stuck in a rut but continues to bring new techniques and services to her practice, each tailored to





# continued...



give the best experience. I also feel that Clare becomes in tune with my needs, she not only soothes my body but also my mind in a truly holistic experience. She is truly inspirational and utterly selfless".

- "I spent a fortune on chiropractic treatment to no avail before Clare fixed my back with Neuroskeletal Re-alignment Therapy".

Clare is totally dedicated to her profession and to the people she cares for in her practice and we are proud to have her as part of our Therapy Family. One of the things that stands out here is how clients appreciate it when we do our CPD. Constant personal and professional development does speak volumes in practice, so if you would like to plan your CPD for 2020, do use the support materials in the members' area of our website to help you. Clare practises massage and Neuroskeletal Re-alignment Therapy in Benfleet, Essex and you can find her contact details on the Neuroskeletal Re-alignment Therapy website at [www.neuroskeletal.org/find-a-practitioner](http://www.neuroskeletal.org/find-a-practitioner)

## Student of the Year 2019 – Sue Roebuck

Sue has recently completed the Diploma as an Essential Oil Practitioner with Natural Therapeutics and Carole Preen. This is the same as the Aromatherapy Diploma but without the massage element so is extremely hard work, with lots of case studies and coursework. Sue has been an excellent student and even re-did her anatomy and physiology diploma as she wanted to study it at a deeper level. Her commitment to her studies and her exceptional coursework has been one of the reasons for her winning the award. Sue completed some of her case studies in an NHS Cancer Unit, where she works and included research of the efficacy of using sniffing sticks with amazing results. This is a student going the extra mile!

Congratulations Sue and we know you are going to continue to be great. Sue is now a full member of CHP and lives in Sheffield.

Once we set the date for the 2020 conference, we will be opening up nominations for Therapist of the Year so if you would like to win next year, send the link from the CHP website to your colleagues and clients and maybe it will be your year!



## Special Anniversary Booklet

To commemorate our 25th Anniversary, we have had a special booklet commissioned and a printed copy was given to all delegates at the conference. It contains information from each of our accredited schools, along with top tips and healthy recipes. A PDF version is now available for everyone to enjoy in the member's area of the CHP website and we will be giving some printed copies away through social media too in the form of competitions.



## Complementary Therapy Week 2020

One of our newest ideas this year as part of our 25th Anniversary Celebrations was to sponsor Complementary Therapy Week starting in

2020. This will be in the last week of March. What we would like you to do is contact us with ideas of what you can do in your area. This may be any of the following:

- Raising money for a local charity by offering treatments and donating the fees
- Renting a room with other therapists locally and offering discounted treatments to introduce complementary therapies
- Give talks locally
- Give small demonstrations locally and donate the fees to a good cause

All of this is designed to not only celebrate complementary therapies and help educate people as to why they might like to use your services and also to help promote you and your practice. It will also allow you meet up with other therapists in your area and network. You can offer special discounts and vouchers to people who attend events during the week. We will be putting together a marketing pack to help everyone with a logo. We will probably use our logo with an additional banner and it will also continue to raise our profile as a professional association, which in turn helps you – our members.

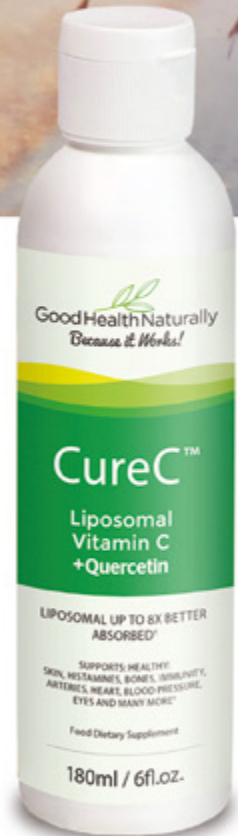
So, thank you to everyone for your support over the years. It has been and continues to be a privilege to work with you all and together we are a "Therapy Family" to be proud of. We will continue to grow and over the next quarter of a century continue to have a voice within our profession and to keep you informed and updated on whatever comes our way. We are living in interesting times at the moment but unity and integrity has allowed us to prosper.





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Last year's conference has recently been shortlisted for an award, and this year's event is set to be just as inspiring.

**Tickets are just £85 for FHT members and £105 for non-members, including lunch and refreshments.**



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# Editor's Letter



*Hello again,*

In a world that seems like an insane infant satirist is in charge, burning the rainforests, filling the oceans with micro-plastics, escalating the planet's temperature and creating ever more extreme weather events, it's easy to feel a bit overwhelmed and negative about the decade ahead.

Add in the uncertainties of the political brinkmanship of Brexit, empty town centres and the emergence of some virulent attacks which misrepresent some areas of holistic therapy, and there's a danger we just allow ourselves to be swept along by events.

While there's no doubt that these massive global drivers will affect our lives and businesses in the years to come, with a bit of foresight, research and preparation, we can take control of our futures to ensure that our businesses thrive. That's the focus of this issue. Letting your business take flight is about looking at our businesses and our markets so that we can run businesses that work financially and fit with other aspects of our lives.

You'll find features on futureproofing your business, understanding the way the next generation of customers think, controlling your overheads, designing service packages and understanding business risk.

Nelson's, the holistic homeopathic pharmacy, certainly understand the need to adapt and look ahead to market changes. Since they opened their first store in 1860, the world has changed out of all recognition. The company predates cars, TV, aeroplanes, world wars, computers and even electricity. They share their vision of what the decade ahead will mean for holistic therapists and how we can make the most of these opportunities.

It might feel intimidating, but change is not always a bad thing. In fact, almost any change offers opportunities for those with sufficient foresight, resilience and adaptability. We're seeing new holistic businesses spring up all over the country and a proliferation of wellbeing festivals, often driven by mental wellbeing. Another massively positive change is the growing acceptance of an integrated approach to medicine. You'll find a feature on the NHS Natural Health School in this issue. The school offers holistic training, with the profits from courses ploughed back into local cancer support services. I don't think that would have been feasible a decade ago.

As we head into the 2020s, we're here to help you make the most of the opportunities this decade offers!

Love,

*Alison and everyone at Holistic Therapist x*

MANAGING EDITOR



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## OTHER ISSUE 32 CONTRIBUTORS AND PEOPLE WE'D LIKE TO THANK

FHT, THE INTERNATIONAL SPA ASSOCIATION, NELSON'S, LOTUS PUBLISHING AND EVERYONE ELSE WHO HELPED OUT BEHIND THE SCENES ON THIS ISSUE.



## MAJORITY OF PEOPLE BELIEVE THE NHS SHOULD SPEND MORE ON ALTERNATIVE MEDICINES

A survey of 3000 people undertaken by CBDoil.co.uk shows that 59% of respondents believed more money should be invested in alternative therapies within the NHS. The survey classed treatments such as acupuncture, herbal medicines and homeopathy as alternative medicines. 66% of women supported the idea, as did 54% of men.

The survey also found that 65% of people would prefer to use a natural remedy to help with minor medical issues than take medicine. 33% of those questioned also say that they believe in alternative and natural treatments today, more than they did 10 years ago. 'It's clear that a significant



number of people are in support of alternative healing, especially given the increasing research being conducted into products such as CBD oil,' commented Mark Fawcett, spokesperson for CBDoil.co.uk. 'Expanding our knowledge into the field of alternative practices can vastly improve the lives of many in terms of health and wellness.'

## TRY THIS... *DILL*

The feathery fronds of dill not only look good on a plate and impart a warming aniseed flavour to fish and vegetable dishes, but dill seed essential oil is growing in popularity, with the global market expected to reach \$95 million by 2025. Fresh dill can be used to treat flatulence, dyspepsia, indigestion, bronchial asthma and dysmenorrhoea. It should be avoided by diabetics as it can raise blood sugar levels.



## VIENNA COMMUTERS SHUN METRO AROMATHERAPY

Anyone who has travelled on the underground or metro systems in the UK might welcome the idea of a pleasant aroma being wafted through the stations, but commuters in Vienna have turned their noses up at the idea.

Wiener Linien, the company that runs the city's subway system, conducted pilot experiments involving two of the city's five lines. A selection of scents including green tea, grapefruit, sandalwood, melon, lemon, and various blends were trialled over the course of a month. While an energising blend of grapefruit, green



tea, lemon and sandalwood proved popular, the overall results of the subsequent survey suggested meant that 21,000 people preferred a scent-free commute, while 16,000 voted to extend the experiment.

## SYSTEMATIC REVIEW SHOWS THE NEED FOR IMPROVED CAM RESEARCH

A recent systematic review of randomised CAM studies in the treatment of depression found the quality of evidence to be generally low, with the exception of studies on St. John's Wort and on Mindfulness-based cognitive therapy. The study appeared on the BMJOpen website.

The quality of evidence was assessed using Grades of Recommendation Assessment, Development, and Evaluation (GRADE) approach. In total 3582 articles were evaluated including 26 meta-analyses were included in the review.

With regard to other CAM therapies included in this analysis (acupuncture, aromatherapy, whole-diet interventions, magnesium, omega-3 fatty acids, probiotics, tryptophan, vitamins B and D, zinc, among others), the evidence for effectiveness in depression was found to be of low or very low quality.

Based on their findings, the authors concluded that further research is needed to better understand the long term effects of CAM therapy for depression. It also suggests that should CAM treatments seek to gain more widespread approval, future studies need to be better designed and to provide an improved quality of evidence.



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## NE HEALTH AND WELLBEING BUSINESS OPENS

Six new jobs have been created with the opening of First Step Health Fitness and Wellbeing Centre near Holystone in North Tyneside. The centre aims to make a positive impact on people with social anxiety issues, eating disorders or mental health issues. The centre offers gym equipment, classes and personal training, with a strong emphasis on building confidence in a supportive environment. The owner, Davey

Hoops, already has over 40 members and hopes to reach three figures early next year, as well as expanding the concept to additional venues. Mr. Hoops explained, "Being more active can reduce stress, depression and anxiety while increasing confidence and self-esteem, and being able to apply my own knowledge has really helped us get the business up and running quickly".

## THE VR SPA HITS CALIFORNIA

A new digital spa has opened in Los Angeles. Rather than a hands on holistic treatment, clients relax in massage chairs while using a virtual reality headset to escape from everyday life for twenty minutes. Micah Jackson, the creator of Esqapes currently offers ten escape environments at the spa. Clients can experience a tropical retreat, a beach at sunset or even visit Morocco at twilight. Each programme is a completely immersive experience with fans, heat lamps and even aromatherapy all timed to the



computer program. Virtual reality relaxation appears to be a growing trend online, but Esqapes appears to be the first digital spa.

## SURVEY SUGGEST POOR MENTAL HEALTH IMPACTS ON WORK

The Workplace Wellbeing Report conducted by the University of Warwick and Opinium suggests that 80% of UK employees who have struggled with poor mental wellbeing believe that this has impacted on their work. The survey also found that 67% of those individuals who had struggled with their mental wellbeing had never told their employer; 23% felt too embarrassed, 24% believed their employer would be unable to help, and 19% thought it might jeopardise their career.

A fifth (21%) of respondents said they would like access to mental health days, but currently only 5% do. Other initiatives that staff would value include flexible



working (17%), monitoring of mental wellbeing via surveys (16%) and counselling or an employee assistance programme (EAP) (16%). It is thought that corporate mental wellbeing could offer opportunities for holistic therapists as well as those specialising in coaching and counselling.

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## TURKEY EMERGES AS A LEADER IN LAVENDER

Lavender may be associated with the fields of southern France, but Turkey is fast emerging as a global player in the supply of the crop which is widely used in holistic products, essential oils and skincare. This year 10,000 decares of lavender were grown in Turkey as compared to 8,700 decares in 2018. A decare is 1000 square metres. The total production yield was estimated at 500 tons of lavender and 20 to 30 tons of lavender oil. The Agriculture and Forestry Ministry's



support for growing aromatherapy plants has also led to an increase of areas for lavender cultivation and associated tourism.

## ACUPUNCTURE TREATMENT AXED THROUGHOUT NHS GREATER GLASGOW AND CLYDE

Patients who benefitted from acupuncture treatment at the Greenock hospital's specialist pain clinic have been angered and upset at the sudden "redesign" of the service, which led to the abrupt discontinuation of acupuncture.

A local politician, MSP Stuart McMillan, wrote to NHS Greater Glasgow and Clyde and discovered that acupuncture has stopped across all sites within the health board area.

He said, "I have been told that the decision to stop offering acupuncture has been carefully considered over the last two years, and withdrawing it from the Pain Management Service will allow for a focus on a more self-supported approach.

"Clinicians within the Pain Service have advocated that acupuncture is no longer an intervention helping patients living with long-term pain conditions".

### WORDS OF WISDOM...

*The biggest hurdle is rejection. Any business you start, be ready for it. The difference between successful people and unsuccessful people is the successful people do all the things the unsuccessful people don't want to do. When 10 doors are slammed in your face, go to door number 11 enthusiastically, with a smile on your face.*

John Paul DeJoria

# DIARY DATES

### DATES FOR YOUR DIARY

Tickets for all events are available via [www.eventbrite.co.uk](http://www.eventbrite.co.uk) unless otherwise noted.

## OCTOBER

### Workshop on Treating Attachment Wounds with EMDR with Andrew Leeds

**22 Oct** - Midland Hotel, Bradford BD1 4HU 9-5.

### Being Well Festival

**24 Oct** - Ricoh Arena, Coventry, CV6 6GE | 11am-4pm | Free | [www.beingwellfestival.co.uk](http://www.beingwellfestival.co.uk). Castle Farm, Shoreham

### SMC Annual Conference 2019

**25 Oct** - New Frontiers in Mindfulness-Based Approaches | [www.sussexmindfulnesscentre.nhs.uk](http://www.sussexmindfulnesscentre.nhs.uk) | Brighton, 9-5 | Tickets up to £90.

### Healthcare Job Fair

**26 Oct** - Park Plaza Victoria London, 239 Vauxhall Bridge Rd, London, SW1V 1EQ | 10am-4pm | Free but must pre-register

### A Celebration of Herbal Medicine History: Researching Botanical Knowledge

**30 Oct** - Bath Royal Literary & Scientific Institution, 16-18 Queen Square, Bath, BA1 2HN | 9.30am -4.30pm | Tickets £45 - £70.

## NOVEMBER

### Mind Body Spirit Birmingham Wellbeing Festival 2019

**1-3 Nov** - NEC, Birmingham, B40 1NT | 10am - 5pm | Tickets from £12.25 - £20.58

### The Natural Health Expo

**3 Nov** - Birmingham City Football Club, Birmingham, B9 4RL | 10am-4pm | Free, but pre-register | Details from [www.naturalhealthexpo.co.uk](http://www.naturalhealthexpo.co.uk)

### Feet, Fascia & Function Summit 2019

**9 Nov** - Natural History Museum, London | Tickets £160 - £200

### Gathering Together II: Residential Mindfulness Weekend Retreat at Firbush Killin, Perthshire

**22-24 Nov** - Teachers: Dr Avinash (Mindfulness Instructor) and Dr Glen Cousquer (Wilderness Guide) £200 (£150 balance after the deposit)

## DECEMBER

### Netwalking New Forest- Improve your health while improving your business with Donna Nesevif

**19 Dec** - 10am | Tickets £11.37

### Eco Farmstay in the New Forest

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# LOOKING AHEAD TO A BRIGHTER FUTURE

***CAM Coach Mark Shields** explains why successful holistic therapists will need to take a pro-active approach to future changes rather than making reactive changes to products and processes if they are to thrive in the coming decade...*

**O**NE of the hallmarks of any successful business is that they regularly sit down and work out how they need to change to stay ahead of the competition, emerging technology, changing business environments, consumer demographics and desires. The next decade will be a period of marked and rapid changes. Fortunately, there are plenty of tools to help you triumph.

## The SLEPT analysis

**The SLEPT analysis an investigation of the Social, Legal, Economic, Political, and Technological influences on your business so you can stay one step ahead.**

**SOCIAL** Social factors can relate to the pattern of behaviour, tastes, and lifestyles. Trends, fashions and styles can be a relevant factor, for example, in the world of nutrition, plant-based diets has become a trendy lifestyle choice thanks another new phenomenon - health and lifestyle bloggers and influencers.

We also have an ageing population which will bring new opportunities and a new millennial generation of customers with different needs. An understanding of social change gives business a better feel for the future market situation.

**LEGAL** Laws are continually being updated in a wide range of areas such as consumer protection legislation, environmental legislation, health & safety

and employment law. Just look at how the new GDPR rules affected businesses across the board and created a headache for the smaller business owner.

**ECONOMIC** Economic changes are closely related to social ones and for anyone who has been in business for the last 15 years we have seen two recessions. Boom periods can be beneficial as nearly all businesses benefit, however, in a slump many lose out. Look at ways of designing many income drivers in your business activity to allow for these peaks and troughs.

Other economic changes include interest rates, wage rates and inflation. Not only do these affect your customers' disposable income, but you may feel encouraged to expand and take risks when economic conditions are right.

**POLITICAL** This is a big one at present. Political changes are closely tied up with legal changes and up until now as members of the European Union, we have had to adopt EU directives and regulations that then become part of UK law.

How will BREXIT affect your business? Will it reduce or increase your profit margins? Would new trade deals with other countries work in your favour?

**TECHNOLOGICAL** New technology has had a revolutionary effect on our businesses and our lives. We can communicate and do business with people anywhere in the world, run businesses online and need not have physical premises. We can e-mail our clients with special offers or fill a last minute appointment. In the Health Sciences world, technological advancement has opened up new ideas and scientific discoveries too.

Technology has reduced the profitability of the retail outlets on the high street, leaving empty shop spaces available for service-based industry to occupy. We see far more hairdressers, gyms and salons popping up everywhere, which offer new collaborative opportunities for holistic therapists.





Social media has reduced marketing and advertising costs considerably and now advertising platforms like Google and Facebook have created a more targeted approach to marketing straight into your demographic.

Looking ahead, what technological changes will be needed to keep you ahead of the competition?

### Be a SWOT

The next phase of your planning stage is to complete a SWOT analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It's a great tool to help you review and evaluate many different business scenarios, so you should use it regularly. Because SWOT enables you to gather, investigate and review information and look at the results objectively, it can really help you write a Business Plan that accurately represents your current situation.

The important difference to understand is that SWOT measures an idea whereas SLEPT measures a market.

### Case study: Mel's SWOT

Now to see how an experienced practitioner's SWOT might look, follow this case study, which comes from my CAM Coach Book.

Mel has been practicing as a qualified nutritional therapist for ten years. She rents a room from her local private GP, which costs 20% of her fees and has a steady stream of GP referrals. She likes feeling like part of the team, but feels she needs new challenges and wants to take her business to a new level. She'd like her own space in the same town and hopes to take on an assistant within the first 12 months to free her from administration and reception duties.

At the GP's surgery, she sees 10 to 15 clients per week over three days. She believes she could work five days and see 20-25 clients per week and increasing her earnings by 50%, with suitable childcare. If she had her own clinic, she could share with another therapist who could contribute towards the rent.

Before making a firm decision Mel decided to complete a SWOT to help her make the right decision:



#### STRENGTHS

Ten years' experience  
Known in town  
Good reputation  
Highly qualified  
Committed and enthusiastic  
Should keep regular clients  
Potential 50% increased income  
Personal fulfillment  
Proven track record

#### WEAKNESSES

New Location = extra responsibility  
Rent, rates, bills extra costs  
Working alone to start with  
Possibly no more referrals from GP  
New relationships  
New clients  
Longer hours  
Responsibility of own space

#### OPPORTUNITIES

Learn new skills in business management  
Logistics and geographics of practice  
Attract more clients  
Will be in full control  
Potential to earn more money  
Be more successful  
Create new cross-functional business relationships  
Take on staff  
Invest in new ideas  
Potential for further future expansion  
Rent rooms by the hour to other practitioners

#### THREATS

Competition  
Lack of clients  
Logistical and geographical costs and financial implications  
No income stability  
Challenge of working alone  
No longer part of a team  
Legal and economic impact  
Will lose GP referrals  
Will lose kudos and credibility of being linked with GP  
Lose preferential room rental terms

After completing her SWOT, Mel decided she is not quite ready to cut loose from the GP surgery. She opted to stay put for another six months, building her client appointment rate, increasing her prices in line with inflation and negotiating a reduction in her room rent on the basis that she is increasing her appointment rate and increasing her prices.

To ensure her business thrives in the future, Mel's working on attracting clients from other sources, keeping an eye on the commercial rental market and buddying up with another therapist who offers a different modality.

Your business model is always changing according to a range of external and internal

factors. If you do not roll with the changes your business may be left behind.



**CAM Coach Mark Shields** is an author, educator, mentor and coach.

Mark's client list includes CEOs, Government Advisors, Politicians, West End Stars and elite sportspeople. Find out about Mark at

<https://thecamcoach.com> or discover more about CAM Coach Training Courses at

<https://courses.thecamcoach.com/>



# Risky BUSINESS

**Jane Sheehan** looks at understanding and mitigating the risks that face your business...

**W**HEN you are running your own business you face uncertainty daily. Will I get paid today? Should I buy this equipment? What would happen if I change my hours of work? Risk is all about the uncertainty of an outcome, so if you can reduce the uncertainty you can feel more comfortable about taking the risk. The more we face these risks and take decisions, the easier it becomes to embrace bigger risks. If it works out well, our threshold for risk taking gets bigger because our understanding of what we are capable of increases. The trick is to make a calculated risk. Calculated risks involves learning how to assess what is risky and put strategies in place to minimize those risks.

