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## Therapist Magazine

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# Foreword

## Winter News from Complementary Health Professionals

*This is our first newsletter of 2021 and this year has not exactly started as anyone would have liked. It has been a very difficult time for all complementary therapists and even though some of you have been able to offer treatments for clinical emergencies for physical pain, especially when working alongside physiotherapists, osteopaths and chiropractors, for the majority, this has not been possible. Another lockdown has caused a great deal of hardship and heartache. On top of this, some of you have lost loved ones as a result of the coronavirus, including our own Julie Quinn, who has mourned three relatives. She also contracted the virus over Christmas but was lucky enough to only have mild symptoms and has fully recovered.*

The office has been exceptionally busy as so many therapists scrambled to find out who could and could not work as there was so much misinformation on social media. Initially, the CNHC said that their Registrants could treat mental health where it would be detrimental to their well-being, but this was soon retracted and only registered hypnotherapists could treat mental health at this time. Even where therapists could work, it was still recommended that they did not as the spread got worse and worse. We have also been contacted by local Councils seeking information where people had kept clinics open. We have completed an unprecedented number of CNHC verification paperwork and had to turn a large number of therapists away, advising them how they could either retrain or upgrade their skills in order to become a CHP member and/or a CNHC registrant.

Hopefully, we are coming out of it now and the Prime Minister has said that he wants this lockdown to be the last. I think we can all agree to that. That leads us on to our next section:

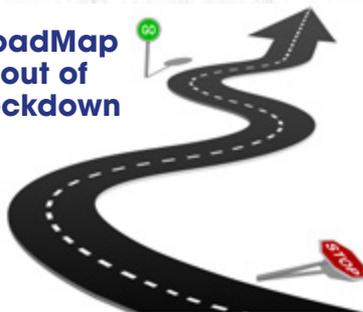
### Roadmap out of lockdown

Although the date is not set in stone and could change, should everything keep going well with infection rates and hospital admissions, we are looking at the 12th April as the earliest date that we can re-open our practices in England. The data on vaccines seems to indicate that people

are less likely to spread infection once they have had even their first injection. For those of you who treat a good deal of clients over the age of 65, most of your clients will most probably have received their first if not both injections by the time we re-open. This should mean that you are safer but we will be issuing guidance on PPE and being Covid-secure nearer the time, which will go up in the member's area of our website for you, as usual.

As for booking in client appointments, we are recommending that you wait until nearer the time. We should have a clear indication from the Government at the end of March that we will be able to go ahead, so that seems to be the ideal time to kickstart your marketing and getting clients booked in. Believe me, people are really looking forward to getting their treatments and for those who have been continuing to work from home or are retired, they can still afford treatments in the coming months. From a mental health perspective, we are going to be needed to help ease people back into normality.

### RoadMap out of Lockdown



### Renewals

After the restrictions introduced from Boxing Day across the UK, we decided to hold off sending out renewal notifications in January to wait and see how things went. We are all therapists ourselves and we empathised with the predicament we found ourselves in with not being able to work. As a result, we decided to freeze renewals until the end of March. So, if you were due for renewal between January and March, you have not been contacted. What we will do now is send out the renewal notifications at the end of March ready for April and beyond. Then we will return to normal renewal dates.

We do hope that you appreciate this as we are the only professional association to have given our members extra time this way. We have had bills to pay despite lockdown and we will appreciate your ongoing support. We do work very hard behind the scenes and we constantly work to drive our profession forward for the benefit of us all.



### National Complementary Therapy Week

Last year, in 2020, we launched National Complementary Therapy Week, full of excitement. We chose the last week of March as nothing else is happening around that time and it is always just before the Easter Break. Of course, then we had the first lockdown the week before and it was a washout. We paid for it again for 2021 in June last year in the hope that it would be better this year. How wrong we were!

However, not ones to ever be negative, we can put a positive spin on this and it will be an annual event going forward. It was always intended as an opportunity to have a celebration of our profession and for therapists to be able to use it to help promote themselves and their services, no matter what therapy you offer.

Use this event to spark your re-opening! You could offer special discounts if people book that week for treatments. You could offer discounts for block bookings – so, book 5 treatments and get the 6th free, or something similar. There are ideas on the website and don't forget that there is also a free marketing guide you can download in the member's area of our website. We have also placed some free images you can use in the member's area – just click on the section. Get excited about re-opening and seeing your clients again!



# continued...

## Important Dates for 2021

All important dates are as follows:

**22nd March - 28th March 2021 - National Complementary Therapy Week**

**3rd June - 8th June 2021 - Massage at Work Week**

**7th June – 13th June 2021 - Aromatherapy Awareness Week**

**21st September – 26th September 2021 - World Reflexology Week**

**1st October 2021 - National Massage Day**

**5th – 7th November 2021 - The European Congress for Integrative Medicine**

For each of these, there are amazing business opportunities to reach out to new customers and we will do our very best to help you with our new support material. So check into the members' area of the website often and check out notifications on our social media.



## CHP Annual Conference

As you all know, we had to cancel this event in 2020 due to the pandemic, which we were all very sad about! We have held off re-booking for 2021 because up to now, we were not sure if it would be possible, but now it looks as though we could actually go ahead.

Julie and I have found a new venue, which is in Croydon, right next to East Croydon Station. We will contact them shortly to find out about dates for this year and then start planning at pace. East Croydon station is so easy to get to from central London and we will of course publish the location and travel routes as soon as we have a date confirmed. We will also confirm the theme for the conference and set up the booking scheme. It is free for premier members and our student members who are studying when the conference takes place.

## Therapy Awards 2021

As usual, your chance to win one of the prestigious awards will be up for grabs. The nomination form is on our website so you just need to give your clients and colleagues the link and they can nominate you: <https://www.complementaryhealthprofessionals.co.uk/award-nomination-form> These awards look great on your CV and also wonderful for using on your website and marketing materials. We love these awards as they really allow us to showcase the amazing work our members do.

## GCMT Update

We have attended one GCMT meeting, on Zoom of course, since our last newsletter but

as the GCMT is restructuring and has set up some sub-committees for specific goals, we will be attending more meetings next week. One good thing that has come from the pandemic is the fact that our industry leaders have been recognised and being part of the GCMT only enhances our reputation. That aside, we are only too happy to work alongside other associations to take our profession forward together. The GCMT is not just about massage either as it represents all soft tissue therapies.

The new subcommittees have been confirmed as Education and Regulation, Research (currently working on Mental Health), Public Relations, and a Crisis Group to work on any specific issues that may come along (such as the recent pandemic).

We are also working with Barts NHS Trust to look at setting up voluntary arrangements for students in massage therapy to provide treatments for staff. This will be an excellent opportunity and we will liaise with our accredited training schools once we have more information.

If you have any questions about the GCMT and its work or would like us to bring any issues to the Council's attention, please do get in touch.



## Reiki Council Update

Dan Stephens has continued to attend Reiki Council meetings on behalf of CHP. At present, the Council is looking at re-developing its website in order to provide clearer information on the Reiki profession and needs to appoint a new Chair from the Council members. Dan has also been very busy assisting the office with Reiki applications and CNHC verifications. He has developed an excellent Reiki upgrade course to help therapists bring themselves up to the Reiki Council standards. If you would like to know more or would like to ask any questions about Reiki, or have any suggestions for the next Council meeting, please contact Dan on [dan@complementaryhealthprofessionals.co.uk](mailto:dan@complementaryhealthprofessionals.co.uk)



## The European Congress for Integrative Medicine (ECIM)

CHP is an official supporter of this event and it now taking place between 5th & 7th November 2021, after being cancelled twice due to the pandemic. It aims to raise awareness of the health and wellbeing benefits of integration of conventional medicine, lifestyle, complementary and traditional therapies. CHP members have a discounted delegate rate if you want to attend which is: <https://www.ecimcongress.com/>



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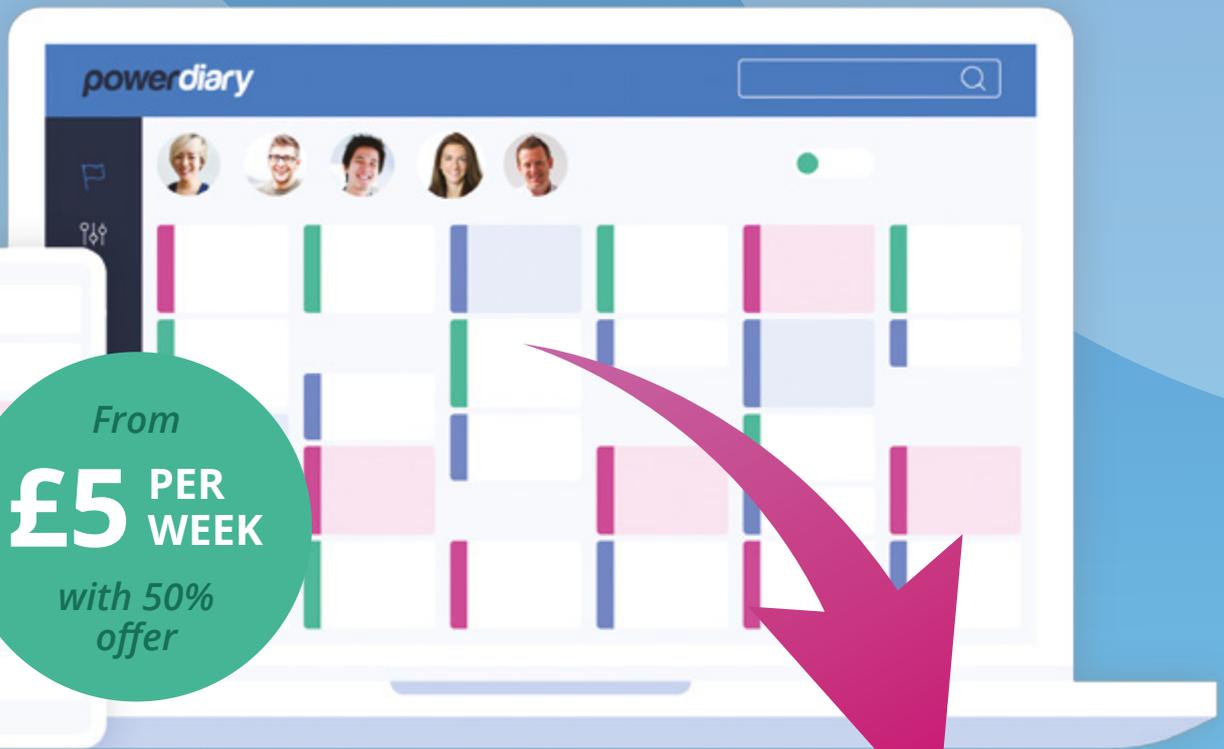
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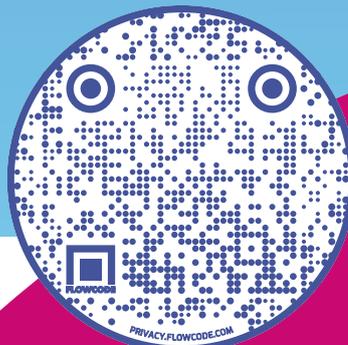
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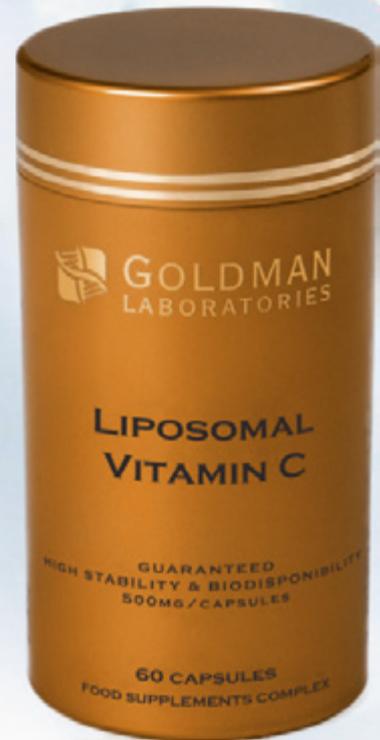


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# Editor's Letter



*Hello again,*

In the normal way of things, January's welcome letter is pretty easy to write. It's an upbeat celebration of the past year and a look forward to an even brighter future. We fill the magazine with features about building your best ever business and living your best life. This year, I could do that, but it would feel as inappropriate as a cheerleading squad at a funeral.

I know many of you will have had a difficult few months and it will be some time before your lives and businesses adapt fully and recover from the economic, physical and mental devastation that this tiny little organism has wreaked on our lives as individuals and part of society. It's our aim to support you in that journey.

As an industry, we will need to rebuild. The question is what should we rebuild? I think the next few years may see a radical change in holistic therapy. At this moment, the evidence is fragmentary and difficult to read. Conflicting attitudes and statistics that suggest a sea change. It's exemplified by a blog in a mainstream medical website column I read that referenced a journal paper saying people who believed on holistic therapies were more likely to believe in supernatural creatures like fairies and trolls. On this basis, holistic therapy practitioners were cast as charlatans profiting from gullible halfwits. The study in question was old, small and took Finnish University students as its subject pool. Yet belief in such creatures is a cultural construct – for example, more than half of Iceland's population believe in elves, but that does not mean that this belief precludes a belief in cars, chocolate or volcanoes. There is a consistent lobby which attacks us as being unscientific, yet rarely holds itself to the standards it says we should conform to.

Before the pandemic, we saw a growing interest in social prescribing and the acknowledgement that good nutrition and taking the time to listen to those suffering made a positive impact on health and wellbeing. We tend to think of our work as being a service, helping people become happier and healthier, but health and wellbeing is one of the biggest markets in the world in terms of value. Both India and China are exporting their traditional forms of medicine and healthcare models across the globe. China dominates in Africa, while India is colonising the Middle East. Naturally, Western Allopathic medicine isn't planning to concede any territory and has started making inroads into the holistic field. Whether this is the true start of an integrative, prevention-focused approach to health and wellbeing, or a take-over bid, remains to be seen.

In the meantime, we must recognise that there are challenges ahead for us all, but we can, and must, shape our own futures and that of this industry. People will need our help more than ever and we must be allowed to be there for them.

We hope 2021 is a much better year for everyone. We'll do our best to try to make it so.

*Love, Alison and everyone at Holistic Therapist x*

MANAGING EDITOR

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## OTHER ISSUE 37 CONTRIBUTORS AND PEOPLE WE'D LIKE TO THANK

OUR THANKS TO SHAMANCRYSTAL.CO.UK, POLARAIDHEALTH.COM, UKTHERAPYROOMS.CO.UK AND ALL THE OTHER CONTRIBUTORS AND THOSE BEHIND THE SCENES WHO HELPED OUT TO GET THIS ISSUE TO PRINT.

# Openers

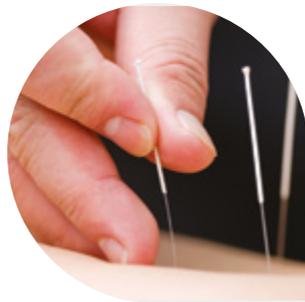
All that's going on in the world of holistic therapy...



## ACUPUNCTURE MAY HELP TACKLE HEALTH INEQUALITIES

An article in the journal *Acupuncture in Medicine* has suggested that if the barriers to accessing acupuncture treatment (principally awareness, availability and affordability) are removed, it can be used in integrative health settings to help manage the health needs of marginalised individuals and communities.

Marginalised individuals present with higher levels of chronic disease, multi-morbidities and adverse health behaviours than their non-disadvantaged peers. They often receive



poor quality or inadequate health care that is unable to meet their needs, leading to stigmatisation and perpetuating the cycle of disadvantage. *Ref. 10.1177/0964528420961404*

## SASKATCHEWAN MOVES TO REGULATE MASSAGE THERAPY

The Government of Saskatchewan has introduced The Massage Therapy Act. This legislation will establish the Saskatchewan College of Massage Therapy, a new regulatory body that will govern massage therapists in the province.

The Act will help protect the public if there are instances of unethical or incompetent practitioners. Practitioners will need to become members of the College to be able to use

professional titles such as massage therapist and registered massage therapist.

The province's three existing associations - Massage Therapists Association of Saskatchewan (MTAS), Natural Health Practitioners of Canada (NHPC), and Canadian Massage and Manual Osteopathic Therapists Association (CCMOTA) - will continue to exist as advocacy organisations for the profession.

## EMPLOYERS SHIFT APPROACH TO EMPLOYEE HEALTH AND WELLBEING

Research by employee benefits provider Unum has found that 95% of employers surveyed say COVID has impacted their need to make people feel more protected, with many focusing their health and wellbeing strategies on preventative measures, like mental health advice and support. Many businesses are now focussing on prevention rather than cure, with almost half (47%) offering preventative wellbeing measures and 68% saying expenditure has grown in importance in the past two years. 40% of the employers surveyed place more value on employees being fit and well since



the pandemic, with a similar percentage reviewing their health and wellbeing strategies. This may offer an opportunity for holistic therapists who can offer online treatments or corporate voucher schemes for those with employees working from home.

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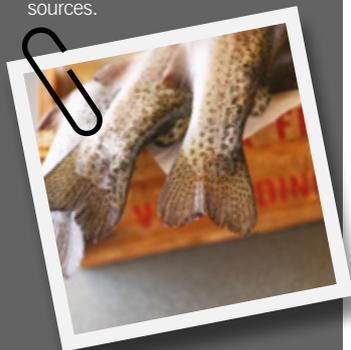
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## TRY THIS... SUSTAINABLE FISH

A huge new study from Glasgow University concluded that people who follow a pescatarian diet are less likely to suffer from heart disease, stroke, and heart failure, than people who eat meat. Reducing consumption of meat, especially red and processed meat, could improve health as well as being more environmentally sustainable. It is likely that fish eaters have a higher intake of cardio-protective nutrients such as polyunsaturated fats and, which could explain the lower risk association between

fish eaters and heart diseases in our study. In particular, the polyunsaturated fat N-3 has been shown to be cardio-protective, and oily fish is one of its rich sources.



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## US MASSAGE THERAPIST BANNED FROM POST-OP LYMPHATIC DRAINAGE TREATMENTS

A Florida based massage therapist who offered lymphatic drainage massages after plastic surgery such as liposuction or Brazilian Butt Lifts, has been issued with an emergency order demanding that she stop immediately. Several videos of her treatments showed her shoving blood and fluids through the surgical slits.

Despite the emergency order issued by the state's Surgeon General, Christina Diaz continued to advertise her service online. "Ms. Diaz wilfully abused her position as a massage therapist to advertise and engage in dangerous practices outside the scope of her license," the emergency restriction order stated. "Ms. Diaz's actions demonstrate that she poses a significant danger



to patients as long as she continues to improperly perform post-surgical drainage massages."

"Ms. Diaz's conduct of expressing bodily fluids from surgical incisions in non-surgical, public areas, such as hotel rooms and other rental properties, exposes the public to health risks associated with blood-borne illnesses and her clients to increased risks of infection."

## STAFFORDSHIRE-BASED RACHEL BROWN LAUNCHES CHAKRA BOOKS FOR KIDS

Lichfield-based holistic therapist, Rachel Brown, has released the first in a series of seven children's books aimed at helping youngsters overcome emotional problems. The books will each feature a different "chakra monster" will teach children to unblock their chakras.

Speaking to her local paper, Rachel explained, "Children are really struggling with their emotions at the moment. I want to be able to help them with tips and tricks, like a toolbox really, to help them manage their emotions, build confidence,



self-belief and positivity; through fun, engaging, holistic methods."

Bixbite – The Root Chakra Monster is available on Amazon or by ordering through local bookshops.

## NEW PRODUCT IDEAS IN AROMATHERAPY

Innovation in aromatherapy products continues to spur growth in the market. There are inventive new ways of spreading the benefits of scent via consumer products being launched every month.

Recent launches include Canadian company Indigo.ca's Shower Tablets, which sit on a dish near the water stream in the shower, releasing their fragrance in the shower cabinet. The range comes in three scents – lavender sage, rosemary lime and eucalyptus mint. Each shower tablet lasts up to three showers.

AromaSense USA have launched aromatherapy shower heads which take a capsule of essential oils or vitamin C and deliver scented or vitamin-infused water.

Bioesse Technology has announced a new all-natural, hemp oil aromatherapy patches for dogs which hang in a pod on the collar. The owner swabs their neck or arm with a special alcohol-concentrated pad, then squeezes several alcohol drops into the hemp-oil impregnated disk. The oil and owner's scent



are said to calm nervous or stressed dogs.

An anaesthesiologist from Pennsylvania has invented a recyclable plastic aromatherapy device which clips on to a face mask to make wearing the mask more pleasurable. ScentClip was originally envisaged as a device for health staff working around unpleasant aromas. The clip can be worn for up to three weeks, with the fragrances – Periwinkle Lavender and Apple Orchard – being derived from essential oils.

Lastly, BedJet, who have now sold over 100,000 of their heating and cooling bed climate control systems in the USA, have added a new aromatherapy unit which seamlessly integrates with the BedJet system to further aid sleep quality.

## GLOBAL MEDICAL WELLNESS MARKET SET FOR CONTINUED GROWTH AWARD

A new market research report suggests that the global Medical Wellness market size is expected to grow by 5% CAGR over the period to 2025. The market was worth \$5,206,220 million dollars in 2019, with market size projected

to reach \$6,322,500 million by 2025. This market includes CAM, beauty care, anti-aging and rejuvenation, preventative and personalised medicine, healthy eating, public health, nutrition, healthy eating and weight loss.

# AWARENESS DAYS

### DATES FOR YOUR DIARY

As most trade shows and major exhibitions have been postponed, here are a selection of UK Awareness Days which can be used to aid your social media, blogs and marketing activities.

### FEBRUARY

February marks Reynaud's Awareness Month and LGBT History Month.

- 1-7 – Sexual Abuse & Sexual Violence Awareness Week
- 1-7 – Tinnitus Awareness Week
- 1-7 – Children's Mental Health Week
- 4 – World Cancer Day
- 4 – Time To Talk Day (mental health)
- 7 – Send a Card to a Friend Day
- 8 – International Epilepsy Day
- 8-14 – National Apprenticeship Week
- 9 – Safer Internet Day
- 11 – World Day of the Sick
- 11 – International Day of Women and girls in science
- 12 – Chinese New Year
- 14 – Valentine's Day and also International Book Giving Day
- 15 – Singles Day
- 16 – Shrove Tuesday/Pancake Day
- 17 – Random Acts of Kindness Day
- 22 – World Encephalitis Day
- 22-7 March – Fairtrade Fortnight
- 22 – World Thinking Day (Women's and girls' issues)
- 28 – Rare Disease Day

### MARCH

March is the chosen awareness month for Marie Curie's Daffodil Appeal, Bed Month, Dechox (giving up chocolate), Ovarian Cancer, Endometriosis, Walk all over Cancer (Cancer Research fundraiser), and Brain Tumours.

- 1-7 – Eating Disorders Awareness Week
- 1 – St David's Day and Self Injury/Harm Awareness Day
- 1-7 – Endometriosis Awareness Week
- 3 – World Hearing Day
- 4 – University Mental Health Day
- 4 – World Book Day 2021
- 5-14 – Healthcare Science Week

7-13 – No More Week (Domestic Abuse)

8 – International Women's Day

8-14 – National Feet Week

10 – National No Smoking Day

14 – Mother's Day

15-21 – Nutrition and Hydration Week

16 – Young Carers Action Day

17 – St Patricks Day

18 – Global Recycling Day

19 – World Sleep Day also Comic Relief/Red Nose Day

20 – Spring Equinox (First day of spring)

20 – International Day of Happiness

21 – International Day of Forests

21 – World Poetry Day

22-28 – National Complementary Therapy Week

25 – Functional Neurological Disorders (FND) Awareness Day

26 – Wear A Hat Day

29-4 April – World Autism Awareness Week

30 – World Bipolar Day

### APRIL

April is the Awareness Month for Bowel Cancer, IBS, Stress, Caesareans, Parkinson's disease and Pets.

- 2 – World Autism Awareness Day, International Children's Book Day, Good Friday
- 3 – Walk To Work Day 2021
- 4-18 – Discover National Parks
- 5-11 – Bee Active, Bee Healthy, Bee Happy Week and Community Gardens Week
- 15 – International Microvolunteering Day
- 20-26 – Allergy Awareness Week, National Stop Snoring Week, Orchid's Male Cancer Week and MS Awareness Week
- 22-4 April – May The Big Pedal
- 22 – International Mother Earth Day
- 23 – World Book Night
- 23 – St. George's Day
- 24 – Scream Day
- 26 – The London Marathon
- 27-2 May – National Gardening Week
- 28 – World Day For Safety And Health At Work
- 24 – Stop Food Waste



# MIND & BODY

*CAM Coach **Mark Shields** argues that now might be the ideal time to add mental health to your service portfolio...*

**T**HERE can be few holistic therapists who don't take a whole-person approach to the health and wellbeing of their clients and fewer still who haven't noticed that, increasingly, mental health is rapidly reaching a crisis point in the UK and across the world.

In England alone, the Centre for Mental Health has predicted that up to 10 million people – almost a fifth of the population – will need mental health support as a direct consequence of Covid-19. 1.5 million of these are expected to be children and

young people under 18, so it's clear that this is a long-term situation, not just an overnight phenomenon or a random blip. The Samaritans say their volunteers have fielded more than a million calls during the pandemic, a quarter of them asking for help connected to coronavirus.

There is an urgent need for more therapists who specialise in mental health coaching and I believe that holistic therapists are well placed to add mental health coaching to their services. You will already know how to listen, are used to supporting client's health and have empathy.

## What makes a good coach?

It's a distinctive type of person that trains to become a coach. As someone who has trained many coaches, I find that certain phrases crop up time and time again when we discuss their reasons for training. If you agree with the statements below, you would probably make a good coach:

- I'm the person friends and family always come to when they need advice or support
- I feel I have a calling to add value to other people's lives
- I have a passion for helping others
- I have a genuine interest in people
- I am fascinated by the potential human beings have to achieve incredible things when they put their mind to it
- I feel I'm good with people
- I find it easy to talk to anybody

## Rising demand

Any major change that causes economic upheaval and social change offers an opportunity. The need for coaches specialising in mental health is fuelled by lockdown giving people the time to consider what they want to do with their lives. Many people need help to overcome negative thought habits or anxiety and turn to a qualified coach to help them move forward to the life they want to lead.

People decide to train as life coaches as they want a career or vocation that offers meaning, purpose and the flexibility to work the hours that suit, whether that's from home or a practice room. At present, our academy has 2447 student enrolled, with a maximum capacity of 2500 per annum.

## Our core methodology

I have written my own coaching methodology called CASPA. CASPA is a needs driven psychology model that explores each of the four areas of life – health, relationships, finances and career.

CASPA is based on the realisation that if our core needs are not being met, this can trigger unhappiness and subsequent feelings of anxiety and depression. Some needs are more critical

than others and the relative balances vary from person to person. Each area of CASPA is then applied to each area of life with CASPA standing for • Control • Approval • Security • Purpose • Achievement

COVID has hit everyone in some way, shape or form. In a normal mental health coaching session, one or two areas of someone's life may be affected, but with COVID it's every area that is impacted at the same time.

Imagine the damage having every area of your life negatively affected and imagine the fall out in mental health challenges of the future. Think of your friends and family or your clients and I think it's fair to say an entire population and generation has had their health impacted, their wealth and finances, their job, their relationships all changed and generally not for the better. Individuals have found that all aspects of their life have changed and that their own priorities, values and beliefs have also been shaken up.

## An example of CASPA

So, if we take the CONTROL first... we would ask our client, "How much control do you have over your health right now?" The pandemic has seen many turn to self-medicating using alcohol, as well as emotional eating to comfort them in uncertain times. Gyms have had to close and this has made exercising more difficult for some.

"How much control do you have over your career right now?" With the uncertainty of the economy most people are nervous for their future in their current jobs.

*Job security is one of the biggest worries during this health crisis, with many people even more fearful of losing their job than contracting the virus.*

How much control do you have over your relationships right now?" Socialising has been reduced due to the pandemic and some people have not been able to visit their loved ones in care homes or in other parts of the country which has taken a toll on their health.

"How much control do you have over your

finances right now?" Again, with the uncertainty in the economy and predictions of hundreds of thousands of job losses, this is an area that many are nervous about for the future.

By running through each area with our client and they score them on a scale of 1 to 10 we can ascertain together the areas in which to focus as a priority. COVID 19 unfortunately has affected all areas in most cases which is why official statistics show there is a marked decrease in the overall mental health of the nation. People are increasingly turning to professional help and coaching so they can move forward in a calm and constructive way which in turn reduces their levels of fear and anxiety.

Job security is one of the biggest worries during this health crisis, with many people even more fearful of losing their job than contracting the virus. This has made people seek out opportunities to protect themselves and find a career that they can manage in their own time by working the hours they choose, in a safe environment and within an area of specialism that turns their passion into purpose. By working as a coach over the internet the global opportunities are endless.

I know that life coaching is a tremendously rewarding career, because it's a career shift I myself made back in 2005. I moved from the highly stressful world of finance and have not regretted it for a second. I have worked with such an interesting range of clients from musicians, sports and business people, actors, and professionals. My skills were transferable in many aspects in terms of interpersonal skills and communication skills. By training in NLP, Clinical Hypnotherapy and Life Coaching I added the tools needed to help and support individuals to find balance in their lives. I work when I wish.

Life coaching offers the opportunity to specialise in an area or market segment that you are passionate about. You can qualify through an accredited course in as little as 3-6 months at Practitioner level and go out buy insurance and start your business straight away or add new services to your existing practice. ■



Find out more about Mark and his courses at <https://courses.thecamcoach.com>



# THE BENEFITS OF HINDSIGHT

*Elizabeth Ashley muses on the things she wishes she'd know when starting out in the business twenty five years ago...*

I started working in the family business twenty five years ago alongside my mother Jill Bruce, who was one of the pioneers of aromatherapy in the UK. Her company, Jill Bruce Aromatherapy, would later change its name to The Apothecary which became one of the best known aromatherapy companies in the country. The Jill Bruce School of Aromatherapy was the largest in Britain and was affiliated to both governing bodies.

Every summer, we'd pack up the estate car and caravan with dozens of stacker boxes full of pots of cream. On top of the green boxes, lay trestle tables and fold out chairs and on the top of those, three border collies and cats. One cat was never pleased about leaving her spot sunning herself in the garden, thus we travelled in a tranquillising valerian fog, up and down the country to different agricultural shows.

Setting up and closing down was hard, physical work. The boxes were heavy. If you were really unlucky you carried one of my stepfather Mike's boxes filled with oils that I could hardly lift or the mobile phone which had to be plugged into the mains and weighed an absolute ton.

When I started out, the pots were labelled as "Eczema", "Psoriasis", "Hay fever" etc., but later, laws forced the change to "Geranium ointment," or other oils we'd used, and we concentrated on selling on a one to one consultation basis.

As I think back, I reflect most on the headache cream. People thought I was bonkers saying "rub it on your forehead and temples", but when I pointed out how odd it was to swallow a pill, they would be stopped in their tracks. Now of course, no-one would bat an eyelid and I think that's my biggest proof of how far therapies have changed.

We had two targets. To sell pots of cream and to collect contacts for our newsletter. Every month we would send out an eight sided magazine, with brown ink printed onto green paper full of recipes, products we'd designed and gossip from the shows.

The agents collected names and addresses on little slips, temps inputted them onto the computer system, and then we'd print off labels to stick onto envelopes

For about 5 years we posted them out. Around 5,000, until one year, we'd paid for all the printing, hand folded and put them into envelopes, and put them in the post. Only to realised after, that I'd forgotten to put our contact details on. This was pre-websites of course, so naturally the phone remained eerily quiet. My popularity dipped in the company considerably that month.

After that we started adding emails addresses to the list, with no real understanding of what that was for. Nobody created a back-up. The computer crashed and a database of 10,000 contacts was lost. That was back in 1995. Can you imagine what that database could have grown to now?

The recipes file remains intact and is in the process of being made into a monthly subscription video database of how to make different products, called The Recipe Hub.

Each year the school enrolled two more intakes of students. Two sets of 12 students in September and second intake in January. We also created a series of formulas to treat stress, to



detoxify the body and to create prescriptive skin care. Each student could have been licensed to set out to teach the systems to spas and salons, but instead we never followed that thread.

*By 1999, I had been working in the family business, with my mother and step father for seven years and felt utterly suffocated, do decided to leave to go and learn recruitment, which was a great decision because I learned all my sales abilities there*

In some ways the school was a monster of mum's own creating. She and Mike were teaching such in depth esoteric stuff, any question had to be answered by them. In the end their life ceased to their own and the school had to close to save their sanity. Nowadays of course, you'd create a much more cookie cutter course, put it on line and forget about it or co-ordinate one to ones through zoom.

By 1999, I had been working in the family business, with my mother and step father for seven years and felt utterly suffocated, do decided to leave to go and learn recruitment, which was a great decision because I learned all my sales abilities there.

But one of the last initiatives we tried, just before we decided to restructure the business was to open The Sanctuary, a meditation centre where people could come and sit and learn to be quiet. People thought we were nuts and the landlord of the building we rented off was really quite rude, but again, all we were was ahead of the game. Today, meditation is everywhere.

## SO, WHAT DID I LEARN?

### ALWAYS BACK UP YOUR INFORMATION

Today we have the cloud and it's worth every penny. From a security consultant friend, I have learned 3-2-1. Three back-ups, two within the

company, and one off site, not connected to your system, just in case some-one hacks and tries to ransom you. Your data is the most valuable asset you own.

### DOCUMENT YOUR PROCESSES

Someone once said to me, how would you feel about handing your business over to a band of spotty sixteen year olds to run? The idea filled me with dread. Then he pointed out McDonalds do it successfully every single day. Anyone can pick up a training manual and know exactly how to replicate the process easily.

It gives you the power to be the entrepreneur, rather than manically trying to juggle every part of the business.

### UNDERSTAND THE VALUE OF YOUR NETWORK

My eldest son studied Maths at Oxford. Visiting him intimidated me until he taught me something that they learn right at the beginning. "Everyone you meet will know something you don't". Thus, you have stuff to impart, and when you do, you spread information to people who advocate on your behalf. Know where your wisdom comes from and where it does. It's a powerful set of people who may be able to help you again.

### RECOGNISE THAT ALTERNATIVE THERAPIES ARE ALWAYS AHEAD OF THE CURVE

In my opinion, what we're thinking about now tends to be about 15 years ahead of the mainstream approach to health and wellbeing. My advice is to persevere. If something's not quite working, perhaps shelve it for a couple of years while the collective consciousness catches up, but as my mother always says, "Never let go of your little piece of thread." Everything you create has use. ■



**ELIZABETH ASHLEY** is a clinical aromatherapist with nearly thirty years professional experience. She is the best-selling *Secret Healer* aromatherapy manuals and the Tongue of The Trees Essential Oil Oracle Cards.

From the recipes left over from her family business, she has created a video database of how to make and use safely called The Recipe Hub, which you can find, alongside others of her courses including The Prosperous Therapist Course. You can find these at

[www.thesecrethealer.co.uk/courses](http://www.thesecrethealer.co.uk/courses)



# THE WAY WE WORK

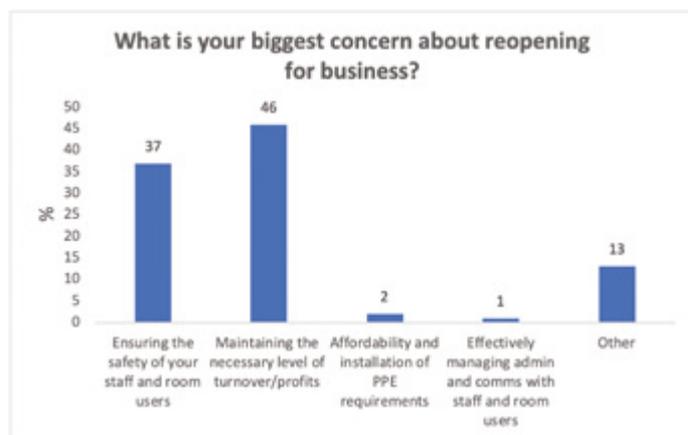
*Dr. Daniel Glaser of UK Therapy Rooms shares the results of their industry survey examining the changes the pandemic has brought to the holistic therapy industry...*

**E**VER since the COVID outbreak began, the therapy and wellbeing industry has been among those most significantly affected by social distancing and health measures. Multiple national and local lockdowns, coupled with the government being significantly slower to allow holistic therapists to resume seeing clients compared to other sectors with similar level of physical contact have taken a toll on clients and practitioners alike.

While many therapists and counsellors have adapted their business model and service portfolio, offering online or remote alternatives to their clients, these are often an unsatisfactory way of building the necessary trust and connections. It also meant a break in the usual supply of new clients at a time when many people are more in need than ever of the right physical and mental health support. Given that many new clients become regular clients, this will have a longer term impact, even after the pandemic has passed.

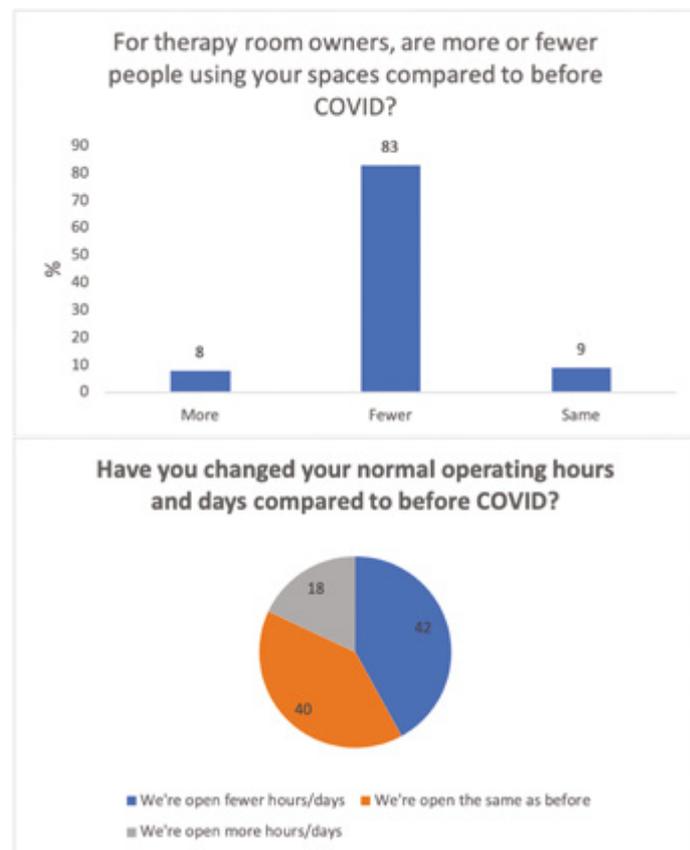
## Concerns about working in the current COVID environment

Prior to the second lockdown in England, we surveyed people from across a range of beauty, therapy and counselling specialisms. Their number one concern in reopening for business was to ensure they could maintain the necessary level of turnover and profits to enable them to continue operating. Almost half (46%) cited this as their main worry, closely followed by ensuring the safety of their staff and clients (37%).



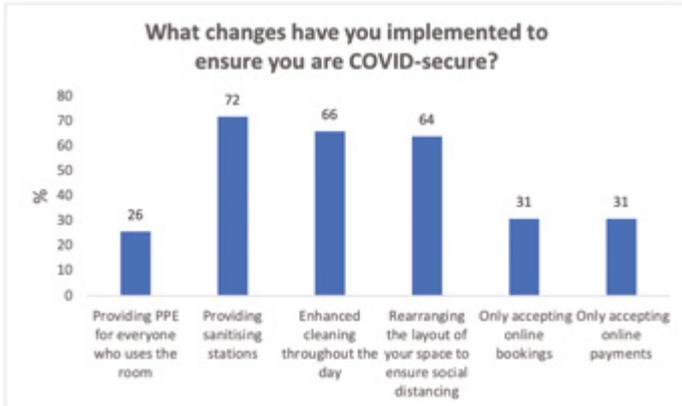
## The return to work is still slow

Given these concerns, and the continued uncertainty regarding regional and national lockdowns, it's unsurprising that significantly fewer therapists and counsellors (83%) were currently booking rooms compared to before COVID. Similarly, people reported working fewer hours and days than before the pandemic began. 42% of venues and practitioners say that they had reduced their opening times, while only 18% are working or open for longer than before.



It was also notable that 60% of respondents had reduced the number of services that they are able to provide. This is no doubt a combination of working fewer hours, the need to leave extra time between clients to clean and sanitise and also the importance of ensuring adequate social distancing at the venue.

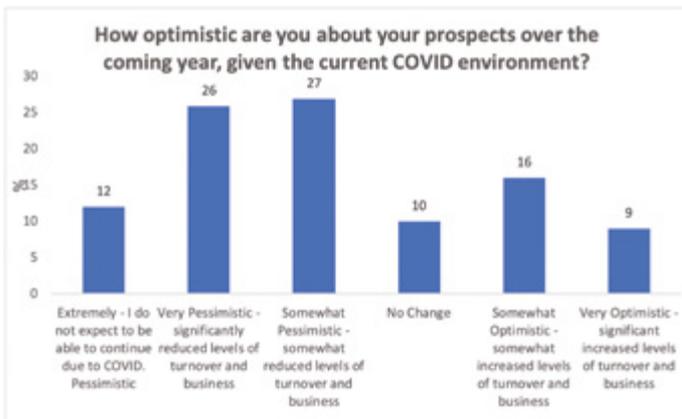
Everyone asked had been adhering to the COVID guidance outlined by the government and their respective professional bodies. The vast majority provided sanitising stations for clients (72%) and carrying out enhanced cleaning during the day (66%). In addition, two-thirds (64%) had changed the layout of their room to ensure social distancing. However, only 26% were wearing PPE, primarily because of the difficulties it creates when treating a client.



Many venues have also switched to online systems in order to reduce their risks. 31% now only accept online room bookings, and the same number again only accept online payments. Such systems make it much easier to plan the room schedules and, since they can also manage the paperwork and billing, it lessens the need for a receptionist or manager to be on site at all times.

### The outlook is uncertain, and potentially very different

Given the uncertainty with which we are all living at the moment, it would be surprising to find many people who are looking forward to the next twelve months with confidence. Almost two-thirds of respondents (65%) said they were pessimistic about their prospects in the coming year.



Yet if we look a little more closely at the numbers, the picture is not quite so bad. Almost 9 out of 10 practitioners and locations believe that they will be able to weather the storm and remain in business over the next 12 months, despite the uncertainty. Moreover, almost 10% expect to significantly grow their business next year.

So there undoubtedly remains significant demand for therapy and treatment rooms. Yet the way in which these premises operate is likely to change rapidly due to COVID. With everyone so uncertain about what the next few months will bring, it's clear that flexible workspaces will be an increasingly appealing option.

Indeed, we have already seen considerable evidence that room owners are becoming much more creative in the way that they rent out their



premises. Many of our spa, gym beauty and therapy venues are now adopting customisable booking terms, offering either individual or ad-hoc room reservations with no fixed fees or hidden costs.

Practitioners are also making it clear that they do not wish to be tied into long-term contracts that are expensive and cumbersome to get out of. Instead, they would much prefer to rent a room or a salon in response to fluctuating client demand, one which has PPE and COVID-safety measures already in place and included in the rental price.

In reality, gyms and salons are simply mirroring the growing demand for flexible workspaces, a trend which has been growing across many other industries for a number of years. Therapists, beauticians and counsellors alike all want the ability to work their own hours, see clients wherever and whenever they wish and be able to adapt to the changing economic conditions by expanding or contracting without fuss or penalty.

So as we all try to get back to work, and adjust to this new reality, those therapy and treatment rooms which offer safety, agility and value are going to be sought after even more.

It's increasingly clear that COVID is changing the way our industry works – perhaps for good. ■



**DR DANIEL GLAZER** is a Clinical Psychologist and, together with Dr Danny Sinitsky, the founder of UK

Therapy Rooms. UK Therapy Rooms is the largest directory of therapy, treatment and well-being rooms in the UK, with thousands of rooms available for booking immediately. They also offer a simple to use online booking system called Therapeuta. For more details visit

[www.uktherapyrooms.co.uk](http://www.uktherapyrooms.co.uk) and [www.therapeuta.com](http://www.therapeuta.com)

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# Affirmations

*Using affirmations can help us focus on our goals and desires, or simply help us to feel gratitude for all that we already have in our lives. **Copy these on to card or just cut out any that appeal to you and place them somewhere that you can see them regularly...***

<b>I am the architect of my life; I build its foundation and choose its contents.</b>	<b>I forgive those who have harmed me in my past and peacefully detach from them.</b>	<b>Today, I abandon my old habits and take up new, more positive ones.</b>	<b>I am blessed with an incredible family and wonderful friends.</b>
<b>Everything that is happening now is happening for my ultimate good.</b>	<b>Though these times are difficult, they are only a short phase of life.</b>	<b>My efforts are being supported by the universe; my dreams manifest into reality before my eyes.</b>	<b>I am filled with love, light and peace.</b>
<b>I love and accept myself.</b>	<b>I live in harmony with everything around me.</b>	<b>I make positive choices for a happier, healthier and wealthier life every day.</b>	<b>I release all negativity from my life.</b>
<b>I have the capability to reach my goals.</b>	<b>I choose to be proud of myself and how far I have already come.</b>	<b>My drive and ambition allow me to achieve my goals.</b>	<b>I am ready to embrace every challenge, free of self-doubt.</b>
<b>I trust my intuition and will listen to where it's guiding me.</b>	<b>I trust myself. My inner wisdom guides me.</b>	<b>Happiness is a choice. Happiness is my choice.</b>	<b>I live in the present and have confidence in the future.</b>



# TURNING NEW CLIENTS INTO REPEAT CLIENTS

*It takes marketing effort and resource to acquire new clients, yet, all too often, they come for one or two treatments and then we lose them. Regular clients are our most valuable clients, so the ability to turn new clients into regular clients is an essential skill...*

**M**ANY of our clients would benefit from regular treatment, whether that's a weekly appointment to help a sports injury heal more quickly or a monthly relaxation session, so we need to understand why some clients come for a single session and then disappear out the door and what could have been done to retain their business. We can improve the chances of the client turning into a repeat client at several stages of the customer journey, from the first time they check out our website or social media, to the consultation process, first impressions when they step into the practice room, during treatment and in the follow-up phase.

### WHY DON'T CLIENTS BOOK A SECOND SESSION?

The most common reason for a single visit client is simply that the seeds of the client-therapist relationship didn't flourish. This is particularly common with talking therapies. US statistics say that around half of clients will not return after the initial session because the therapist simply didn't "get them." In the case of hands on therapies, it can be down to a client's failure to communicate the issue affecting them properly and so not receiving the treatment they wanted or needed. Little things, like not feeling listened to, welcome or comfortable can also make the difference

between seeing a therapist once and becoming a repeat client. A therapist who fails to pick up on a client's discomfort signals or fails to provide an explanation of the client's issues and what they are doing to help can also put some people off. At the other extreme, a therapist who talks so much that the client feels they've undergone an interrogation rather than a treatment designed to reduce their stress levels will probably lose a considerable percentage of their new clients. Given that many new clients will have been living with a lack of touch and haven't been dealing with new people, anxiety levels are likely to be heightened, meaning clients are more sensitive to anything that makes them feel uncomfortable or unwelcome.

It's worth tracking the percentage of single visit clients you have on a monthly or quarterly basis and comparing this with other therapists you know who offer the same modality.

If your percentage seems higher and there are no mitigating reasons for this – such as working in a hotel spa that has few regular guests – try

to discover how you can improve your retention rate. Ask others how they manage it. Many of these pitfalls can be avoided by using a well-designed initial consultation process and forms. Ideally, these forms should be available as part of the booking process on your website, or be sent via e-mail so that you have some information about your new client even before your first meeting. This avoids your initial consultation and treatment feeling more like an administrative test and actually gives you time to make that all important connection with your new client.