### An exercise in calculated risk

I'd like to share with you a formula:

- There is a risk that....
- Caused by .....
- Resulting in.....
- I can avoid it by....
- If it happens I will.....

One of the first issues I faced when I started my holistic therapy business was a fear around doing my accounts. I had heard horror stories about people who had fallen foul of the tax laws and ended up with massive bills. Putting it into the formula:

**There is a risk that....***I could end up working for nothing, caused by....* Not adhering to the tax laws.....  
*resulting in....a fine, a gaol sentence, a loss of assets or even my home....***I can avoid it by....***learning how to set out my accounts properly and learning what the tax office requires of me, or I could hire someone to do my accounts and inform me of the tax laws, or I could find a middle way and do my own book keeping but hire an accountant to check my books and guide me through the tax maze.....*



*If it happens I will....either appeal to the tax office for a) time to resolve the payments b) training on how I went wrong c) fight for a second opinion; or I could seek paid employment, apply to the government for financial support, or move in with my parents.*

Can you see? By facing the risk head on, it somehow seems smaller and more manageable. Facing the consequences before they happen gives you the motivation to put the avoidance actions into practice and allows you to decide if the risk is worth taking once you have put avoidance actions in place.

In my case, I discovered that the tax office offers a free course on how to fill out your tax return. They also have a helpline where you can call and ask tax related questions.

I can add another question to the formula: **Do I know anyone else who has faced this risk, and can I ask them for advice?**

Knowing that someone has faced it before means you don't feel so alone. Only accept advice from someone with direct experience. When I left my day job to start my own business as a foot reader and reflexologist, some colleagues said, "You could never make a living doing that," or "Don't worry, if it doesn't work out, you can always come back". I had the courage of my convictions and was not worried by their comments. I knew they had never tried to run their own business, so their comments were not based on experience.

## *Risk comes from not knowing what you are doing''*

Warren Buffett

### Types of risk

**The types of risks that a therapy business can face are:**

**STRATEGIC RISK** - for example, if your strategy is to aim at high end customers, but your location is in a low end property. Or you invest in offering a product that later turns out to be ineffective or malign.

**LEGAL AND COMPLIANCE** - These affect most business. For example, the government recently introduced the need for GDPR or stakeholder pensions for employees. Other examples are the legal minimum wage rate set, or BREXIT

**FINANCIAL** - Examples include not holding enough cash, overextending yourself, or holding too much cash and being burgled. Consider how much money you need to set aside in case a risk materialises. There are insurances you can have, for example, to cover you when you can't work.

One therapy business I know had an arson attack on their business. A totally unexpected issue. Luckily they had paid for good insurance and had documents in a fireproof cabinet. The disruption to their business continuity was immense, but all was not totally lost. The insurance mitigated their financial risk. In time, they were able to build a purpose-built property to replace their previous premises.

As a self-employed person, I knew I couldn't get statutory sick pay and was rather worried when I needed an operation meaning I would be off work for six weeks. I discovered that there was something called "Employment Support Allowance," whereby provided I was able to work four hours a week in my business doing admin then I could claim this allowance to help tide me over the period when I was recuperating from the operation. Having this allowance also triggered that the council would waive my council tax charge for the same period and would help towards paying my rent.

**OPERATIONAL** - These are the risks involved in carrying out your day to day business operations. Insurers get lots of claims from beauty therapists for wax spillages on carpets, for example. Design your procedures to avoid problems. Next year I am setting up a reflexology school. Already, before I start, I have had to move the April dates for my course because I had an opportunity to give a talk at a reflexology conference in the USA. I realised that this sort of thing could happen again, so I have invited a person to train with me this year as a teaching assistant so that the following year I can call on her to take over from me if I need to be absent for a similar opportunity. Planning ahead mitigates risks.



**REPUTATION AND PUBLICITY** - a good reputation is hard won and can easily be destroyed, especially in the online world.

I am aware of a reputable therapist who has an internet troll attacking her reputation by contacting her social media contacts. The fact that the troll is spreading lies, doesn't lessen the risk to her business. Similarly, I had someone once pose as me on Instagram, for nefarious purposes. My reputation was at stake. So I had my Instagram account and theirs taken down. Again, the steps I took reduced the risk of further damage to my reputation and my business.

One way to collate and examine your risks is to conduct a regular SWOT analysis considering your business strengths, weaknesses, opportunities and threats. Risks arise out of business weaknesses and certainly constitute threats, but when you are aware of such risks, you can take pre-emptive action to reduce them. ■



**Jane Sheehan** is the UK's leading foot reader and best-selling author of several books including *Sole Trader: The holistic therapy business handbook*. Jane runs foot reading workshops in the UK and internationally and will be opening a reflexology school in Lancashire in February 2020. Find out more at [footreading.com](http://footreading.com).



COULD

BUNDLES

*bring a very*

**Merry  
Christmas?**

**Elizabeth Ashley** explains how to profit from the festive season by creating product and service bundles...

**O**NE of the major ways larger businesses achieve better profit margins over smaller independents is their philosophy of making bundles their primary mode of marketing. Bundling together several products or services is a fantastic way to ensure more product lines are placed into customers hands in a single transaction, thereby keeping the unit cost of delivery lower.

As consumers, we've almost become mesmerised into expecting by this in a great many retail and service businesses. Each Christmas, the cosmetic, skincare and beauty companies produce a bewildering array of gift boxes containing bundles. Retailers like Boots and Marks and Spencer add a new layer of bundling with their buy two, get one free offers. We expect to be upsold even when we walk into a burger joint or pick up a sandwich from the supermarket. It's all about the Meal Deal, the sharebox or burger meal. I'm not even sure they still ask, "Do you want fries with that?" Instead, you'll be asked if you want to "Go large" for a little extra money. If you want to buy a regular, plain burger on its own, it's almost hidden from view. A newspaper bought at the railway station may come with a free bottle of water and the person at the till will try and upsell by asking if you're interested in any of their special offers on chocolate. It works too.



Whether you're looking for lunch or a Christmas gift, the bundle looks like a great deal and finding a bargain appeals to most of us. The customer gets a lot more for their money and it takes away the pressure of trying to decide between dozens of products. The discount has become a kind of unwritten rule we've come to expect, buy a package of two or three things together and save yourself between 7-15%. These percentages may seem low compared with the gift bundles offered by large luxury brands, but remember that they work off enormous profit margins to start with. Their actual ingredient and production costs for a given moisturiser or lipstick will be higher than a budget brand, but not as much as the price points may lead you to believe. Big brands will sell their gift bundles on the basis that the set contains products of a much higher value than the selling price. The selling price, however may easily be ten or twenty times higher than the product cost, with most of the difference going on marketing and advertising.

Some brands will add in a "free" gift to their bundle. This may be extra product, but can also be an item associated with the brand. It's not unusual to see gifts from fashion brands with a toiletries range bundle some body products with a logoed scarf, bag or gloves.

As the vendor, bundling is a fantastic way to advertise slower running lines, asking the hotter property ones to cover their costs. Think about it, you advertise once, you package once, one set of marketing...all covered by the product that can afford to do it, shaving pounds of your costs. This is why virtually all major beauty and skincare retailers have a dedicated special offers page on their website and you should consider this too, whether you sell products or services.

### Designing a brilliant bundle

The key to making a successful bundle is solving your customers' perceived problem from several different angles. Your bundle should be the solution to a problem. A useful starting point is to make a list of all the problems your clients bring to you. For me, as an aromatherapist, inhalers are often not the first way people think of easing their pain. How can sniffing some lavender make their back feel better? Yet, as I teach my students in the Professional Pain Practitioner Programme, the very first thing they need to do for their patient is reduce their stress, so packaging that first pot of cream with an inhaler at a very small cost, gives us two things. It means the ointment they were expecting to walk away with will work better, because it's reducing the stress that's amplifying pain symptoms, but it also introduces my patient to a new product they can rely on again and again.

*Use your imagination to design an attractive package that people would be pleased to offer as a gift to friends and family*

So what kind of problems can bundling help us solve? Obviously this will depend on your client profile and modality, but there are surprisingly few issues that you cannot design a bundle around. Keep in mind that some clients may prefer to buy a bundle as a gift, so fairly generic problems such as sleeping better, relieving stress or tired muscles all work well. You can also include vouchers for custom treatments. Make sure these look attractive and professional – they could be bringing you a new client.

Bundling sets of the same treatment together, for example: 6 treatments for the price of 5, is a wonderful way to thank reliable customers for using you time and time again. This needs to be managed carefully when booking time in your diary or you may end up with a situation where regular clients make it impossible for you to accept last minute bookings because you only have odd half hour slots here and there. Aim to fill the first and last appointment or focus on slower moving days where you might be able to create "Happy Hours" to increase your footfall in the spaces you need it most.

A combination of products and services can work really well. A voucher for a reflexology session could be bundled with foot care products, a Better Sleep bundle might consist of a package of three relaxing massages with a lavender aromatherapy pillow sachet, or a self-hypnosis CD. Use your imagination to design an attractive package that people would be pleased to offer as a gift to friends and family. That means looking professional and being attractively packaged. There are plenty of places such as Hobbycraft, The Works, The Range and pound stores, where you can pick up attractive hampers, boxes and baskets for products quite cheaply. Alternatively, buy some cellophane wrap, tissue paper and attractive ribbon and check YouTube for videos on wrapping ideas.

Price the package based on the extra value the customer gets by getting more for their money. Know your bottom-line unit cost for the treatments – including things like rent, electricity and labour as well as simple materials and your packaging costs and ensure the discount still covers all the additional cost of creating the bundle.

Lastly, and it is surprising how often this step can be overlooked, let people know about your bundle offers. Display the range in your practice room, with prices and contents clearly marked. Put up posters in the waiting area, show them off on your website, blog about them and highlight them on social media.

There is only really one secret formula to packaging treatments, that it's profitable for both parties: the customer and your business. ■



**Elizabeth Ashley** is a

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best-selling Secret Healer essential oil

manuals. She is a staunch advocate of

therapists learning to be business people

and her new course The Professional

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\*award-winning research published in the Journal of Appetite, 2012

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\*published 2014 in the British Journal of Nutrition

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# Getting to grips *with gift vouchers*

*As we approach the festive season, well-designed gift vouchers can help bring in new clients...*

**A**LMOST every single one of your clients will have friends and family that they need to buy gifts for, so offering attractive gift vouchers for your services makes good business sense as well as good customer relations. What could be better than the gift of good health and wellbeing?

It's not only your clients' own friends and family that might appreciate a gift voucher in their Christmas stocking. Regular clients might like to hint to partners about a voucher for a day or half day of treatments, or a series of treatments. Such vouchers can work particularly well if they offer added value, like six sessions for the price of five, or a choice of three treatments over a half day at lower price point than usual. In this case, package two major treatments, such as a massage and facial with one smaller "free" treatment or goody bag makes a good offer. Manicures, Indian Head Massage, Ear candling, or a custom essential oil blend to take home would all make useful add-ons. Your job is to make sure the recipient of your gift voucher is so happy with their treatment and experience that they become a regular client, while ensuring that even a single-visit client adds to your bottom line.

One of the fastest growing sectors for gift vouchers is the business to business sector. According to the UK Gift Card and Voucher Association, this grew by 22% in the second half of 2018. Many businesses still give gifts to their own clients and staff, so it may be worth letting selected local businesses know about your gifting

options well before Christmas. You can also sell vouchers at events like school fairs or mind, body, spirit events, or donate them as raffle prizes. Remember that such donations should be tax deductible.

The appearance and presentation of vouchers is important. These are luxury gifts and the way they look should reflect that, so it is worth expending time and effort on the design. If you expect your vouchers sales to be a low volume exercise, then a design that lends itself to a variety of occasions is more versatile than one which only covers a single event. Several online suppliers such as Vistaprint and Gift Voucher Hub offer customisable templates and make it easy to create professionally printed vouchers on good quality card. If possible, buy a numerical stamp and number each gift voucher so you can keep track of what has been issued and the value. This will reduce the chances of fraud.

If you choose to make your vouchers for a fixed value, then it makes sense to have a selection of price points. Alternatively, you can design vouchers for a single treatment or multiple treatments of the recipient's choice. Make this simple to understand, such as any treatment from menu A, or any two treatments from menu A and one from menu B. Some clients may prefer vouchers that don't show the value of the voucher

One of the advantages of gift vouchers is that payment is in advance of treatment, but this means you need to be careful about how many you sell. This is particularly the case should you decide to market your vouchers via a site like Groupon.

Lastly, there's little point in offering vouchers if you don't let people know, so make the most of posters, social media and Facebook ads to get your message out there.





# BUILDING A MORE **Lucrative** *business*

**Magda Lorynska** explains how to earn £2000-£3000 a month as a holistic therapist...

**A** friend of mine called me some time ago and asked for advice on running a therapy business. This friend had been in business much longer than I have, but was simply not making enough money to make her therapy business her sole income. She is experienced and very well trained, so what is the problem? A lack of business knowledge was the biggest thing that was stopping her from succeeding in a therapy business. It's something that affects a surprising number of therapists.

Where holistic therapists are financially successful, it is rarely down to sheer luck, but rather due to some sort of experience in running a business. It doesn't have to be experience of running your own business, it can be experienced gathered from observing others running

their businesses. Noting what worked for them and what didn't. I know that because I had been running businesses for other people before I started

my own therapy business. I know how much I have learned from that experience. However, if you never worked in that capacity you can still earn a living simply by catching up with some business and marketing books, or some of the features in Holistic Therapist Magazine.



**How to earn more than £2,000 each month from your therapy business**

Many holistic therapists come to the therapy world because they have enough of their 9-5 pm office job. On average, an office job pays £18k per year, so I will focus on creating earnings at a slightly higher level. There are three main components of creating a sustainable and profitable business and these are great attention to scheduling appointments, creating repeated business and marketing.

***Many holistic therapists come to the therapy world because they have enough of their 9-5 pm office job.***







### The Art of Scheduling

At the beginning of your career you be tempted to try to be available to clients all

the time, but soon you should realise that this is simply not feasible. It could actually will cost you more in travel costs, childcare and room rental, as well as increasing your overheads.

My advice is to fix set days when you are going to be available for your clients. This may be only during evenings and on Saturdays, if you have another job. With your set days, you can then focus on creating life outside of the “work hours” and focus when you have work scheduled. Even if you don't have any clients booked, show up and do some admin or marketing.

Later on when you leave your 9-5 job, you may choose other days or hours. I set my appointment hours to start at 10:30 am and then every 75 minutes. My sessions last 55 minutes, so I allow 20 minutes change over time. Make sure you start and finish your appointments on time, you never know if your client has an important meeting after your session.

Make sure you use good scheduling software for booking your sessions and managing appointments and follow ups. There are many free applications like Shedul ([www.shedul.com](http://www.shedul.com)) and other more advanced options such as Acuity ([acuityscheduling.com](http://acuityscheduling.com)) which integrates with your payment system.



### Repeated clients

Allow your clients to be repeated clients by simply asking them at the end of their

session, “When would you like to see me next?” It is as simple as that. If your client decides that they would like to contact you later on with a booking time, simply ask them when would be good time to talk and put it in your diary so you ring them and

book them in. Not all clients will want to rebook, but most of them will providing you provided a good quality service that met the client's needs. You may lose clients if you don't listen properly. A client who wanted a deep tissue massage but received a fantastic relaxing massage may not wish to rebook.



### Marketing

Marketing is an interesting word, everyone uses it not everyone understands it. When I mention

marketing in therapy business I mean everything that is connected with promoting your business and selling your products and services. This includes advertising but doesn't finish there.

Marketing has to be consistent. I cannot stress this enough. I see plenty of therapist making the mistake of only marketing their services only when they are not busy and desperate for clients. Sounds familiar? To avoid this mistake, make sure that you allocated time in your diary for marketing, this should be done regularly but you don't have to spend hours on end on it, an hour per week should be enough for most holistic therapy businesses.



### Marketing activities

There are many marketing activities worth considering, all of which could

potentially help you increase your income. Depending on the area where you live, and your target market, different activities may prove to be more successful, so experiment until you find the mix that works best for you.

Advertise in as many free directories as you can (both online and in paper)

Use social media to your advantage. Choose one or two platforms that you like using and have fun with yours posts, make sure that they are mixture of selling/advertising and good quality content e.g. educating your clients on different massage oils.

Go leafleting, though please consider the environment when deciding on this option. In some areas leaflets can prove more successful than social media.

Network with everyone! The person with whom you are networking may not become your client, but their spouse or a friend may! Be approachable and friendly and whenever you can leave your business card in their hands.

Leave your contact details in local businesses where your potential clients could be.

Word of mouth is your best friend, provide good quality service and ask your clients for referrals.

Use email marketing well - talk to your current and former clients! It is always easier to sell to your current or former clients who know you than to complete stranger.

Encourage clients to leave a review, you can do it by sending them a short text or email with a review site link on it. Make sure it is done in polite and friendly way.

Take part in local events where you can showcase your skills by offering mini treatments. Make sure that you only do that at the time that suits you and when it doesn't sacrifice your client's hours.

Providing you are charging enough and that you use at least some of these tips, you should be able to increase your income within next three months. All changes take time, don't expect quick result or get discouraged if your social media activity or leafleting will not bring a return on investment straight away. Be consistent, read more about running a business and learn from others and you will succeed! ■



**Magdalena Lorynska** is a

massage therapist, business

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focused on teaching new therapists in

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more information, please visit [https://](https://wellnessinmotion.co.uk/)

[wellnessinmotion.co.uk/](https://wellnessinmotion.co.uk/)



# CASE STUDY

## Talking up your business

**Rosemary Tarrant** explains how she builds her business by speaking to groups...

About 20 years ago, I gave my first ever talk on Kinesiology at a weekly meeting of an Independent Business Networking Group. We each spoke for 60 seconds and described what we did and/or what was going in our business that week.

What can you say in 60 seconds? Even after three minutes, I still hadn't described what I did very effectively. During the following week, I practiced at home, wrote out what I wanted to say and timed myself. Next week, they discovered I was in natural health care doing something unpronounceable. The third week, I told a 60 second story about a client who was stressed going to meetings abroad. I did various techniques with him and he had emailed me from Germany to tell me he was feeling calm. I suddenly had the group's attention and story telling had done it. Not the science, anatomy, or my qualifications, but the benefits that a real human being had felt. They asked if I would do a 10-minute demonstration so they could see and hear more about what happened in a session. Everyone around the table suddenly wanted an extra business card to take home.

The 10-minute presentation was a roaring success. Don't get me wrong, it wasn't perfect, I forgot to say half the things I felt were important, but my passion was there and Kinesiology is quite visual. At the end of that meeting, I had 3 people booked in my diary.

Giving a talk can be intimidating and a bit scary. I generally try to

speak to one person for the first few seconds and then remind myself that each person is there because they hope to get some helpful information. There is still a certain amount of adrenalin whizzing around but I think it would be strange not to be a little bit nervous. It always eases when I start.

Throughout the 20 years that have followed, I have spoken at a variety of talks, meetings, shows, corporate talks and conferences. It's an incredibly useful technique for building your business.

### Getting it right

I feel the topic or talk name is really important and I am still learning on that one, so it's a case of trial and error. I like titles like, "Living with a Pain In The Neck?" Obviously there is a little bit of humour here which lets people know that as well as being helpful they may have a bit of a laugh too. This would be a nice name for a Bodywork practitioner to do a 1-hour talk including a demo on how you can help people with neck/shoulder problems.

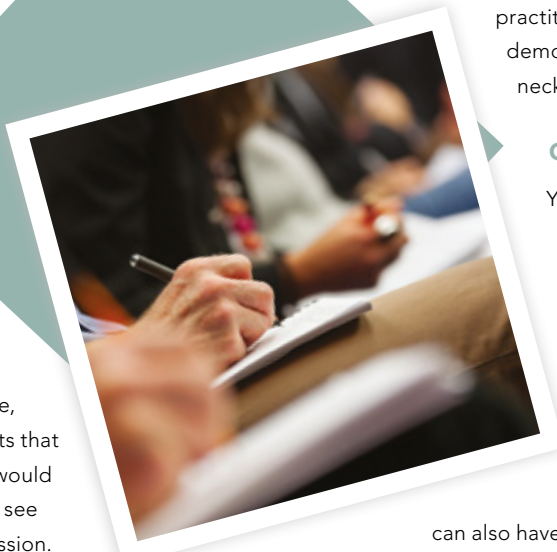
### Choosing a Venue

Your clinic may be the perfect venue even if it's 4-8 people. A small group will often be interactive so it can create a wonderful energy and encourage people to say, "I think I need to come and see you". Plus they have seen where you work in a non-committed way.

Community centres and hotels can also have nice sized meeting rooms that aren't overly expensive. Gyms would also be a good one if your local gym is privately owned. The ones near me are run by the council and they can't be seen to promote a business, but do check out in your own area.

### Charging and numbers

This is totally up to you, here's what I charge in the area where I live, which is not a wealthy area of the UK. For a one hour local talk, I charge £10 per person if I am putting on the talk. These usually turn out to be fairly small and intimate with maybe ten people.





If a group like Rotary or the Women's Institute approach me, then I charge between £35 -£50. Usually, the audience is bigger and may number 20-30. These talks generally last approximately 30 minutes. You may be invited to stay for a part of the meeting and it's good to do so, as it shows interest in them.