### DESIGNING CONSULTATION FORMS TO HELP BUILD REGULAR CLIENTS

A consultation form should be designed so that you have all the information you need to provide a new client with appropriate treatment, yet is not time-consuming for them to fill out. It should be used as a baseline and consulted regularly as a measure of progress. In an ideal world, the client should be able to fill in many of the details online before their first session, allowing you to review it and have some targeted questions ready for your first session.

One of the most frustrating things new clients experience when filling in their consultation forms is having to repeat information they have already provided, so make sure they aren't asked to do so by testing your forms before you go live with your clients. Filling in several forms yourself using different client data can demonstrate where you may have asked for information that isn't required or asked for the same information several times. If you find filling out the forms frustrating, then so will your new client. It makes no sense to put them in a negative frame of mind before you begin treatment if you hope for them to become a regular client. Remember, your consultation forms are often the first thing people see after booking an appointment, and that means that you have an opportunity to engage them. Make sure you look professional, but not stuffy.



**WHAT INFORMATION DO YOU NEED?**

**BASIC BIOGRAPHICAL AND CONTACT INFORMATION:**

Name, age, address, e-mail, phone number, and their preferred method of contact, such as e-mail, text or call. Gender is a more complicated issue these days, so you may want to omit this if it is not information you need, or use a blank text box so people can list how they self-identify. Similarly, you should decide whether or not you need to collect information about ethnicity. There are some conditions and diseases which affect people of some groups more than others, but this may have no relevance depending on the modality offered. You should also check if clients are, or may be, pregnant.

**EMERGENCY CONTACT AND MEDICAL INFORMATION:**

You should also get a name and contact details for their emergency contact. You may want to record the name and contact number of their GP. If your treatment involve the application of products such as essential oils, medical herbalism, or nutritional therapies you will need to gather information about allergies and intolerances. This should include any known drug allergies.

**WHY THEY ARE COMING TO SEE YOU:**

It's useful to get an indication of what is bringing a new client to see you. Use a tick box list of the commonest reasons clients come to you, such as injury, stress, difficulty sleeping and so forth, but also provide space to type or write in an answer. It's best not to limit the number of characters

available for doing so. The more information you have, the better, so ask them to describe the location and severity of their injury and associated pain as well as the event that it stems from.

It's also useful to get an indication of what they expect your treatment to accomplish. This can form a reality check or provide a useful guide to the number of sessions a client might require.

**PAST AND CURRENT MEDICAL HISTORY:**

Again, depending on your modality, you may want to ask for information about past or current medical conditions, injuries, hospital treatment or surgeries and any prescribed or non-prescribed medications being used.

It's useful to get an indication of your new client's perception of their current health status. You might also want to use slider bars on an online version of your form, or score boxes on a hard copy version. A 0 to 10 scale is the most useful, but you should be aware that few people will score at the extremes because of a phenomenon known as a central tendency.

Useful measurements include stress levels, quality and quantity of sleep, concentration/focus, anxiety, low mood, mood swings, pain severity and type, physical

difficulties, hormonal issues. Naturally, these will vary depending on the treatment you offer, so one size does not fit all.

**PAST EXPERIENCE:** You may want to find out whether someone has previous experience with your modality. You can then add some questions when you see them about what they liked and felt worked for them, or why they stopped seeing that therapist. This can provide useful clues about things like pressure preferences, areas where they dislike being touched etc. It's important to discuss this information before treatment. Sometimes small things like the amount of pressure they are happy with or a misunderstanding about the techniques involved or where they will be touched can mean a client never returns after their first session. It's important to ask questions and avoid making assumptions about the client's prior knowledge.

**WAIVERS:** if you require your client to sign some form of indemnity or damage waiver, this should also be included.

**GDPR:** Lastly, you will also need your new client to give permission for you to store their data and contact them in future.

**AN ONLINE SOLUTION?**

An online consultation form, which is linked to your client records and which provides automatic reminders about appointment times can take much of the hassle out of gathering information during your consultation phase.

Forms can be e-mailed to clients before their first session so they can fill them out when it best suits their schedule.

It also has the advantage of reducing the amount of paperwork and data entry you need to do and allows you to focus on building rapport with your new client and delivering effective treatment.

There are several booking or practice management packages which offer this functionality.



## “GETTING” YOUR CLIENTS

You may be the best holistic therapist in the world when it comes to knowledge and technique, but unless you have the ability to “get” your new clients during their first visit, you may be less successful than a therapist with poorer skills but great rapport. They may even get better patient outcomes because the client has established a bond of trust which allows them to heal.

A failure to bond with clients during the first session can happen to both new therapists and the very experienced. New therapists may be so tied in up remembering every protocol and thing they have to do that the client feels ignored, while experienced therapists sometimes make assumptions about the client, classifying them as similar to hundreds of other cases they have seen before. In extreme cases an experienced therapist may decide that the client should get a different treatment from the one requested and does not bother to explain the benefits this offers. This is a great way to ensure you never see that client again.

Clients are not cases. You are not treating another tennis elbow, another case of computer induced bad postural alignment or another sugar addict. Every client needs to be recognised and treated as unique individuals in unique circumstances. They must feel that they are the focus of your efforts.

When a client feels that you really get them, they believe in you and what you can do for them. They are more likely to take your advice and undertake follow up exercises or activities such as keeping a food diary. Inevitably, this brings improved client outcomes, which in turn, boosts your reputation and brings more new clients via positive referrals.

Putting new clients at their ease goes a long way towards building rapport. This can be things like explaining what to expect, whether you need them to remove their clothing and why, where you will touch them, what to do if they feel physical or mental discomfort, that it's okay to fall asleep, or that your treatment may leave their skin red for a few days. Consider any points of unfamiliarity during your treatments that may cause anxiety and seek to alleviate this beforehand.

Establishing rapport means finding common ground, so it's important to show an interest in



your new client and their lifestyle. You are sharing and exchanging information, but most of it should flow from your client. Obvious topics are how they found out about you, their work, families, health and wellbeing, hobbies and interests, ambitions and more about their lives. The more you practice this, the more interesting you will find your clients and the more likely they are to feel that you get them.

You almost certainly have a shared interest with a new client or can use them to build better rapport with existing clients. Perhaps they have been taking an art class at a local college, which can lead to discussions favourite artists, or talking about a creative interest of your own. Perhaps they are planning a trip to somewhere you have visited and you can offer some tips. Perhaps your children attend the same school or club?

You can also use NLP techniques like mirroring or matching during face to face or online conversations with both new and existing clients. Mirroring involves copying and reflecting back your client's physical patterns of behaviour. It can be about adopting a similar seating position as you talk, copying the way they sweep their hair out of their eyes, the way they breathe, smile, their pattern of speech or the way they raise a questioning eyebrow. Obviously, this needs to be achieved subtly so that you do not cause offence.

It's about small gestures like tilting your head in the same way as they do when asking a question, not aping their gait when they've come to see you about a swollen ankle or suddenly adopting an accent. If you have an interest in people and a reasonable degree of empathy, you probably do a lot of this subconsciously.

Matching takes this a bit further, going beyond physical mannerisms to encompass shared ways of talking, beliefs and values. If you've ever watched two elderly women chat on a bus, you've seen a matching masterclass in action. It may start with a comment about the terrible weather, but within a few minutes, they have established rapport and are sharing the problems their grandchildren are having at school.

## FOLLOWING UP

One way of turning new clients into repeat clients is to do a good follow up a few days after their visit. This needs to be individualised, so make reference to their specific issue and ask open questions. You may be able to suggest additional self-care activities or book another session. Either way, you should be using your follow up to help clients realise that they have benefitted from your treatment.

Sometimes there will be clients that, no matter how you try, you just don't ever connect with during that initial session. You just need to accept that you are not the therapist for them and they are not the client for you, but even so, you should look to these clients to provide hints on how you can make a connection that turns new clients into regular clients. ■

# GIVE *your business*

## A BOOST IN 2021



*Twenty one ideas to give your business a quick boost...*

**T**HIS year isn't likely to be easy for any of us. Aside from further national and regional lockdowns interrupting business, we're likely to be faced with a wave of redundancies that will have an adverse impact on our client base. New figures suggest we're in the deepest recession since records began, with economic output dropping by over 20% in the second quarter of 2020 and figures for the fourth quarter unlikely to be much better. Several major retail chains have gone into administration and small firms are struggling to stay afloat. Whether you're temporarily closed or have seen your customer numbers drop, there are lots of things you can do to give your business a boost...

**1.** Now's the time to update – or create – your marketing plan and goals. Make sure you build in some assessment points and check your progress regularly. Having and implementing a plan is key to growing your business, client list and salary.

**2.** Get some referrals and testimonials from your existing clients. Ask if they could provide you with feedback to go on your website or if they know anyone who might benefit from your services. Most people are flattered to be asked and happy to help spread the word.

**3.** Advertise on social media. You may feel tempted to cut back on advertising and marketing, but do not. This is the very time you need to spend a little money on reaching out to new clients

**4.** Run a giveaway on your social media. It might be for a free treatment or a product. Perhaps ask those participating to nominate someone who deserves a treatment as well as receiving one for themselves. Encourage likes and retweets and use it to build your audience. You could even let the local press know the competition is running, or ask them if they'd like to run it.

**5.** If you're working with your hands, explore using massage tools or techniques that utilise your forearms. Massage guns are growing in popularity and may mean you could offer an express massage service. Doing so will mean that you can work for years longer without pain.

**6.** Network. Get in touch with businesses that offer services which go well with yours and exchange information with a view to setting up a mutually beneficial arrangement. You might offer discount vouchers for each other, refer those in need or work out ways of working together, such as a joint event.

**7.** Explore the mechanics and financial implications of introducing service packages. A half-day treatment package, a bride to be day, six massages for the price of five or a free add-on service could all bring in more business.

**8.** Talk to your accountant to make sure you are claiming tax back if you've been forced to work from home for even a single day and that you are claiming any allowances you are entitled to.

**9.** Run a regular e-mail marketing campaign, contacting all your current and past clients. Provide useful information and invite them to get in touch.

**10.** Consider listing your services on a referral site, such as Holistic Room or Therapy-Directory. Some

charge a joining fee and most take a percentage of the customer's fees as a handling charge. They work best if you work in a major city. Get solid evidence of the number of referrals you can expect and the fee structure before signing up. If you're a member of a professional body for your modality, sign up to their Find a Therapist listings or check that your existing listings are up to date.

**11.** Set aside some time for yourself. Self-care has never been so important. The last thing you need is to suffer from burn out. Practice meditation or yoga, journal, be creative, feel grateful, take a bath, go for a walk, or relax with a book, but do spend some time in solitude if you can.

**12.** Do some online searches for your modality and business. If you're not appearing when you expect to, or aren't on the front page, spend some time or consult an expert about boosting this.

**13.** Benchmark your prices. Check what others with similar levels of qualifications and experience are charging in your area and adjust your prices upwards if you are lagging behind.

**14.** Create some videos for your existing and potential clients. It's expected that the average person will spend 100 minutes a day watching online videos, so they may as well be yours! Depending on your modality, you might demonstrate some aspect of self-care, discuss the qualities of a herb or essential oil, talk about the importance of some aspect of nutrition, explain trigger points or offer a guided meditation. Script it carefully, practice a few times and light it well. It doesn't need to be totally professional, but if you come over well, you'll gain new clients.

**15.** Sort out some PR. Make a list of topics you could write about and contact your local newspaper or lifestyle magazine. You could also try guest blogging. There's a feature on pages 44-45 that explains the best way to go about this.

**16.** If you sell products online, look at adding a facility to split the costs over several months. Buy now, pay later options such as Klarna are becoming more popular. Doing so can mean that customers add more to their baskets.

**17.** If you have downtime, you can provide a longer term boost for your business by training in new modalities or adding advanced skills in your main modality. Right now, many training providers have online courses that carry CPD credits and which cost relatively little.

**18.** Again, if you find yourself in lockdown, use the time to improve the way you run your business. You can often find free online courses in things like financial management, online and digital marketing or building a website.

**19.** If you have premises, check the signage. Does it reflect the services you offer? If not, consider using window graphics or an A-frame board outside the building.

**20.** Image is everything, particularly when it comes to websites and blogs. Spend some time sourcing a selection of free or low cost royalty free images that you can use for blogs or on social media to make your posts and website more attractive to potential clients.

**21.** Create a series of blog and social media posts that can be scheduled for upload over the course of the year. Writing a batch at once means you always have new content to hand when you're too busy to create more. Awareness days can provide a good starting point. You'll find a list on page 11 of this issue.

You don't need to do everything at once, but implementing some of these suggestions over the next few months should help boost your business. ■



# Managing client emotions

## DURING EMOTIONAL

# RELEASE

*Magdalena Vonk looks at the therapist's role in supporting a client during emotional or trauma release...*

**P**SYCHOLOGICAL trauma has developed into a common concept which is discussed not only in the scientific community but also in popular culture and media. Trauma develops as a response to traumatic events. These include, but are not limited to, experience of war, violence, disasters, sudden loss, serious illness, actual or threatened serious injury and actual or threatened sexual violence. Associated with trauma is the concept of post-traumatic stress disorder (PTSD). The diagnosis of PTSD is linked to experiencing or witnessing a traumatic event. Some studies (e.g. Collinge, Kahn & Soltysik, 2012 and Sumpton & Baskwill, 2019) suggest that massage therapy may be able to reduce some symptoms of PTSD such as irritability, anxiety, depression, and tension. As yet, we do not understand the mechanism for these effects, but there appears to be a strong link between changes in neurotransmitter levels, such as cortisol, serotonin, and dopamine and massage therapy sessions the individual has received.

On occasions, clients who have experienced trauma in the past may experience a release of emotions or tensions during the session with a therapist. This can take place during talking therapies such as counselling or hypnotherapy as well as during bodywork. Release often manifests through the body. This release can be simple to read shown through actions of crying or laughing, or more complex actions such as flinching away from being touched, flashbacks, or perhaps displaying a disproportionate amount of pain from touch.

In this situation, the role of the therapist is to support their client through the process without going beyond the realm of their own therapeutic competencies. It means that if a client books a massage therapy session with you, you should focus on supporting your client's needs as a massage therapist - not as a psychologist (even if you have the appropriate training!). It is important for a client to know that if they book a massage therapy session, they will not receive counselling. If you cannot counsel them, what can you do?

If, during the session, your client starts to display signs of emotional release you will have to manage your client's responses to their own emotional release while maintaining professional

changes, make sure you acknowledge them and communicate to your client that emotional expression is normal during their treatment. This will help your client feel more at ease with the experience.

### Validating and reassuring your client

If you are providing a bodywork session, make sure you keep physical contact through the release. If your client is experiencing high intensity release it may be beneficial to stop the treatment to allow your client time to process their emotions. My suggestion is for you to stay connected with your client during the release phase, do not

the time to do so. However, do not actively ask about their experience. Allow your client to share what they feel comfortable with. At the end of the release, make sure you ground your client by bringing him or her to the present moment. Some therapists use sound e.g. Tibetan bells, or simply ask your client to take three breaths in and out and open their eyes whenever they are ready.

### Ending the session

Emotional release may occur close to the end of the session, when you know you have your next client waiting. As a therapist, you should maintain the therapeutic boundaries to show clients that you are professional. If your client is experiencing emotional release, acknowledge it, let them know you are approaching the end of the session and explain to them what they may experience in the next few hours e.g. tiredness, tears, or dizziness. If appropriate, provide your client with a referral contact. This can be a business card for a counsellor or number to Samaritans.

Acknowledge what they have experienced in a positive light. Manage the end of the treatment as you would normally. If your client needs more time before returning to their daily life, allow them to use your waiting area and provide them with water.

Emotional release and responses to treatment are not frequent, however, it is important that as a therapist you know how to approach them in a professional manner. When you encounter a release or response from your client during the treatment with you, you know how to provide them with a safe space and are able to support their need to benefit from this experience. ■



boundaries and providing your client with a safe space to deal with their responses. This can be achieved by making sure the atmosphere in your treatment room is supportive and your client feels safe. Trauma and PTSD are overly complex issues, however, the process of expressing emotion and the emotional release is usually simpler.

As a therapist you may have a response to your client's emotional release. Your response may be in the form of empathy, sympathy, or even disapproving if showing emotions was not supported in your family. It is important that you manage your own emotions as well as making sure your client is managing theirs.

### Recognising trauma release

As a therapist, it is likely you are very observant, and you can spot changes in your client's body responses easily. Physical changes will give you first signs your client is experiencing emotional release. Signs might include changes in breathing pattern, increased muscle tension, changes in facial expression, misty eyes, tears, or prolonged laughter. As soon as you see any of these

remove hands from their body to avoid feelings of rejection. Your client will feel supported and grounded if you keep your hands on their feet or shoulders. Avoid keeping your hands on their head, hugging or stroking them, which could be misinterpreted.

***Trauma and PTSD are overly complex issues, however, the process of expressing emotion and the emotional release is usually simpler.***

### Continuing with the treatment

As a therapist, you probably know that the body processes emotions naturally when it is given the time and space it requires. You will not need to say much to create a safe space. Avoid using too many words through the process. If your client would like to share their experience, allow them



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# ACCESSIBLE TO ALL

*The Federation of Holistic Therapist's **Leanne Sheill** looks at simple steps you can take to make your therapy practice more inclusive...*

**T**HE death of George Floyd and the rise of the Black Lives Matter movement has led many of us to consider what actions we can take to promote anti-racism and encourage inclusivity in our business practices. Below are six small changes that we could all make to offer a more inclusive service, which in turn will help to attract a more diverse client base...

## REALISTIC COMMITMENTS

It's not unusual for businesses to share equality and diversity policies, only for these good-intentioned documents to go by the wayside a few months later. It's often not through lack of caring but because the policies were unrealistic in the first place or there was a lack of structure to maintain these commitments. Step back and take a critical look at every aspect of your business, outline simple actions you can take to make a difference and set regular dates to review your progress.

## IMAGERY

Seeing images that you can relate to helps to make you feel instantly comfortable. When choosing images to promote your therapy practice, keep an eye out for photos with diverse models. There are a number of free stock image websites that focus on promoting diversity (see nappy.co, eyeforebony.com and genderphotos.vice.com). Alternatively, use images or illustrations that reflect how a client might feel after a therapy, such as a picture of a calming scene or relaxing colours.

## ADDITIONAL KNOWLEDGE

Sadly, people who form part of the BAME (Black, Asian and Minority Ethnic) community can be more prone to certain health issues including sickle cell disease, kidney failure and getting seriously ill from viruses such as COVID-19. It is important to be aware of these health complications and to

have a good knowledge of how these can impact those affected. Where appropriate, communicating to your BAME clients that you have considered such matters will help to increase their confidence in you as a therapist.

## REACH OUT

People from diverse groups sometimes prefer to stay within their own communities because they feel more comfortable and readily accepted. Try researching if there are any groups or charities locally that could help you reach out to another group of people. When contacting these groups, look to focus on the benefits that your therapy practice can bring to them and make it easy for them to share the information more widely.

## TAILOR YOUR PRODUCTS

Skincare products naturally work better on some skin types than others. Think about whether you

could introduce a new product that works well for your BAME clients. Make sure to do some research on these products too - what is it about them that makes them work well for different skin types? The more understanding you have, the more your clients will see that you care about them and the overall effectiveness of their treatment.

## LANGUAGE

The language you use will go a long way to encouraging a diverse range of clients to use your services. Not everyone will resonate with the same approach so look at what language your diverse groups of clients might surround themselves with and take the time to tailor the way you communicate with them. For example, technical jargon might be stressful for certain clients or you might like to consider learning some basic sign language for clients who are hard of hearing. ■



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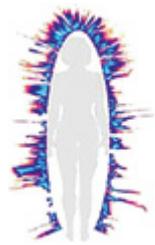
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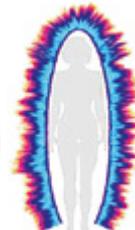
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# Psychedelics: THE NEXT CBD?

*The decriminalisation and widespread use of medical marijuana and CBD products in many countries has resulted in a huge new market. Will other drugs, such as cocaine and psychedelics be next? We check what's happening round the world...*

**O**NE of the most profound changes in the shift towards a more holistic, integrated approach to health and wellbeing over

the past few years has been the repositioning of marijuana and its non-psychoactive CBD equivalents from being a street drug and illegally obtained form of pain relief for conditions like MS, to a fashionable and mainstream burgeoning health phenomenon.

At the moment, prescriptions for medical marijuana in the UK can only be made by specialists and numbers are very low. One source estimates that the cannabis black market is around £2.5 billion a year. Were it to be legalised, the market has been projected to be worth £9.6 billion by 2028. As a comparison, the UK cigarette market as a whole was worth £12.1 billion in 2016, the latest figures available. The CBD market is expected to reach £1.1 billion by 2025. This is a similar level to the entire UK market for herbal supplements, so it makes sense to consider how CBD can be incorporated into your practice if possible.

CBD has found its way into many product sectors. CBD products on the market include edibles, sweets, shampoos, chocolate, pet products, lip balms, massage oils, superfood powders, skin care products, drinks and supplements. It has also become mainstream and very respectable, with 224 lines being sold in Holland & Barratt and over 100 in Boots the Chemist. Spa brand Champneys even offered CBD Christmas sets.

### Moves towards decriminalisation

It's not just marijuana that's experiencing a rethink and repositioning. The US state of Oregon, which includes the cities of Portland and Seattle, has just decriminalised the possession of street drugs including cocaine, heroin, oxycontin and methamphetamine. While some have cast the decision as an unconditional surrender in the war against drugs, the bill's advocates say it means that resources can be directed towards addict rehabilitation rather than imprisonment. Low level drugs possession charges are the leading cause of imprisonment in the USA, with BAME men having a disproportionately high rate of incarceration.

Oregon also legalised psychedelic mushrooms, which were decriminalized in Washington D.C. as well. 15 US states, plus the District of Columbia have now legalised the recreational use of marijuana.

In Colombia, which produces 70% of the world's cocaine, a group of politicians led by Senator Iván Marulanda are moving a bill to legalise cocaine through the country's congress. This would see the government buy all the country's coca leaves and create a legal industry which distributes cocaine for pain relief rather than recreational use. Currently, Columbia spends \$1 billion each year in an attempt to eradicate illegal coca farming and distribution. It would cost \$680 million to purchase the entire supply at market rates. Not only would this represent an enormous saving, but it would also mean that around 200,000 families who grow the illegal crops were

now farming legally and would also prevent further deforestation.

A similar pilot scheme exists in Bolivia, where the leaves of the coca plant is considered sacred by many indigenous peoples. Unlike cocaine, the leaves themselves don't produce a high, rather they deaden hunger, keep the user alert and awake and can alleviate the symptoms of altitude sickness.

If the bill is passed in Columbia, local artisanal industries would use the leaves to create teas, medicinal products, foods and flour. The state would also supply leaves and pure cocaine to pharmaceutical researchers round the world and enter into distribution partnerships based on marketing the drug as an analgesic.

### The outlook for psychedelics

Psilocybin, commonly known as magic mushrooms, and other psychedelic drugs such as LSD are likely to be the next beneficiary of the gradual decriminalisation of many drugs. This is likely to happen over the next five to ten years, but the first steps have already been taken. In November 2020, Oregon legalised psilocybin for supervised therapeutic use. Other cities have also chosen to decriminalise the drug following a raft of published studies which suggest the mushrooms could be a useful treatment for those with depression, PTSD and addiction.

In Canada, the government has granted its first exemption to the Controlled Drugs and Substances act which means that psilocybin can be used for therapeutic reasons by those who are not terminally ill. Mona Strelaeff, described the effects of treatment, saying, "During my psilocybin therapy I went deep, way back to when I was a little girl and all those things that happened to me. All the unresolved trauma, it came back and I was beyond terrified, shaking uncontrollably,

and crying. With the psilocybin therapy, I conquered those tough memories and after a while I realized...I ain't scared of jack (shit)." The Canadian non-profit company which helped gain the exemption, TheraPsil, intends to launch the first legal training program for doctors and therapists looking to practice psychedelic therapy in 2021.