It's nice to ask the group if anyone wishes to say what ailments they have, either in advance or on the night. I did this years ago at a support group for people who lived with chronic pain. I had a whole talk prepared and found out on the day that it was totally irrelevant to what their complaints were. So I changed it there and then and they were so appreciative, particularly because no one had ever asked them to be specific about what their ailments were.

If it's a corporate event and fairly local, I charge £50-£75 an hour. These can vary enormously. I've done them for 3 people and I've done them for 35 people. If it's an all day Conference Talk then I charge £600 with an expected audience size of 50 – 120 people.

My pricing reflects my expertise, outgoings and the area I work in, so factor all this in when you set your own prices.

### Publicity

Over the years, I've refined what works for publicising my talks. I use posters, adverts in the local What's On Magazine and, if possible a little article in the local newspaper. Social Media isn't my natural format but I'm getting better at it and it, too, is proving effective. I send a newsletter to my clients asking if they or their

friends would be interested and word of mouth always works well.

### Converting talks to clients

Always, always, carry your diary! I know it sounds obvious, but if people connect with you, they want to get booked in. Tell them you will be available after the talk if anyone wishes to book an appointment. Get their email addresses and ask them if they would like to hear from you occasionally – follow the GDPR guidelines on this one. Have a handout with your details available and pass this out. Send attendees a thank you email for attending, perhaps with a £5 off voucher attached to the email to be used in the following month.

Talks have longevity, they resonate for a long time. People sometimes ask if I did a talk for a specific group 10 years ago. If you're approached like this, it's for a reason. Don't be afraid to ask, "Have you thought about coming for a session?"

You may not benefit directly from every talk. Some audience members may go and see someone closer to where they live. You are still spreading awareness of your therapy. I always believe, "What goes around, comes around", so someone else will find you one day. ■



**Rosemary Tarrant** is a Practitioner and tutor in Kinesiology and qualified in many other

modalities. Find out more about her clinic at [www.downtoearthhealth.co.uk](http://www.downtoearthhealth.co.uk) or visit [www.health-school.co.uk](http://www.health-school.co.uk) to find out more about her courses.

# Could HEALTH COACHING *be the career for you?*

*Carolina Brooks suggests that health coaching may provide new opportunities for holistic therapists...*

**A**s we move towards the 2020s, there is a shift towards enhancing allopathic health services with a preventative approach using integrative therapies. This has been happening for some time, particularly as our health system model is underfunded and thus lacking resources and services such as appointment availability, hospital beds and practising doctors and nurses. People increasingly feel they need an alternative approach, particularly in terms of diet and lifestyle changes and they need support to make such changes.

### **What is health coaching?**

Health coaching involves being a supportive mentor who has a broad understanding of nutrition and lifestyle strategies to support people in achieving balance in all areas of their life. Health coaches use coaching techniques which can help the client facilitate change around areas such as how to eat, behaviours around food, sleep and stress management. They develop a collaborative partnership with the client, motivate, educate and help the client by encouraging healthier habits and identifying obstacles to change and wellness. The coach will work with the client formulate a strategy to implement recommended changes to achieve their health and lifestyle goals. Health coaches are patient-centred, encourage active learning and accountability for behaviours. Techniques engaged by coaches include goal setting, action planning, problem solving, providing resources, navigating obstacles and teaching self-monitoring.





## An agent of change

Habits are ingrained neural connections. The brain is remarkably adept at creating new neural networks when an individual consistently and consciously deviates from old habits. It can take months of conscious behaviour to create unconscious behaviours.

Changing behaviour is complex and one of the models that can help a coach make an assessment includes the Transtheoretical Model (TTM) by Prochaska and DiClemente. This model defines the various different stages of change which an individual will move through:

**Precontemplation:** usually a stage of denial, or if someone has come for a consultation because someone else made them (for example: a partner or a doctor telling someone to lose weight and exercise to improve their health).

**Contemplation:** the individual is aware of the need for change, but isn't fully committed to making changes so will make excuses around it (for example: they do not have time to go to the gym to exercise, or prepare lunch to ensure they are eating a more balance diet).

**Preparation:** the individual understands the benefits of making changes, is ready to make changes and is considering how to do it (for example: they are tired and craving sugary foods but know that exercise will improve their health and reduce stress levels. They understand that going to sleep at a reasonable hour will allow more energy for exercise and make them less likely to reach for sugary foods).

**Action:** when the client actively makes the change they have been preparing for.

**Maintenance:** this stage is defined by consistent change for six months (for example: they have stopped snacking on sugary foods and they have started a regular exercise routine). However, the individual may slip back to action, or even preparation by having a spate of late nights or a stressful period at work.

A trained coach who listens and understands the nuances of language can understand if a client is using change talk and if not, to facilitate it, and can ascertain an individual's self-efficacy and their readiness for change by applying this change model and to identify what changes an individual will be most motivated to implement. Self-efficacy is defined as the belief in one's own capabilities to organise and execute course of actions to achieve specific objectives. If someone has a strong sense of self-efficacy, they will set higher goals and be more committed to achieving those goals, retain their

confidence if they experience setbacks or failure, and do not lose motivation in the same way as someone with a low sense of self-efficacy may. The coach will then be able to support the individual in setting and agreeing smaller, achievable goals, increasing self-efficacy and building resilience to challenges and setbacks, using positive psychology and motivational interviewing techniques.

## Training as a health coach

Anyone can study health coaching, but prerequisites would be an interest in personalised health, a desire for personal and professional development as you never stop learning in this field, a wish to help people and feel a great sense of purpose and achievement, and have a rewarding career that enables you to work on your own terms. Health coaches should also be good listeners, empathetic and adept at building relationships as they will also be providing some level of emotional support to their clients. Health coaches should also be able to develop a good understanding of working within their remit and when to refer on.



There are many organisations providing coaching training, and all provide different training needs and different types of accreditation, if accredited at all. In many of the health coach training offerings available, the depth of training is extremely poor.

The health coach and nutrition advisor course that I have created with Life Practice encompasses nutrition, naturopathic principles, functional medicine, psychology and lifestyle training. We teach basic nutraceuticals and culinary herbal medicine, we also teach business-building, and many of the course assessments are designed to ensure that by the time the course is completed, a student is confident and ready to go straight into setting up or enhancing their practice. Most courses offer 200 hours of training while the

Life Practice course offers around 1400 hours of training. You can also add further training in neurolinguistic programming and hypnotherapy.

The Life Practice course is dually accredited with the ACCPH (Accredited Counsellors, Coaches, Psychotherapist and Hypnotherapists), who base their qualification on OFQUAL markers, offering an external assessment and qualification. The NNA (Naturopathic Nutrition Association) has also created a special Health Coach category especially for Life Practice students. The Life Practice also offers ongoing support in the form of expert mentoring or supervision to certified students to ensure they receive post-training support.

Many doctors and nutritional therapists are engaging coaches to provide ongoing support for patients. This often gives better results in a collaborative care setting because health coaches have more time to spend with clients, to build relationships and hold patients accountable for better compliance.

Health coaches can also find work within a corporate wellness team, working with health shops and companies to advise on lifestyle change and basic nutritional advice, doing webinars or seminars to inform the public, seeing clients on a one-to-one basis or in a group coaching setting, working alone remotely or within their own clinic working with clients with eating disorders, with athletes and with weight loss clients, especially if this qualification is combined with NLP and hypnotherapy.

For a therapist who is already trained in other therapies, adding a health coaching skillset to their toolkit is also extremely valuable as they will then be able to help their client in a much more holistic way to achieve much more positive outcomes.

Health coaching is a modern evolving and emerging type of coaching and the possibilities are limitless. ■



**Carolina Brooks** is a Certified Functional Medicine Practitioner (IFMCP), Nutritional Therapist, Naturopath, Endobiogenist and Master Herbalist, Certified Coach, Clinical Hypnotherapist and NLP Practitioner. You can find out more about

Carolina and her courses at <https://lifeppracticeacademy.teachable.com/p/healthcoach>

# THE NHS NATURAL HEALTH SCHOOL:



*a step forward for training and integrated healthcare*

*As we get older and lifestyle diseases become more prevalent, patients become more complex. The NHS has set up the NHS Natural Health School in Harrogate to provide courses designed for holistic therapists who are keen to work in the NHS or in the biomedical sector. We discovered more when we spoke with the school's lead educator, **Glyn Featonby**...*

**T**HE NHS Natural Health School is the first ever holistic health training provider to be owned and operated by the NHS. As such, it is might be regarded as a symbol of the increasing acceptance of a need for an integrated approach to health, combining allopathic medicine with the support of holistic therapies to help deal with side effects, anxiety and pain caused by cancer. As the population ages and people live longer with diseases such as diabetes, Alzheimer's, Parkinson's and cancer, there will be a growing

need for holistic therapists who have the training and skills needed to work in a biomedical environment. It is essential that holistic therapists understand and adapt to the needs of hospital patients and private clients with increasingly complex needs.

The NHS Natural Health School grew out of the complementary therapies provided at the Sir Robert Ogden Macmillan Centre which is part of Harrogate and District NHS Foundation Trust. For the past few years, the centre's team of complementary therapists had gathered data

about the effects and effectiveness of holistic treatments including acupuncture and reflexology by using MYCAW questionnaires to gather patients' feedback. MYCAW - Measure Yourself Concerns and Wellbeing - is an individualised questionnaire that has been designed for evaluating complementary therapies in cancer support care and is increasingly used in other settings as complementary therapists seek to gather objective performance data. The research questionnaires data provided clear evidence that receiving complimentary therapies as part of their cancer care treatment and aftercare provided real and considerable benefits to patients. This, combined with a detailed business plan, made a compelling argument to set up the NHS's own training facility in complementary therapies.

Now, the school offers a range of holistic therapy courses designed to equip therapists to work as part of a team in a biomedical setting, whether that's in an NHS hospital, a hospice, rehabilitation facility or a residential setting like



a home for the disabled or elderly. All profits generated from these courses are ploughed back into the Odgen Centre, providing holistic support for the wellbeing of around 500 cancer patients and support for their families and carers each year.

Each member of the NHS Natural Health School's team is employed by the NHS and has a wealth of experience of complimentary therapies within a biomedical setting. Gwyn herself is a qualified adult and children's nurse with a first class degree in complementary therapies. She holds qualifications in clinical aromatherapy, clinical reflexology, medical and dental hypnotherapy, acupuncture and the EMMETT technique. She has extensive teaching experience which includes developing training programmes for universities.

*As the population ages and people live longer with diseases such as diabetes, Alzheimer's, Parkinson's and cancer, there will be a growing need for holistic therapists who have the training and skills needed to work in a biomedical environment.*

Julie Crossman, the school's Complementary Therapies Lead, combines teaching with supervising student and providing therapies to patients. As well as considerable teaching experience, Julie is trained in reflexology, therapeutic massage, Daoyin Tao, Reiki, Bowen and the Emotional Freedom Technique. Julie has extensive experience in both teaching and developing complementary therapy services and is the local co-ordinator for the Federation of Holistic Therapists.

The team is managed by Sarah Grant, a specialised cancer and palliative care nurse. She has also been a guest lecturer at Coventry University on nursing courses and is now the Macmillan Patient Information and Health and Wellbeing Manager at the Sir Robert Ogden

Macmillan Centre. Sarah has been responsible for the development and management of the complementary therapy service and the introduction of the NHS Natural Health School at Harrogate hospital. In 2017, Sarah became a member of the board for the Complementary and Natural Healthcare Council (CNHC).

Aiding Sarah, Glyn and Julie are Beverley Harrison, the team's extraordinarily well organised co-ordinator, who takes care of the admin functions and ensures the smooth running of courses and patient appointments and Thea Pritchard, who has joined the team as a Junior Complementary Therapist, treating patients in the cancer centre.

### A step forward

It's difficult to convey the importance of the NHS Natural Health School and the breakthrough this represents for the entire holistic sector. This is the first time that training in complementary therapies has been available from part of the NHS itself. That is an acknowledgement of the superb quality of service and expertise offered by everyone involved in the school and in training holistic therapists to work within and gain acceptance as a valid form of treatment within the NHS.

By building on many years of integrated support that has been offered to patients receiving cancer treatments, and their families for many years, with skilled and experienced complementary therapists working as part of the NHS team, the school has designed high quality, evidence based training in Massage, Aromatherapy and Reflexology. The qualifications are not only awarded at level 3 by the International, Therapies Examination Council, but carry full NHS Trust approval.

The training not only involves a hands-on approach, working with patients in the Odgen Centre and Harrogate General Hospital but also at the Brighterkind Granby Care Home, and

Rudding Park Hotel and Spa, both in Harrogate. Theory and practical learning take place across all three training environments, meaning that students get experience of the clinical working environment and patients with complex needs.

Glyn explained, "Over the years, I'm aware that there are a great many highly skilled holistic therapists who have studied extensively and know a great deal about their own modalities, but this doesn't always transfer well into working in a biomedical setting.

"Our students are trained to Care Quality Commission standards. That means they know how to work in a mainstream medical environment as part of a team that includes medical staff, where everyone talks the same language and is subject to the same professional standards. Our mission is to develop a new generation of expert complementary therapists for the future.



“Healthcare is changing, because our concepts of ill health and wellness are changing. By 2050, forecasts suggest that one in two people in the UK will have been affected by cancer. People can now live for decades after cancer, getting back to their normal lives, work and activities. We know that our treatments need to be adapted to suit people with complex health needs, but it’s easy to assume that, say, simply delivering a gentler form of massage will work. If you have a rugby-playing patient who is still getting treatment several years after remission, then a gentle massage is going to do nothing to help his sore shoulder. It’s all about knowing what works for an individual patient. Therapists who want to work with cancer patients need to understand the underlying physiology and pathology of the disease.

“With more people living longer, but not necessarily remaining well for longer, then we need complementary therapists who can help treat these patients, even where they have complex lifestyle diseases.

“As students reach appropriate competencies, clinically supervised practical sessions will be held within the care home for residents, as well as offering clinically supervised work placements to qualified students, once they have completed an agreed level of training and competency.

“We also offer a range of CPD courses, weekend and day workshops in EMM-Tech, Shiatsu and First Aid, to longer ITEC Level 3 and CPD courses for experienced therapists. One particular course that may be of interest to holistic therapists who already hold at least level 3 qualifications and would like to achieve NHS qualification and experience is the NHS Certificate in Complementary Therapies. This is offered in three different pathways, so students can specialise in Maternity, Occupational Health or Cancer. Applicants must demonstrate evidence of their qualifications which must include anatomy and physiology and insurance.

The course covers aspects of safe practice within the NHS, ethical health care, data collection and patient management. Followed by an e-learning programme to complete training

and assessment in safeguarding, data protection, clinical governance, infection control and health and safety. The next stage includes a hundred hours of training. Once all assessments are completed we will work with you to develop a programme of supervised clinical practice, tutorials and clinical supervision within Harrogate NHS Trust and allied health services. The practice placements must be completed within 6 months of induction and are tailored according to the chosen pathway.

There is also a half day on red flags. Red flags are symptoms that may indicate that a patient has a serious complication which if left untreated may cause significant harm or be life threatening. Red flag symptoms must be recognised early by health care practitioners, including Complementary Therapists. This session is delivered before clinical training and is also available as a standalone course. Each pathway has its own specialized red flags course”. The course fee for the NHS certificate is currently £780.

Glyn resumed, “As people live longer with more

complex healthcare needs and NHS budgets are stretched, there will be an increasing need for complementary therapists to work within and alongside the NHS. Undertaking training that’s specifically designed to see holistic therapists working as part of a clinical team in a biomedical setting means that we can move towards a more integrated form of healthcare that benefits patients. It’s about working together to provide evidence-based, effective care that makes sense both to the patient and the rest of the care team. In order to do that, we will need more suitably trained therapists. Even where holistic therapists don’t want to work in the NHS, we’d encourage them to use MYCAW assessments in their own practices, because it’s the most important tool we have for progressing the industry as a whole and helping complementary therapies become accepted as part of clinical care.”

For further information or to book a place please email [Natural.Healthschool@hhfm.nhs.uk](mailto:Natural.Healthschool@hhfm.nhs.uk) or call **01423 557316**. ■



**Harrogate and District**  
NHS Foundation Trust



For further information about the NHS Natural Health

School, please visit. To book a place on a course, please email Natural.

[Healthschool@hhfm.nhs.uk](mailto:Healthschool@hhfm.nhs.uk) or call **01423 557316**.





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**Chris Newbold** BSc, DipCHED  
Nut is BioCare's Head of Nutrition Strategy at BioCare, overseeing the extensive practitioner education programme.



# SPIRITUAL MIDWIFERY:

## A GENTLER WAY OF BRINGING NEW LIFE INTO THE WORLD

*Sarah Richardson shares her women-centred approach to her work as a spiritual midwife...*

I was always drawn to midwifery as a profession. From my earliest days, I had a deep love of birth and the incredible power women have. It felt as if the universe picked me up and placed me on this journey towards becoming a midwife.

When I was a child I was quite spiritual; from a very young age I would see energy as colours or shapes around people, I would pick up on very strong sensations around people about what they were thinking, feeling or if

they were unwell or in pain. As I got older and more experienced, I was able to hone these skills and that is where my intuitive gift of healing has come from.

I started training as a midwife in Ireland when I was nineteen and straight out of school. I then found out I was pregnant a few weeks into my studies when working in the labour ward. I was in a very turbulent relationship and this was an unplanned pregnancy. I never do believe in coincidences and I know this was all part of my path. My son, Dylan is now eight.

My midwifery training took place at University College Dublin and the city's National Maternity Hospital. This was the busiest maternity hospital in Europe, with 10,000 births a year, so the training was an incredible test of stamina. I looked after the sickest of mums and babies during my time there from 2010 until 2017. It was an incredible experience that I will hold dear to my heart forever. My work took me into many different areas of the hospital, including operating theatres, gynaecology outpatients,

neo-natal intensive care, psychiatric services and helping with home births.

My true passion was working on the Labour and Delivery ward. Helping a woman go through that life changing transition from being a woman to becoming a mother, watching her face as she holds her baby for the first time and watching a couple become a family meant so much to me.

When I laid my hands on woman in labour, it brought intense relief from the surges and rushes of birth. My intuition about how a woman was feeling or doing in labour was always accurate and this is a gift I think many midwives possess. I felt I could bring them back into the present moment, calm their breathing, calm their nervous system and their hormones and allow birth to flow naturally with a sense of control and empowerment for the woman.

### Going it alone

Two years ago, I felt a strong calling to leave the crazy business of the hospital and go follow my path as an intuitive healer and teacher. I felt I could teach women, couples and even midwives the gifts I was using to help during pregnancy and birth.

Throughout my time as a midwife, I added to my qualification with holistic courses and practices. These included Yoga, Pregnancy Yoga, Yin Yoga, Wise Woman Yoga, Fertility Yoga and meditation training in India. I went on to become a Reiki Master, Practitioner and Teacher, then added various healing techniques including Rahanni Celestial Healing, Crystal Healing, Angelic Healing, and EFT. I have now combined all of my trainings and intuition together to create my own intuitive technique.

I eventually left labour ward and went on to work more regular hours and gained incredible





experience and hands on training in a busy Fertility Clinic in Dublin. Here, I watched women and couples going through the tough process of fertility treatment. Again, my intuition would creep in and I would receive messages when working with women and couples about what it was that they needed. For example, releasing grief, working on connecting to their bodies, reducing stress, improving diet and self-love, self-care and feelings of worthiness.

I set up my own clinic - Namaste Wellness Centre. Here I would see women trying to conceive or pregnant women preparing for birth for hands on healing. Word of mouth spread about my success rates with fertility by using natural techniques and releasing blocked emotions and Namaste Wellness Centre became quite busy almost overnight! Very soon my intuition spoke again and I knew it was my time to go out on my own and share my message about the spiritual side of midwifery. I left the fertility clinic and was living the dream full time.

### A holistic, woman-centred approach

Some of the women I see have pregnancy and other conditions like pelvic pain, hyperemesis, anxiety, depression, or back pain. In many cases, these can be traced back to an emotion and once we cleared the emotion, the condition would ease. The mind-body connection is so powerful!

A lot of my work when working with couples or women preparing for birth is about releasing fear, self-doubt and previous trauma. Empowering these women is my ultimate passion! Where women are trying to conceive, or getting ready for labour include gentle yoga, meditation, positive affirmations, hands on intuitive healing, relaxation techniques and visualisations, the law of attraction, nutrition, self-belief and empowerment. The women that come to me generally have beautiful positive birth experiences, their recoveries are faster, the babies have great outcomes and the mothers feel educated and strong!



I follow up with all of my clients for postnatal healings to rebalance the body's energy system and to debrief the labour and birth. I even follow up with my new-born baby clients for balancing their energies and baby massage after birth to help with sleeping, feeding, digestion and colic.

I have an online following of women for updates I put on social media about positive birth through my videos and blogs. I even developed some beautiful birthing affirmation cards that people can decorate their labour room with.

Spiritual Midwifery is all about continuity of care. I see women and their families from conception, through their pregnancy, birth preparation and birth itself, then afterwards for both mother and baby. We maintain a beautiful friendship and relationship.