World renowned medical research facility Johns Hopkins opened its Center for Psychedelic and Consciousness Research in 2019, with over \$17 million seed funding. The centre is exploring innovative treatments using psilocybin. Researchers plan to expand research on psychedelics to develop new treatments for a wider variety of psychiatric and behavioural disorders with the aspiration of treatments tailored to the specific needs of individual patients. They are also seeking to expand research in healthy volunteers with the ultimate aspiration of opening new ways to support human thriving. Previous research studies have concluded that psilocybin administered as part of a cognitive behavioural therapy treatment programme was successful in helping long-term smokers quit even after multiple failures previously. An online survey suggested similar efficacy for those with Alcohol Use Disorder.

Smaller studies have shown that a single dose of mushrooms granted considerable alleviation from cancer-related anxiety or depression for up to six months.

The sector is expected to grow hugely as restrictions are lifted.

UK psychedelic medicine company Compass Pathways recently had an initial public share offering on the New York Stock Exchanges that has seen the company valued at more than US\$1 billion. Compass plans to offer patented psilocybin derivatives to treat a range of illnesses, with a focus on treatment-resistant depression.





**LSD**

LSD (lysergic acid diethylamide) came to prominence in the 1960s, as the favoured psychedelic drug

of the hippies and counter culture. It was first created in 1938 by Dr. Albert Hofman, who was also the first to isolate, synthesise and name the psychedelic mushroom compounds psilocybin and psilocin.

From the 1950s through the early 1970s, psychiatrists, therapists, and researchers administered LSD to thousands of people as a treatment for alcoholism, as well as for anxiety and depression in people with advanced or terminal cancer. Many subjects reported increased wellbeing as a result of experiencing a spiritual or mystical sense of connection to the universe as an entity. Subsequent classification as a Class A drug meant that research into LSD as a possible form of therapy was impossible from the 1970s until recently. From 2007 to 2011, Swiss medical authorities allowed psychotherapist Peter Gasser to perform psycho-therapeutic experiments on patients suffering from terminal-stage cancer and other deadly diseases. A small scale pilot study using just twelve subjects reported reductions in anxiety levels following two LSD-assisted psychotherapy sessions.

Further research projects are likely to focus on LSD's potential to help in the treatment of anxiety associated with life-threatening illness, as well as for spiritual uses, creativity, and personal growth.



**Ayahuasca**

Ayahuasca is another psychedelic substance with a long history that has grown in the public's awareness

over the past few years. Archaeological finds suggest that the

drug has been in use for over 1000 years. Amongst many indigenous peoples in South America, particularly those tribes based in the Amazon rainforests, Ayahuasca is regarded as a traditional spiritual medicine which is used in shaman-led ceremonies. It is normally drunk and can be made of a number of plant combinations, most commonly the Banisteriopsis caapi vine in combination with the Psychotria viridis shrub. There are two psychoactive compounds involved, DMT (N,N-Dimethyltryptamine) and a monoamine oxidase inhibitor (MAOI) such as isocarboxazid. The vine contains the oxidase inhibitors while the shrub contains DMT.

In Brazil and some other countries, it is possible to take part in an ayahuasca retreat and several religious movements are based on the use of ayahuasca as a sacrament which, it is claimed, can cure mental and physical illness and allow communication with the spirit world. Because of the differing concentrations of psychoactive compounds from one plant to the next and variants in preparation, dosage can vary enormously. This can lead to vomiting and diarrhoea, as well as a raised heart rate and diastolic blood pressure. Participants often report a spiritual awakening or rebirth.

Recent research has suggested that ayahuasca offers considerable potential as an antidepressant and anti-anxiety treatment. Scores of up to an 82% reduction in the symptoms of depression have been reported in controlled trials. It is believed that future research may lead to treatments for psychiatric and neurological disorders.

Some US cities, such as Oakland, Santa Cruz and Ann Arbor have started the decriminalisation process for ayahuasca and other natural entheogens. It is legal in many South American Countries and in others its use is recognised under religious freedom laws.

**MDMA**

MDMA first came to the public's attention in the form of Ecstasy, the rave drug which made people feel happy.

Unlike psilocybin and marijuana, MDMA is a synthetic drug. It has a chemical structure similar to the stimulant methamphetamine and the hallucinogen mescaline. MDMA is an illegal drug that acts as both a stimulant and psychedelic, producing an energizing effect, as well as distortions in time and perception and enhanced enjoyment from tactile experiences.

The Multidisciplinary Association for Psychedelic Studies (MAPS) is funding a number of research projects in the US and Europe. In America, the Food & Drug Administration has granted Breakthrough Therapy status to MDMA-assisted psychotherapy for PTSD. MAPS also sponsored completed studies of MDMA-assisted psychotherapy for autistic adults with social anxiety, and MDMA-assisted psychotherapy for anxiety related to life-threatening illnesses.



### Ibogaine

Unlike many of the other psychoactive substances that seem to offer therapeutic benefits, ibogaine

does not have a recreational following, although it does act as a mild stimulant at low doses. In higher doses, it has been studied in both New Zealand and Mexico as a treatment for drug addiction. Two 2017 studies published in The American Journal of Drug and Alcohol Abuse showed promising results in helping opioid addicts quit and stay off opioids twelve months after just one treatment. It is administered as a capsule, in a medical setting after appropriate screening. It appears to help with heroin, methadone, cocaine, crack and alcohol. It's believed that further studies may prove its usefulness in tobacco addiction and in cases of psychological trauma. There are a number of private clinics in the Caribbean, Central and South America offering treatment.

Given the scale of opioid addiction, particularly in the USA, where around 40% of drug overdose deaths are attributed to prescription painkillers, ibogaine could become a very profitable treatment. UK government statistics released in November 2020 show that the UK has the largest reported opioid using population in Europe. In 2018, opioids were mentioned or implicated in around 80% of overdose deaths registered in each of the countries of the UK, with the highest proportion in Scotland at 86%.

Ibogaine is not without its own dangers, however as there are over thirty documented deaths from using ibogaine. In part this is because many places offering ibogaine therapy are underground, as the drug is illegal in several countries including Belgium, Sweden, Denmark and the USA. In the UK, it is classified as an unlicensed, experimental medication, and it not therefore an offence to possess the

drug, though to act as a distributor may be breaking the law.

Ibogaine is a psychoactive indole alkaloid derived from the rootbark *Tabernaanthe iboga* a shrub found in West Africa.



### Ketamine

Ketamine is another drug which is on the cusp of repositioning into wider acceptance. Initially used as

an anaesthetic, it became known as a street drug used to create a dreamlike dissociative state and is now being explored as anti-depressant and a possible treatment for PTSD. Ketamine has been shown, in limited trials, to be speedily effective in cases of depression which are resistant to conventional drug treatments. This is thought to be in the region of 15%-30% of all depression cases, with depression accounting for 70.9 million prescriptions in the UK in 2018. Talking therapies are often more effective, but resources tend to be limited and waiting lists are often six months or more. COVID-19 has also added to the incidence of depression and stress-related mental illness.

***It is clear that a considerable amount of research into how psychedelic drugs, both traditional and synthetic is being undertaken, with promising results***

A nasal spray containing ketamine has recently been approved in the USA and EU for patients with treatment-resistant depression. Recently, Swedish researchers have discovered that low doses of ketamine, given via infusion, increased the number

of serotonin 1B receptors and increased the expression of dopamine. Another experiment, using high doses of ketamine on sheep, brain activity paused for several minutes, as if switched off. The researchers think that this pause in brain activity may correspond to what ketamine abusers describe as the 'K-hole' -- a state of oblivion likened to a near-death experience, which is followed by a feeling of great serenity.

It is clear that a considerable amount of research into how psychedelic drugs, both traditional and synthetic is being undertaken, with promising results. It's also clear that there's even more money behind various lobbying groups seeking to decriminalise these drugs and to open up a consumer market that, like that for medical and recreational marijuana and CBD products, will bring these substances to a much wider – and extremely lucrative – audience. It may be some time before your doctor prescribes ketamine or you pop into your local ayahuasca lounge, but there's no doubt that, eventually, decriminalisation, swiftly followed by commercialisation, will come. ■





# SOUND

## *advice for*

# DEEPENING

## *intuition*

*Erica Longdon shares her insights into developing intuition using sound healing tools...*

**W**HY did you choose to become a holistic therapist? You could have been a nurse, a podiatrist, a nursing home carer or a multitude of other types of carer or healer. You didn't.

You trained, probably at your own time and expense, to become who you are. It may not have been the easiest option, but it was a path you felt called to follow – because you care. Furthermore, you care about how you offer that care. This was the vital key which opened the doorway to the path of holistic therapy. Of course, it is entirely possible to combine a career in conventional medicine with a holistic approach by incorporating alternative therapy. Many doctors do. However, that comes with the restrictions of convention and can be a frustrating limitation when you prefer to work using more than the tools of the trade and bring your deep intuition as a healer into play, enabling you fully to work holistically.

As holistic therapists we try to see the whole person and not just the symptomatic body parts. In addition, it is often the case that clients arrive on our couch as a last resort when they feel that mainstream medicine has failed them. What may have begun as a condition easily amenable to treatment is now presented as an embedded and chronic symptom. At this moment, a holistic therapist must have faith in the techniques and tools of their practice, but more importantly, they must go beyond to tap into the emotional history and really listen to their intuition, even when it seems unconnected to the physical symptoms before them.

*I had a strong sense of someone gripping or pinching this spot. It felt like a trigger.*

#### **Learning to listen to your intuition**

Many years ago, when working as a masseuse in a busy multi-practitioner holistic clinic, a client presented to me with chronic fatigue, stress and pain. This client was deeply religious and had been persuaded to see me by concerned friends, much against his better judgement. He deeply mistrusted anything "alternative". Usually, I would have used reiki to help me reach into the body's energy systems to begin the process of unravelling what had brought him to this state. On consultation, the client was adamant that no such "irreligious" practices be used. So, I was forced to use my intuition alone. As I worked, I became drawn to the upper left arm. I had a strong sense of someone gripping or pinching this spot. It felt like a trigger. While gently holding this point, I asked the client who had gripped this spot so tightly in his past. As soon as I mentioned this the client broke out into violent sobs and curled in a foetal position on the couch. It turned out his mother used to grab him while shouting admonitions. They had a challenging relationship. She had died two months earlier and he had been unable to begin grieving as he felt his strict faith required him to laud the qualities of his mother without addressing any of the abuse.

He felt impelled to appear strong and endure. The moral of this tale is that if I had not listened



to my intuition, I would have delivered a perfectly satisfactory massage which would have temporarily eased his body but his physical distress would have quickly remanifested and I would have completely missed the cause. It took an hour and a half to return him to a relatively calm state, sufficient to leave the practice, using a combination of Rescue Remedy, homeopathic tablets and my tuning forks. Tuning forks were a form of energy work he felt able to accept as they were a physical object, something scientific he could understand, thus they were acceptable to his beliefs.

#### **Tuning forks**

Tuning forks are a very useful diagnostic and therapeutic tool to have in a holistic therapist's tool kit as they are equally physical and energetic. They work well with many therapies, particularly massage. They are usually designated by the frequency at which they vibrate (cycles per second) or in Hertz, now the international standard. If I were to choose just a few to bring into a bodywork practice I would

have to include: 64Hz, 128Hz, 396Hz, 528Hz and central OM at 136.10Hz. I have written extensively about tuning forks in my book, *Vibrational Sound Healing*.

For physical work with bone and muscle, 64Hz and 128Hz were my first purchase. These frequencies are raised from 8Hz. 8 doubled is 16, 16 doubled is 32, 32 doubled is 64 and so on. These frequencies are fundamental to and recognised by the human body because 8Hz is the mean average frequency of the Schumann Resonances. These resonances fluctuate constantly and are the electromagnetic charge of the atmosphere of planet earth. Simply put, they are the vibrational soup in which we exist. There are negative consequences for the human body when we are deprived of this vibration as NASA discovered when astronauts began to live in the space station. To be in full or "sound" health the human body needs to be in harmony. There are frequencies for the organs in the body. There is a frequency for the blood. Our bodies are a symphony of life in action. When one of the components is "out of tune" we become dysfunctional or dis-eased. 64Hz can be used on any bone or muscle to release tension. It is particularly useful to place on the ganglion of impar at the base of the spine to help with chronic pelvic pain and when struck and placed here the vibration travels up the spine to release and reset the autonomic nervous system. 128Hz is wonderful for releasing tight muscle tissue when deep pressure would be inadvisable (especially useful with elderly clients). The 396Hz and 528Hz used in concert work at an energetic and emotional level in the aura, preparing the system to reset and heal.

528Hz is often called the miracle or love frequency as it has been shown to “heal” in vivo DNA in scientific trials. Finally, OM is just plain awesome. 136.10Hz is the frequency of the year gong of Earth. It is the vibrational of our home planet. It has a profoundly healing effect on the nervous system and feels like a loving embrace to someone who is emotionally wounded. The weighted OM, the Otto or Osteophonic version of this tuning fork, is most transformative when applied to the breastbone at the heart chakra. A word of caution here, it is contraindicated to use any Otto tuner directly on the chest of someone who has a pacemaker fitted.

*The 396Hz and 528Hz used in concert work at an energetic and emotional level in the aura, preparing the system to reset and heal.*

As you can see, tuning forks are a valuable asset to a holistic therapist. The science of how they work provides a grounding. However, as with other therapies they also require a high degree of intuition to use them to their full potential.

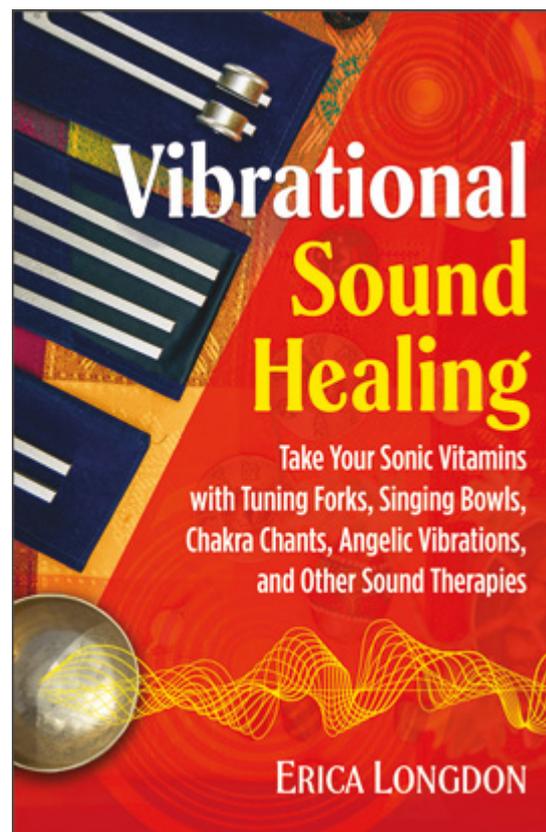
### Using tuning forks

The willingness to trust and listen to intuition is what sets holistic therapists apart from their allopathic counterparts. For someone new to this way of working or wishing to extend the reach of their practice I highly recommend a regular practice of meditation. In meditation, we learn to become quiet and listen; we learn what is extraneous chatter and what is our true inner voice, or intuition. The component parts of that word: “in” and “tuition” are clues to its relevance. It is our wisdom, our guide and our on-going teacher. When you work intuitively with a client you are connecting to their aura and their emotional output. The importance of a meditation practice allows you to understand what is yours, and what is theirs. When you work in this way it is also important to disconnect and clear yourself after you finish working otherwise you risk carrying the emotional debris with you for the

rest of the day. After all, you wash your hands after a treatment, and you should also cleanse energetically. Intuition can become clouded if regular clearing is neglected between treating clients. Tuning forks are a quick way to do this. Use the fork to cut the connection all around you. Hold the intent that the fork is acting as a psychic knife. When working with sound and vibration intent is imperative. The equation: sound + intent = holistic harmony is the foundation of all sound healing. If you don't possess a tuning fork, use a crystal or your hand. Intent is everything and your thoughts are a powerful vibrational tool. I believe that healing requires feeling.

### Intuition and intent

In fact, your intuition and your intent are every bit as powerful as any physical healing tool. Thoughts are vibration. For example, there are now ways that humans can control computers simply with thought. Scientists at MIT, the Massachusetts Institute of Technology, have programmed a computer to sense our subvocalisation, the act of reading words silently. So, with this in mind developing an awareness of how you think and feel, will deepen your intuition and improve your ability to deeply connect to clients. In my book *Vibrational Sound Healing* I have drawn attention to the effect of daily sounds on the human body and psyche. Some is beneficial and other sound is disruptive. Just as we take dietary vitamins to address imbalance, so we can take sonic vitamins to benefit our wellbeing. If we are what we eat, we are also what we hear. Is your sonic diet nourishing or toxic? Creating awareness and being vigilant about our intake is a great way to flex your intuitive muscles. The human intellect or mind is a marvellous and essential part of our being. It has enabled humanity to evolve and invent more than any species on earth. However, when our brain's power is connected to the deeply feeling and intuitive wisdom of the heart, we are elevated beyond mere objective observation into the realm



of visionary innovation and truly holistic healing. The electromagnetic output of the heart is 5000 times greater than that of the brain. The heart working in concert with the brain – the heart's intention – is like a magic wand, so be careful where you point it! ■



**ERICA LONGDON** is a

therapist, metaphysician and

writer with 30 years' experience. She is

a Reiki master, meditation teacher and

works internationally as a psychic advisor.

Her book, *Vibrational Sound Healing*, is

available from  [www.innertraditions.com](http://www.innertraditions.com)

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ordered via your local bookshop. Find out

more about Erica and her work at

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# CASE STUDY

## Boxing clever

Seasonal and subscription boxes are amongst the fastest growing sectors in beauty, health and wellbeing. Here, **Nadia Anderson** of Ayusya shares how she got her box scheme up and running...

The subscription box market encompasses everything from boxes for new babies to socks, beauty to fashion and technology, food and drink and, increasingly, health and wellbeing products. US market research firm McKinsey estimates that the market is growing by around 30% a year and valued somewhere between \$12-15 billion.

Consumers favour subscription schemes because it offers an often discounted introduction to new products which are curated to suit their needs.

The idea for Ayusya came about when I began searching for a wellness box to subscribe to as a customer. I wanted something which offered women's holistic health and beauty products but I couldn't find one I really resonated with.

At the same time, more of my female friends were asking me for recommendations on what they include in their wellness routines for a variety of reasons from more energy, to better skin as well as PMS symptoms. Essentially they didn't have time to do research on lots of different products, they just wanted a solution.

Although I'm a recently qualified holistic health coach and NLP practitioner in training, most of my career was working in marketing and new business development mostly within the music industry. This meant I realised I could create my own box with full size products, aimed at supporting the mind &

body. Through the whole process I wanted to create a box to make them feel loved. That's why the products inside combine nourishment and self-celebration.

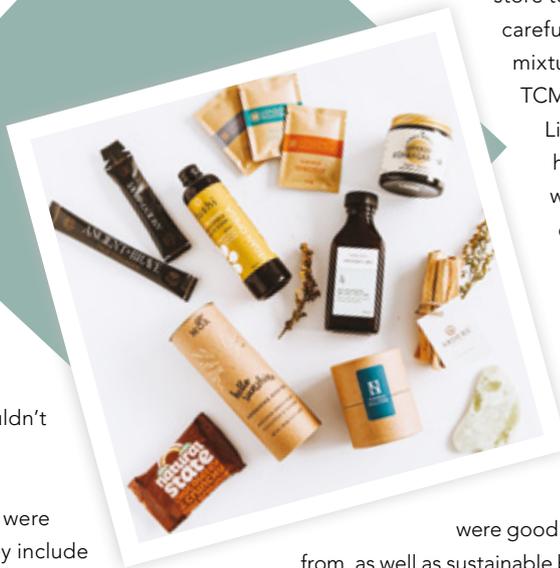
I did a lot of research online around women's wellness boxes. Most of the boxes I found were monthly, and filled with sample size products. I wanted to focus on full size products and deliver seasonally for sustainability reasons. In terms of product value, I discovered Ayusya's boxes would need to sit at the premium end of the market. They are priced quite a bit higher than your average monthly box. Saying that, you get more product in the long run!

I aimed the box at a market of women who tend to be interested in wellbeing, as well as eco-conscious. The age demographic we've seen so far sits between 25 and 35.

Lockdown gave me more time to build the business up, so now we're expanding into an online holistic lifestyle store too. The intention is to stay small and carefully curated, and we'll be stocking a mixture of wellness products inspired by TCM, Ayurveda and herbal medicine. Like every other business, we've had to adapt to the pandemic and we've had to work around disrupted delivery times and delays.

One of the best decisions I made was to start small. Really small, just to get a feel for how the product would sell. The boxes aren't cheap to make, so I didn't want to take huge financial risks. I wanted to include things I knew were good quality and had felt the benefits from, as well as sustainable brands. I did a lot of research into the background of each brand to make sure it was one I wanted to work with and to get the right balance of products.

In a typical box, you'll find nourishing herbs to support hormone health such as Nikki Hill Apothecary's Shatavari Tincture, wholefood supplements like Fushi organics Omega blend oil, calming tools such as Ardere's Palo Santo, natural skincare such as Hayou method's Gua Sha facial tool. Each box also contains a £20 voucher which can be used towards any of the digital workshops and classes run by a variety of holistic experts which



will be running from April this year. Our tagline is 'be conscious, be curious' because I think it's important for us to always continue learning about ourselves. We're encouraging people to get curious, which is where the workshops will come in.

I chose to start off with brands I'd known and trusted for some time. It's been a fairly easy process in getting brands involved by reaching out to their Contact pages on their website. I had a two-pager deck designed which gave a summary of Ayusya's brand mission and I think this really helped get people on board.

As Ayusya expands, we will also help grow our suppliers' brands. I think anyone we work with has to believe in our brand, and I can see this has been important for them as they have all wanted to know about our plans and normally catch up on a call. Nurturing relationships has been an important part of the process.

One of the biggest issues that we experienced is deciding on our pricing. The contents of the first box were worth nearly £250, yet I was still hesitant to price it at £129 even though the customer is saving a lot of money. It comes down to marketing to the right audience.

When I'm choosing products for a seasonal box, I'm looking at brands who offer 40% discount on wholesale costs so that it's worthwhile for us economically. I'm not a pushy negotiator and so far this approach has worked well. I think if you explain honestly about what stage you are at in your business, many suppliers are happy to work with you.

Another key thing you need to get right if you offer a subscription box is the packaging. It needs to be robust and

give people a little thrill when it arrives in the mail. We chose to use eco-friendly materials and a manufacturing process to match. That wasn't cheap! We may upgrade to a more luxurious packaging by the end of 2021, but that will add to our pricing.

For me, the biggest challenge has been dealing with fear of the unknown. With any business you are starting yourself, there are mental blocks you have to conquer! It's a lot of work, but if you have time to focus on a new business idea then I'd say follow your heart. Even though it takes effort, when it's your own project you naturally want to dedicate more time as it's such a creative process.

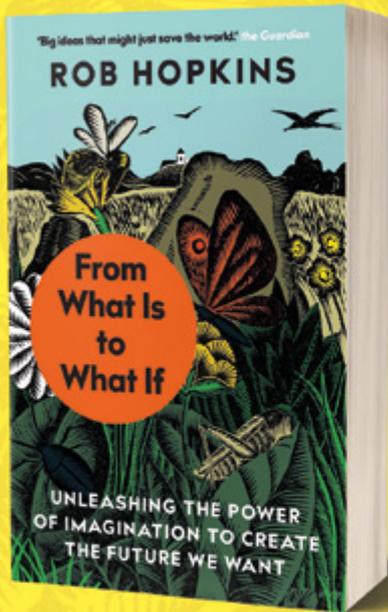
I've made some changes since starting the business on what I wanted the main focus to be. Thus isn't necessarily a bad thing, but I could have saved time if I was very clear from the beginning on exactly what I wanted. My advice to anyone considering entering the subscription or curated box market is to choose two or three brands that offer something similar and do some really thorough research into their approach, ethos, financials and markets – everything that makes them successful, then adapt this to create something that stands out.

One day I'd love to have a physical space for Ayusya and create a holistic centre and lifestyle store. Big dreams... but I've learned thinking small isn't helpful for me! ■



You can discover more about the brand and the latest seasonal box at [www.ayusya.co.uk](http://www.ayusya.co.uk)





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JOURNEYS:

# Makhosi Nejeser

*From childhood, I was absolutely obsessed with Ancient Wisdom, specifically of Ancient Egypt*

African Shaman **Makhosi Nejeser** looks back over the challenges and triumphs of her life so far...

I grew up a mixed-race child of a single teen mother in small-town, Southern West Virginia. I was determined to make something of myself no matter what and avoid becoming a statistic.

In college, I was a classic overachiever. I took the prerequisites for Medical School while simultaneously getting two Bachelor's Degrees in Business & Marketing Management as a back-up plan. Since my teens, I always found myself in various sales, marketing and management positions because business was like second-nature to me.

Shortly before I began my spiritual journey, I became a Top 1% Consultant in a huge Direct Sales Company. I wanted to be able to work from home to be with my infant son.

From childhood, I was absolutely obsessed with Ancient Wisdom, specifically of Ancient Egypt. I was introduced into my first initiation by a former professor of mine who had come into contact with an organization offering spiritual teaching from a Dogon (West African) Priest with roots in the Ancient Egyptian Mystery Schools.

I spent three years undergoing initiation in the Ancient Egyptian Mystery Schools, traveling back and forth to several West African countries. I needed to decondition from the colonial paradigm and step into the shamanic perspective. I continued studying and eventually met

my Spiritual Mother who I had seen in a dream a year prior. My training to become a Sangoma (Zulu Shaman) and Sanusi (Seer/Holy Person) continued with her, culminating in seven initiations in South Africa.

The initiation process itself is very gruelling, physically, mentally and emotionally. This is why in South Africa, no one wants to become a shaman and those who are called typically run away from it until they no longer have a choice. The additional challenges have come from directly confronting societal beliefs about what it means to be a "good" person, woman, mother and wife in order to follow my calling.

Now, I work with high-achievers and entrepreneurs to fulfil their highest potential and find alignment using my Energetics of Euphoria method. To people that have only heard of shamans, the idea of working with a shaman in business can be very perplexing. Once they understand that I'm a catalyst for their mind set, mindfulness and metaphysics, it makes perfect sense. I'm simply guiding people towards self-actualisation and ultimately, transcendence.

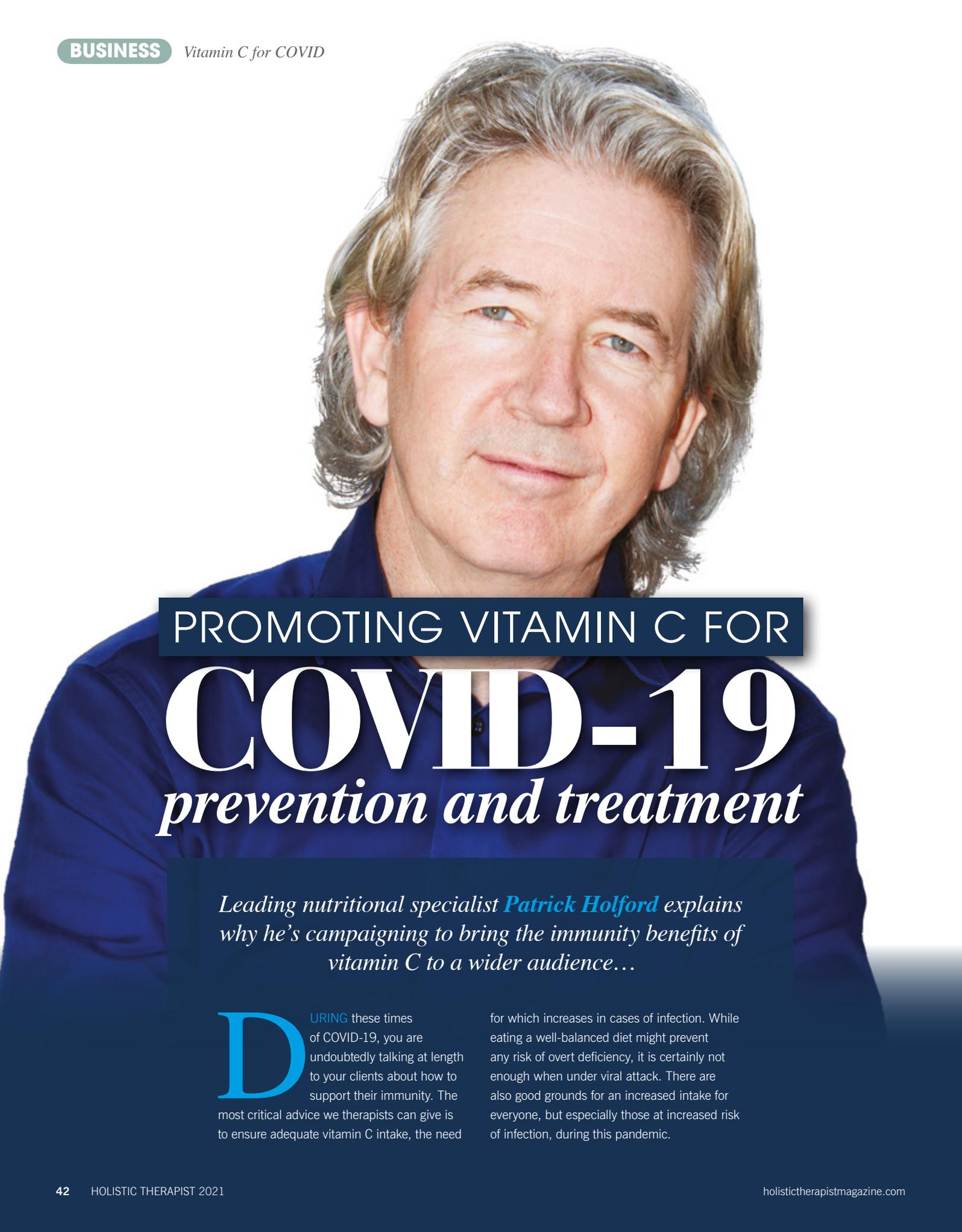
When I'm not working, I love to read and research random knowledge. I watch YouTube videos on style and makeup and enjoy lots of comedy and family movie nights with my husband and son.

My greatest wish is that we become more aware of the problems we have perpetuated on a societal level and more consciously create a new paradigm. Clearly, what we've been doing has been so destructive not only in the big picture, but all the way down to the individual.

We each came to be a unique, embodied expression in this world and by serving others with that exquisite genius, not limiting ourselves to just the status quo, we can experience an unparalleled level of euphoric fulfilment and create a legacy that ripples throughout time and beyond. ■



**MAKHOSI NEJESER** is an official African Shaman, specialising in personal development and energetic alignment. She's a human potential expert and spiritual ascension master. Makhosi teaches individuals to create powerful transformations, amplifying success and fuelling extraordinary growth through her Energetics of Euphoria method. To learn more, please visit [www.theroyalshaman.com](http://www.theroyalshaman.com)

A portrait of Patrick Holford, a middle-aged man with long, wavy, light-colored hair, wearing a dark blue shirt. He is looking directly at the camera with a slight smile.

# PROMOTING VITAMIN C FOR COVID-19 *prevention and treatment*

Leading nutritional specialist **Patrick Holford** explains why he's campaigning to bring the immunity benefits of vitamin C to a wider audience...

**D**URING these times of COVID-19, you are undoubtedly talking at length to your clients about how to support their immunity. The most critical advice we therapists can give is to ensure adequate vitamin C intake, the need

for which increases in cases of infection. While eating a well-balanced diet might prevent any risk of overt deficiency, it is certainly not enough when under viral attack. There are also good grounds for an increased intake for everyone, but especially those at increased risk of infection, during this pandemic.

In a feature in the Lancet, which will shortly be published, World-leading vitamin C expert, Harri Hemila, Professor of Public Health at the University of Helsinki, notes, "Because the disease caused by the new coronavirus is much more severe than the ordinary virus infections, [this] may justify a regular increased daily intake of vitamin C for the period when the prevalence of the virus is high. Furthermore, the major cause for concern about COVID-19 is the high frequency of ICU treatment that is needed. A meta-analysis of 12 trials with 1766 patients found that vitamin C had shortened ICU stay by 8% (2). Another meta-analysis of eight trials found that vitamin C shortened the duration of mechanical ventilation in patients who needed longest ventilation (3). Based on dose vs. plasma level analyses, it is unlikely that a healthy person would benefit from daily vitamin C doses over 0.5 g/day (4). However, when a patient suffers from a virus infection there may be a vitamin C dose response for up to 6-8 g/day (5). Vitamin C is a safe and inexpensive essential nutrient and therefore even small to moderate benefits may be worthwhile."

Since then, as ICUs measuring vitamin C levels have published their results, this has shown that the vast majority of patients entering ICU have deficiency of vitamin C, and that the vitamin C level predicts survival. This can be thought of as a disease-induced 'scurvy'. That is why it is wise to keep blood vitamin C levels optimal at all times, and to increase the daily dose up to 8 grams during active infection, in other words when symptoms of a cold first appear.

This is why a major new international campaign is being launched to promote the widespread use of vitamin C wherever there is a raised risk of COVID-19 infection, as well as an additional treatment for those seriously infected.

The launch of vitaminC4covid.com follows the publication of a major review of over 100 trials of the vitamin and the virus, which found that vitamin C could save the lives of those badly infected with COVID-19 and make the symptoms of milder infections less severe. The authors include several senior experts in intensive care. By mid-December, over 20 medical and nutritional organisations from 49 countries worldwide supported the campaign. Over 5000 doctors, nutritionists, health scientists and members of the public have also signed up in support.

Despite the extensive evidence, all detailed in the scientific review published in 'Nutrients', supporting the use of vitamin C in relation to COVID, details about its benefits are still being classified as 'false information'. It is not yet recommended by governments and rarely prescribed by doctors.

In my opinion, this is a terrible thing – even

medically negligent. Not only can vitamin C can reduce the number of people getting severely infected and dramatically reduce the risk of death in those critically ill in hospitals, it is safer than water, inexpensive and widely available. The appropriate use of vitamin C as early as possible in infection, and in high intravenous doses in ICUs would potentially be a game-changer.

According to the UK government's National Diet and Nutrition Survey, 4% of the population – that is 480,000 people – have blood levels of vitamin C that are so low they are defined as deficient. This rises to almost half the people living in care homes. Too often, they don't get enough vitamin C (and other nutrients) from their food. Those with a chronic disease, such as diabetes or heart disease, use up their vitamin C supplies much faster. On top of that, viral infections rapidly deplete vitamin C stores.

VitaminC4covid.com will be raising funds to investigate the vitamin C status in care homes and to establish how much older, more vulnerable people need to reduce their risk. The campaign is also seeking funds to run the definitive trial on vitamin C and colds, including COVID, for reducing severity and duration of symptoms.

*Vitamin C is a safe and inexpensive essential nutrient and therefore even small to moderate benefits may be worthwhile.*

China is already giving high dose vitamin C to hospitalised patients and intravenous vitamin C to the critically ill. They shipped in 50 million 1 gram doses into Wuhan on February 2nd and effectively wiped-out critical cases within a couple of months. The first randomised controlled trial from Wuhan's Zhongnan hospital has reported 68% less mortality in those critical ill patients given vitamin C in their intravenous drip versus sterile water. Here, the Chelsea & Westminster ICU gives 6 grams to their patients testing deficient. This ICU has the lowest COVID mortality rate.

There are currently 45 trials registered using vitamin C around the world. The evidence is already considerably more substantial than that for vitamin D, another key COVID-19 defence nutrient which the government is already planning to supply for free.

The aim of the campaign is to get vitamin C taken seriously, both by governments, healthcare systems and individuals around the world. vitaminC4covid.com is calling for the following changes:

- The government and its public health and nutrition agencies to thoroughly assess the evidence and fund studies of this inexpensive and safe nutrient.
- The government, NHS, health care and medical associations to recommend to all citizens to supplement vitamin C during this viral epidemic, based on the available evidence.
- Content on 'vitamin C for COVID-19 or corona' no longer being classified as false information in both digital, broadcast and print media.
- GPs, doctors and nutrition practitioners to be allowed and actively encouraged to recommend vitamin C supplementation for anyone with cold symptoms or coronavirus infection to reduce duration and severity of symptoms as an allowable health claim.
- All COVID-19 patients to be tested for vitamin C status and treated accordingly.
- Vitamin C to be given to all COVID-19 patients as early as possible on hospital admission.
- Intravenous vitamin C to be trialled as a standard adjunctive treatment for all critical COVID patients in Intensive Care Units.

There is no doubt vitamin C can play an important role in tackling this pandemic, and we are calling on the government and healthcare practitioners to use all the available tools to help people survive COVID-19. The petition can be found at [www.vitaminC4covid.com](https://www.vitaminC4covid.com). ■



**PATRICK HOLFORD**, BSc, DiplON,

FBANT, NTCRP, is a leading

spokesman on nutrition and mental health and founder of both the Food for the Brain Foundation and the Institute for Optimum Nutrition, an educational charity that offers degree accredited training in nutritional therapy. He is author of 45 books translated into over 30 languages. He is founder of [www.vitaminCforCOVID.com](https://www.vitaminCforCOVID.com) 2021



# Using guest blogging TO REACH NEW AUDIENCES

*Ran Janda shares her approach to building an audience through guest blogging...*

**G**UEST blogging is writing content for other people's blogs or online publications in your niche. It's a great way of promoting your services to a completely new audience, and since the publication is in your niche, the audience should already be interested in what you're offering. It's the online equivalent of another therapist or organisation telling their clients about you.

The goal of guest blogging is to grow your practice, so you need to ensure there is a way for the readers to connect with you once they have finished reading your article. The key to success with guest blogging is to always provide value, as you will gain readers' trust this way.

As with all goals, you should have a way of measuring the results in place. This will probably be shown using your website analytics, showing people coming from the sites you have blogged on. Monitoring is important as it will show you which topics and which blogs generate the most response, allowing you to maximise your rate of return.

### **Begin by knowing your audience**

You need to be clear on who your audience is and what they are reading before you start writing any content. Start to understand your audience by seeing them as real people. When you work out what they need and want, and you understand what their pain points are, you're

ready to start creating content for them.

Define the problems you solve and what benefits you provide to your clients. For example, if you're an acupuncturist who specialises in treating pain syndromes from sports injuries, then you could start your search by looking for sports related blogs, or ones around chronic pain. If you're a nutritionist who supports your clients with losing weight, then you could start your search by looking for diet, fitness and weight loss blogs.

### **Research your ideal publications**

Now you know your audience and what other blogs they might be following, you can start researching what online publications and blogs they might read and subscribe to. Some ideas may already have come to you when you were defining your audience in the previous step.

Start by doing a simple Google search and see what comes up. For example, type



“best acupuncture blogs” if you are an acupuncturist. If you practice a touch-based therapy, be mindful of the country and location of publication. There is no point writing content for a US blog if you practice in the UK for example.

Be specific, but also be creative and try various search terms, such as “acupuncture for pain relief blogs” “acupuncture for sports injuries”. As you scroll the pages, be mindful of sites you think you could contribute to that would have a larger audience than you do, or if they have an audience that would otherwise be unreachable to you. Make a list of all the sites you want to reach out to.

Some sites don't advertise that they accept guest contributions, if it is not clear to you, reach out to them with a pitch to see. It might not have occurred to them, but they might think it's a great idea!

If they are complementary to the therapies you practice and not directly in competition with you, you could offer to do a blog post swap. You get to reach their audience and in turn they get to reach yours. So our sports acupuncture specialist might reach out to a local physiotherapist, write an article for them with a link back to your website. The physiotherapist would also write an article for your blog, with a link back to their website. This allows you to reach a new audience who could also be open to trying acupuncture alongside physiotherapy. Part of your content could be about how both therapies complement each other so the readers can visualise how acupuncture may benefit them too.

Some online publications rely on guest posts and will display this somewhere on the site. Look for the “contributor guidelines page” and ensure you follow the submission guidelines exactly, to ensure you are giving yourself the best chance of being published. Some publications will want you to send a pitch of your idea first, before agreeing and asking for the full article. Others will want to review a

complete article before they decide on publishing it or not. Each will have their own set of rules to follow.

***Some sites don't advertise that they accept guest contributions, if it is not clear to you, reach out to them with a pitch to see.***

**Crafting the perfect pitch**

If you are asked to send a pitch first, follow the guidelines provided and consider these suggestions too.

Keep it short, simple and to the point. Start with a paragraph explaining who you are and why you're an expert in your field. Mention also how your article will benefit their readers. Next, pitch your article. Provide an outline of your introduction, the main points of the body of the article and how you will summarise. Bullet points work well when making your points. Be clear in the subject line about why you are reaching out to them for a greater chance of getting your email opened. “Pitch idea: title of article goes here” is an example of a clear subject line. If you get a positive response from the blog owner or editor, congratulations! It's time to write your article for their blog!



**A striking image** - An image is a good way to break up the content. Make sure to check the copyrights of any images or pictures that you use.

**Introduction (around 25% of article length)** - This should hook the reader in and explain why they should read the rest of the blog post. Define the problem that they want to solve.

**Main teaching points (around 50% of article length)** - You can use bullet points or use headings over paragraphs. Don't forget to write for your reader and provide value. This is vital as few blogs will want to carry a blatant advertisement for your services that fails to benefit the blog owner or their audience.

**Summary (around 25% of article length)** - Wrap up your post and make your main points again.

**Bio** – Who are you? What do you do? What makes the service you offer unique?

Link your website, blog or social media here so people know how to find more information on you and get in touch.

Targeted guest blogging will allow you to generate greater awareness of your brand and the services you offer, leading to greater website traffic, social followers and more clients if done consistently and regularly. ■

**Structuring your blog**

Now that you've found outlets for your blogs, the trick is to write something that not only engages the audience but also spurs them into action. I've found that the following structure works well for guest posts.

**A great headline** - Write this last so you can ensure it encapsulates the content of the article.

 **RAN JANDA** is the founder of Holistic Room a platform that matches people to the most relevant holistic health practitioner for their needs. Visit  [www.holisticroom.com](http://www.holisticroom.com) to download your free guide to learn 7 easy ways to grow your practice.



# Turbo-Charge

## YOUR SOCIAL MEDIA

*Improve your conversion rates using our social media audit...*

**T**HERE can be few holistic therapists who don't use some form of social media, but there are many more of us who don't use it very well, in that our posts don't help generate new business for us. It's all too easy to keep producing content that misses the mark, or that fails to reach an audience. Taking a couple of hours to audit your social media content can help you take a more fruitful approach and build your client list.

We'll be using Facebook as our example, but the same process will work for other platforms. If you have the time, perform this exercise not only on your own social media pages, but also those of two or three therapists or businesses that you think use the medium very effectively. Seeing how your posts stack up against others can provide an effective example to follow.

### START WITH THE NUMBERS

The first thing to do is to go back through your posts for a set period. A year is best, but if you post frequently, say four or five times a week, then cut the evaluation period down so that you only have six or three months of posts. You might also want to consider a longer period for a fuller analysis if you know that the nature of your posts has changed considerably during lockdown.

### CLASSIFY YOUR POSTS

Create a table and put down some post type categories down the side, then tally up your year's worth of posts under the headings. You will have some unique categories of your own, but the following list provides a good starting point:

**Posts about your treatments** – for example, what to expect when you come for a massage, or

that you've received your qualifications in a new modality

**Posts about your business** – this might include changes to opening times, an event you're taking part in, or COVID precautions.

**Competitions/Promotions** – for example gift vouchers for Christmas, or Mother's Day treatment packages

**Posts about your specific modality** – for example, the different types of massage, or information about different essential oils

**New research** – for example, that your modality has been shown to lower depression scores or improve gut health

**Health** – in the widest sense

**Mental wellbeing** – this might include advice, affirmations, hints or quotations

**Personal** – these are posts about you and those close to you. Consider carefully whether they should have a place on your business social media at all.

**Reposts** – these are someone else's content, for example, an article from Holistic Therapist or your professional association

**Miscellaneous** – anything that doesn't quite fit elsewhere

This should give you a pattern of post distribution. It often surprises small businesses when they realise that although they may post frequently, often they post information that's of little use to their potential client base. Every post should be of interest. The majority of your posts should be about your treatments, your business, promotions, your modality and health and wellbeing. Endless reposts and irrelevant material won't help grow your business, but that doesn't mean there's no place for a cute cat picture every now and then.

### LOOK AT YOUR LIKES AND WHO'S LIKING THEM

First of all, look at your posts which performed poorly in terms of feedbacks compared to the number of followers you have. Are there any patterns to this in terms of content or timing? Do they provide any value to your clients? If not, drop this type of post and focus on those which get a higher response rate.

Do the same exercise for high-response posts and also look at who is responding to posts. If you find it's the same six or seven friends or family members all the time, then you need to go back to the beginning and create a targeted social media strategy.

It can also be worth noting which types of images get the most favourable feedback. Does your audience prefer glamorous lifestyle stock images or more realistic ones? Adjust your imagery to suit your audience.

### COMMENTS ARE KEY TO SUCCESS

At this stage of the audit process, it's time to have a look at the comments you receive. If few posts have feedback, then you may be missing the mark. If you receive comments, you should always respond to them in a positive way, even if the comment is negative. If the comment is not from an existing customer, offer to speak offline and try and encourage them to book an appointment.

### INTERACTIONS

Do your posts include a call to action, such as visiting your website or booking an appointment or a free online or phone consultation? The purpose of your social media is to build your clientele, so posts should be designed to help with this.

### BLURRED LINES

One of the commonest mistakes one-person lifestyle businesses make is to blur the line between the business and their personal lives. You may be your brand, but your brand is just part of you, not your entire being. It should not permeate into every aspect of your life. If you

find, perhaps, that your posts that include images of your children or your summer holiday get more likes than posts about what your business actually does, then you need to consider where the boundaries should lie.

Have a look at where the likes and comments are coming from on posts that may belong on your personal pages. Are they primarily from friends and relatives? Personal posts should be kept on personal pages.

The other area where lines can be blurred is in expressing your opinions online. Everyone has causes they feel passionate about, but your business social media is not the place for this. People are increasingly polarised in their views, but rather than open debate, we live in an era of cancel culture and online threats. We've seen people lose jobs or students lose scholarships over ill-considered spur of the moment tweets or posts made years before. In short, taking your private opinions – whether that's on Brexit, conspiracy theories, vaccinations or the 45th President of the United States - into your business space may lose you potential clients. In some cases it will be because they disagree with your views, but in many more it will be because the thought of being harangued about lizard people or government incompetence when all they want is a relaxing treatment is off-putting.

By all means, campaign for what you believe in, but do so on your private pages, realising that privacy and anonymity is non-existent on the internet and that something said in haste, may later come back to bite you in the bottom line.

### TOOLS OF THE TRADE

There are many tools which can help you analyse the responses your posts generate and help you reach out to similar audiences through advertising and guest posting. The best place to start is the social media site you are using.

Above all, keep in mind that your social media is like a window where the entire world can see in. Make sure you present your business in a positive light. ■





*Jordi Mascio explains the role Vitamin C plays in the liver's detoxification process...*

**T**OXINS, whether environmental pollutants or those generated internally by food intolerances and even normal body functions, including digestion itself, find their way into all areas of our lives. While vitamin C is mainly found in the skin, it is an essential antioxidant for the liver to process and eliminate accumulated toxins.

Vitamin C, or ascorbic acid, aids the detoxification process that takes place in the liver in several ways, one being that it recycles other antioxidants such as glutathione and vitamin E. When vitamin C is too low, the energy is not available for proper detoxification to take place. The liver becomes congested and unable to detoxify the body as it should be.