Recently, I have been teaching student midwives about Spiritual Midwifery. In my eyes, spiritual midwifery is having women-centred care. It is creating positive attitudes and language around

birth, reducing fear, providing encouragement, empowerment and choices. It's about educating women and couples about their bodies and about what techniques they can use for birth. It is about slowing down the process and not having birth on a clock – as long as everything is safe for mum and baby. Spiritual Midwifery is about preparing a woman for motherhood and supporting her through this transition with gentleness and care. It is about taking the holistic approach, checking in with our innate intuitions about what we need. Above all, it is about the woman having a positive experience of her conception, pregnancy, birth and postnatal period. An experience that can prepare her for the rest of her life. ■



Find out more about Sarah and her work at [www.namastewellnesscentre.ie](http://www.namastewellnesscentre.ie)

[namastewellnesscentre.ie](http://www.namastewellnesscentre.ie)

# EASY WAYS TO CUT YOUR BUSINESS COSTS

*Each year, it costs more and more to run your business. Accountancy fees, taxes, equipment, training, bills, overheads, travel and consumables all add up. Reducing your business costs without damaging your client experience is an art, but done well, it's like a pay rise without doing more work...*

**S**PENDING a day examining the costs of running your business and making some changes could add several hundred pounds to your bottom line, but the key is to look for savings which don't have an adverse impact on the quality of your services or the customer experience. Cut back on things that don't impact on client awareness.

## START WITH YOUR PRACTICE ROOM:

If you rent premises, this is likely to be one of your biggest monthly outlays. You may be tied in to regular upward rent reviews, but most leases come with break points. If you are a year or less from your rent review point, it makes sense to look around for alternative premises. Even if your current location is ideal, having an understanding of what else is available on the market and comparative costs is essential if you are to ask for a reduction in your rent, or at least have it frozen. You may even find better premises that are cheaper than your current practice room.

*Empty shops don't make the landlord any money, so finding cheaper premises is a buyer's market.*

There are suitable units lying empty in towns and cities all over the country, so you should have leverage to negotiate a better deal. More than one in ten shops in the UK are lying empty. Empty shops don't make the landlord any money, so finding cheaper premises is a buyer's market.

If you don't want to move, then make a list of

everything that could be improved in your current location, whether that's repainting the frontage to laying new carpet in the waiting area. Either ask your landlord to upgrade the premises for the same rent or offer to do so yourself in return for a reduction in the rent.

If you do ask for a reduction, use the comparative information from your research as a basis for negotiation. Don't be unreasonable, your landlord won't slash his prices by two-thirds. If you could rent an equivalent property for 20% less, start with this information and ask what can be done to bring your rent into line. If you can achieve a 10% reduction, this will make a major difference to your profits.

Business rates is another cost worth looking into. Start by checking the rateable value of your premises. This will tell you how much rent the Valuation Officers think the annual rent is. It's set at least two years previously, so may not reflect your current rent. Check your summary valuation attached to your rating assessment entry too. Are the areas you are been valued on correct? Does the valuation reference scheme number used match the age / specification / location of your property? Check the other properties on that scheme to see if any have had a successful appeal, if so, then make a list of reasons why your business rates assessment is too high and speak to your local Valuation Office. You can

make an appeal or use a professional no win no fee agency to do so.

Remember that if your premises have been effected by changes such as a competitor stores opening nearby, road closures, flooding, or building works nearby, you may be eligible for a temporary reduction in business rates.

In this case, speak to your landlord about reducing the rent for a few months too.

## BILLS, BILLS, BILLS

Even if you work from home, there are lots of ways to reduce the costs associated with your practice room. Make a list of all the utilities bills you need to pay and

what these are currently costing. Start with your electricity, gas, water, phone, broadband, council tax and business insurances. Spend a few hours on comparison sites and shop around for the best deal. Never auto-renew. After four years, you could be paying 70% more than someone who switches each year. Loyalty is painfully expensive.

It's also worth checking to see if your home is in the correct council tax banding. If your neighbours in similar homes are in a lower band, then ask to be reassessed and refunded. This may be backdated and could make you several thousand pounds better off. Similarly, if you have dependents or someone with certain illnesses, you may be eligible for a backdated reduction.

It's also worth checking if you are eligible for any benefits as part of this exercise.





[www.gov.uk/benefits-calculators](http://www.gov.uk/benefits-calculators) lists several independent benefits checkers, all of which can be used anonymously.

*Reducing waste may not seem like a major cost saving, but it can still add to your bottom line, while being better for the planet.*

Your bill review also needs to extend to looking at whether you're getting the best rates on your buildings, contents and life insurances, public and professional liability and whether your professional association offers the best package in return for your annual membership fee.



**WASTE NOT, WANT NOT** Reducing waste may not seem like a major cost saving, but it can still add to your bottom line, while being better for the planet. If you habitually discard

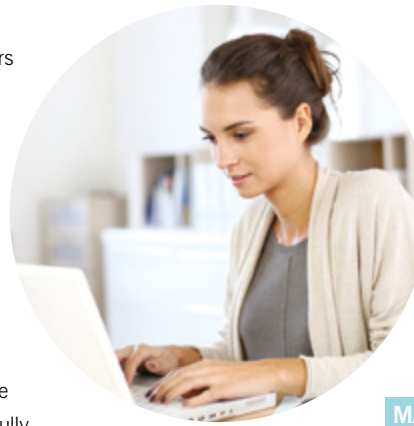
treatment product containers with the last ten percent of their contents, or have to wash considerable amounts of excess cream or oil from your hands, you're literally throwing money away. Try cutting back on the amount of product you use per treatment and make sure that you fully

empty the container, by cutting it open before recycling it.

**BARTERING**

Bartering is probably the oldest form of trade and one that still has surprising appeal. If you need some help with your social media, or want to set up a blog template, maybe there's a web designer with chronic back pain you could swap services with?

Perhaps some of your existing clients have skills you could use? Some towns have local skills exchange sites and even local barter currencies, so see what's available.

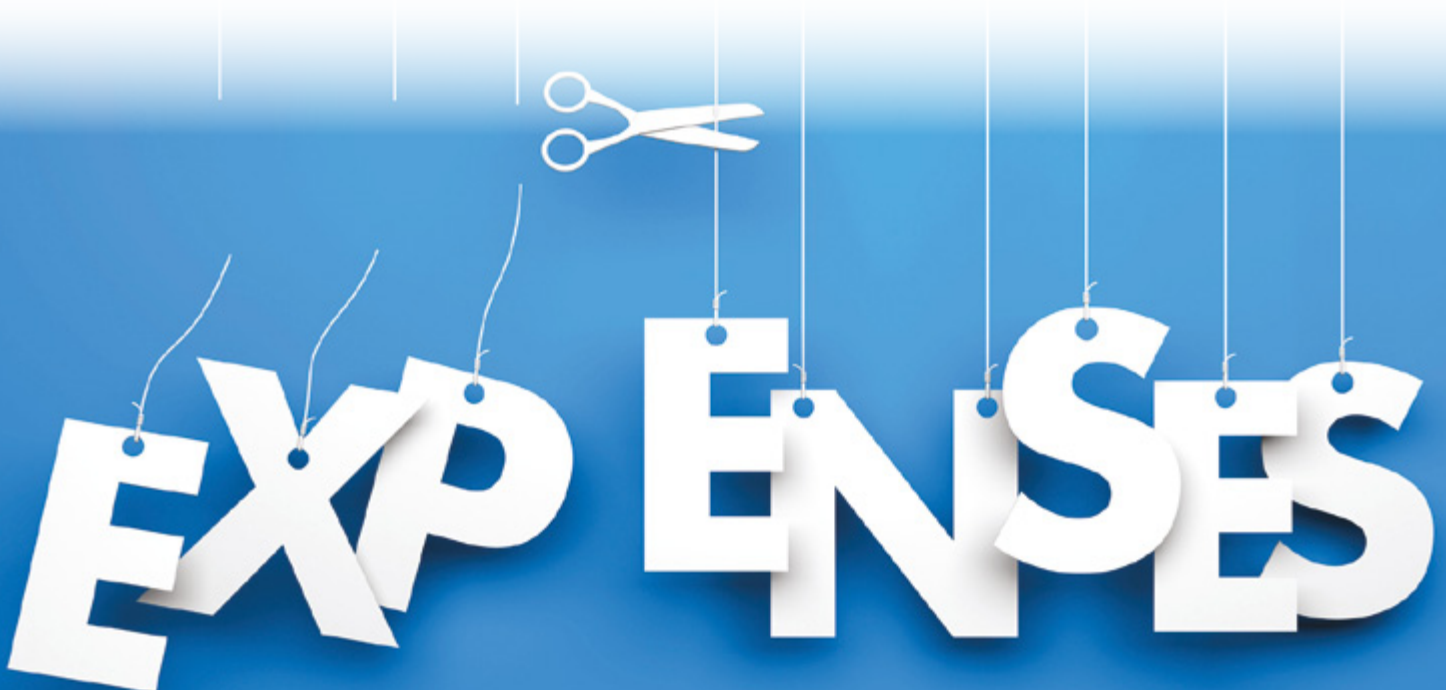


Make sure you establish specific timelines and parameters for what each party will get as part of the barter exchange. As with any business relationship, do your homework before entrusting your business reputation to someone you don't know.

**MAKE FRIENDS WITH YOUR ACCOUNTANT**

Financial paperwork is not everyone's idea of fun, but book a session with your accountant to look at your business to make sure that you are claiming on everything you should be for tax purposes. They should be able to recommend better ways of collecting and organising receipts and financial apps that will free up your admin time for better use. As part of this exercise, have a look through your business and personal direct debits and standing orders. You may find you're still paying for things you believed you had cancelled, or that you no longer need.

There are plenty of ways to run your business more cost-efficiently. Doing so means more money in your pocket, so time spent on this is time well spent!





## MILLENNIALS:

# UNDERSTANDING *the next client* generation

*The 2020s will bring a new generation of clients into our practice rooms and clinics.*

*Jade Saffer explains why understanding the millennial mind-set and their needs is essential if we are to market to them effectively...*

**D**ESPITE being represented in popular culture as avocado munching, entitled, easily triggered, hipster influencers, obsessed with shallow self-image, Tinder hook-ups and Instagram likes, the millennial generation does not have it easy. While the majority of millennials are confident, technologically savvy and ambitious youngsters, many are beset by stress and anxiety, in an economic climate that sees many flat-sharing or still living at home. Where previous generations had bought homes, established relationships and often started families of their own, now adolescence

is said to end at 34 and 'adulting' expresses the everyday struggle towards personal independence.

Millennials are undoubtedly the most 'connected' generation of all time. Internet and mobile technology means they are able to spread their voices far and wide. Millennials, controversially, hold the belief that every opinion has the right to be heard. This right comes at a cost, the world has become increasingly opinionated, polarised and political, some voices get either lost, distorted or manipulated in the loud rantings of the 21st century.

This belief has spawned a movement of 'influencers' who appeal to the masses that





use the internet, namely social media. Most influencers use this platform to share their daily skincare regime or online-gaming tips, but there are others who use their influence to create change, reach out to others to inspire them and help them feel understood and accepted in their individual identities. This highlights how the millennial generation choose to use their voices. Older generations tend to frown upon this perceived shallowness, where life is filtered, photoshopped and glossed up for public consumption. Millennials often live in a more overt way than previous generations, who maintained firm boundaries between their public persona and private lives.

Older people sometimes feel uneasy when millennials choose to embrace parts of themselves which have been regarded as socially unacceptable in the past. Young people expect to be heard and to be seen in today's world, whatever their gender, sexual preference, political stance, or worldly opinion you have, everything is out there. Things are no longer binary.

We see rallies of young people on the news, congregating for justice on topics like equality, environment and climate change and education. We see teenagers advocating for climate change addressing the United Nations or campaigners for female education being awarded Nobel Prizes. This is a generation that understand that age should not be a barrier to being taken seriously. The millennial generation is evoking positive change in lots of ways. Despite the belief that millennials are entitled, narcissistic and 'have it easy' in today's world, I feel that could not be further from the truth.

As a life coach working with young people from all different cultures, classes and backgrounds, one thing is clear – young people struggle with their mental health more than ever before. The pressures set among young people are staggering, whether that be in exams in school, social expectations, mounting student debt at university, poor job prospects, no financial security, difficulties getting on the property ladder, and the list goes on... The statistics of young people buckling under the pressure are alarming, and only in recent months is something starting to be done to address this epidemic. The government are introducing initiatives in schools to help prevent future

generations from suffering but today's millennial generation often feel the brunt of it.

Most young people throughout history tend to have narcissistic tendencies in their 20's and get less so as they age. As we grow, we become less preoccupied with our own needs and more concerned about the needs of others and the world itself. I think this generation is undoubtedly more concerned about future generations and what will be left for them if we keep treating the world like we do now. Millennials are far more tolerant and less prejudicial than previous generations. Look at laws like same-sex marriage being approved or the rise in transgender numbers. From seeing and speaking to this generation, I feel the general attitude is one in which you can be whoever you want to be, achieve your dreams and never hold back – an idealistic, blissfully naïve view to some and a new age positive manifestation to others.

***Millennials are somewhat of a phenomenon for the workforce; employers are struggling to delve into the 'millennial mind-set' to ensure they get the best out of their employees.***

Millennials are somewhat of a phenomenon for the workforce; employers are struggling to delve into the 'millennial mind-set' to ensure they get the best out of their employees. A lot of emphasis is placed on the belief that millennials have the 'entitlement complex', believing they are owed something intrinsically just because they have the qualifications or simply because they want to be there. It seems that workplace satisfaction matters more to millennials

than monetary value, and a work-life balance is considered essential above all else.

This 'entitlement complex' brings both pros and cons to the workplace. Millennials are passionate about what they believe in, and if your business happens to be just that, they will provide the drive and determination that you want to see in a role. The cons are that their creativity and ambition may take over your vision and conflict could arise. Regardless, millennials have made significant changes to how we work. Whether it's young entrepreneurs turning over millions of pounds in their start up tech companies or YouTubers making a living out of comedic videos, one thing is for sure – they are making their stamp on the workplace.

I feel as a whole, the millennial generation has had more of an effect on the world than ever before, both positively and negatively. Yes, we can focus on the selfie taking, food instagramming aspects but we could also think of all the young activists, entrepreneurs, other extraordinary people who have given so much to today's society. The millennial mind-set is shaping the future whether we like it or not, and I believe it's in everyone's best interests if we embrace this new wave of a generation and combine both old and new to build a world that we all want to live in.



## Understanding the market

A recent study of 2000 subjects in the UK showed that 40% of millennials spend more time alone and less time with friends or family than they used to, while 38% of millennials no longer enjoy work as much as they used to. They are also less confident than previously and beset with social anxiety. Almost a third of millennials cancel plans more often so they don't have to interact with other people and 36% of millennials find themselves feeling more anxious in social situations than they used to. 29% find their sleep quality is reduced, while around a quarter get less pleasure from their friends or hobbies than before. 30% of millennials care less about their physical appearance than they used to. Showering and basic self-care is more difficult than previously for 30% and a third care less about their physical appearance than they used to. The TV documentary *Dispatches* revealed that 68% of 16-30 year olds think they have had or are currently experiencing a mental health problem and also that there has been a 45% increase in referrals of young people to mental health services in the past two years. The programme also found that in the last year, 55,210 under 18s were prescribed antidepressants. Far from having it easy, life is stressful and difficult for many in the demographic, with a US survey reporting that 78% of millennials believed that life is more stressful today than for those in the past, attributing that to more debt, a more competitive job market, the political climate, and the bleak outlook for the future of both the nation and the planet. 1 in 5 millennials feel they don't have a support system to rely on, and of those that do, 40% don't use it for fear of being a burden. Finances are the number one stressor for millennials, and 91% said a higher income would make them feel less stressed.

## Outlook

Millennials are the most numerous of all generations. As such, their purchasing power and influence continues to grow. Health is no exception, especially when it comes to wellbeing and health trends. A new US report from Welltok, suggests that more than half of millennials are a have considered leaving their current employer due to work-related stress, 85% are more likely

to participate in health programing if personalised and only one in five confidently know where to access available resources.

"Self and health are synonymous and non-negotiable for millennials," explained Scott Rotermund, Welltok's co-founder. "Their health is an extension of who they are and transcends both work and personal life – taking care of their body, being mindful and financially stable. As a result, robust wellbeing offerings are a key component of benefit packages that today's organizations are touting to recruit and retain Millennials."

***A large majority (73%) believe employers are responsible for helping manage or reduce workplace stress, which emphasizes the importance of a total wellbeing offering.***

This means that millennials offer an increasingly attractive market for holistic therapists, since holistic therapy sits on many of the broad trends, consumer desires and global concerns of this generation. The naturalness of treatments, the whole-person bespoke approach, the environmental consciousness, stress-relief and focus on mind-body health and wellbeing matches closely to the motivations and aspirations of this generation of younger clients. Rather than being primarily motivated by money, they value other ways of improving their health such as extra vacation time (64%), wellness benefits like gym memberships (56%) and flexible work schedules (53%).

A large majority (73%) believe employers are responsible for helping manage or reduce



workplace stress, which emphasizes the importance of a total wellbeing offering. This means that the corporate market should become more open to holistic therapy services over the course of the next decade.

Nutritional support, whether through nutrition therapy, counselling, hypnotherapy, acupuncture or integrated diet and exercise could also witness increasing demand from this generation. According to the charity Cancer Research, 70% of millennials will be obese by the time they reach middle age, in part because a fifth of millennials do not know how to cook a healthy meal from scratch.

It is essential, therefore, that we look beyond the Instagram illusion and begin to understand the millennial mind-set and market. Failure to do so will threaten our businesses in the decade to come.



**JADE SAFFER** is a Holistic Teen Coach, providing 1-1 mentoring

and therapy for young people aged 11-25. She also offers parental support and facilitates workshops in schools. To find out more about Jade and her work, please visit

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



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# Looking ahead: capitalising on **Spa TRENDS**

*Spas are big business and there's a lot even the smallest holistic therapy practice can learn from keeping up with the latest trends...*

**E**ACH year the International Spa Association holds an annual event for the media to showcase the latest trends and services offered by over 2300 of its members. These are some of the most successful businesses and innovators in the industry. Given that the spa industry is now bigger than ever, with \$18.3 billion in revenue and 190 million pampering trips globally, it's worth keeping up to date as trends tend to filter down, as clients seek to enjoy the benefits of treatment experiences.

Speaking at the event, Garrett Mersberger, the association's board chairman, highlighted some of the major trends to consider when revamping your own treatment menu.



### Getting personal

As a people-centred industry, we know that the client needs to feel special and that they have your full attention. Rather

than adding endless treatment variants, which can leave the client confused and reluctant to ask questions, many spas are simplifying their treatment menus. This allows them to offer a complete bespoke treatment particularly for facials and body treatments. Treatments can be personalised, so that the client gets what they

need at that moment. It makes sense when our physical and emotional needs, our hormones and our bodies change from day to day. Mersberger explained. "The Mandarin Oriental group has gone down to just one focused massage and one focused facial to really make it about customisation".

Incorporate this into your own practice by offering custom treatments and involving your client in joint decision making. Even small things like a specifically blended massage oil can add value.



### Here come the boys

Men are under increasing pressure to look good. The International Spa Association reports that since 2017,

almost half of spa customers were men. They reckon that male clients may outnumber women by 2020. This is not simply about pampering or looking good, but about understanding and caring for the body, reducing stress and looking after yourself.

It's worth looking at the current gender split of your clientele. This may depend on your modality, but it is worth thinking about how you could extend your reach and attract more male clients. After all, there's little point in alienating almost half your potential market. This may involve designing specific packages, managing potential misunderstandings over the type of treatments on offer, particularly in regard to "happy endings" and perhaps advertising your services in different places, such as golf clubs and weightlifting gyms, as well as asking your existing clients to provide referrals to their male friends and work colleagues.



### Borrowing and inventing traditions

Cultural appropriation may be frowned upon these days, but that doesn't apply

in the holistic sector. Spas are increasingly basing modern treatments on traditional, indigenous techniques and materials. This means you could have a shamanic ritual in Surrey or a Himalayan



salt scrub in the Highlands.

Such treatments may lack true authenticity, but it makes sense to design packages that have an element of ritual. Spas in Wisconsin are drawing on Native American healing traditions, such as drum and percussion music, a cornmeal back scrub and a space clearing using sage. Another pairs its treatment ingredients in a tasting menu with local craft beers. If there are ingredients that are unique to your area, think about how that might be incorporated into your practice. While say, you might offer a massage that included malt barley scrub in a Speyside treatment room, or a treatment that used gin botanicals, it is unlikely that this approach would pay off if your town is best known for blue cheese or pork pies.



### High tech health and wellbeing

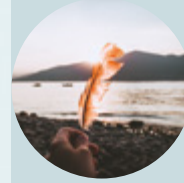
We're used to seeing technology making inroads into holistic health, given the advent of wearables

such as smart watches and apps that help us with everything from guided meditations to breathing exercises. Some of us conduct consultations via skype and the internet. Even so, we associate spas with tranquillity, so it may be surprising just how many innovations are happening in this area.

New spa treatments that use technology include CellFit's Endospheres Therapy from Italy. This is a hand-held device that delivers micro-vibrations to muscles through cylinders fitted with 55 rotating spheres. We've also seen the first generation of virtual spas in Los Angeles. Kohler Water Spas debuted a virtual reality headset which offered relaxation via a guided meditation. Others showed manicure stations that included USB charging facilities and the ability for the customer to use their own playlists. Kohler believe that by cutting out the background noise of the therapist moving about or noises from outwith the treatment room intruding, clients have a deeper, more meaningful experience.