Many products detoxified in the body produce oxidative species that cause permanent damage to the organelles of the cells. Ascorbic acid, present in cells at mill molar levels has been shown to protect the cells against various types of oxidant injury at physiologically relevant concentrations.

#### **How Vitamin C helps in metabolism**

This vitamin is necessary for proper metabolism of drugs and toxins in the body and is a cofactor in so many essential metabolic reactions that take place in the body. Vitamin C is involved in many essential functions which are needed for the health of the human body.

In particular, the biochemical functions of vitamin C include the stimulation of certain enzymes, the synthesis of collagens, the activation of hormones, antioxidants, the detoxification of histamine (a chemical that promotes inflammation), and the functions of immune cells. Vitamin C is effective in protecting against oxidative damage in tissues. It also suppresses the formation of cancer-causing agents such as nitrosamines.

# VITAMIN C

*in detoxification*

OF LIVER AND ITS  
ROLE IN KETOS

Vitamin C functions as a cofactor in reactions by which collagen and catecholamine both are synthesized by hydroxylation reaction. This involves a chemical process that introduces a hydroxyl group (-OH) into an organic compounds. Catecholamines are hormones made by the adrenal glands. The best known are dopamine; norepinephrine and epinephrine. It appears to be involved in a wide range of processes including macrophage function, carnitine synthesis and drug metabolism.

Studies in animals suggest that vitamin C deficiency alters the concentration and activity of components of the enzyme system involved in liver detoxification and the capacity of liver to detoxify drugs, food and chemicals. There have been few studies conducted in humans so far and we know relatively little about the effects that different vitamin C intakes on drug metabolism in humans. Further research is needed to clarify the role of vitamin C in drug metabolism.

### How Vitamin C quenches oxidative damage

Reactive oxygen species (ROS) are formed as by-products of oxidation and reduction reactions of the cell. They are capable of inducing damage to the cell membranes resulting in the formation of toxic compounds known as 'reactive aldehydes'. Reactive aldehydes derived from oxidised cell constituents. These have been implicated in the accelerating the disease process in cardiovascular and neurological diseases, since they put the body under an 'oxidative stress'.

Reactive aldehydes can induce oxidative stress in body by further increasing the levels of damaging reactive molecules. It is well known that oxidants in low amounts can trigger unprogrammed cell death and damage while increased amounts may cause necrosis or a spill of cellular debris in the body.

These oxidative species may also interact negatively with DNA and chromosomes leading to mutations. Pesticides may also induce generate highly reactive free radicals, alternate antioxidants or follow a similar damage pattern.

Vitamin C deficiency causes a demonstrable impairment in drug metabolism that can be reversed by correction of the deficiency.

### What is Vitamin C flushing?

A vitamin C flush is also known as an ascorbate cleanse. High levels of vitamin C (ascorbic acid) are thought to help rid the body of toxins.

Ascorbic acid along with hepatic stimulants like alpha lipoic acid have been used successfully in the treatment of viral and chronic hepatitis. Vitamin C (sodium ascorbate) given via injection will help in liver detoxification bringing relief in a few days. During a bout of hepatitis, the mitochondria may get damaged and free radical scavenging may get upset. This results in excessive free radicals and the resultant destruction of the cells. The presence of vitamin C mops up the free radicals and the conditions improve.

### How Vitamin C is beneficial in Ketogenic Diet

The role of Vitamin C is being considered in ketogenic diet because it is chemically similar to glucose, and its synthesis is closely tied to glucose metabolism in the body.

Vitamin C and glucose compete for uptake for the same cell receptors in the body. Vitamin C might be more necessary in a glucose-based metabolism.

Carbohydrates are the primary source of energy production in body tissues. When the body is deprived of carbohydrates, insulin secretion is significantly reduced and the body enters a breakdown catabolic state. Glycogen stores deplete, forcing the body to go through certain metabolic changes.

Ketogenesis, the formation of ketone bodies, comes into action when the carbohydrates are decreased in the body tissues as in the case of fasting. In such a state, ketone bodies replace glucose as a primary source of energy in the cells of the body.

During ketogenesis, due to low blood glucose feedback, insulin secretion signals are also decreased, which sharply reduces the stimulus for fat and glucose storage. Other hormonal changes may contribute to the increased breakdown of fats that result in fatty acids. Fatty acids are metabolised to acetoacetate which is later converted to beta-hydroxybutyrate and acetone.

These are the basic ketone bodies that accumulate in the body as a ketogenic diet is sustained. Ketone bodies also decrease free radical damage and enhance antioxidant

capacity. Ketones also decrease oxidative stress in the body, increase antioxidants and by hunting down the free radicals and put an end to their damaging process.

There are compensatory mechanisms that come into play when vitamin C is low that are also triggered by low-carbohydrate conditions, and therefore, vitamin C requirements are decreased in low-carbohydrate conditions. In animals that synthesize vitamin C, synthesis is halted exactly in fasting or low-carbohydrate conditions.

The Ketogenic Diet is proving beneficial to limit malignant tumour growth, however when combined with other therapies such as Intravenous or injectable

Vitamin C (IVC) seems to further augment this action. Injecting of high levels of vitamin C can lessen the high blood glucose induced deficiency to some degree.

Ketogenic diets also facilitate and replenish glutathione (another important antioxidant that aids in the detoxification of substances) stores and synthesis by the body. In addition to recycling vitamin C, glutathione has overlapping functions with vitamin C as an antioxidant and that they reciprocate the effects of each other supporting the proper functions of both the antioxidants in body.

The inflated recommendations for vitamin C intake are likely to be completely inapplicable to a person following a ketogenic diet, because that person can use much smaller amounts of vitamin C efficiently. ■



**JORDI MASCO** has more than 14 years' experience in the Bio Medical

industry. He holds an MSc in Bio Medical engineering and an MSc in Molecular Physics. He provides courses and seminars on liposomes and innovative molecules to many practitioners around Europe. Find out more at [www.goldmanlaboratories.com](http://www.goldmanlaboratories.com).



## *Natural Therapies*

# FOR MANAGING A CANDIDA OVERGROWTH

*Karen Jones of Microbiome Labs shares a natural approach to a recurring problem...*

**C***andida albicans* is a type of fungi which is found in the microbiomes that exist all over the human body. It coexists alongside other fungi, bacteria, and viruses. This diversity and balance are the hallmarks of a healthy microbiome, keeping any opportunistic species in check. When either of these qualities is lost,

*Candida*, and in particular, *Candida albicans*, can start to overgrow and cause a wide range of symptoms. These can include digestive issues, fungal skin infections, vaginal infections, brain fog, mood swings, sugar cravings, seasonal allergies, fatigue, sinus disruption and eventually more serious problems such as fibromyalgia, autoimmune disease, and chronic fatigue syndrome.

One of the reasons for such a wide range of symptoms is that the breakdown products of *Candida* can compromise many of our enzyme and detox pathways by blocking or overwhelming them. Another is that a chronic *Candida* overgrowth will create roots called hyphae to anchor it in the body in order to increase its ability to find food. These hyphae actively invade tissues, including the intestinal lining, causing them to become permeable, or 'leaky' so that endotoxins from the intestinal lumen (such as lipopolysaccharides or LPS) start directly entering the circulation. This metabolic endotoxemia triggers innate immune responses that result in systemic sub-clinical, low-grade inflammation and numerous symptoms.

This article considers the evidence for some natural therapies to approach a *Candida* problem as an alternative to the 5R programme (remove, replace, re-inoculate, repair, rebalance) or the use of harsh anti-fungals.

### Using selected probiotics to restore gut integrity and microbiome diversity

MegaSporeBiotic, which consists of 5 *Bacillus* spores, was shown in a 2017 double-blind placebo-based published study to drastically reduce metabolic endotoxemia (by 60% compared to placebo) in just 30 days by shifting users to a more protective microbiome. This also led to significant reductions in many systemic inflammatory markers: IL-6, IL-8, MCP-1, IL-1B and IL-12. This suggests that these spores have the ability to rebalance and re-diversify the microbiome and to restore the gut lining's integrity. In one study, where the spores were used in conjunction with prebiotics, there was a clear increase in the Simpson reciprocal index, a scientific measure of healthy microbial diversity. One of the reasons *Bacillus* spores are so effective is that, unlike most other probiotic strains, *Bacillus* spores naturally survive the harsh gastric passage and enter the intestines completely viable.

*Bacillus* spores used in combination with the probiotic yeast strain, *Saccharomyces boulardii*, can be even more effective. By competing for space with *Candida*, *S. boulardii* can reduce pathogenic fungal overgrowths, such as *Candida*. In a mouse model of colitis, *S. boulardii* was able to decrease both inflammation and *Candida albicans* colonisation of the intestine. Another study showed it to reduce the translocation of *C. albicans* from the intestinal tract into the lymphatic tissues. Furthermore, a prospective study of 181 infants found that prophylactic *S.*

*boulardii* supplementation was just as effective as Nystatin in reducing fungal colonisation and invasive fungal infections. Spores can be applied orally or vaginally, by inserting the capsule intact or by opening it and using the spores directly on any infected areas.

### Natural anti-candida compounds: Bee Propolis and Undecylenic Acid

The best compounds to use against a *Candida* overgrowth need to be able to control its replication, reduce the formation of hyphae and disrupt the biofilms it creates, without causing any further imbalances or harm to the host. Two natural products worth considering are bee propolis and undecylenic acid.

Bee propolis is the resinous material used to line the inside of beehives. This substance is able to successfully protect each honey-filled hive from fungal, bacterial, and viral infection in a wide range of temperature and humidity levels. A study in the Journal of Medicinal Food found that bee propolis inhibits the growth of *Candida albicans*, *Candida glabrata*, and *Candida krusei* in vitro, with its anti-fungal activity attributed to lysozyme, phenolic acids, and flavonoids. Another in vitro study, published in the Journal of Medical Mycology, found that propolis, in adequate concentration, has the ability to break down *Candida* biofilms.

## Natural treatments are becoming more important as fungi, including *Candida albicans*, are becoming increasingly resistant to anti-fungal medication.

A human study published in Phytotherapy Research, found that oral candidiasis patients who applied an ethanol propolis extract to the oral cavity for 7 days experienced lesion remission comparable to those patients receiving conventional Nystatin treatments. It appears that propolis is able to fight foreign infections without recruiting the immune system, which not only spares energy, but also prevents macrophagic, inflammatory reactions that can cause irritation and pain.

Undecylenic acid is a monounsaturated fatty acid with documented anti-fungal properties. One study demonstrated that the greater the number of carbon atoms in an unsaturated fatty acid chain, the greater the fungicidal activity. With eleven carbons, undecylenic acid is long, and has been shown to be approximately six times more effective as an anti-

fungal than caprylic acid.

Interestingly, a 2016 study in the International Journal of Clinical Pharmacology highlighted its most promising quality; the ability to inhibit the switch from yeast to hyphae in *Candida* yeasts, and even abolish it at high enough concentrations, by down-regulating hyphae formation genes such as HWP1. This leads to "a poorly organised biofilm in undecylenic acid treated environments". (McLain et al. 2000). Undecylenic acid has also been shown to control fungal overgrowths in the gut and is nontoxic to human cells.

### The growing problem of resistance

Natural treatments are becoming more important as fungi, including *Candida albicans*, are becoming increasingly resistant to anti-fungal medication. Whilst propolis and undecylenic acid are useful in tackling *Candida* overgrowths in themselves, they become much more effective when used in conjunction with probiotic strains, such as *Bacillus* spores and *Saccharomyces boulardii*. These manage the *Candida* by supporting and rebalancing the whole microbiome, and reduce metabolic endotoxemia, the underlying cause of many of the symptoms. This multi-pronged approach targets the *Candida* from multiple angles, affecting its reproduction, hyphae growth and biofilm formation, whilst also correcting the imbalance and lack of diversity within the microbiome that allowed for the overgrowth in the first place. This multi-faceted approach helps to prevent reoccurrences. ■

To learn more about Microbiome Labs UK's protocol for supporting your clients with *Candida* and Microbiome health issues, please register for a Practitioner account   
[www.MicrobiomeLabs.co.uk](http://www.MicrobiomeLabs.co.uk)



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Nutritional Therapist practicing in London and specialising in gut health. After completing her diploma at CNM in 2018, she studied the research on the microbiome in a study group under the guidance of Adam Greer (senior lecturer at CNM) for nine months. Karen also provides practitioner support for Microbiome Labs and Enzyme Science brands in the UK.



# AN ANGELIC CANDLE RITUAL

*Alexandra Wenman shares a simple candle ritual to help you deal with fear and change...*

**B**EING on spiritual path takes courage. Sometimes we need a little extra help from our guardians in the higher realms to enable us to shine our light without fear of ridicule or reprisal.

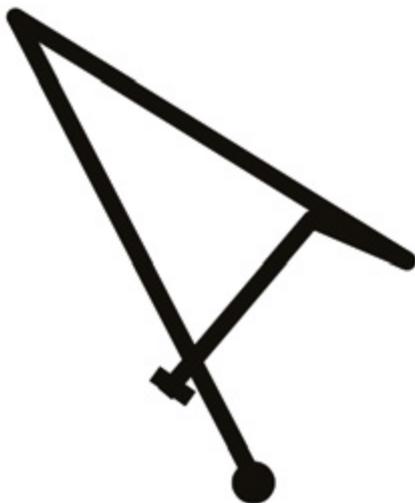
Angels are the keepers of humanity's highest potential pathway. They assist us toward personal and collective enlightenment, bringing us love, guidance, power, protection, courage, healing and deep transformation.

The ritual guides you through an Archangel Fire Alchemy process to enable you to embody the gifts and qualities of each Archangel. The goal is to "Become the Angel" – to live as the best, bravest and most divine aspect of yourself, so you may align to your soul purpose and achieve enlightenment within daily life.

You will receive a personal attunement and healing from these high-level light beings to purify your lower self, remove fears and energetic blockages and initiate reunite you with your truest soul self.

## HOW TO PERFORM YOUR RITUAL

- Call upon Archangel Michael to oversee your ritual by saying his name in your mind and imagining a huge sphere of golden-white light around you and your space.
- Pick a candle of the same colour as your chosen angel's flame.



- Carve the sigil of your chosen angel into the candle wax.
- Light the candle and then follow the visualisation and invocation exercise.
- Once you have completed your ritual, ask Michael to wrap his cloak of protection around you to seal your energy field.
- If possible and safe to do so, allow the candle to burn all the way down.



## Courage to have self-confidence with Galgaliel - Archangel of the Yellow Flame

### ARCHANGEL FIRE ALCHEMY: VIBRATIONAL VORTEX

- Close your eyes and breathe deeply. Ask Galgaliel to clear your energy field and chakras, removing blockages and aligning you with your true life mission.
- As she rides in on her blazing golden chariot, you feel the warm glow of sunlight in your chest. A solar orb opens in your heart. It begins to spin in a clockwise direction.
- Gathering speed, the golden glow becomes a powerful expanding energy vortex, spinning out and burning away dense energy, activating and cleansing your chakras.

- It opens out into your aura and keeps expanding for as far as it needs to. You now feel your true divine spark ignite as you are bathed in self-confidence.
- Set the intention that you are sending the energy of empowerment out to every living being on this planet and raising the vibration of everyone and everything.
- Let this vortex of light spin in a clockwise direction, sending love across the world.
- You can also imagine that this light is like an orb of sunshine within your heart centre and see it expand and grow until it surrounds Earth like a golden-yellow halo.
- See waves of sunshine-yellow light, warmth and power touching the hearts of every being on this planet as the power of love sweeps away all fear and negativity.
- Feel the spinning gently slow and come to rest. Thank Galgaliel. Open your eyes.

## Become the angel

You harness Galgaliel's power when you place your hands on the steering wheel of life and have the confidence to move through challenges with grace and ease. If you are feeling disempowered by a person or situation, you have the choice to remain within that dynamic or choose a different direction to keep your life moving forward at the right pace for you. ■



**ALEXANDRA WENMAN** is a gifted angel communicator,

alchemist, channel, healer, poet and presenter. Previously editor of Prediction magazine, Alexandra is the author of the Archangel Fire Oracle due out shortly from Findhorn Press.

# Working Together

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# OOOHHH! THAT'S NEW!

*Our pick of the latest health and wellbeing products that might be of interest to you and your clients...*

## ► Beurer Heat Pad

Beurer are known for their innovative health and wellbeing devices, so it's no surprise that this heat pad combines comfort and functionality in one cosy package. Shaped like an oversized hot water bottle, the surface is snugly. It heats quickly, with a choice of three settings, and has an automatic switch off after 90 minutes. The switch is removable and the pad can be laundered at 30°C in the washing machine. Ideal for period pains or aching muscles or just keeping warm.

They also offer heated neck and shoulder devices that would provide a relaxing add on to a therapy session. Find the range and stockists at [www.beurer.com/web/gb/index.php](http://www.beurer.com/web/gb/index.php)

## ► Réduit Spa Device and Skinpods

Technology for health and wellbeing is always of interest to us, so Réduit's new Spa Device proved an intriguing approach to skincare. The hand-held unit is ergonomically designed for comfort and there are a wide range of concentrated ingredients for specific skin concerns, delivered as a fine mist. Each comes in a little pod, cutting the need for bulky filler ingredients and excess packaging. Each pod takes just 15 seconds to apply and you can create custom facials for clients using a combination of pods. Once opened, a pod lasts for 12 months, so it's a low wastage system. It would lend itself to both the practice room and personal use.

There are five different Skinpods™ - Hydro Boost, Pearl Diffusion, Ageless Mist, Clean Vapor and Precision Shield. The Réduit Spa Device and Skinpods are available from [www.Reduit.com](http://www.Reduit.com) and [www.LookFantastic.com](http://www.LookFantastic.com).

## ◀ ESTA Aroma Diffuser

It can be surprisingly difficult to find a diffuser that looks good without being obtrusive or totally made of plastic. The ESTA Aroma Diffuser from Neal's Yard Remedies ticked all the boxes for us. The bamboo cylindrical design is discrete, it's simple to clean so you can change scent easily and it even comes with a light. It'd be great for the practice room, to create a calm or an invigorating aroma, or for showcasing your own aromatherapy blends. It's also a good choice for personal or home use as the unit is quite stable and would look good in most modern interiors and wouldn't take up too much room by the bedside if you could use some help getting a good night's sleep or want to start your day with an uplifting fragrance. £57.50 from [www.Nealsyardremedies.com](http://www.Nealsyardremedies.com)

## ◀ N°1 Illume Glove

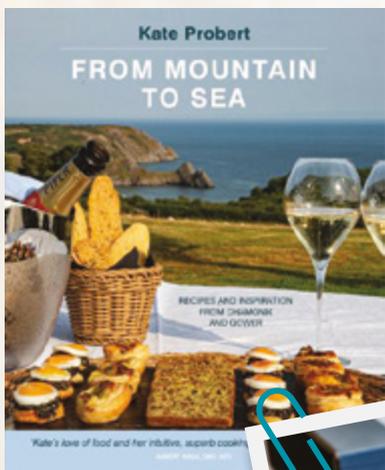
This is excellent if you have dry or dull skin that needs a bit of a blitz. It's handmade in Turkey using traditional methods and is made of woven silk viscose. Similar gloves have been used for centuries in Turkish hammams to exfoliate dead skin cells and gently stimulate the skin's surface. It's also said to improve blood flow, prevent ingrown hairs and keratosis pilaris as well as improving the appearance of cellulite and scars. You can also use it to remove fake tan build up. Better yet, it's reusable and can be popped in the washing machine. £15.99 from [www.no1illume.com](http://www.no1illume.com).





# From Mountain to sea

Renowned Welsh chef **Kate Probert** shares some recipes from her award-winning new cookbook, *From Mountain to Sea*.



*The book evokes the magic of French cuisine, the pleasures of a life spent cooking and eating in France and Wales, and the joy of entertaining with food. Kate, who runs a popular cookery school on the Gower peninsula, L'Amuse Chez Kate, previously ran a guidebook recognised restaurant in Swansea.*

## SPINACH AND WALNUT CAKE

**Makes 1 small loaf cake (18 cm x 8 cm)**

### Ingredients -

- 60 g fresh spinach, roughly chopped
- 1 tsp baking powder



- 2 eggs
- 50 g chopped walnuts
- 50 ml olive oil
- 40 ml milk
- Salt and pepper
- 100 g ground almonds
- 50 g grated cheddar

### Method -

- Pre-heat the oven to 180 degrees/ gas mark 6
- Whisk the eggs with the olive oil, add the milk. Add the spinach and cheese. If using a mixer, then lower the speed and add the ground almonds, chopped walnuts and baking powder.

- Line the loaf tin with parchment and pour in the mixture.

- Cook for approx. 35 minutes or until a skewer comes out clean. Cool before slicing.

## GREEN PANCAKE WITH MARINATED SALMON

**Serves 6**

### Ingredients -

- For the pancake batter**
- 110 g plain flour
- 1 tsp baking powder



- 250 ml milk
- 12 g melted butter
- 50 g fresh spinach
- 25 g fresh coriander
- 1 egg
- 1 spring onion
- Salt and pepper

### For the salmon

- 170 g salmon (previously frozen for 24 hours, then partially defrosted to make slicing easier)
- ¼ tsp Maldon salt
- ½ tsp sugar
- Chopped dill
- A few drops of brandy
- 1 tsp olive oil
- Black pepper

### To serve...

- Small tub of crème fraîche

### Method -

#### Pancake and serving

- Blend all the ingredients for the batter in a liquidiser (I put the ingredients into a food processor first to chop it all up) and leave to stand for a minimum of ½ hour.

- Heat a little oil in a blinis pan, crepe pan or shallow frying pan. When hot, pour in a ladle of the mixture 1 cm thick and cook until it starts to firm up.



- Flip over and cook the other side when air bubbles start to appear. Pile up the cooked pancakes until ready to serve. Any extra pancakes can be frozen.

- Defrost the salmon but not entirely so as to make slicing easy. Slice the salmon and mix with the rest of the ingredients. Leave to marinate for 15 minutes as a minimum. This can also be done the day before and stored in the fridge.

**To serve...**

Place a dollop of crème fraîche onto each pancake and top with the salmon. Drizzle over some olive oil and serve.

**Ingredients -**

- 4 nice thick pieces of salmon with skin on
- 100 g quinoa
- 1 tsp small capers
- 1 tblsp chopped chives
- 3 segments lemon, chopped
- 3 mint leaves
- 20 ml hazelnut oil
- 50 g butter
- Good quality olive oil

**Method -**

**Marinated salmon**

- Remove the pin bones from the fish but leave the skin on.
- Cook the quinoa in boiling salted water for 20 minutes. Strain and set aside. Mix the capers with the chives, mint and chopped lemon segments.
- In a non-stick pan or skillet which suitable for the oven, melt the butter over a low heat until it just starts to take a nutty colour. Put the fish in to cook skin-side down for 3-4 minutes. Pop into a hot oven for a minute or two to finish cooking.
- When ready to serve, reheat the quinoa with the hazelnut oil, add the mixture of capers and herbs and

check for seasoning.

- Place the fish skin-side up and arrange the quinoa alongside it.
- Drizzle with olive oil.

**AUBERGINE CRUMBLE WITH RED WINE AND BALSAMIC SAUCE**

**Serves 4**

**Ingredients -**

- 2 aubergines (500 g)
- 50 g hazelnuts, roughly chopped and toasted
- 50 g grated parmesan
- Bunch of flat leaf parsley
- 1 clove garlic
- Olive oil
- Salt and pepper

**For the crumble**

- 100 g bread
- Parsley, thyme and tarragon
- Olive oil
- 50 g oats
- Panko crumbs (optional)

**For the sauce**

- 10 g flour and 10 g butter kneaded together (beurre manié)
- 1 onion, diced
- 1 large carrot, diced
- 2-3 garlic cloves, cut in half
- 50 ml balsamic vinegar
- 500 ml red wine
- 500 ml stock
- 1 tsp tomato purée
- 1 large bunch of rosemary

**Method -**

**Aubergine Crumble**

- Preheat the oven to 200 degrees/ gas mark 7
- Cut the aubergines into 2 cm dice. Heat the olive oil (enough to cover just the base of the pan) in a heavy based

pot with a lid. Fry off the aubergine, mixing well to make sure each piece is coated in the oil and starting to brown. Add salt and pepper.

- Cover the pan and cook for 10 minutes giving the occasional stir.
- Mix the parsley in a food processor with the garlic and hazelnuts, and drizzle in the oil to make a paste.
- When the aubergines are cooked through, mix this "pesto" in with the aubergines and season.
- Mix the bread and herbs in a food processor, drizzle in a little olive oil, and then add the oats and parmesan.
- Divide the mixture between individual cocottes or cheffy rings and top with the crumble.
- Cook for 15 minutes in the oven until golden.

**Method -**

**Red wine and balsamic sauce**

- Fry off the vegetables gently with the herbs in olive oil. Add the tomato purée.
- Moisten with the vinegar and the wine and leave to reduce.
- Add the stock and cook for about 1 hour.
- Pass the sauce through a sieve, pushing down with a wooden spoon so as to extract all of the juice.
- Put the sauce over a high heat and reduce until you obtain the intense flavour.
- Whisk in enough of the beurre manié (you may not need it all) to the hot liquid until you achieve a nice glossy, slightly thick sauce.



From Mountain to Sea has won the International award in the Countries & Regions category of the UK Gourmand Awards 2020. It's available from Waterstones and other bookshops, and from Kate's website [www.frommountaintosea.co.uk](http://www.frommountaintosea.co.uk)



# TAYLOR MADE DREAMS

*Suzi Mitchell, CEO of children's charity Taylor Made Dreams, shares why she started a charity that provides holistic therapy and provides bucket list experiences for children with life limiting conditions...*

**T**AYLOR Made Dreams is a registered charity based in the South East of England. Before I thought of setting up the charity back in 2010, my working life had predominately been in the care industry. I worked for the social services supporting children in care, within an inclusion unit in education, supported women in domestic violence situations and was an assistant manager in a house supporting vulnerable adults. I had taken courses in counselling skills, art therapy, and autism awareness. I also held a diploma in Welfare Studies.

After having my children, I planned to become an Arts Psychotherapist. I had survived traumas in my own life, not least losing my mother from injuries sustained in a car crash when I was 16. I'd always been intrigued by the journey of self-discovery, about looking deeper into the self, peeling away the onion skins to

discover what was at the real core of me.

In 2009, my son Taylor became unwell. I needed to take Taylor to the USA for proton radiotherapy treatment, his only option. Having invested almost 20 years of my life in counselling and arts psychotherapy, I'd experienced periods of blinding pits of endless darkness and by doing so, allowed myself to feel the pain and anger I needed to express, climb up through the light and feel the rebirth of a lighter self which was a very cathartic process. That pain I endured was nothing in comparison to the pain I was yet to experience from the loss of my son Taylor in 2011. No, that pain was and is a different pain...there are simply no words for that pain. The inconceivable and unbearable loss of Taylor forced me to turn my gut-wrenching grief into building blocks. I wanted to build a legacy to create smiles in the eyes of children with illness in Taylors' name, I wanted Taylor to live on in a positive way. Taylor was my inspiration, and always will be alongside all the other amazing children we work with at here Taylor Made Dreams.



## OUR SERVICES

Taylor Made Dreams enables children with life limiting and terminal conditions to achieve their dreams when life is sadly all too short. The services we offer are;

**Bucket Lists-** tailor-made to the wishes of the child.

**Holistic Therapy** – to support the entire family and provide some much needed respite in very challenging times.

**Counselling** – to support the emotional needs of the whole family.

**Medical Sheepskin Fleeces** – to help in the prevention of pressure sores/provide comfort and warmth for those who are immobile due to illness.

**Family Portraits** – to create precious memories for the future.

**Medical Travel Grants** – to ease the financial pressures of attending numerous essential medical appointments..

**Memory Pendants** – a precious keepsake



with the child's name engraved on the reverse.

**Cat Walk Photo Shoot** - in collaboration with one of our corporate sponsors Childrensalon.

**A Seven Seater wheelchair access vehicle** – to help where and when needed.

**Family Hand Casts** – a precious keepsake which keeps the family connected.

**Food & Hygiene Support Packs** – to help families shield against the pandemic.

(\*March to September 2020.)

## WHY HOLISTIC THERAPY IS SO IMPORTANT

We appreciate that no one therapy fits all, so we aim to provide a tailor-made package of support which gives the individuals of the family what they need in the moment, to help them create a toolkit of resources to enable them to work through their present circumstances. We appreciate that counselling is not suitable for all people, therefore we embrace alternative therapies that individuals could benefit from.

## BUCKET LIST EXPERIENCES

Each child has a unique bucket list, no two are ever the same. We've brought over 1200 to fruition.

There have been VIP meet and greet events with celebrities including David Walliams, Gregg Walsh, John Bishop, Rob Brydon, Mister Maker and Sir Ben Ainslie and one child got to sail in the Landrover Bar Americas Cup catamaran. Many children want to meet their sporting heroes, and Manchester United, Spurs and Crystal Palace have all helped us fulfil these dreams, while one was a ball boy at a rugby match between Harlequins and Wasps.

We've arranged trips to Disneyland, Centre Parcs, Harry Potter World, Diggerland and even tea at the Ritz. We've provided toys and parties, rides in a supercar, indoor skydives, a sing-a-long with Chas and Dave and a suit made of bubble wrap.

My most memorable bucket list was a little boy who when I asked what he would like, he said, "But I don't need anything, do I Mummy?" After a little encouragement he just said, "Well I do like green olives and white chocolate buttons." Needless to say we supplied these along with a surprise trip to 'Toys R Us' where we gave him a trolley to fill. He couldn't even see over the handle,



he was only seven. The innocence of children is such a beautiful thing. He's since sadly passed, such a kind hearted young soul.

## FUTURE VISION

Our future vision is the Taylor Made Dreams Centre, a place where families can come together and relax in a warm, welcoming and colourful space, which can meet their individual therapeutic needs, a place to feel at home, in the best possible sense. It will host information hubs and provide trained key workers to support the child with the illness and the family as a whole.

Many families do not wish to look into counselling until sometime after the loss of their child, our service has no timeline, like the grief process there is no set time frame here, we are there for the parents/primary carers and siblings if, and when they need our services. We cover the South East of England, we look to commission practitioners in the counties of East Sussex, West Sussex, Kent and Surrey who are qualified professionals, who can provide DBS certification and will adhere to our safeguarding policy. We would welcome any qualified holistic

therapist who have the credentials required, in all areas of expertise to contact us here at Taylor Made Dreams if they are interested in applying to our Approved Practitioner Register. Email; ceo@taylor-madefromdreams.org.uk

My own challenges have taught me some very important lessons; be grateful for who you have in your life, love them, appreciate them, and treat them how you would like to be treated yourself. See and soak in the colour of life... take a breath, stop, look, listen, hear and appreciate just how lucky you are to be here, right now, in your skin...be thankful. ■



### HOW TO DONATE

If you'd like to donate to the charity, you can do so in the following ways: 📱

[www.justgiving.com/taylor-made-dreams](https://www.justgiving.com/taylor-made-dreams)  
or 📱 <https://uk.virginmoneygiving.com/charity-web/charity/finalcharityhomepage.action?charityid=1014033>

### BY TEXT

One off donation text TMDWISH £5 (or any amount you wish up to £40) to 70085

Monthly donation text Dragonfly £10 (or any amount you wish up to £40) to 70085

For more information please visit

📱 [www.taylor-madefromdreams.org.uk](https://www.taylor-madefromdreams.org.uk)

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# NEW FRONTIERS: RESEARCH ROUND UP

## FASCINATING NEW RESEARCH OF INTEREST TO HOLISTIC THERAPISTS AND THEIR CLIENTS...

### PAIN: SOOTHING WORDS AND MUSIC DURING SURGERY MAY REDUCE POSTOP PAIN

Patients who were played a recorded text with positive suggestions during surgery under a general anaesthetic were discovered to experience less pain and need for analgesics, less nausea and need for antiemetic drugs. They also enjoyed faster recovery after surgery. Previously, it had been thought that surgical subjects had no reaction to auditory or other stimuli, including surgery itself, during general anaesthesia.

The new findings may lead to changes in noise levels and a shift towards therapeutic communication as a feasible, non-drug support for medical interventions and an integral part of therapy and care.

The lead researcher, Ernil Hansen, professor of Anaesthesiology at the University Hospital of Regensburg, suggests that there should be a list of issues that should be addressed when taking care of those in need. This list can be adapted for use in Holistic Therapy. The issues include: company, contact, comfort, confidence, information, control, instructions, respect, safety, and healing. Ref: 10.3389/fphar.2019.00077

### MENTAL HEALTH: NEW STUDIES IN YOUTH DEPRESSION

A new study from the University of Arkansas shows that young adults who increased their use of social media were significantly more likely to develop depression within six months. Those who used social media more than 300 minutes a day were 2.8 times more likely to become depressed than those who spent 120 minutes or less on social media sites.

The researchers suggested that high levels of social media use may displace forming more

important in-person relationships, achieving personal or professional goals, or even simply having moments of valuable reflection. They also suggested that social comparison may also be a factor in pushing people towards depression.

A further study, published in the BMJ, showed that teens who dislike their physical appearance have an increased risk of developing depression by the age of 18. Boys who disliked their appearance experience greater severity of symptoms. The range lies between 50% and 285% higher risk.

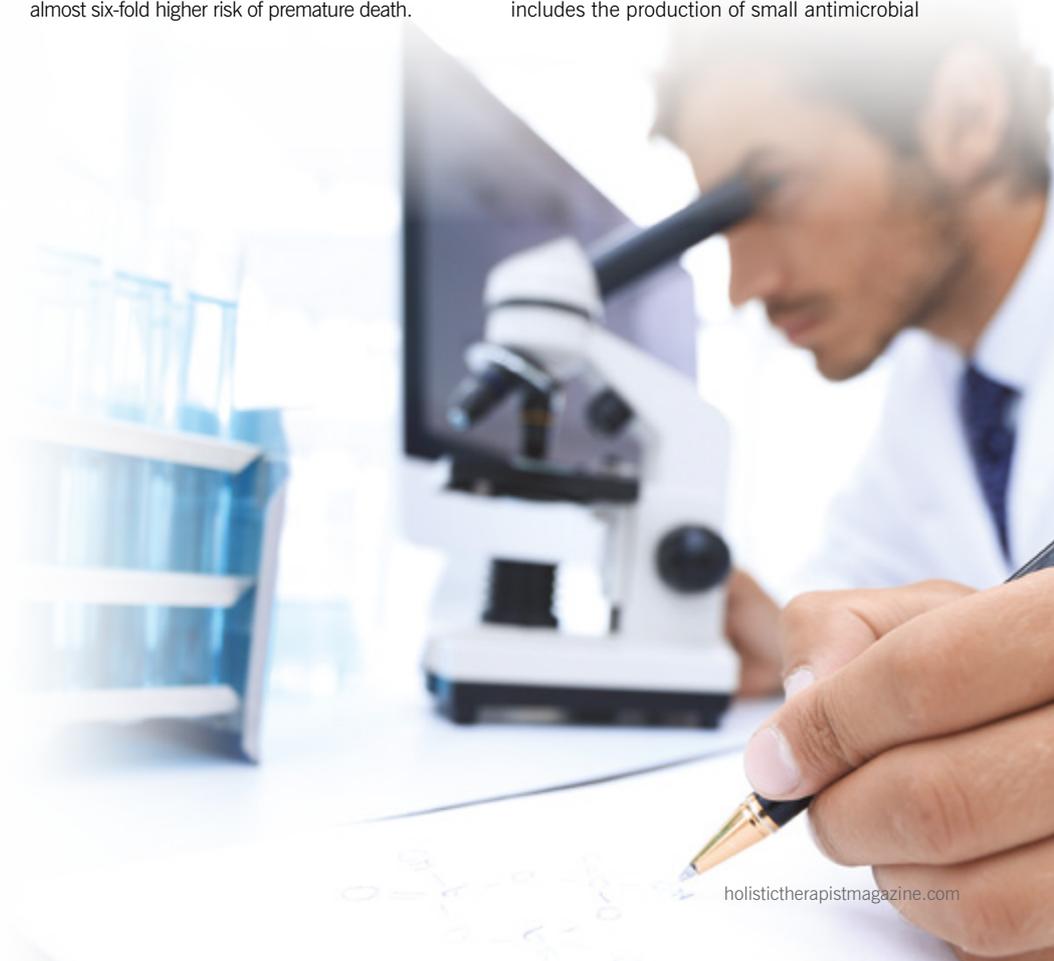
A recent Swedish study concluded that youth depression increases the chances of developing other diseases and conditions that lead to a curtailed lifespan. These included sleep disorders, type 2 diabetes, viral hepatitis, and kidney and liver diseases. Compared to those without depression, they also had a significantly higher risk of injuries, especially injuries inflicted by self-harm, and an almost six-fold higher risk of premature death.

The findings also revealed sex differences. For example, women with early onset depression were more likely to suffer injuries as well as urinary, respiratory and gastrointestinal infections. Men, on the other hand, were more likely to have obesity, thyroid gland problems, coeliac disease, connective tissue disorders and eczema.

Depression was recently declared to be the leading global cause of disability by the World Health Organization and accounts for more disability-adjusted life years than all other mental disorders. Ref: 10.1016/j.amepre.2020.09.014 and Ref: 10.1136/jech-2019-213033.

### IMMUNE RESPONSE: NATURAL ANTIBIOTICS INCREASE SLEEP AND SURVIVAL AFTER INJURY

When injured or wounded, the body responds by initiating a complex immune response. This includes the production of small antimicrobial



peptide molecules (AMPs) within the wound to fight off the pathogens locally. Researchers have now discovered that these natural antibiotics send signals across tissues from the site of injury to the brain, sending a message to increase sleep and raise the chances for surviving the injury. The results have been published in the journal *Current Biology*.

In a series of genetic manipulation experiments on worms, the team found that those worms who did not produce antimicrobial peptides had much less sleep following an injury. These worms suffered much higher levels of death when injured compare to worms who produced normal levels of AMPs. This suggests that sleep is crucial for recovery from wounds and similar injuries. *Ref: 10.1016/j.cub.2020.10.076*

### CHILDREN'S HEALTH: FIRST LOCKDOWN LEADS TO INCREASE IN DEPRESSION RATES IN CHILDREN

The first UK national lockdown led to a significant increase in symptoms of depression among children, according to a new study from the University of Cambridge.

In a small longitudinal study using data from the mental health assessments on 168 children aged 8-12, children tended to show more, but variable symptoms of depression during lockdown.

Dr Duncan Astle from the MRC Cognition and Brain Sciences Unit and senior author of the study, noted, "A child in the 50th centile

would be exactly at the middle of the distribution. But a child at this position before the pandemic, could expect to be at the equivalent of the 77th centile during the lockdown. If you randomly selected a child from the sample there is a 70% chance that their depression symptoms were worse during lockdown than before the pandemic.

"Even before lockdown resources for Child and Adolescent Mental Health Services were stretched thin and that was against a backdrop of worsening mental health among children. Our findings suggest that lockdown measures will likely exacerbate this. The education sector will bear the initial brunt of this." *Ref: 10.1136/archdischild-2020-320372*

### MICROBIOME: GUT MICROBIOTA PLAYS A ROLE IN MOOD REGULATION AND BRAIN FUNCTION

A new study from France's Institut Pasteur suggests that an imbalance in the gut bacterial community can cause a reduction in some metabolites, resulting in depressive-like behaviours. The research team discovered that a change to the gut microbiota brought about by chronic stress can lead to depressive-like behaviours, in particular by causing a reduction in lipid metabolites in the blood and the brain.

These lipid metabolites, known as endogenous cannabinoids (or endocannabinoids), coordinate a communication system in the body which is significantly hindered by the reduction in metabolites. Gut microbiota plays a role in brain function and mood regulation

The scientists discovered that an absence of endocannabinoids in the hippocampus, a key brain region involved in the formation of memories and emotions, resulted in depressive-like behaviours. However, transferring the microbiota from an animal with mood disorders to an animal in good health was enough to bring about biochemical changes and confer depressive-like behaviours in the latter.

The scientists identified some bacterial species that are significantly reduced in animals with mood disorders. They then demonstrated that an oral treatment with the same bacteria restored

normal levels of lipid derivatives, therefore serving as an antidepressant. Such treatments are known as "psychobiotics." *Ref: 10.1038/s41467-020-19931-2*

### EMERGING TREATMENTS: NON-HALLUCINOGENIC IBOGAINE COMPOUND COULD BE USED TO TREAT ADDICTION

A non-hallucinogenic version of the psychedelic drug ibogaine, with potential for treating addiction, depression and other psychiatric disorders, has been developed by researchers at the University of California.

The research team has created a water-soluble synthetic analogue of ibogaine which retained therapeutic properties without the undesired effects of the psychedelic compound but was less toxic. The team worked through a series of similar compounds by swapping out parts of the ibogaine molecule. They engineered a new, synthetic molecule which they named tabernanthalog or TBG. *Ref: 10.1038/s41586-020-3008-z*

### NATURE: BIOLOGICAL DIVERSITY EVOKES HAPPINESS

A German study concluded that a high biodiversity in our vicinity is as important for life satisfaction as our income. The individual enjoyment of life correlates with the number of surrounding bird species. An additional 10% of bird species therefore increases the Europeans' life satisfaction as much as a comparable increase in income. Nature conservation thus constitutes an investment in human well-being. *Ref: 10.1016/j.ecolecon.2020.106917* ■



# Discovering Obsidian

*Jason Firmager shares his experience of this dark crystal...*

**O**BSIDIAN is a very unusual type of rock, which is formed as rhyolitic lava cools rapidly after an eruption. This can happen when the lava comes into contact with air or water. Rather than taking on a typical crystal matrix structure, obsidian is a form of volcanic glass. This means that, unlike other crystals which are often used in energy work, obsidian is not classed as a mineral.

Chemically, obsidians tend to be 70% or more silicone dioxide by weight and there are samples dating back as far as the Cretaceous and Ordovician eras. Several varieties of obsidian are found in nature. These range from dark brown and black to snowflake obsidian which is black with white patches and other examples which are striped or almost colourless. Energy workers are often attracted to obsidians which contain tiny bubble inclusions which give the effect of a gold, silver or fiery rainbow effect on the worked surface of a sphere or other piece of the black glass.

Obsidians can be found in volcanic locations where rhyolitic eruptions have taken place. Some examples have been found in Scotland, but obsidian is also found on every continent.

## Historical use

Obsidian has found a variety of both practical and spiritual uses since pre-Neolithic times. Archaeological evidence shows that it was used to make arrowheads and blades used in cutting umbilical cords and foreskins as well as being valued for use as mirrors and decorative objects.

*Many people turn to gods, archangels or other spiritual entities for assistance, but I felt a need to return to my childhood fascination with crystals.*

Archaeologists have mapped trade routes based on the location of obsidian objects and Dr. John Dee, Elizabeth the First's Court Magician is known to have a mirror made of Mexican obsidian which is thought to have been acquired sometime between 1527 and 1530.

In South America, Mesoamericans used obsidian to make tools and weapons including swords and polearms. Aztec priests were known to use obsidian for ritual weapons for sacrifices and as mirrors for scrying and making prophecies. The Aztec god Tezcatlipoca's name can be translated as smoking mirror. Elsewhere, it is believed that obsidian was used to make the pupils of Easter Island's famous head statues.

Obsidian still has its practical uses today. Some surgeons and vets find obsidian sharper than steel. In one study, incisions made with an obsidian scalpel blade resulted in far fewer inflammatory cells and wound granulation in the first week of healing. It is also used for decoration, some audio turntable plinths and energy healing.

## Gold sheen obsidian in energy work

Energy workers use gold sheen obsidian to enhance manifestation, activate the higher will and heal suffering due to the abuse of power. It's associated with the element of Earth, the base and solar plexus chakras and the number nine in numerology. Astrologically, obsidian is linked with both Sagittarius and Scorpio.

It is said to form a protective shield around us, repelling attempts to exert negativity or power over us, as well as releasing blockages in our personal and spiritual growth. It provides insight into our problems and is associated with vivid dreams. It has also been credited with boosting the libido, and hence fertility, as well as rebalancing the mind in cases of anxiety and depression and, through its stimulation of the solar plexus chakra, it is said to improve health issues associated with the digestive tract, kidneys, liver and pancreas.

## My experience

Like many of us during lockdown, I felt myself looking deep within my mind, thinking about the past, the future, where I am in my life, what I have and what I wished I had. It was only when I stopped, that I seemed to wake up and took a good look at myself and had the inclination to deal with my issues.

Many people turn to gods, archangels or other spiritual entities for assistance, but I felt a need to return to my childhood fascination with crystals. I had planned on using a quartz of some kind, but after an enlightening chat with Roger Brown, one of the UK's most respected mystics and founder of Shaman's Crystal, I discovered gold sheen obsidian.

*It provides insight into our problems and is associated with vivid dreams.*

A few days later, I found myself unpacking a 95mm gold sheen obsidian sphere. As the light struck the stone, it felt like looking into a miniature universe. Beauty aside, was the universe willing to speak? As I read up about the properties of obsidian, I felt it offered everything I needed to get myself back on track following a tough year of self-doubts, death, loss, and periods of generally losing who I was both spiritually and mentally. It felt amazing and that evening, I found myself holding the sphere for several hours while watching Netflix.

The following evening, I placed it beside the bed. That night and each night for the next 12 days, I had the most incredible dreams - things about

my life, my past and completely random lucid experiences - I was actually looking forward to bed! The amazing thing is that, even with night-time bathroom visits, I was able to get back to the very last point of the dream on my return to bed.

Although I was drawn to crystals as a child and collected them, I didn't know much about cleansing and charging stones. I didn't fancy burying my beautiful sphere in the ground during the full moon, but I found my eyes drawn to the PolarAid disc that I keep on my coffee table. This was developed by a Serbian doctor based on research by Nikolai Tesla and other scientists and draws in universal energy which can then be used to stimulate healing in the body and mind. I felt draw to balance the disc on top of the obsidian sphere.

I instantly felt the energy where I sat change. Not sure about this, I asked my partner - without telling her anything - to swap seats with me. She said she felt a strange pressure in her head and that that bit of the room felt "different". We both experienced a physical sensation in the area with the disc and stone.

I consulted Roger to explain the dreams and he confirmed that obsidian is known to facilitate deep dreaming and can be very powerful for making you face things in dream.

I then spoke to PolarAid Health and excitedly told them what I discovered with their disc. I wanted to know if it could be used for charging crystals. They said that the disc's creator had had positive results using it in combination with crystals and that it supercharges the stones.

I feel that I have so much more to explore with this stone, but I am already grateful for what it has given me - a rekindling of my childhood love of crystals and the ability to deal with past trauma, some of which has already been released. ■



Jason's gold sheen obsidian sphere came from Roger Brown at Shaman's Crystal. You can find all sorts of crystals and metaphysical products at

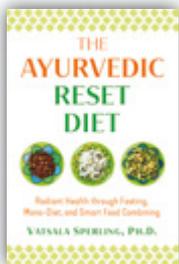
[www.shamanscrystal.co.uk](http://www.shamanscrystal.co.uk). You can discover more about the PolarAid disc at

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

# Winter Books

If you can find the time, pick up a book, relax and discover something new...

## The Ayurvedic Reset Diet



Vatsala Sperling has produced an accessible and practical guide to using Ayurvedic dietary techniques to get your digestive system back on track. 2020 led

many of us to eat badly, heading for sugary snacks, hitting the merlot a little too early, or being unable to pass the fridge without rustling up a snack. It takes a toll on our mood, skin, weight and overall health. If you want to be kinder to your gut microbiome this year, then opt for a full six-week or eight-week reboot, or start with the one-week plan. The book includes recipes, mindful eating advice and information about fasting, food-combining and mono-diets.