The increasing use of technology is something all holistic therapists need to consider, given the way many people are reluctant to surrender their phones even during their most intimate moments. One survey found that 8% of American respondents had used their phone during sex, after all. It can be argued that such technologies help relax some clients, but it may also mask another factor which has more troublesome implications for holistic therapists. Such technologies essentially form a communication barrier between client and therapist, preventing conversation during treatment. This may be down to increasing levels of social anxiety, but

it could simultaneously make therapists more uncomfortable while making treatments less effective. Such technologies could come at too high a price.



### Back to nature

The final trend that holistic therapists could take advantage of may seem to run counter to the increasing use

of technology in spas and treatment rooms. Spa users are increasingly keen on treatments which use natural, sometimes local, ingredients. It's a return to simplicity and authenticity and is paralleled in many other sectors, from the rise of craft gins to the slow food movement, the popularity of allotments and growing your own produce and activities such as park runs and forest bathing.

Several recent studies have shown that being in nature has a considerable impact on health and wellbeing, so it's no surprise that natural, organic, and wild-crafted ingredients are becoming popular. Some spas also offer open air treatments, but these tend to be in popular – and sunny – long-haul holiday destinations such as Thailand and the Maldives. This is one trend that probably doesn't adapt well to a high street treatment room in the UK.

Look for ingredients that are novel, but which align with these qualities. If it is artisan, hand-made or has some positive community aspect, such as being fair trade or supporting indigenous farmers, so much the better.

It would be worth combining this trend with the customisation of products to create individual treatments and products for sale for your client base, so consider investing in training in these areas.




By understanding the trends that are shaping business at high-end spas now, we can create treatments that are on-trend and align with the desires of present and future customers. Our businesses may not be as big as the major global spa groups, but we can learn from them and mirror their success in our own practices. ■

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# UNHEALTHY JOBS: AN OVERLOOKED SOURCE OF CLIENTS

*It's not surprising that work can have a major impact on physical and mental health, causing everything from bad postural alignment to gut health issues, stress and fascia problems...*

**L**OOKING for clients with the types of unhealthy jobs that lead to health issues, whether resulting in mental wellbeing or bio-mechanical problems, makes sense, but the occupations that strike us as unhealthy are often not the ones where people are in most need of our help. Understanding which occupations are unhealthy means we can target our marketing efforts more efficiently and build our revenue streams.

While the HSE does provide statistics on occupations with high mortality rates, it doesn't rank occupations in terms of health problems. The USA, however, publishes a database called the Occupational Information Network which carries detailed information on the health risks associated with around 950 jobs. While some of the occupations listed – such as mining roof bolters – have so few workers in the UK that they do not constitute a marketing opportunity for holistic therapists, there are many, often surprising,

occupations that could provide a source of new clients.

If you have a chemical plant, petrochemical refinery, port or large building site that features cranes, then this represents a considerable marketing opportunity. Those who operate chemical equipment operators, crane operators, gas plant operators, mobile heavy equipment mechanics, and marine engineers, all make the top 50 list of unhealthy occupations. These occupations share the risk of exposure to contaminants, hazardous conditions and risk of minor injuries, as well as suffering from incorrect manual handling which leads to problems with muscles, bones and joints.

Tradespeople, such as plumbers and refrigeration engineers often find themselves working in cramped

or damp conditions, so contacting local trade business groups, or leaving cards and targeted leaflets at builders' supply merchants and plumbing wholesalers could pay off.

Somewhat ironically, one of the biggest group of unhealthy jobs is in conventional medical care. It can be worth making contact with those who work in hospitals, care homes and general practices. Most have a high risk of illness through dealing with sick people, contaminants and in some cases, radiation. Many experience bio-mechanical issues from manoeuvring patients and equipment. Radiographers, lab technicians and histology workers, respiratory therapists, paramedics, ambulance drivers, nurses, auxiliaries, theatre assistants and anaesthesiologists and even embalmers and mortuary attendants all feature on the list. Podiatrists feature amongst the unhealthiest jobs.

Other emergency service and public sector and transport workers, such as airline workers

including pilots and flight crew, baggage handlers, and customs staff, police, firemen and

women and those who work in refuse and recycling and the staff of water and wastewater treatment facilities are also worth leafletting.

Animal care and veterinary services is another often overlooked source of clients.

Vets, veterinary nurses and those who examine biological samples such as blood tests are all prospects, due to their exposure to disease, contaminants and the need for manual handling of their patients. Vets also have a high suicide rate, which suggests that counselling, talking therapies and stress relief treatments may be especially appropriate.

The industry with the highest concentration of unhealthy jobs is, rather surprisingly, dentistry. Prosthodontists are seventh in the top fifty, while dental assistants sit at number five, dental technicians are fourth, and dentists are second only to dental hygienists. The high ranking of dental careers is due to a combination of exposure to disease and biological fluids, radiation exposure from x-rays and other scans, long hours spent sitting or working in a hunched position and exposure to contaminants. Next time you pop in for a check-up, leave your card! ■





# In favour of Herbs

**Ed Joy** makes the case for making herbs central to our health and wellbeing in the next decade...

IT'S easy to get the wrong idea with herbalism. To some, herbs are the domain of the medical herbalist, a character who crafts potions for all manner of ills behind the apothecary door.

To others, herbs infuse flavour into fine food. Yet both these viewpoints undervalue the role that herbs should play in the modern diet - a central role.

Throughout human history, herbs have always been there and the success of mankind as a species owes something to the way herbs or plant foods influence our health, vitality and nutrition. In nature, where there are nutrients, there are phytonutrients and these are key to the absorption, assimilation and excretion of many materials. We have leaned heavily upon phytonutrients throughout our evolutionary period and as a result we struggle on a diet without them, particularly if we are reliant on processed ready meals and takeaways.

It's no coincidence that 75% of modern medicine still originates from the botanical world, it's a simple fact that we are hugely receptive to the many properties of plants.

Yes, there are some herbs that belong behind the counter or locked away in a pharmacy cabinet, but not as many as you might think. For the most part herbs, particularly in their pure unadulterated form, only contribute positively toward the health of an individual. To the practitioner, a little know-how on the benefits of herbs in supporting a client's health can be a powerful tool.

Take Ginseng, a herb with such an extraordinary reputation that its botanical name, *Panax* refers to *Panacea*, the Greek goddess of universal remedy. The success of ginseng as a remedy for almost any state of disorder is based not on a single

magical constituent but on many chemicals that are both stimulating and sedating of the human system. Whilst one active ingredient in Ginseng, a Ginsenoside referred to as Rg1 stimulates the central nervous system another one referred to as Rb1 depresses it. This opposing influence which plays out in hundreds of different responses contribute to the balancing of bodily functions for which ginseng is renowned.

The benefit of any herb is seldom down to one component, so the integrity of the herb when we consume it is important, to ensure all the goodness is there. An extract or an isolate couldn't claim to have the same complexity of a whole herb. It is whole herbs I know and trust and use to contribute my own health and nutrition. Some can be grown in the garden, others taken as powders or supplements.

Herbs like Ginseng, green tea, hibiscus or lemon balm can influence our health positively. Better than that, they can form a part of our nutrition. To my mind this is where they are at their most powerful - a ginseng latte instead of that 11 o'clock coffee, a hibiscus cold infusion instead of a can of Cola, a green tea with Lemon Balm when we know we have to stay up late but don't want to lose our head. Like this, herbs become part of our life and part of our nutrition. There is no tool more powerful in supporting health than nutrition and good nutrition is underpinned by a varied diet, rich in botanicals. ■



**ED JOY** works for Bionutri, the naturopathic supplements

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# NEW OPPORTUNITIES IN INTEGRATED HEALTHCARE

*The Federation of Holistic Therapists' Karen Young looks at how holistic therapists can make the most of new opportunities in health and care...*

**W**E all understand the benefits of integrated healthcare and patient-centred care, where different professionals work together to provide a truly holistic approach to health and wellbeing, that meets the needs of the individual.

However, adding complementary therapies into this mix is not without its challenges. As well as the on-going issue of funding treatments, some therapists are still experiencing problems when trying to connect with medical and other professionals. Often, this comes down to not quite managing to reach out to the right person at the right time. At other times, it may be that the professional in question has concerns surrounding evidence base, liability when referring a patient, standards of practice, or a lack of knowledge about different therapies.

Fortunately, many in mainstream medicine now understand that complementary therapy has great potential in terms of supporting both patients and a struggling health and care system. The NHS Long Term Plan, Universal Personalised Care and social prescribing in particular, mean that there are more opportunities for complementary therapists to get involved than ever before.

Recent FHT training events with leading experts in integrated healthcare, such as Dr Michael Dixon, Sir Sam Everington and Dr Toh Wong, have highlighted this.

## FIRST STEPS IN GETTING INVOLVED

**Make friends** - Relationships count. Get to know people in your local community who have influence and/or can potentially signpost clients to you. Leaflets dropped off at a surgery are more likely make it into the recycling bin than into the hands of medical staff. Make friends with the Practice Manager and find out what groups and

meetings you can get involved in. Similarly, try to meet with the link worker connected to your local GP practice, as they can direct patients to you as part of the social prescribing initiative.

**Provide assurance** - If you get the opportunity to talk to your local Practice Manager or GPs and you are listed on an Accredited Register such as the FHT's, provide them with leaflets, reports and guidance about the programme, to offer them reassurance when referring patients to you. This includes the section of the General Medical Practice guidance that encourages GPs to refer patients to practitioners listed on an Accredited Register for modalities which are not statutory regulated.

**Give something back** - If you're looking to change minds and hearts, why not offer some free taster treatments? Health professionals experience higher levels of stress than the average person, so it's also a really nice way to 'give something back' and show your appreciation for the work they do.

**Measure outcomes** - There's a growing demand for evidence base. While complementary

therapy research doesn't generally receive the same level of support and funding as other health interventions, you can evaluate your own therapy services with the use of patient reported outcome measures (PROMs). There are a number of different PROMs that are suitable for complementary therapies, including MYMOP, MYCAW, WEMWBS and the recently developed WHHQ, which all have the potential to help you demonstrate how your therapy can make a difference to health and wellbeing.



If you'd like to get involved, attend the 2019 FHT Conference:

Supporting the Integrated Healthcare Agenda, at The King's Fund, London, on 29 November 2019. The conference features leading experts in integrated health, research and education. For more information and to book go to [www.fht.org.uk/conference](http://www.fht.org.uk/conference). You can find out more about what the Federation of Holistic Therapists can offer at [www.fht.org.uk](http://www.fht.org.uk).





# GOING GREEN: MAKING YOUR BUSINESS MORE ECO-FRIENDLY

*Karen Young offers some tips to make your therapy business more eco-friendly...*

**I**N recent years, the public has started to turn its back on plastic and single use products and is embracing the principles of sustainability and zero-waste living like never before. Some experts have referred to this shift in public opinion as the 'Blue Planet 2 effect', with the final episode of the BBC series and Sir David Attenborough's stark warnings about climate change and pollution triggering a grassroots demand for action.

For those wanting to take some steps to join this positive movement and show their clients that they too are trying to create a more environmentally-friendly business, here are a few tips to get you started.

## REDUCE. REUSE. RECYCLE.

As you look across the whole of your business, these three words will help you to address matters in a logical order. The first step is to reduce waste – can you cut back on what you purchase or consume, including energy, or switch single use products for reusable alternatives? Can you reuse an item you no longer need? Could old towels be turned into wash cloths for the floors and windows or be donated to charity? If you can't reduce or reuse something, then can it be recycled?

## ENERGY MATTERS

If you are thinking of switching to green energy (produced from renewable sources such as solar power, wind power, hydroelectric power and biofuels), keep an eye out for some of the smaller providers, as these may be offering deals that compete favourably against mainstream suppliers.

Also look at using energy efficient lightbulbs – compact fluorescent lamps (CFLs) are considered the best option, as they use up to 80% less electricity than traditional light bulbs and last longer, while LED (light emitting diodes) bulbs might be a better choice if you use spotlights or dimmable lights.

## TOWELS AND TEXTILES

Are there any greener alternatives to the towels you are using to protect your clients' modesty and keep them comfortable during treatment? Lighter fabrics use up less energy to wash and dry, and fair trade, natural textiles, such as cotton or bamboo, are kinder to both people and the environment. Where possible, only put the washing machine on when you have a full load to

reduce the number of cycles and use eco-friendly laundry products.

## CHOOSE CANDLES WITH CARE

Candles and tea lights help to create a relaxing treatment environment without drawing on electricity. The downside, however, is that some candles – and paraffin ones in particular – can be potentially damaging to both the environment and our health, due to the toxic chemicals they release. One option is to switch to fake battery-operated candles but for those who prefer the real thing, experts consider natural wax candles to be the best option. Soy or coconut wax candles are reported to be the cleanest, producing around a tenth of the soot created by a paraffin wax candle.

## HOUSEPLANTS FOR HEALTH

Houseplants not only improve air quality by trapping and removing pollutants, studies have shown that indoor plants can help to improve mood; reduce stress levels; reduce blood pressure, fatigue and headaches; and improve breathing problems which result from poor indoor air quality. Houseplants recommended by the Royal Horticultural Society to improve air quality include Madagascar dragon tree, India rubber tree, English ivy, Boston fern and mother-in-law's tongue.



For more tips, visit [www.fht.org.uk/green-therapist](http://www.fht.org.uk/green-therapist)





2020 VISION:  
ADAPT  
*in order to*  
THRIVE

**Simon Brown, Nelsons UK General Manager, provides an insight into how natural healthcare businesses will need to adapt to thrive in the 2020s...**

**I**"VE worked in consumer healthcare for the last 15 years. It's an area which I have always fascinated me and I'm passionate about. Before joining Nelsons, I was at Johnson & Johnson, where I gained widespread experience across a host of consumer healthcare categories including Pharmacy and OTC as well as the Baby and Beauty sectors. So, moving to Nelsons in 2018 seemed a natural career progression for me. It's a smaller, more entrepreneurial, company with such a talented team of people. Nelsons is a global leader in the natural healthcare market.

I'm sure most holistic therapists are familiar with our products - our Rescue Remedy, for example, is the number one natural sleep and stress remedy globally. The company has been providing naturally inspired products which have been helping people live happier, healthier lives since 1860. As a business, we continue to thrive because we are committed to keeping the user at the heart of everything we do so. Our product range constantly evolves and expands to meet people's changing needs and we focus on emerging consumer trends and looking ahead to the business we need to become and the product mix we need in the years ahead.





## Evaluating potential threats and opportunities in the holistic therapy and natural health sector

Whilst we are seeing a huge amount of change, especially in the external environment, we should look to see how these can present new opportunities to grow and adapt. Remaining relevant is vital, after all, for any successful business.

From a demographic perspective, we are living in a world with an increasing ageing population. While a positive thing in that we are all living longer, we are not necessarily increasing the healthy years of our lives, which puts pressure on our care system. This brings with it shifts in how care might be structured in the future – with care moving, in some cases, closer to the patient's home. That's good for the patient of course, but could add to workforce pressures for GP's and pharmacists. Therefore, there is an opportunity to support people to ensure they extend their healthier years of life for as long as possible.

Due to our complex and hectic world, we are seeing a rising tide of stress and sleeplessness which can impact on our health in the longer term. Here natural healthcare remedies and relaxing holistic therapies come in to their own. Each is working in harmony with the body without side effects to aid sleep and energy levels and providing a sense of wellbeing and emotional support.

Additional changes will most likely be driven by regulations, standards and new trading agreements to ensure compliance and safety standards. Businesses need to keep abreast of these so that they comply across all the geographies they trade in in the best interest in the consumer. What is important here is that we implement any required changes as smoothly as possible, so that customers are not negatively impacted. This is not easy for any business, but sole traders and small businesses must be careful not to fall foul of regulatory problems. Membership registers and professional associations, as well as trade publications such as Holistic Therapist can be of great assistance in this area.

Other areas which we need to keep an eye on, are the views people hold towards natural healthcare. Whilst we respect the opinions of others, we should ensure we make information readily available so that people can make their

own decisions about their health and the options they have. People have never had so much information – much of it conflicting, factually lacking or sometimes even deliberately faked – that needs to be addressed. Natural remedies and homeopathy have a long history of safe and effective use. Millions of consumers choose homeopathy, holistic therapies and natural healthcare products around the world every day. In addition, we are also seeing an increase in public expectations with greater access to information and interest in both physical health and emotional well-being. People are increasingly favouring a holistic approach, healthier lifestyles and preventative healthcare. Over 60% of consumers today tell us they would prefer natural healthcare products to non-natural alternatives

*Millions of consumers choose homeopathy, holistic therapies and natural healthcare products around the world every day*

## Reducing risks to business success

Education is paramount; more informed consumers can make better health choices. Professional associations have a role here, but individual holistic therapists need to ensure they are doing everything possible to educate the public about their modalities. People cannot buy something they have never heard of.

In Nelsons' case, we know there's a lot of pressure for community pharmacists to do more within their practice and support the healthcare system overall. Nelsons helps with this by offering e-learning courses. Consumers often come to them, to seek advice and personalised recommendations that are in natural harmony with either current medication they've been prescribed or past medication. It's a constant learning curve to ensure everyone in the practice

is up-to-date on the latest news and what is happening within the pharmacy and healthcare sector generally. Often pharmacists are viewed as the first point of call before visiting a doctor's practice, asking for advice to support their ailment - it's important, therefore, we have a holistic view of the patient and their needs in order to ensure we support and complement the advice and prescribed medications they may be receiving from their GP. For holistic therapists, this means bringing their services to the attention of every local point of referral, particularly with the advent of social prescribing and a greater understanding of the impact of mind and emotions on physical wellbeing.

Having a strong pulse on changes in regulation is essential so that we continue to operate and trade effectively ensuring that any required changes are implemented as efficiently as possible to safeguard business as normal. We expect that Brexit will require some label changes for some of products sold in the EU. Similarly, holistic therapists who consult or teach abroad may be subject to new regulations or difficulties in booking venues and travel. Brexit may also affect EU nationals working within the industry so it's important that we all rally together to support them in the best means possible if they are affected by the changes, so that together we understand what Brexit means for them and their families.



### **A new decade brings new opportunities**

I have no doubt that there will be many opportunities for holistic businesses in the 2020s – namely a more inclusive approach to healthcare with social prescribing and the recognition of a whole-person centred approach with patients looking to multiple service providers and outlets to help them plan, develop and monitor care that meets their needs. Hand in hand with this is the growing trend towards personalisation, tailoring products and services to suit the individual. Nelsons Bach® Original Flower Remedies is a great example of this as its 38 flower essences can be used individually or in combination with each other to support the individual's personal situation, emotion or mood.

*With the pressures they face as young individuals growing up in a world that can seem unpredictable at times it is important to help them keep perspective, reduce anxiety levels and support with a good night's sleep.*

As mentioned before, the changing demographics of an ageing population will provide an opportunity to offer support, particularly with preventative healthcare improving and increasing the healthy years of life rather than focussing on merely extending years of life regardless of the quality of life a person might be able to enjoy.

On the other side of the spectrum, holistic businesses have an opportunity to support the younger generation who, regrettably, are more likely to suffer poor emotional health and wellbeing at some point during childhood than children a few decades ago. With the pressures they face as young individuals growing up in a world that can seem unpredictable at times it is important to help them keep perspective, reduce anxiety levels and support with a good night's sleep.





Other opportunities opening up are the wealth of new products and ingredients that we can tap into such as botanicals, marine based ingredients and vitamins. Linked to this is the rise in people questioning where products come from- both from a consumer and buyer perspective- preferring that products are made from natural and sustainable sources. New technologies are also opening up a wealth of opportunities and we have just scratched the surface here really.

### Understanding market opportunities

It's all about listening to what consumers are saying and being present on channels which they use. Today's generation are very digital savvy so holistic businesses need to be committed to increasing their presence on platforms such as Facebook and Twitter. If we want to engage with them, we need to tune in to what they want to hear about, what concerns them and what interests them so that we can have more two-way conversations and show we understand their needs. It's no longer just about a great marketing campaign but ensuring we are also tuning into their mind-set and showing that we are also authentic, transparent and responsible.

If you sell your own products, again it is about building good relationships with your retail partners to understand what their challenges are both now and in the future. Become a true long-term partner addressing these challenges together. It's more than just shipping products, we need to help them gain easy access to the materials and information they require so they don't have to go out and find it and can also keep abreast of how consumers and the industry are changing.

It is also important to keep in tune with what is happening in innovation and technology by attending trade shows, and industry organisations. It's also about keeping an eye on other industries and seeing how technology has transformed them – looking at how technology might be applied within our own sector- just look at how online has



transformed our banking and travel industry in recent years.

### Technological innovation

Technology represents an exciting area with so much opportunity. We are already used to voice controlled personal assistants in the home such as Alexa, Siri and Cortana which can give you weather, news or sports updates as well as play music and control your smart home. Moving on from this it would seem a logical next step that these voice-assisted technology devices could also provide basic health related information which could be a real help for certain groups of people such as those living in remote areas or the elderly, for example. Similarly, other possibilities are now becoming reality such as having a consultation with your doctor via a video call, saving you the need to go to the GP surgery or pharmacy. You can even download an app to your smartphone to check symptoms or book a consultation. These technologies offer advice and guidance but equally digital technology can

be potentially used in the medication itself with ingestible sensors embedded in tablets that record that the medication has been taken. All of these, provided they are developed responsibly with the user in mind, bring with them a wealth of opportunity which could benefit both consumers and healthcare professionals alike.