## From What Is to What If

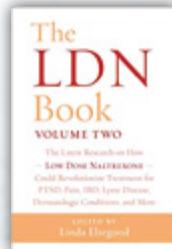


Few of us believe that this is the best of all possible worlds. There are many things, on both a grand scale and in smaller settings that we'd like to change. With climate change,

diminishing bio-diversity, pandemics, mental issues such as loneliness, anxiety and depression rates soaring, it's a wonder that anyone under 30 gets out of bed.

In this important book, author Rob Hopkins, founder of the international Transition Towns movement, explains why we need to change our patterns of thinking, taking a creative, positive approach to global problems and community issues before we are overwhelmed. For Hopkins, harnessing the power of human imagination is the only way to drive change for the better. It's a compelling and convincing argument.

## The LDN Book (Volume 2)

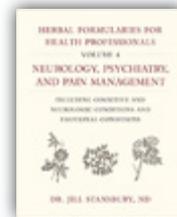


LDN is Low Dose Naltrexone, a cheap, generic drug which has shown positive results in helping those with Multiple Sclerosis manage the disease. Author Linda Elsegood, who

uses LDN therapy for her own MS, has assembled a convincing cohort of research papers and case studies that suggest LDN could be used to treat chronic pain, Lyme disease, skin conditions and even Parkinson's disease.

The previous volume of the LDN Book focussed on the drug's use in autoimmune and thyroid disorders as well as chronic fatigue. Naltrexone is prescribed in higher doses as an opioid receptor block, used to treat opioid addiction. Lower dose prescriptions are give off-label and taken daily.

## Herbal Formularies for Health Professionals



Herbal Formularies for Health Professionals is a volume four of a series of five reference manuals designed for medical herbalists,

naturopaths and allied health professionals. This volume provides herbal formulas for a spectrum of complaints that fall under the banner of neurology, psychiatry and pain management. As well as providing formulas, respected Naturopathic Doctor Dr. Jill Stansbury shares decades of clinical experience, research studies and explains how the selected herbs address the specific condition. Each well-organised chapter includes a materia medica section and the book would be of great use to both students and experienced herbalists. Previous volumes cover digestion and elimination; circulation and respiration and endocrinology and the reproductive systems. The final volume, covering immunology, orthopaedics, and otolaryngology, is due to be published later this year.

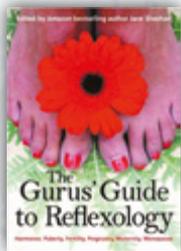
## The Message



This is a slim volume which aims to help readers discover their own path to self-realisation, reconnecting with the true self. Author

Julianna Lovett is on a mission to help us accept our authentic selves, heading towards self-empowerment and the freedom to be who we feel we were meant to be. Where it differs from most books in this territory is that it consists, in the main, of poetic passages that help us find deep personal insight and guidance on a personal journey.

### The Gurus' Guide to Reflexology



Editor and HTM columnist Jane Sheehan has brought together some of the leading minds in reflexology for the Gurus' Guide series. In this second volume, the focus

is on puberty, fertility, infertility, pregnancy, maternity and menopause. Individual contributions mean that areas can be explored in pleasing depth without repetition or overlap. The opening section deals with reflexology techniques, with the other about supporting the client or the practitioner.

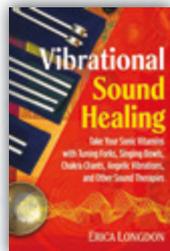
The contributions concerning balancing hormones and supporting the menopause are particularly strong and the chapters which deal with integrating reflexology with other modalities, such as acupuncture, TCM, aromatherapy and naturopathy were enlightening. Volume three is already in the planning stages and will focus on reflexology support for those with cancer.

### Vibrational Sound Healing

Erica Longdon – who has contributed an article to this issue – has produced a

guide to sound healing therapies that will inspire those new to the subject and more experienced practitioners alike. Sound healing is a growing modality that fits well with many other forms of holistic therapy, offering a significant USP. The book explores tools such as tuning forks, gongs, singing bowls, drumming, chakra chants and angelic vibrations, as well as providing simple sound exercises. One of the most interesting aspects is the discussion of the ways in which sound therapy triggers self-healing mechanisms and offers a non-invasive way to permeate every cell of the body with healing intentions.

It'd be an ideal buy for those interested in discovering more about this ancient form of healing before formal training, or those looking for a natural, non-invasive form of self-healing.



### Addiction Free Naturally



Addiction, whether it's to something considered merely unhealthy, such as overeating, excessive amounts of sugar or caffeine, or substances which have a more directly negative impact on both self and society, is a growing problem. Opioid addiction alone is now the leading cause of accidental death in the USA, accounting for 40,000 fatalities a year. Factor in the health and social devastation that can be caused by

addiction to alcohol, tobacco and other drugs and it's clear that there's a real need for a way of weaning ourselves off these harmful substances.

Brigitte Mars's book suggests ways of replacing the negative behaviour and habits that surround additions with more positive habits and a healthy approach. This includes designing a personal programme based on a wide programme of herbs, supplements, homeopathic remedies, flower essences, behavioural therapy, meditation and yoga, that support the clearing toxins and dealing with the associated depression, anxiety, fatigue and stress associated with withdrawal from an addictive substance. ■

**i** All titles can be ordered from your local bookshop, ordered directly from the publishers or purchased online.

**WORDS OF WISDOM...**

*Those who decide to use leisure as a means of mental development, who love good music, good books, good pictures, good plays, good company, good conversation - what are they? They are the happiest people in the world.*

**William Lyon Phelps**

# WHY YOU SHOULD SWITCH YOUR PROFESSIONAL ASSOCIATION MEMBERSHIP TO COMPLEMENTARY HEALTH PROFESSIONALS



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- access to benefits and support materials for your practice in the Member Login area of our website
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**Active Ingredients:** Echinaforce Echinacea Drops: Tincture of Echinacea purpurea herb and root. 1 ml (= 0.905g) of oral liquid contains: 806mg of tincture from fresh Echinacea purpurea (L) Moench herb (1:7.5-14.6) and 45mg of tincture from fresh Echinacea purpurea (L) Moench root (1:7.5-12.5). Also contains ethanol. **Echinaforce Echinacea tablets:** One tablet contains 380mg of extract (as dry extract) from fresh Echinacea purpurea (L) Moench herb (1:7.5-14.6) and 20mg of extract (as dry extract) from fresh Echinacea purpurea (L) Moench root (1:7.5-12.5). **Indications:** Traditional herbal remedy used for symptomatic relief of colds, influenza type infections and similar upper respiratory tract conditions. **Dosage and administration:** Echinaforce Echinacea Drops: Adults, elderly and children over 12 years: 15 drops (0.6ml) 2-3 times daily in a small amount of water. **Echinaforce Echinacea tablets:** Adults, elderly and children over 12 years: Two tablets 2 or 3 times daily. **Contraindications:** Hypersensitivity to active substance, plants of the Asteraceae (Compositae) family. Do not use in cases of progressive systemic disorders, autoimmune diseases, immunodeficiencies, immunosuppression, diseases of the white blood cell system and allergic diathesis. Patients with rare hereditary problems of galactose intolerance, the Lapp lactose deficiency or glucose-galactose malabsorption should not take this medicine. **Warnings and Precautions:** Not recommended for use in children under 12 years of age. Do not exceed stated dose. If symptoms worsen or high fever occurs during the use of this product or if symptoms persist for more than 10 days, a doctor or qualified healthcare practitioner should be consulted. There is a possible risk of anaphylactic reactions in atopic patients. Atopic patients should consult their doctor before using Echinacea. **Pregnancy and lactation:** Not recommended during pregnancy and lactation unless advised by a doctor. **Side effects:** See SPC for full details. Hypersensitivity reactions. Association with autoimmune diseases has been reported. Leucopenia may occur in long term use. The frequency is not known. **Legal category:** GSL. **Registration number:** Echinaforce Echinacea Drops: PL T3668/0002 Echinaforce Echinacea tablets: PL T3668/0001 **Registration holder:** A.Vogel Ltd, 2 Brewster Place, Irvine, Ayrshire KA11 5DD.RRP (ex VAT). **Echinaforce Echinacea Drops** £3.75 (15ml), £8.75 (50ml), £14.99 (100ml); **Echinaforce Echinacea Tablets** £4.16 (42 Tablets), £8.75 (120 tablets) **Date of Preparation:** Aug 2012 **(Updated:** Oct 2020).

## LIFEFORCE ORGANICS

# MAKING YOU NUTS FOR YOUR HEALTH

### → Activated Nuts & Seeds



Including nuts and seeds in your daily diet is vital to maintaining optimal health. Activated, raw nuts offer a fuller nutrient profile and due to not being roasted don't contain any trans-fats.

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### → Raw Nut Butters & Cacao Spreads



Amazingly tasty and nutritious, nut butters are a versatile addition to your kitchen cupboard. Add to sauces, dressings, your morning granola and on toast.

Our nut butters are made using 100% organic nuts from Italy of the finest quality. After activating, we gently stone grind to produce a super fine, silky smooth, nutritious and delicious nut butter.

# WHAT IS ACTIVATION?

We source the best quality organic nuts & seeds which we then soak in filtered water and sea salt for 12+ hours, gently prompting the nuts to germinate. This process is called '**activation**' and it triggers an innate enzymatic process which breaks down Phytic acid, the plants' defence system against predators.

Phytic acid is known to interfere with the body's absorption of macro and micro minerals (Zinc, Iron, Calcium etc.) and can irritate the protective lining of the digestive tract.

After the Activation process has been completed, the nut or seed is then dehydrated below 43°C - therefore maintaining it's raw enzymatic qualities - for our nut-butters and spreads the nut is then finely ground for up to 72 hours in a stone mill.

As our nuts and seeds have been pre-soaked and thoroughly rinsed several times before and after activation, the salt content is minimal and dust & dirt particles have been washed away, meaning they are cleaner than the average organic nuts found on the supermarket shelf.

They have also not been roasted, so do not contain any trans-fats due to heat damage. They are easier on the digestive system and lighter on the liver and gallbladder.



Produced by Lifeforce organics - N!LK is on a mission to revolutionise the plant based mylke industry, by eliminating the need for single use packaging and by providing a higher percentage of nutrition in one bottle.

100% certified organic, raw, activated almonds, stoneground and superfine, it's effortless to pour, or dip your teaspoon into. Nothing else is added, the natural oils released by stone grinding, provide a beautiful creamy consistency. All you need to do is add water and shake it in a bottle, froth it or steam it.

Holistic Therapist Magazine readers can enjoy an exclusive 15% discount from [lifeforceorganics.co.uk](http://lifeforceorganics.co.uk)

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# A BIT OF A BRAINWAVE

*Alison tries the NeoRhythm pulsed electromagnetic therapy headband to improve focus and relaxation...*

**S**o many of the things that determine our outlook and mental wellbeing go on in our heads that I found the technology and research behind the NeoRhythm fascinating. Studies suggest that even when the COVID virus has been contained, we'll be left facing an immense problem with mental health. Given the shortage of trained professionals and long NHS waiting lists for NLP or CBT, technology will increasingly play a role in helping us maintain our mental wellbeing.

We all have five different types of brain waves with different frequencies and rhythms. These brainwaves are produced by electrical pulses which allow neurons to communicate with each other. Thus, they underpin all our emotions, our behaviours and our thoughts. Higher frequency waves are associated with alertness and focus while lower frequencies are more common in relaxed, dreamlike or slow states.

Delta waves are generated during dream-free sleep and deep meditation. Theta waves are common in a sleep state or meditation, but are also underpin our liminal state. This is the borderland between being awake and asleep, as we nod off or are semi-awake.

Alpha waves are associated with the brain's resting state where we feel calm yet alert, receptive to learning and focus. Beta waves are the principle wave form picked up when we are in a normal, directed, state of consciousness, paying attention to something or problem solving.

Lastly, Gamma waves have been associated with higher stated of altruism, universal love and may modulate our consciousness and perceptions.

Just as we can use drugs, ritual or meditation to alter our brain function, so we can, using devices like the NeoRhythm, use pulsed electromagnetic therapy (PEMF) to train our brains into a pattern of brainwave behaviour that matches the desired state of being, whether that's focus and concentration, deep relaxation or meditation, sleep or pain management. It could be regarded as a way to reach the desired

mental state without years of practice. There are seven different programmes, each based on research studies. All you have to do is wear the lightweight padded headband for at

least thirty minutes a day. Up to three sessions a day are suggested and you'll need a fortnight before you start noticing results. Luckily the NeoRhythm doesn't get in the way of everyday activity. Once it's adjusted to your head, you won't really be aware of it at all. Since it doesn't make any noise, it's only the tiny green light or testing with the supplied magnet that reassures you on this point.

I found that it helped me in some unexpected ways. I don't have stress or anxiety and if sleeping became an Olympic sport, I'd be part of Team GB. I did find it useful when attempting meditation and creative tasks that required focus, particularly when I had to spend most of one weekend attempting to write forty lines of poetry for an Open University course. I think it improved my concentration, though it certainly won't turn you into Byron or Keats.

As you might expect, there are some contraindications for use.

If you have a pacemaker or some form of electronic or mechanical implant, including breast implants, then this is not for you. Similarly, those with epilepsy, Graves' disease, organ transplants, and those who are actively bleeding or under 18 should avoid the device.

If you're stressed out, have difficulty sleeping or concentrating or want to reach a deeper meditative state, then I think it's a much better solution than drugs. ■



You can find out more about the NeoRhythm at [www.newmedltd.co.uk](http://www.newmedltd.co.uk).

They often have special offers and purchase plans available.



# HELPING OUR YOUNG *people through this* PANDEMIC

*COVID has been disproportionately difficult for young people. Jade Saffer offers some insight into how we can help...*

**L**AST year and this, our world has been hit by a global pandemic that left devastation in its wake. We are trying to adjust to the new ways of living in order to eradicate the virus, whilst dealing with the fear of ourselves and others contracting it. It is having a profound effect it is having on the next generation of adults. The uncertainty we all feel about our health, education, jobs, finances and future is impossible to ignore. However, we must keep our strength and resolve for our young people as they have us to lean on for guidance and support getting through this pandemic.

Firstly, it is helpful for us to understand how our young people have been affected by the pandemic and lockdown. Mental health, morale and finding a job are amongst the most severely affected issues young people are suffering with as a result of the virus. It started in March, where lockdown was enforced; Schools, colleges and universities were closed and education felt stunted. Our freedom was taken away from us and families were made to live in one space, others were left to live alone. Whether being in constant close proximity to your family for days, weeks at a time or being confined to a lonely space on your own – one thing was for sure; we all suffered at one point.



Then exam season hit and students were told their grades would be based on prediction and past work. This shook all young people to the core, an outcry of protest ensued and changes were therefore made to make it fairer for students. This left young people in education feeling cheated and concerned for their future. The benefits of school, social life and a sense of structure and purpose was noticeably missed in their every-day lives. Morale was at an all-time low for everyone despite all the efforts to connect online and at a social distance.

As summer started to wind down and it looked like our world was slowly getting back to normal, restrictions were eased and people attempted to rebuild their lives, the cold hard fact remained – this world pandemic had taken such a toll on our economy and both adults and young people alike were left unemployed, made redundant or fruitlessly and endlessly searching for jobs. Again, this affected everyone, but for young people trying to make their mark in the world, this disruption left them feeling hopeless and helpless.

*The undercurrent of human resilience throughout this pandemic has subtly increased and it feels like a shift in thinking has started to occur*

Social lives seemed to be on the mend and schemes like 'Eat out to Help Out' helped bring us back together and reshape our economy – only for the dreaded 'second wave' to flood over us as quickly as it first hit. It felt like a kick in the teeth, not only were people dying, but morale was low, careers halted and finances diminished. Loved ones were being lost to something that took us all by surprise, knocking the wind out our sails. This second lockdown seemed to have undone all the effort people made to get back to some sort of normal. Something positive had occurred in the midst of all the chaos however; despite all this loss. People had realised their true, raw resilience and strength to get up and carry on.

The undercurrent of human resilience throughout this pandemic has subtly increased and it feels like a shift in thinking has started to occur. External things like status and wealth seemed of little importance when confined to the walls of your home. Family networks and good health became the focus of all our attention. It did not matter what car we owned or how many Instagram followers we had; what mattered was who we turned to when we felt lost or low – that became our new currency of wealth and success. These life lessons of what truly matters was forced upon us, possibly an unconscious shift that undoubtedly needed to happen in today's world. These lessons however can help shape the next generation and continue this shift in a positive direction to shape a better world.

Once we were given an opportunity to look up from our screens we noticed that there was an abundance of love that we could give and receive. We started to wave to strangers on our single hour of exercise each day, we initiated conversation with the lady at the till as that was possibly the only interaction we had. We considered the feelings of the vulnerable and elderly in ways that we never stopped to consider before. There was a whole world out there that we did not take the time to notice because of the fast-paced rat race we were a part of, whatever age we are.

There has been a great deal of pain caused by this pandemic, but equally there has been so many opportunities to grow, especially for young people. For the majority, it has been one relentless knock back after another, some sadly hitting their rock bottom. So much can be gained from difficult times. We learn that things are only temporary and that for what seems impossible to get through at the time – we can get through it. Spending time with the people we love and taking the time to look after ourselves mentally and physically is of the utmost importance. Leaving time for things like learning to play an instrument or how to make the perfect banana bread should be part of life with or without a

pandemic. All these lessons are so pivotal for our young people to learn.

The question of how we can help our young people through this pandemic seems clear; give support and guidance in moving on to the next stage of their lives whatever that point may be. Encourage playfulness and fun whenever possible. Help keep a sense of community or connection through whatever medium. Reinforce what is important in life and celebrate the freedom we are gifted with every day. Cultivate an 'attitude of gratitude' in your household, appreciate the small things that we forget to notice in the hustle and bustle of busy life. These things can all help our young people to flourish once again and thrive in their futures hopefully with less of a feeling of stress and anxiety that is currently so prevalent in today's world. ■



**JADE SAFFER** is a Holistic Teen Coach, providing individual

mentoring and therapy for young people aged 11-25. She also offers parental support and facilitates workshops in schools. Her vision is to provide each young person she works with a desire for personal and professional excellence through education, communication and therapy.

Jade can be contacted via her website [www.theholisticteencoach.com](https://www.theholisticteencoach.com) or call 07596 822957.

# Back

All the stuff we wanted to tell you about but didn't have room for elsewhere...

# PAGES



## FHT EXCELLENCE AWARD WINNERS

The FHT has announced the winners of their 2020 Excellence Awards showcasing the enterprising and innovative work being carried out by qualified complementary, holistic beauty and sports therapists in their communities, as well as those setting the bar in education. *Our congratulations to the winners.*



**FHT COMPLEMENTARY THERAPIST OF THE YEAR – Mary Atkinson, FFHT**

In recognition of the support she has provided thousands of people, across the world, by sharing live Story Massage sessions online throughout the pandemic.

**FHT GREEN THERAPY BUSINESS OF THE YEAR – Anne Bramley, MFHT,**

and Helen Saunders, MFHT For co-founding Wellbeing at Whistlewood, an initiative set in 10 acres of woodland, where guests can take part in a range of experiences and activities in the great outdoors, to help them connect with nature and improve their wellbeing.



**FHT BEAUTY THERAPIST OF THE YEAR – Stephanie Chaytor, MFHT**

In recognition of setting up two successful businesses – Karma Beauty and Karma Boutique - and for the support she has provided clients during the pandemic.



**FHT SPORTS THERAPIST OF THE YEAR – John Molyneux, MFHT**

For the telephone and online support he has provided mature clients to help them stay active throughout the pandemic, when he has been unable to see them in person.

**FHT LOCAL GROUP COORDINATOR OF THE YEAR – Tim Djossou, MFHT**

For excelling in his role as an FHT coordinator and organising a series of virtual meetings for his group members to learn about the connection between mental health and nutrition.

**FHT Student of the Year – Anya**

**Rae, MFHT** In recognition of her determination to overcome a number of personal challenges and return to education in order to share the benefits of complementary therapy with others.

**FHT TUTOR OF THE YEAR – Jennifer Young, MFHT**

For developing a free accredited infection control course to support professional therapists returning to work after the first lockdown.

Christopher Byrne, FHT's President, commented, "Every year, our judges are overwhelmed not just by the volume of entries we receive for the FHT Excellence Awards, but by the incredible stories behind each nomination, and how our members are helping to make a real difference to the lives of others."



## MEDITATION RETREAT PLANNED FOR FIFE

Fife Council has granted permission for a meditation retreat at Saline near Dunfermline. The retreat at Cherry



Tree Lodge will be expanded to a seven-bedroom group retreat with additional accommodation, new doors and windows and a converted outbuilding. Owner Mark Baugh explained, "External facilitators offer yoga, meditation, art and self-development courses as part of wellbeing tourism.

"We have an established event programme and receive excellent reviews from workshop participants. We promote the natural environment and the site is easily accessible for the Scottish Central Belt. "The increase from four to seven guest bedrooms will accommodate the anticipated demand for more single accommodation in the post-COVID era.

## TRY THIS... SELF HUGGING

Give yourself a big hug. A hug is one of the things most missed by many people and it's difficult when social distancing restrictions mean we can't hug friends or family. Lack of physical contact can lead to feelings of loneliness and anxiety, but giving yourself a hug can help. Studies show that a hug releases serotonin and reduced the level of cortisol, the stress hormone, making you feel calmer and happier.



## UNIVERSITY OF SUNDERLAND TO BUILD CADAVERIC CENTRE

Sunderland City Council has granted planning permission for a new cadaveric centre at the university's new School of Medicine. Currently students do not have access to bodies for dissection purposes, but learn through a blended approach of virtual dissection, digital and clinical imaging, portable ultrasound and living anatomy as well as using anatomical models.

Professor Debs Patton explained, "Digital resources are highly effective educational tools, but cannot reproduce the variability and complexity of the human body and for this reason, medical students and their educators consider cadaveric anatomy to be the gold standard for anatomy education.

"Most UK medical students will study cadaveric anatomy – in fact only a handful of UK medical schools do not offer cadaveric anatomy – but cadaveric provision for allied healthcare students is often limited. Our facility will offer cadaveric provision for our medical students and our allied healthcare students."



## CONGRATULATIONS

Congratulations to HTM columnist Magdalena Lorynska, who has now become Mrs Vonk. She has married Chris, her business partner and fellow practitioner, in a lockdown wedding ceremony.

## LIFE PRACTICE ACADEMY STUDENT AWARD WINNERS ANNOUNCED

The Life Practice Academy, founded by HTM columnist Mark Shields, has

announced the winners of the 2020 awards. The awards were given virtually this year. *The winners are as follows:*

**Chantal Dempsey** - Life Practice Academy Student of the Year Award 2020

**Rebecca Edmonds** - The NLP Coaching Company Student of the Year Award 2020 - at the face-to-face training school

**Sabahat Ahmed** - Rising Star of the Year award 2020

**Hayley Austin** - Clinic of the Year Award 2020

## GIVE IT A GO: MAKE A POTLI



The potli is a herbal poultice bag used in Ayurvedic massage.

They are also used in the traditional medicine systems of Indonesia, Laos and Thailand. Traditionally, potlis have been used to treat skin conditions, arthritis, muscle aches and inflammation, often dipped in warm oil and used to massage the affected areas. Alternatively, for a dry massage, the muslin cloth poultice bags are filled with Ayurvedic natural herbs, both fresh and dried, and heated up on griddles or pans. Dry potlis often include sand which retains heat for a long time.

The bags typically contain a blend of spices which are also used in Indian cookery. Powdered ginger or fenugreek, neem powder, cloves, cinnamon sticks, garlic powder and a range of other herbs are popular. Potlis are said to improve blood circulation, which reduces inflammation. Mustard and neem leaves help to detoxify the body and skin; turmeric and ginger help in purification; lemon and mint calm a headache; rice and rosemary boost blood circulation; cardamom and lavender settle the nerves; and aloe vera and onion reduce swelling and inflammation. Ashwagandha is used to improve sleep quality and reduce stress.

The chosen ingredients are bundled in a muslin cloth and tied up tightly, leaving a knot of cloth at the top by which to hold it. For a dry massage, the potli is dipped in sand or an herbal powder and warm oil for a wet massage.

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