### Survival essentials for 2020 and beyond

We continue to be agile and to adapt to market conditions as we have shown over our long heritage of almost 160 years. We encourage all small businesses to keep their customer base in mind at all times and be agile enough to adapt as buying habits and lifestyles change. Look back ten or twenty years and holistic and natural care was a different market entirely.

Even the small business needs to invest in their people, service offerings and brand. At Nelsons, our innovation pipeline and commitment to keeping ahead of natural healthcare trends ensures our progress within this current climate and for decades ahead. It's all about remaining relevant in our modern, ever changing world. ■



You can find out more about Nelsons at [www.nelsons.net](http://www.nelsons.net)



TECHNIQUE:  
**Discover  
 Amatsu**

***Gina Lilley, of Amatsu Therapy International (UK) introduces this soft tissue therapy technique that has its origins in Japan...***

**L**AYING down on a treatment couch may well promote relaxation and encourage one's neurology to take a step down; but it may not mend an imbalanced pelvis, frozen shoulder or pulled Achilles. Laying down fully clothed on a couch where an Amatsu session takes place, might. In a nutshell, Amatsu is a light touch, soft tissue and fascial physical bodywork therapy that draws its fundamentals from the martial art of Ninjutsu and treatment techniques that use practitioner's natural body movement known as Taijutsu.

In 1986, Dr Masaaki Hatsumi, a Japanese Grand Master of nine martial traditions, invited three osteopaths to learn the art of Amatsu. Since then, teachings have been passed on, expanded and referenced. Amatsu Therapy International (UK) Ltd, (ATIUK) has worked hard to create a syllabus that

was true to Dr Hatsumi's teachings, yet scientific enough for the Western world, while still maintaining appropriate standards of quality and safety. ATIUK's syllabus meets and exceeds National Occupational Standards and is accepted by the General Council for Massage Therapies (Council for Soft Tissue Therapies).

**BIOTENSEGRITY – A KEY CONCEPT**

Scientific understanding of fascial properties is evolving fast. The discovery that fascial tissue has properties of biotensegrity helps our understanding that everything in the body is connected by a system of tension and compression. When under correct fascial, muscular and ligamentous tension, our bones float giving space to our joints. When we get injured, we develop muscular patterns to attempt to repair or compensate for the injury, pulling our body out of

its balanced tensioned state and into a dysfunctional shape. The longer a person has injuries that do not easily self-repair, the more adaptations occur and so the body's biotensegrity is compromised and the space in the joints becomes smaller, tighter and less mobile eventually causing pain, dysfunction and disease.

Amatsu practitioners recognise that physical elements of the body (our muscles, joints, nervous system etc) are affected by five areas of life. We call it the Godai: physical/structural, chemical, emotional, electrical and environmental. If all are well balanced, we are well! But if not, symptoms of pain, discomfort, poor mobility or disease begin as biotensegrity is compromised.

**SO HOW DOES AMATSU SOFT TISSUE THERAPY ADDRESS THIS LOSS OF BIOTENSEGRITY?**

Firstly, the root cause of the problem must be identified, which is often not where the client feels their pain or restriction. By taking a detailed medical history, observing the client moving and at rest, and assessing the structure and function



correction to soft tissue will create larger whole-body effects; Amatsu is described as, "healing from the smallest of movements". Sometimes a series of kyushu are performed together encouraging

*cause myself any further injury and approach my tours with self-help tips that have been tailored for me by my practitioner, keeping me in the best shape possible." DO, Musician*

### IS AMATSU SUITABLE FOR EVERYONE?

The short answer is no. Amatsu practitioners work within their remit of restoring space to the body. For some people, Amatsu may not be appropriate due to disease processes or medications. Amatsu is not suitable for people who are on blood thinners, have a fever or infection, active cancer or severe osteoporosis. When red flags are present such as severe back pain, lumps and bumps, or unexplained weight loss, other treatments may be more appropriate and Amatsu practitioners will refer clients to their GP for diagnosis and advice.

### TRAINING IN THE UK

Learning Amatsu within ATIUK can revitalise, boost and focus an existing therapy skillset. Equally, a syllabus well researched and taught gives a robust and safe first toolbox and career prospects.

**Our next course runs January 2020 - November 2021** and will be in Kings Langley, Hertfordshire over 2 years. Attendance of 168 classroom hours gives grounding for monthly theory homework in Anatomy and Physiology, plus practical homework in the form of case studies. The two day examination process in November each year allows Year 1 qualification to be insurable to work as Year 1 Amatsu practitioner whilst studying Year 2. Year 2 qualification gives full Year 2 Amatsu practitioner status.

Studying and practising Amatsu soft tissue therapy is incredibly rewarding; you play detective, no treatment is the same and relying on assessment techniques keeps you right and safe. Working with taijutsu and Biotensegrity, armed with good assessment tools means you will be working appropriately. Movement training teaches us how to move naturally and apply taijutsu to treatment techniques, giving practical career longevity and confidence, knowing you are acting in the best interests of your clients. It keeps you interested and curious – that makes for a really good day at the office! ■



You can find out more about training in Amatsu at [www.amasutherapyintl.com](http://www.amasutherapyintl.com).



client's joints to move – this is called kinetic kyushu and helps to restore movement patterns that clients had previously lost. Post treatment assessments record improvements.

Whilst efficacy and safety are necessarily paramount, there has been no published research

on Amatsu so far. However, there is an abundance of testimonials and anecdotal evidence to show Amatsu has improved the health of clients with aches and pains, joint stiffness, headaches and migraine. These are typical:

*"My ankles were very restricted in range of motion and my posture was becoming stooped, reflecting the way I was walking. I am now able to rotate both feet. Sounds a strange thing to say, but before I never had freedom of movement using my right ankle. This means I now do not walk like a penguin! My posture has been corrected and although I can feel it too, friends have commented that I am walking in an upright position." JB Hertfordshire*  
*"Before Amatsu I had been suffering for years, which resulted in my gall bladder being removed. I had tried various types of therapy as well as trips to the doctor, but to no avail. I still had this pain in my side. My first Amatsu session was an epiphany! Suddenly aware of my body and how connected everything is from head to toe! Having my regular sessions means I can do the job I love and not*

of the muscles and joints, Amatsu practitioners identify any physical imbalances using orthopaedic tests. When no contraindications or red flags are present, treatment begins by stimulating coupled acupressure points that have been proven to give the body a proprioceptive reminder that they are connected.

Each treatment is tailored to treat the imbalances detected, so each is unique. Treatment tools used are a combination of mobilisations and stretches to create new and accessible movements, and massage to promote blood and lymph flow. What makes Amatsu different is the use of "Kyushu", points of critical change, or chinks in our armour, which, when lightly pressed at the correct angle, creates little windows of opportunity for the client's nervous system to respond to the touch, contracting previously weak muscles and restoring Biotensegrity to the fascial system. Kyushu requires the practitioner to meet and match the client's lesion pattern with the practitioner's natural movement and handholds. A seemingly small

# Elegantly Wasted

*Since getting my results back from my 23&Me genetic health screening kit and discovering an increased risk for Type II diabetes, I've been making a few lifestyle changes and trying, at the same time, to live a greener life. Reduce, Recycle, Reuse is my new mantra...*

**F**IRSTLY I've adopted intermittent fasting, eating during a six hour window each day. It's simple, I find it easy, don't get hungry and I'm eating much more healthily and cooking from scratch. There's lots of evidence that this approach works and I've found an online community at Reddit.com which is hugely inspiring and supportive. Just under three months, I've lost 26lbs and I have a lot more energy. Each pound lost means a tenner in a jar towards a new wardrobe and I buy myself a treat for each 7lb goal achieved.

This new way of eating means more changes to the way I shop. I'm keen to reduce waste. On average, every year in the UK 18 million tonnes of food end up in landfill, a third of this is from homes. Much of it is from mine, as I routinely try and sneak dubious peaches, leftover cheese and the inevitable forgotten ready meal, out of the house without my beloved spotting the bin bag over my shoulder. According to the Love Food Hate Waste website, an average family of four chucks out one in every five bags of food shopping purchased, which equates to £840 a year. I can think of better things to spend it on than rotten bananas.

I've started consulting my cookery books, planning meals in advance and trying to ensure that things that haven't made the list don't make it into the trolley. If I succumb to a buy one get one free offer and we won't use two, the surplus pack goes into the donation bin for the local food bank.

I've been through my wardrobe and enjoyed the cathartic process of deciding what to keep. Several bags were dropped off into a charity collection bin, while more went to our local charity shop and the

local shoe repair shop is refurbishing several pairs of beloved boots. I'm determined that nothing will go to landfill if I can help it. Eventually, I hope to approach being a zero waste household.

To that end, I also have several boxes of garments and shoes to sort through and list on eBay so that someone else can enjoy them. A shocking number still had the tags on. One recent survey reckoned the British women have £10 billion worth of unworn clothes in their wardrobes. I have more than my fair share.

This decision was sparked by a chance press release from Oxfam, detailing the environmental impact of fast fashion. Each minute, we buy two tonnes of clothes, which generates the same level

of carbon emissions as driving a car six times round the world.

In the meantime, I'm also resorting to eBay to fill the gaps in my wardrobe while I lose more weight. A chance conversation led me to discover that many charity shops sell on eBay. My favourites at The British Heart Foundation and Cancer Research. I'm replenishing my interim wardrobe with some surprisingly upmarket labels, at a very low cost, and often unworn. I guess we all have clothes with the price tags still on them! Better yet, the money goes to charity and, when I reach my goal weight, the items can be donated again.

So, reduce, recycle, reuse – become healthier, look great and benefit charities. What's not to love?





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**Holistic Health Magazine** is unique. It's the first quarterly, interactive digital magazine designed to inspire, motivate and educate on all aspects of health. We take a deeper look at the key elements that make us happy, healthy and successful – a combination of physical, mental, emotional, energetic and spiritual aspects, for a whole person approach.

We take an informed, broad view of health and medicine, encompassing both ancient traditions and the latest scientific research, recognising that we each need to be treated as individuals, rather than a checklist of symptoms. By bringing together this information, we aim to provide our readers with the tools to take responsibility for their own health and wellbeing, whether that involves nutrition, alternative therapies, lifestyle changes, talking therapies, spiritual development or allopathic medicine.

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conditions. We cover everything from natural antibiotics to Yoga, via Reiki, energy healing, motivation, higher self and so much more. We're not afraid to tackle the controversial issues, providing

balanced coverage and debate of hot health topics, alongside facts and figures, book and product reviews and input from our readers.



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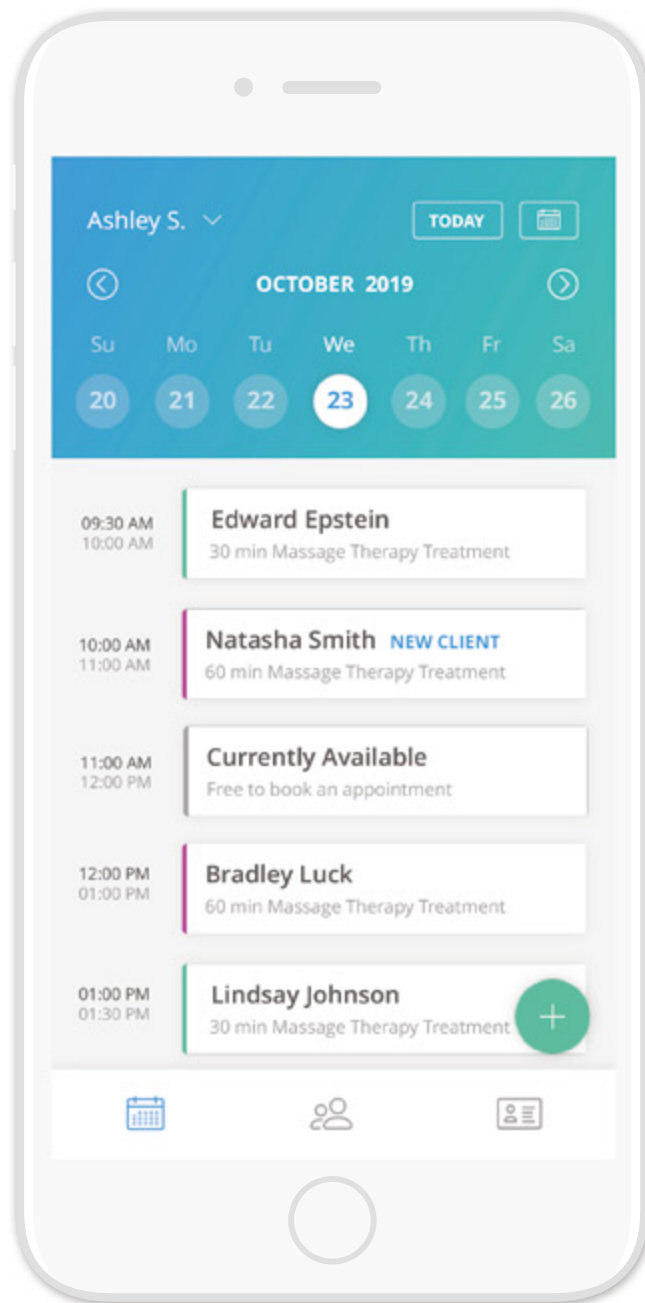
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# Chiasson MacDonald

## FLYING HIGH



Retired Canadian physiotherapist **Joan Chiasson-MacDonald** has embarked on a new enterprise, creating a laser acupuncture device designed to reduce jetlag and calm anxiety in airports...

**A**s a registered physiotherapist for over 41 years, I've treated thousands of patients, but it was just in the last eight years of my career that I started to offer laser acupuncture therapy. I found these treatments are effective in over 90% of people who tried them.

Following my retirement, I started a new company called Yin & Yang Wellness in Halifax, Nova Scotia. My new premises are – unusually – at Halifax Stanfield International Airport, because I have partnered with researchers at Dalhousie University to create an LED light acupuncture

device that can prevent such conditions as flying anxiety, situational stress, motion sickness, jet lag and even help prevent hangovers!

NASA research has shown that LED lighting can also activate acupuncture points just like lasers or traditional acupuncture needles do. Now, laser acupuncture is great, but it has one potential drawback. The laser beam can cause eye damage if the eyeball is hit, so protective goggles are essential. LED light would be completely safe.

I'm working with Dalhousie's Product Design and Development Centre to develop a chair with armrests that would emit LED rays into the forearm. It could sit unattended in a public spot and people could pay with a credit card to get treatment to prevent jet-lag, anxiety or other problems. The prototype should be ready early in 2020 and eventually, I hope we can have the

chairs in airports all over the world. Why should anyone have to suffer jet lag, air-sick or feel anxious about flying? Our experience suggests that a single treatment can have a benefit for two weeks and takes just five minutes or less, so it's perfect for busy travellers.

*NASA research has shown that LED lighting can also activate acupuncture points just like lasers or traditional acupuncture needles do.*

Luckily, Nova Scotia has a pretty substantial eco-system for start-ups. I asked around people involved in start-ups and met Rob MacKenzie of Aramax IP Services Ltd. He helps with intellectual property and some of the business aspects, along with mentoring and coaching me. Then, Nova Scotia Business Inc., who are similar to the UK's local enterprise companies, matched us with Dalhousie to take a product from the drawing board to the next stage. While we work on preparing the new prototype, we are using our Laser Therapy method to gain traction and help with customer research.

The biggest challenge so far has been generating awareness. It's a new idea, so we're finding that the "early adopters", once they see it, understand it and feel the benefits are becoming advocates and repeat customers.

We want to make the LED acupuncture units scalable so that it can be placed in convenient travel, shopping, health and educational locations, anywhere where there's a high concentration of people with conditions like jet lag, fear of flying, stress and anxiety, air sickness, nausea, or insomnia.

By going with the LED chair version, we can treat our acupuncture points all at once for each condition that the client selects, rather than point-by-point. This saves time, doesn't cost a lot and gets the client the help they need and on their way quickly. One day, I hope that our chairs will be helping people all over the world. ■



To find out more about Joan and her business, please visit [www.yinandyangwellness.com](http://www.yinandyangwellness.com).





# Vegan RECIPES for autumn nights

*Marlene Watson-Tara shares some tasty dishes from her new cook book, Go Vegan...*

## VEGETABLE PAD THAI IN TAMARIND SAUCE

**Serves 4-6**

*This recipe is full of healthy and nourishing ingredients. Tamarind tastes a bit like a sour date and is a key ingredient in Worcestershire sauce.*

### Ingredients -

- 1 pack brown rice or udon noodles
- 1 cup bean sprouts
- 2 large garlic cloves, finely minced
- ½ large red onion, finely chopped
- 1 carrot, cut into fine matchsticks
- ½ cup spring onions, thinly sliced
- ¼ cup fresh mint leaves, chopped
- ¼ cup fresh basil leaves, chopped

### Garnish

- ½ cup toasted sunflower and pumpkin seeds, ¼ cup red radish, very thinly sliced, fresh lime slices

### Tamarind sauce

- 2 tbsp tamarind paste, 2 tbsp brown rice vinegar, 1½ tbsp shoyu, 1½ tbsp rice mirin
- 1 tbsp ume plum seasoning, 1 tbsp freshly squeezed ginger juice, 4 tbsp maple syrup



### Method -

- Cook the noodles according to the packet instructions and set aside. Add the tamarind sauce ingredients to a small pan. Bring to a boil and then simmer on a very low heat for 1 minute. Remove from the heat and set aside. Heat a splash of filtered water in a wok over a high heat and add the garlic, onion, carrot and spring onions, with a pinch of sea salt. Mix together and cook for 3-4 minutes. Add the noodles, tamarind sauce, bean sprouts and herbs. Stir to combine and turn off the heat. Add the radish slices and seeds on top.

- To serve** - Add some more fresh herbs, freshly grated carrot, bean sprouts, lime, radish slices and some nuts. Add a kick with pickled chillies.

## RICE AND BEAN ENCHILADAS

*This is simple, absolutely delicious and makes a power-packed lunch or dinner. Serve with fresh guacamole and corn tortilla chips.*

### Ingredients

#### For the rice

- 1 cup red wild rice
- 2 ½ cups filtered water

Pinch sea salt

### The vegetable and bean mixture

- 1 onion, diced, 5 cloves garlic, minced
- 1 tsp ground coriander, 2 tsp ground cumin, 2 cups fresh spinach, chopped
- 2 cups cooked black beans, mashed
- 2 tbsp tamari, 3 cups cooked sweet potatoes, mashed, Sea salt, to taste

### To serve

- 10 large corn tortillas, Salsa, Vegan parmesan, Finely diced spring onions

### To cook the beans

- 1 cup dried black beans, 2 inch (5 cm) piece of kombu

### Method -

- Soak the beans overnight in 3 cups of filtered water. Drain and rinse. Place the beans, kombu and enough filtered water to come 1 inch (2 cm) above the beans in a heavy-based pot. Bring to a boil, skimming off surface foam. Cover and reduce heat to medium low. Simmer for around 45 minutes, or until beans are tender. Check the liquid during cooking, adding more water if necessary, to cover the beans.

*Use the required amount of cooked beans, and refrigerate or freeze any leftover beans.*

- **To cook the rice** - Rinse the rice and place in a large bowl or pot. Add enough filtered water to cover, and soak for 30 minutes. Drain the rice and place in a heavy-based pot with the filtered water and a pinch of sea salt. Bring to a boil, reduce to a low flame, cover and simmer until rice is soft and cooked through, about 20-25 minutes. Fluff before serving.

- **To cook the sweet potato mash** - Bring a large pot of filtered water to a rolling boil. Peel the sweet potatoes and cut into chunks. Add to the pot with a pinch of sea salt. Cover and cook for 15 minutes. Remove from the heat, drain and mash with a potato masher.

- Preheat the oven to 180°C (350°F), gas 4.

- **To make the vegetable filling** - Heat a splash of filtered water in a



heavy-based pan over a low-medium heat. Add the onion and garlic, and sauté until the onion is translucent. Add the coriander and cumin. Cook for two minutes, stirring constantly, adding a little water if the pan seems dry. Add the spinach, black beans, tamari and mashed sweet potatoes. Cook for 3–5 minutes. Remove from heat.

● **Assembling** - Place  $\frac{1}{4}$  cup of mixture in the centre of a corn tortilla and top with a layer of the red rice. Roll into a burrito and close by placing a toothpick into the centre of the tortilla. Transfer to a parchment-lined baking tray. Once all the burritos are assembled, pour your favourite salsa on top and sprinkle with vegan parmesan. Cover and bake for 25 minutes. Served warm, garnished with spring onions. Makes 10 enchiladas.

## ROASTED RED PEPPER AND CHICKPEA KORMA

**Serves 4-6**

*A beautiful, fragrant and creamy vegetable korma, served with saffron-scented rice. This is a mellow-spiced, vibrantly coloured dish the whole family will love.*

### Ingredients

1 cup roasted sweet red pepper (available in jars), diced small, Pinch sea salt,  $\frac{1}{2}$  tsp cumin seeds,  $\frac{1}{2}$  tsp turmeric,  $\frac{1}{4}$  to  $\frac{1}{2}$  tsp mild curry powder, 1 red onion, diced, 3 cloves garlic, crushed, 1 inch (2 cm) piece of fresh ginger, peeled and minced, 2 tsp shoyu or tamari,  $\frac{1}{4}$  cups unsweetened coconut milk 4 tbsp nutritional yeast,  $\frac{1}{4}$  tsp regular or smoked paprika,  $\frac{1}{2}$  cups cooked chickpeas, 2 tsp ume paste, Juice of 1 lime 2 tbsp kuzu, dissolved in 2 tbsp filtered water, 1 bunch watercress, leaves only, chopped,  $\frac{1}{4}$  cup fresh coriander, chopped

### Method -

● In a heavy-based pan, warm a splash or two of filtered water. Add the red pepper, sea salt, cumin seeds, turmeric, and mild curry powder, along with the onion, garlic, ginger and shoyu. Cook over low-medium flame for 5–8 minutes. Transfer the mixture to a high-speed blender along with the coconut milk, nutritional yeast and paprika. Blend to a cream.

● Transfer the mixture back to the pan and add the chickpeas and ume paste. Mix well, cover and cook for 15 minutes on a low heat. Add the kuzu and stir continuously until the mixture thickens. Stir in the lime juice and watercress. Garnish with fresh coriander. Makes 4–6 servings. Serve with white fluffy basmati rice, naan or poppadoms and side dishes for a feast.



**Marlene Watson-**

**Tara** is a well-known

health counsellor and teacher with over 40 years' experience, as well as being co-founder of the Human Ecology Project. Go Vegan is published by Lotus Publishing and is available from [www.Amazon.co.uk](http://www.Amazon.co.uk) for £15.04.







# How I channelled my PRODUCT LINE

*Sarah Williams, founder of Organic Aromatherapy, explains her spiritual approach to product development...*

**T**HERE are many ways of developing new product ideas, but my own range of chakra balancing creams came as a result of channelling. Channelling is a spiritual practice that allows information to flow through us, as if we were a simple tube of light connecting light and unconditional love from Source in the now moment. We channel through the third eye, which is also known as the pineal gland, which acts as bridge between land and spirit.

## PREPARATION

Personally, I have done a lot of inner work on cleansing my third eye. I try to eat alkaline, plant-based foods and avoid toxins that calcify the pineal gland. I teach ways to do this on my Raise your Vibration courses and Munay ki sharing.

I also use my third eye chakra balancing cream and have been told by kinesiologists that my arthritic support cream also decalcifies the pineal as well as the skeletal joints within the physical body. I've found that steering clear of fluoride and mercury fillings in dental treatment is also important. These are both neurotoxins which can block the pineal gland from working optimally.

## THE CHANNELLING PROCESS

When I channel, I simply relax in a quiet place, set an intent, focus on my breathing, ground myself using a bubble cleanse and anchor my energy into Mother Earth and her inner crystalline heart. I then acknowledge the higher father source energy of Light.

I cleanse my own mind body and spirit. Sometimes I create a safe sacred space using Light, the angelic realms, ascended masters and Christed galactic guidance, creating a place where I can be undisturbed for a while. This is also a great way to

practice any meditation, guided or otherwise.

I invite my personal guides to step forward to oversee guidance. I may light a candle inviting in the angelic realms and perhaps ask for assistance from the realm of nature spirit beings or may acknowledge higher frequencies like the unicorns, Elohim and Seraphim.

Then I set my intent to connect with the highest accessible point of Source for the highest good and switch up frequency to the intuitive aspect of my right brain by releasing any expectation other than to receive information.

I focus on a relaxed breath, using a grounding 3/4/5 breathing practice and placing the tip of my

tongue to the roof of my mouth just behind my front teeth, which completes a powerful inner circuit, I tune in. I may gently close my eyelids and focus an inner gaze at the back of my third eye, between my eyebrows. The information then just floods in. Sometimes a word or words, images, colours, sacred geometry, or scenarios. Information can take many forms.

Anyone can do it. It gets easier with practice of course - as do all things. Give it a try, there are lots of guided meditations online.



**Sarah Williams** is an

experienced aromatherapist, masseuse, healing expert/intuitive, inter-dimensional teacher and time/lightweaver. She offers Raise your Vibration workshops, and shares the rites of Munay Ki. Find out more about Sarah and her workshops at [www.organic-aromatherapy.co.uk](http://www.organic-aromatherapy.co.uk).

*We channel through the third eye, which is also known as the pineal gland, which acts as bridge between land and spirit.*





# OOOHHH! THAT'S NEW!

*Our picks of the latest products to make your life a little better this autumn...*

## ► Lavera Intensive Cream with Microsilver

This rich cream contains soothing organic evening primrose and anti-microbial microsilver particles which work wonders when it comes to irritated skin. It offers immediate relief to even the most sensitive skin and is free from fragrances, colours and synthetic preservatives. Great for anyone with rough, dry skin, eczema or other skin problems. At £13.95 from [www.pravera.co.uk](http://www.pravera.co.uk), we consider it a great buy.



## ▼ Olverum bath oil

There's nothing quite as relaxing as a warm bath at the end of a hard day in the practice room, unless it's smoothing on a treatment or two afterwards. Indulge yourself with this treat of a new body oil from Olverum. They're a small family company with a long heritage. The non-greasy oil is easily absorbed into the skin, improving epidermal barrier function to promote natural skin hydration. It really leaves the skin feeling soft. It's gently scented using 30 essential and cold-pressed botanical oils, including antioxidant-rich raspberry seed oil, and Alaria esculenta extract, which is known to boost the synthesis of collagen, preserving skin's elasticity. It's also vegan, cruelty-free and available in a dry oil formulation too.

Available for £40 for 100ml from [www.olverum.com](http://www.olverum.com)



## ◀ Terre Verdi NeroliPom moisturiser

Terre Verdi featured in the Meet the Maker feature in our last issue and since then, we've had the chance to try out their NeroliPom moisturiser. NeroliPom is the first water based face moisturiser made in the UK to gain COSMOS Organic certification from the Soil Association. It's 84% organic, smells fabulous and the combination of organic pomegranate oil coupled with uplifting neroli oil works well on dry or mature skin. It also contains soothing organic aloe vera and gentle organic camellia oil, so it's beneficial even on sensitive skins or those troubled by outbreaks. It's £41 for 50ml from [www.terreverdi.com](http://www.terreverdi.com)

Available for £41 for 50ml from [www.terreverdi.com](http://www.terreverdi.com)



## ► Thursday Plantation Tea Tree Manuka Honey Balm

This is another one for your medicine cabinet. Australia's Thursday Plantation is known for its natural, eco-friendly products that all feature tea tree oil. They do everything from head lice treatment kits to foot powder. The balm combines the antibacterial qualities of tea tree oil with the healing power of Manuka Honey, protecting and cleansing the skin. Some people are sensitive, so a patch test is recommended. You can find it at Boots and health shops for £9.99 for a 30ml tube.



## ► AnySharp Multi 5-in-1 Scissors

These are really handy in both the office and at home and the generous grips might make them a good recommendation for clients with a weakened grip, tendon damage or RSI. As well as cutting through some pretty tough stuff, you can also open beer bottles, de-skin garlic, crush nuts and strip wires. Available for under £15 on Amazon.co.uk, they might make a good present for an older relative and can be gripped comfortably whether you are right or left-handed.







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# essential oils for the autumn months

Comfort your body and mind during the autumnal months with SOiL's organic pure essential oil range. The cold, windy weather and extended hours of darkness can wreak havoc with our body and well-being, leaving us feeling lethargic with mood fluctuations and seasonal illnesses. It's time to give comfort to your body, mind and soul with our favourite mood enhancing, immune boosting autumnal scents.



Ginger is one of our favourite essential oils for the autumnal months. The strong spicy aroma of ginger brightens your mood and brings new energy to your body, even when the cold weather causes feelings of lethargy and loneliness. Ginger is a bold and stimulating essential oil which is useful in combating cold and cough symptoms that come naturally with the change in seasons. SOiL organic Ginger essential oil is perfect to use in the SOiL diffusers to fill your home or work space with a warming aroma.

Lavender is definitely one of the most popular essential oils and it has many benefits to the body that include antibacterial, antidepressant and anti-inflammatory effects. The comforting scent of lavender is particularly good for the autumnal months as it is especially helpful in clearing up a stuffy nose and aiding minor illnesses like the common cold. During the colder months our skin can also be affected, leaving it dry and flaky. Lavender essential oil has a moisturising effect and can help to keep skin healthy and hydrated. Combine SOiL organic Lavender essential oil with organic jojoba oil and apply to the skin for an extra burst of hydration and nourishment.



Cinnamon essential oil has a sweet, intense and warming aroma to reminisce the scent of Christmas. Cinnamon has the ability to prevent infection, support the respiratory system and ease muscle pain. The uplifting and energising fragrance is mood boosting and brings warmth to the body and mind.

Frankincense essential oil has immune boosting and purifying properties which can help to prevent you from cold or flu symptoms. The energising and uplifting fragrance can improve your mood, alleviate anxiety, increase energy levels and provide peace, balance and joy. SOiL organic Frankincense essential oil is perfect to use in the SOiL ultrasonic diffuser or in a stress-relieving bath soak.



From the farm to your shelf, SOiL organic aromatherapy essential oils are 100% pure and certified organic. These comforting and warming fragrances will motivate your well-being during the autumn months.

[www.soilorganics.co.uk](http://www.soilorganics.co.uk)



# SOCIAL Media *that delivers*

**Bob Gentle provides some guidance on how to avoid online distractions and focus your social media on finding your tribe...**

**D**IGITAL marketing is great. It's transforming businesses and levelling the playing field, allowing small holistic therapy businesses to reach people all over the world who need what we have. It's often inexpensive

and a lot of the routine things which need to be done are in themselves not overly technical and pretty easy to learn.

What often comes as a surprise for many business owners is that the difference between breakout online success and a social media failure is generally not down to technical or external factors, but due to the inner and emotional - procrastination in particular.

Procrastination is a big problem for holistic therapists and other small businesses. The online world is distracting and littered with rabbit holes. Fall down one and before you know it, you've spent two hours browsing funny YouTube videos, motivational quotes, Pinterest boards, reviews of yoga retreats and a trail of

random tangents. It's so easy to fool ourselves into thinking we're spending our time online productively, but the truth is most people don't.

### **Avoiding fake action**

Business success online is a little like physics. There are a few fundamental, unbreakable, rules.

#### **Rule number 1:**

### **Take meaningful action**

Now, when I say take meaningful action, I can hear 90% of people shouting back that they take action all the time. I'm talking about productive action, not fake action.

Meaningful action is hard, but fake action is frighteningly easy. It sometimes comes disguised as useful activity.

These things are marketing fake action:

Making to do lists, setting up project plans, buying equipment or information, reading books or posts, looking for inspiration, waiting for ideas, looking for the right social media platform, setting up systems, playing with sticky notes and posting rubbish you know nobody reads on social media. These activities will fill up your day, but won't bring in any business.



**Rule number 2:****Create more, consume less**

This is the mantra which you can use to help break the spell of fake action. Say these words a few times and all your actions will quickly pop into focus. If you feel stuck, then repeating these words will allow you to quickly see which of your actions build business and which constitute fake action.

Identifying fake action will only take you so far. Taking real action has its own challenges and when you start to examine them it's easy to see why we snap back to fake action so easily. The reason people put off promoting their business or building their personal brand is fear.

Real action isn't quite as easy to quantify as fake action. I can't give you a list of examples as easily as I can with fake action and there's a good reason for that. Everyone builds relationships differently and that's really all marketing is - building relationships on a one to many scale.

*People love the idea of digital marketing and the promise of lots of new business, but they really don't like the idea of being personally visible in their own marketing.*

I'd like you to think of someone you know through their marketing. They might be a competitor, a peer or a colleague. They might be anyone you admire. You might think of them as an influencer or an industry figure. What stands out about them? I don't know who you have in mind, but I can guess they all - without exception - have one thing in common. You know about them.

How do you think that happened? Do you think it was an accident, fate or that they really are such a stand out practitioner that the world reshaped itself with them at its centre? I don't think so. What they've done is either accidentally or intentionally created and amplified a strong personal brand. You can do this too.

I often get a lot of push back about now. People love the idea of digital marketing and the promise of lots of new business, but they really don't like the idea of being personally

visible in their own marketing. Remember what I said about building relationships on a one to many scale? How are you going to build these relationships if you don't let people meet you? A lot of people I speak to complain they lack the right tech, knowledge, experience or insight. Deep down, they know that's not what holds them back. It's their own fear that people won't like them. Fear of rejection is a huge problem.

I'm going to share a stat with you from Russel Brunson's marketing book *DotCom Secrets*.

**One third of people - actively do not like you.**

**One third of people - don't even notice you.**

**One third of people - really like you.**

If you put yourself out there online in any format, you'll find that those proportions hold true. Your content needs to focus on the third that really like you. Your people, audience or tribe. Focus on the people who get you, not those who are indifferent or who dislike you. Trying to win them over amounts to fake action. .

When you create content of any kind, be that text, live or recorded, video or photographs, think of two key things.

**1** Is someone meeting me through this content?

**2** Am I writing for my tribe or being influenced by fear of rejection by those not my tribe?

Personal branding author and coach Chris Ducker puts it like this, "Market like a magnet. Attract the best and repel the rest." I know a lot of this doesn't seem very practical, and that's because the truth is a fear of rejection mind-set is the biggest barrier to online success. Imagine the business success you want, in fact everything you could ever want, is in a room labelled "very scary". I challenge you to think about what really scares you. For a lot of people, the simple idea

of being seen taking a selfie sends them into judgmental fits. You probably hate the sound of your recorded voice - most of us do, you may believe you're either too old or too young to be taken seriously. Make a list and then burn it, because it's not helping you and it's not real.

If you allow the two thirds of people who aren't with you to hold you back, then you'll never reach the third of your audience that really want to hear from you. People buy from people. Your people want to buy from you so make sure they hear from you! ■



**Bob Gentle** is the managing director of digital marketing

consultancy Amplify. Alongside this he hosts leading digital marketing podcast of the same name. Bob also runs a digital marketing support community designed to reduce the isolation of owning a small business and reaching your audience effectively. Search on Facebook for 'AmplifyMe Power Team'. You can find Bob on every social platform as @bobgentle and at [www.amplifyme.agency](http://www.amplifyme.agency)



# NEW FRONTIERS: RESEARCH ROUND UP

## THE LATEST SCIENTIFIC RESEARCH WORTH DISCUSSING WITH YOUR CLIENTS...

### **NUTRITION: HEALTHY FOOD TRUMPS DIET TYPE TO REDUCE HEART DISEASE RISK**

A team at Beth Israel Deaconess Medical Centre evaluated the effects of three healthy diets emphasising carbohydrates, proteins, or unsaturated fats, on a biomarker that directly reflects heart injury. Using highly specific tests on 150 subjects with high blood pressure over a testing period of six weeks, the researchers found that all three diets reduced heart cell damage and inflammation, consistent with improved heart health. The findings suggest that increasing the proportion of healthier foods, such as vegetables, fruit and fibre had a greater positive impact on heart health than any particular type of diet.

In 2017, Diabetes UK reported two thirds of UK adults eat three or fewer portions of fruit and/or vegetables a day. Almost half don't eat any fruit at least three days a week, so the typical UK diet is considerably poorer than those tested.

The diets were: a carbohydrate-rich diet similar to the well-known DASH diet, with sugars, grains and starches accounting for more than half of its calories; a protein-rich diet with 10 percent of calories from carbohydrates replaced by protein; and an unsaturated fat-rich diet with 10 percent of calories from carbohydrates replaced by the healthy fats found in avocados, fish and nuts. All three diets were low in unhealthy saturated fat, cholesterol, and sodium, while providing other nutrients at recommended dietary levels. All three healthy diets reduced heart injury and inflammation and acted quickly within a 6-week period. However, changing the macronutrients of the diet did not provide extra benefits. This is important for two reasons: First, the effects of diet on heart injury are rapid and cardiac injury can be reduced soon after adopting a healthy

diet. Second, it is not the type of diet that matters for cardiac injury (high or low fat, high or low carb), but rather the overall healthfulness of the diet. *Ref: 10.1016/j.ijcard.2019.07.102*

### **MENTAL HEALTH AND OBESITY: EXCESS BODY FAT INCREASE THE RISK OF DEPRESSION**

A new study from Denmark's Aarhus University reports that carrying ten kilograms of excess body fat increases the risk of depression by 17%. The more fat, the greater the probability of developing depression. The location of the fat on the body had no impact on the results, so the researchers concluded that it is the psychological consequences of being overweight

or obese which lead to the increased risk of depression, and not the direct biological effect of the fat. The study drew on data from around 700,000 subjects.

Lead researcher, Dr. Østergaard, commented, "As it appears to be the psychological consequences of obesity, such as a negative body image and low self-esteem that is the main driving force behind the increased risk of depression, society's efforts to combat obesity must not stigmatise, as this will probably increase the risk of depression even further. It is important to bear this in mind so we can avoid doing more harm than good in the effort to curb the obesity epidemic". *Ref: 10.1038/s41398-019-0516-4*





**WELLBEING AND SOCIAL FACTORS: MARRIAGE MAY STAVE OFF ALZHEIMER'S**

Dementia and marital status could be linked, according to a new Michigan State University study that found married people are less likely to experience dementia as they age.

On the other hand, divorcees are about twice as likely as married people to develop dementia, the study indicated, with divorced men showing a greater disadvantage than divorced women. *Ref: 10.1093/geronb/gbz087*

**NUTRITION AND AGING: MATERNAL HIGH FAT DIET PROTECTS AGAINST ALZHEIMER'S LATER**

High-fat diets are known to carry health risks, but an animal study published in the journal *Molecular Psychiatry* suggests that high maternal fat consumption during gestation protects offspring against changes in the brain that are characteristic of late-onset Alzheimer's disease.

In humans, it has been known that individuals whose mothers develop Alzheimer's disease after age 65 are at increased risk of also developing

the disease around the same age, which may suggest a genetic predisposition. Yet, so far, no genes have been identified that could explain the maternal transmission of Alzheimer's disease. It is now thought that environmental factors, such as lifestyle and diet, adopted during the gestation period, could significantly influence the offspring's risk of developing the disease later in life.

Pregnant mice were fed a high-fat diet from the beginning until the end of gestation. The moment offspring were born, mothers were switched to a regular diet, which was maintained during the lactation period. Offspring of these mothers were always kept on the same regular diet throughout their lifespan.

At 11 months of age, mice from mothers fed a high-fat diet during gestation had better learning and memory skills than their counterparts. The high-fat diet group had significant improvement of synapse function and lower levels of amyloid-beta, an abnormal protein that builds up in neurons. Amyloid-beta contributes to nerve cell dysfunction and eventually significant impairments in memory and learning. *Ref: 10.1038/s41380-019-0489-y*

**ANXIETY: MATCHA TEA CAN HELP REDUCE SYMPTOMS**

Matcha, the finely ground powder of new leaves from shade-grown green tea bushes, has a long history of being used for various medicinal purposes. Japanese researchers from Kumamoto University have shown that anxious behaviour in mice is reduced after consuming Matcha powder or Matcha extract. Its calming effects appear to be due to mechanisms that activate dopamine D1 receptors and serotonin 5-HT1A receptors, both of which are closely related to anxious behaviour. *Ref: 10.1016/j.jff.2019.05.046*

**CHRONIC PAIN: WHY SOME EXPERIENCE PAIN AFTER TAKING STATINS**

British Heart Foundation funded researchers may have discovered why some people experience muscle pain after taking statins. Statins cause spontaneous and irregular leaks of calcium from storage compartments within muscle cells. Under normal conditions, coordinated releases of calcium from these stores make the muscles contract.



Unregulated calcium leaks may cause damage to muscle cells, potentially leading to muscle pain and weakness.

Where people are already susceptible due to their genes or lifestyle, the leak caused by statins may overwhelm the muscle cells, giving rise to muscle pain and weakness. The findings explain why only some people experience muscle pain after taking statins and could help doctors to identify those most likely to experience symptoms so they can be offered alternative therapies.

The researchers also showed that exercise may prevent the changes which lead to calcium leaks from occurring, and it may be an effective way for people taking statins to avoid muscle symptoms. *Ref: 10.1016/j.jacbs.2019.03.012*

**MINDFULNESS: MINDFULNESS CAN ENHANCE ACADEMIC PERFORMANCE AND MENTAL HEALTH IN CHILDREN**

Two new studies from MIT suggest that mindfulness can enhance academic performance and mental health in older primary school children. The researchers found that more mindfulness correlates with better academic performance, fewer suspensions from school, and less stress.

Eleven year olds who received mindfulness training not only reported feeling less stressed, but their brain scans revealed reduced activation of the amygdala, a brain region that processes fear and other emotions, when they viewed images of fearful faces.

Together, the findings suggest that offering mindfulness training in schools could benefit many students. *Ref: 10.1016/j.jff.2019.05.046* ■



# Protecting yourself from NEGATIVE energies

*Angie Crowther explains why holistic therapists need to protect themselves from negative energies...*

**W**E are all surrounded by invisible and intangible energies. Many of us are completely unaware of these energies, while others react to them tangibly. I believe therapists now need to be made aware of a much deeper side to massage and healing work. Therapies involve entering into an active energy exchange. You are working within that person's aura or subtle energy field and they within yours.

Our clients are often ill or in pain, stressed, depressed, or generally just feeling under the weather. When, at the end of their treatment, your client says they feel much better and lighter, this is often because their negative energy has been released and is floating around you and your therapy room.

You may feel drained of energy, headachy, sick or even feeling your client's physical or emotional pain. Should your client be in emotional turmoil, you may feel angry or weepy as your energies blend. The trick here is to learn what belongs to you and what belongs to your client. Protection is about empowering yourself and maintaining a clear and strong energy and energy field.

There are many ways to protect yourself, my personal favourite is to imagine yourself in a protective bubble surrounded by

iridescent white light, pink light, golden light, a ring of fire and silver mirrors. Mirrors and some colours that are used in psychic protection are reflective and therefore any unwanted energy is deflected.

If therapists are Reiki trained, then the use of the symbols can further enhance their protection, and can be used within their treatment rooms.

Entering a therapy room and lying on a massage couch that has not been energetically cleansed between clients, allows the next client to pick up some of the previous client's residual energy. This is also true of therapists working in a dual treatment rooms and therapy rooms where there is a greater energy exchange between clients and therapists.

Many salons and spas offer alcohol with treatments, this opens up the energy field and can have a multitude of adverse effects. Which can include the more complex possibility of allowing spirit attachment, or, in rare cases, possession.



Protective healing crystals such as black tourmaline, selenite, obsidian, amethyst, jade and jet, used in treatments and in your therapy room, can help absorb and clear negative energy.

White sage smudging is very beneficial to room cleansing, it cannot always completely clear the energy, so sometimes the help of a specialist in energy clearing and spirit release is essential.

There are many specialist books that will delve deeper into this type of energy work. However, until you have actually felt the impact of such energies, you really will struggle to understand the complexity of these potential situations.

As with any job there are risks involved. Massage and healing are no different. Anyone channelling healing energy, should do so with reverence and respect and be fully aware that it can leave them open to negative energies. Bringing light can let in darkness. ■



Angie is a multi-award winning holistic therapist, healer and medium, based in Yorkshire. She is passionate about making therapists aware of a much deeper side to healing work and massage therapy. Find out more about Angie and her work at [www.soulspaholistichealing.co.uk](http://www.soulspaholistichealing.co.uk)





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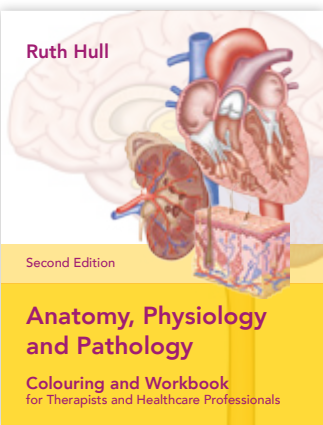
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**Ruth Hull**, now based in Australia, is a freelance writer who specialises in natural health. Born and educated in Zimbabwe, she completed a degree in philosophy and literature before studying and practicing complementary therapies in London.



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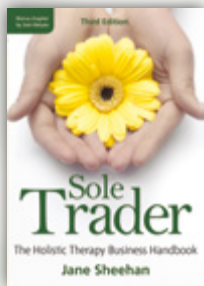
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# Books for autumn

An eclectic array of new titles covering business, herbalism, mind, body and spirit...

## Sole Trader



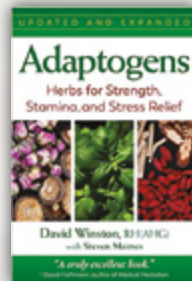
This is the third edition of footreader and Holistic Therapist columnist Jane Sheehan's guide to setting up and running a holistic therapy business. It's

perfectly pitched for those just starting out working for themselves, but also contains much of value for those who have been in business for a while and need to up their games. It's informative without being dry or stuffy and the material, which is clearly signposted and broken into small sections, is both useful and easy to follow. It's also pretty comprehensive, covering everything from money and negotiating for premises, to marketing and employing others and running a pampering evening to managing your social media, so would be an ideal handbook for those without much experience of running a business. Jane has a wealth of experience in the field and knows how to make a success of working at something you love. Available directly from Jane at [www.footreading.com](http://www.footreading.com)

## Adaptogens: Herbs for strength, stamina and stress relief

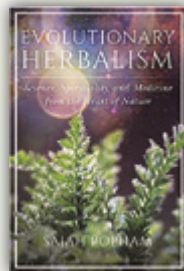
American clinical herbalist and ethnobotanist David Winston shares a

lifetime's wisdom and knowledge in this amazingly informative guide to adaptogen herbs. Adaptogens are herbs or plant extracts which help the body recover from stress and restore normal physiological functioning. Given the increasing prevalence of anxiety and stress in today's society, this updated and expanded edition is well timed. A particular appeal lies in the author's combination of how such herbs were used in the past and in many different cultures, combined with modern research and examples from many different herbalist's case files. So you'll find learned monographs on 25 Western, Indian and Chinese herbs, a useful materia medica and some interesting practical remedies. One tiny quibble might be that the resources



section provides listings of US-based herb suppliers and organisation, which is a pity when the book has such global appeal. Available from [Amazon.co.uk](http://Amazon.co.uk) for £16.99.

## Evolutionary Herbalism



comes from the North Atlantic Press. Likely to be of more interest to experienced

herbalists with a spiritual or philosophical bent, the ambitious Popham seeks to bring together a host of traditional healing traditions, spiritual pathways, emotions and ways of thinking about plant healing into a cohesive whole.

Popham draws on Ayurveda, alchemy, astrology, TCM and modern herbalism in his attempt to change the way we think about plant healing. It's about developing a deeper, more heart-centred relationship with healing plants – not just the chemical or physiological properties offered up, but also the psychological, emotional, and spiritual qualities of a given plant in order to achieve a truer form of whole-being healing. £22.50 from [Amazon.co.uk](http://Amazon.co.uk) or order at your local bookshop.

## The Ayurvedic Self-Care Handbook



Ayurveda seems to be growing in popularity in the west, so Sarah Kucera's *The Ayurvedic Self-Care Handbook* is timely. The book includes over a hundred

daily and seasonal Ayurvedic rituals--each taking 10 minutes or less - which help us to reconnect with nature's rhythms, and to unlock better health. This means that many of the exercises, such as grounding rituals, journaling prompts and yoga postures could be practiced between client appointments, helping us to pause and rebalance. £11.34 from [Amazon.co.uk](http://Amazon.co.uk).



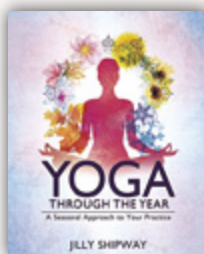
### Acupressure with Essential Oils



Merina Ty-Kisera has produced an attractive and superbly illustrated practical guide to combining the use of acupressure with essential oils to help alleviate the symptoms

of a host of ailments from headaches to constipation, by way of nosebleeds and low moods. It's easy to follow and could easily be incorporated into massage, aromatherapy or reflexology treatments. Each of the two dozen ailments covered merits its own chapter and there's also a good introduction to essential oils and their qualities. £14.99 from [Amazon.co.uk](http://Amazon.co.uk).

### Yoga through the year: A seasonal approach to your practice

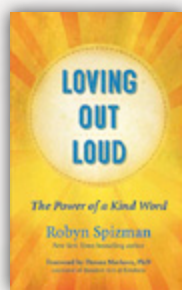


Both experienced yoga practitioners and those just trying to master their sun salutations will find Jilly Shipway's guide to aligning

practice with the natural flow and rhythms of the turning seasons of considerable interest. Given recent research showing the importance of being in nature – of being in harmony with our environments – Shipway's book is well-timed. There are lots of mindfulness exercises, visualisation, seasonal meditations and pose sequences to allow the reader to create a bespoke practice that flows with the passing cycle of time. £14.58 from [Amazon.co.uk](http://Amazon.co.uk).

### Loving out loud

This is a delightful book that serves as a welcome reminder that words and small gestures of kindness can make a huge impact on the lives of others. Not only does this help us make deeper and more positive connections with those around us, but it's also good for our own wellbeing. Even the smallest compliment, or just expressing your appreciation, can make someone's day. It's something that could be usefully employed with clients as well as children,



partners, the wider family and friends. We should also practice saying kind things to ourselves every now and then. £13.19 from [Amazon.co.uk](http://Amazon.co.uk).

### The Yoni Egg: Reveal and release the sacred feminine within Lilou Macé



Going by the proliferation of TV ads for incontinence pants and pads, the nation's pelvic floor muscles could use a workout. A yoni

egg is a traditional tantric stone egg held inside the body which is reputed to help a woman access inner beauty and wisdom, prevent urinary incontinence, prepare for and recover from childbirth, release emotional trauma, boost confidence and enhance vital energies as well as improving the sex life. It's not for everyone, but this full colour, step-by-step guide is a good starting point for anyone wanting to discover more about yoni eggs and what Macé refers

to as the "temple of the sacred feminine". £16.99 from [Amazon.co.uk](http://Amazon.co.uk).

### Invoke the Goddess: Connecting to the Hindu, Greek and Egyptian Deities



Lastly, but still firmly in the realm of the scared feminine, Kala Trobe's new book explores the symbolism of a number of female deities and how connecting

with the goddess's power can help us bring more love, peace, healing, and personal empowerment into our lives. Personally, I'm never too sure about the pick and mix approach to divine beings, though I do like the idea of having a patron goddess. As well as a line-up of 15 goddesses, there are guided visualisations, sections on chakra cleansing and ritual bathing, mantras, chants and even a magical diet plan. £14.99 on [Amazon.co.uk](http://Amazon.co.uk). ■



A note on pricing and book sources: We give

Amazon prices simply because this is available to most people wherever they live. It is also possible to order books from your local bookshop or often from the publisher directly.



# Elizabeth Walker

*Reiki has been an amazing help to my wellbeing. It's helped me work through the C-PTSD and anxiety, to keep my thoughts positive, keep me healthy.*



Lizi Walker has been through more than most, but is now enjoying her new business as a Reiki practitioner...

**I**'M 46 years old and finally feel positive about my life and future.

I left home and school at the age of 15, to start training at the Doncaster School of Racing. I then worked as a stable hand in various racing yards in my home town of Malton, before falling pregnant with Cara, my only daughter, at 19.

Cara has been my rock and biggest cheerleader. She's always encouraging me and helping me stay strong.

It's not been easy for her. She's had to cope with seeing me in abusive relationships and when I got really ill with Complex Post Traumatic Stress Disorder, as a result of domestic abuse, I suffered from severe psychosis. I believed everyone was a psychopath and they were out to hurt me.

I had two locks on my bedroom door to keep me safe while I slept and CCTV round my house. My hair fell out and I lost a lot of weight.

When Cara was about ten, I didn't eat or get out of bed for weeks at a time. I honestly thought I was dying as well as losing my mind. For eighteen months, I felt unable to trust anyone or let anyone in to my home. I lived in my bedroom which was my safe place. I had to be weaned out of it an hour a day. I was broken - totally destroyed. I was on my hands and knees

begging God to help me.

At this point, I came off medication. I went cold turkey, which was not easy. I'd been taking tablets for over twenty years, as treatment for anxiety and depression. I realised that the drugs were simply masking my problems and I needed to deal with the underlying issues. Most of all, I needed to get an understanding of why I kept attracting toxic relationships.

The answer being that I needed to learn to love myself unconditionally, forgive myself and others. I needed to retrain my brain to think differently – to switch from negative to positive. I needed to realise my worth and believe in myself. It was a struggle.

I put positive affirmations on my bedroom wall, which I said every morning when I woke. Every time I looked in the mirror I told myself, "You're beautiful, I love you". It took months and months for me to believe what I was telling myself, but I kept going till I did. I learnt to set healthy boundaries - something that I didn't even know about! I remember reading about them and I thought, "What are they?" I now have healthy boundaries set, I love and respect myself and believe in myself. I'm proud of how far I've come and how much I've turned my life around.

While stuck in my room, I did a lot of research and reading and that's when Reiki was put on my path. I realised that everything I had been taught was wrong and I needed to get healthy and I needed to do it naturally. I knew I needed to look after my mind, body and soul to make sure I never went back to that dark, lonely, place again.

Reiki has been an amazing help to my wellbeing. It's helped me work through the C-PTSD and anxiety, to keep my thoughts positive, keep me healthy. Now that I treat others, I love helping others achieve a positive outlook on life, to realise their worth and I'm a massive advocate for self-love. For me, it's life changing. My recovery shows the healing benefits of Reiki and that it's possible to overcome so much through well-being, mindfulness and natural healing.

I would not be here today, without the help of others and I am filled with gratitude. I did my training with Lindsay Coldrick from NRG healing. I was fortunate as York Racing Welfare funded my Reiki courses and Yorkshire Housing funded my basic anatomy course. I also got a grant for equipment. Before my training, I



had been unable to work for three years. My enterprise worker from Yorkshire Housing, Nikki Flett, is helping with the business side of things and arranged some voluntary reiki treatments at their Leeds offices which went really well. I'm receiving continued support from Nikki. She's been great and always happy to help and support me with the business side of things. I really didn't know the first thing about setting up a business – but Yorkshire Housing have given me all the advice and support I needed and in a way that I understood. It has really built my confidence and I feel I can now move my business forwards.

Life has taught me that you should love and believe in yourself and that anything is possible if you want it enough. Never settle for anything less than what you deserve, no matter where you've come from or how dark it's been. There's always light somewhere and you are capable of turning your whole life around and living the life you dream of and deserve.

For anyone that's in or has been in an abusive relationship, find the strength to get out, work on yourself, learn to love yourself unconditionally and never ever let anyone disrespect or abuse you again. You are a work of art, you are amazing and strong and you deserve to be loved and to love! You can do this on your own, just believe in yourself as I believe in you.

I'm currently in the process of publishing a book of poetry which I wrote about my experience in toxic relationships and how I found my way out and learnt to love myself. I'm planning on giving copies to women's refuges and anyone else I feel they might help. It's called, "A journey to the light".

I'm looking at doing an Equine reiki course and have just completed my level 3 training. My plan for the future is to help as many people as I can realise their worth, love themselves, believe in themselves and achieve their dreams and help them learn to heal themselves. Just as I have. ■



To discover more about Lizi and her work, please visit her Facebook page at [www.facebook.com/E.J.HEALING/](https://www.facebook.com/E.J.HEALING/)



# Back PAGES

All the things we wanted to tell you about but couldn't find space for elsewhere...

## BABY MASSAGE PROMOTES GROWTH

A small, but interesting, study from rural Indonesia, on the benefits of infant massage has been published in the Global Journal of



Health Science. In one group, 17 mothers were provided with training and education in the techniques and benefits of infant massage from the third trimester of their pregnancies, while a control group had no such intervention.

At a month old, the infants in the group which practiced infant massage showed statistically significant gains in body weight, length and sucking frequency compared to the non-massage group. No significant differences were recorded in either the circumference of the infants' upper arms or in sucking duration. The researchers concluded that infant massage benefits babies. *Ref. 10.5539/gjhs.v11n10p142*

## STDs SPIKE IN MALTA AFTER DEREGULATION OF MASSAGE PARLOURS

The Maltese government is being asked by opposition parties to rethink its 2016 deregulation of the massage industry. The call follows a spike in STD cases and

concerns over human trafficking. The initial deregulation had been opposed by the island's legitimate massage and bodyworkers.

The deregulation led to a proliferation of massage establishments, many staffed by vulnerable Eastern European and Asian women. It also led to an increase in STDs as over 500 men were tested for venereal diseases after having unprotected sex with the massage workers. Most of the men had developed symptoms before undergoing testing.



## AIREDALE HOSPITAL TEAMS WITH LOCAL SPA AND CANCER CHARITY TO OFFER FREE MESSAGES

Cancer patients at Airedale hospital in West Yorkshire will now be able to benefit from a unique partnership with cancer charity



Hope for Tomorrow and specially trained spa therapists at the Coniston Hotel.

Once a month from October, the Coniston's Jennifer Young trained spa

therapists will offer cancer patients free hand and arm massages or neck and shoulder massages. The venue will alternate between Airedale Hospital's cancer unit and the area's mobile cancer unit.

Nick Bannister, managing director of the Coniston Hotel, Country Estate and Spa, said the hotel's spa therapists were specially trained in oncology massages. "We have a long-standing relationship with Airedale Hospital and through our attendance at their staff open days we began discussing the opportunity to offer their cancer patients a free massage service as we were looking into training our spa therapists in specialist oncology massages".

Patricia Dyminski, lead clinical nurse specialist for Haematology, Oncology and Chemotherapy at Airedale NHS Foundation Trust added, "Sometimes patients undergoing cancer treatment can miss out on certain things in life, but this initiative will allow them to enjoy a gentle massage which is a great way to relax and unwind. It will make a real difference to our patients and we hope that as many of them as possible are able to benefit from it."

## US REIKI MASTER LAUNCHES UPDATED DISTANCE REIKI COURSES

Pennsylvania-based Reiki master Wendy Hawthorne has launched an updated range of distant Reiki courses for those starting their own Reiki practice. The online training



covers all the basics of professional Reiki with an emphasis on distance healing.

More details can be found at <https://wendys-reiki-scentsations.b12sites.com/learn-reiki-at-home>



## BERLIN WALL HOMEOPATHY REMEDY DRAWS WIDESPREAD CRITICISM

An online supplier of homeopathy remedies has drawn considerable criticism from experts for selling a solution which purports to contain the “spiritual force” of the Berlin Wall. The remedy, which is sold by Ainsworth’s – who hold a Royal Warrant from both the Queen and the Prince of Wales – is said to help with emotional barriers to communication. It costs from £4.20 for a 1g vial of tablets up to £120 for 1,000ml in liquid potency, containing 23% alcohol.

As far back as April 1997, at the “Homeopathy for the World” congress in Berlin, leading homeopathic researcher George Vithoulkas proclaimed that the credibility of homeopathy was not served by using remedies like Berlin Wall. Professor Edzard Ernst, Emeritus Professor of Complementary Medicine at Exeter University, has also commented, “People think that homeopathy is based on natural substances. Berlin Wall shows this is not true. The lamentable thing is not that shops sell it, the lamentable thing is that people are being misinformed.

“Homeopaths do not believe it is a pharmacological action, but it is a sort of vital force that is acting. So the vital force, the spiritual force that was in the Berlin Wall, the intention that was in the Berlin Wall, is in the remedy.”

## GOVERNMENT ACTIVITY ON AIR POLLUTION CAN REDUCE PEOPLE’S MENTAL WELLBEING

Contrary to expectations, government efforts to improve air quality can have a negative impact on mental wellbeing. The findings come from Loughborough University.



The study involved analysing survey data on 25,000 people in 20 European countries, including the UK. Researchers compared survey participants’ self-reported mental wellbeing, perception of air pollution in their neighbourhood, levels of sulphur dioxide pollution in the air, and their government’s actions to tackle environmental problems. They found in countries that are more dedicated to tackling environmental problems – such as the UK, Sweden and Germany – perceived air pollution reduced people’s mental wellbeing compared to other countries. The study also revealed in areas where air pollution is worse – such as Italy, Belgium and Portugal – people appeared to be less affected, which the researchers suggest may be because they aren’t aware of the problem.

No significant association was found between objective air pollution (the actual air pollution levels in a country) and mental wellbeing.

## ANATOMICAL EVIDENCE FOR TCM MERIDIANS?

An Austrian research team has conducted macroscopic and microscopic studies on



cadavers in the hope of establishing anatomical evidence of acupuncture meridians in the human body. The study results were published in Evidence-Based Complementary and Alternative Medicine. The concept of a system of meridians or energy channels is fundamental to acupuncture, TCM and many other forms of traditional medicine. Although such treatments have practiced successfully for over 2500 years, as yet, the anatomical basis for the existence of meridians has not been resolved.

The team dissected four bodies and two lower legs and found evidence that acupuncture meridians were part of the human extracellular matrix and that fascia was an important part of the anatomic substrate of acupuncture meridians. At the same time, the team discovered that vessel-nerve-bundles, which have been hypothesised to account for 80% of acupuncture points, were present in only a few acupuncture points. The team concluded that their findings, although based on only a small number of subjects, contradicted the theory that acupuncture points are only located along the nervous channels. Ref: <https://doi.org/10.1155/2019/6976892>

## Words of Wisdom

*There is pleasure in the pathless woods,  
there is rapture in the lonely shore,  
there is society where none intrudes,  
by the deep sea, and music in its roar;  
I love not Man the less, but Nature more.*

Lord Byron

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# Natural Therapy Zone

October 26th 27th 2019  
Olympia Central Level 2

new addition to  
**VEGFEST<sup>UK</sup>**  
**LONDON 2019**

the UK's flagship vegan festival

The Natural Therapy Zone showcases a variety of people and products from the world of natural health and wellbeing, complete with yoga sessions, Lifestyle talks and product presentations all weekend.

Situated on Level 2 of Olympia Central, the area features:

**70 Stalls - Yogific Yoga Zone - Rainbow Yoga  
Holistic Health Hub - Plant Based Health - Veganic Growing  
Massage - Chillout Music - Free Gifts Stall**

Level 2 forms part of VegfestUK London, which welcomes a number of features spread over 3 floors:

**320 Exhibitors - Vegan Food Village - Foodies Stage  
Cookery Demos - Mature Zone - Vivo Life Fitness - Strength & Endurance  
Art of Compassion Project Exhibition - New Vegans Support - Kids Area - Wildlife Summit  
Auditorium - Animal Rights & Activism - VGN News Room  
Animal Rebellion summit - Vegan Activists Support - VGN Climate Summit**

## TICKETS

(access all levels)

Day: Adults £13.20 | Concessions £9.00 - Weekend: Adults £22.00 | Concessions £16.50  
Prices include booking fees - Kids under 16 free (accompanied by adults)

[london.vegfest.co.uk/tickets](http://london.vegfest.co.uk/tickets)

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