

Holistic

Therapist Magazine

OCT/NOV/DEC 2017

ISSUE 24

£6.00

Technique:
*Discover
naturopathy*

**Turning old
clients into
new clients**

*Be your
own brand*

**Sweet
dreams,
creative minds
and so much
more...**



AN OFFICIAL SPONSOR

BUILD THE LIFE YOU WANT

*Working out what you want from
your business and your life*



Foreword

Summer News from Complementary Health Professionals



Welcome to the Autumn 2017 Newsletter! We hope you've all had a great summer and are looking forward to the rest of the year renewed and refreshed from your holidays. We've had a very busy start to this quarter with lots of new members joining us having graduated in their first therapy, supporting Holistic Therapist Magazine at Olympia Beauty and of course our Annual Conference. All of this led us to thinking about how to promote your therapy business and the changes we have seen in the last 10 years, so this newsletter is dedicated to exactly that – we hope you enjoy reading our top tips and look forward to hearing about your experiences of trying a new way to attract more clients.

Marketing Your Natural Health Business

Facebook, Instagram, Youtube, Pinterest, Twitter, Google+, LinkedIn; did you know there are over 3 billion active social media users in the world? It seems like the list of social media platforms is endless and it is probably this that puts a lot of self-employed therapists off dipping their toes in this marketing whirlpool for fear of getting sucked

in. It is relatively easy to lose hours at a time scrolling through posts, watching, liking, loving and sharing not to mention creating your own content. Is it necessary and does it actually bring clients through your clinic door? We think it is and it does, but if you haven't already engaged in social media for your business then of course it can seem daunting. Here are some tips to help you overcome your feelings of overwhelm:

1 Facebook (FB) is top of the pops having announced over the summer that it has now exceeded 2 billion active monthly users. It is therefore a fair bet that most of your current and potential therapy clients will have a FB profile. If you already have your own page you need to decide whether to set up a separate page for your business, or share your personal page more publicly. There are advantages and disadvantages to both including privacy issues and creating a professional image. The most important thing to remember is that authenticity builds trust and relationships.

2 Sharing some of your personal life is important to enable someone to understand who you are and if they would feel comfortable with you. Think of it like this, when you are treating a client whom you've known for a while what topics of conversation are natural and familiar to you both? For us it would be our children, pets, hobbies, visits to the theatre or cinema, holidays – you get the picture.

3 A consistent approach is key to success with social media marketing, particularly FB. It takes between 7-10 interactions for someone to buy something from someone via social media and

remember that is the number of times they see one of your posts, not the number of posts you have put out there. It is a good idea to have a weekly plan for your business-related posts, so that you aren't trying to create content on the move and you are putting forward a consistent message. This will help build trust more quickly. There are so many health-related topics to choose from once you get started we know you'll find it hard to stop!

4 How many posts are enough? The marketing gurus tell us you should aim for 15 posts per week, broken down into 10 about you, 4 related to your therapy business and 1 direct sales message/call to action. This means you should aim for 3 posts per day over a 5 day period. But it doesn't mean you shouldn't post anything at the weekends as these are often popular days for people to interact more with social media. You should also spread out the timing of your posts and not put all three up at once.

5 Pictures get you more likes and comments which equal more followers! Learn how to take good photos using your phone camera. This can be a good way of sharing a bit about you – pets are great for this as are plants, flowers and food.

What about printed materials? A question we often get asked by members is whether we produce any CHP leaflets that they could use to promote their business. There is a template on the members section of the website but there are very few instances when it may be the best use of what is usually a very small marketing budget and your precious time.



continued...



Of greater importance is a business card which can double as an appointment card, a pricelist which can double as a small poster and gift vouchers. The pricelist and gift vouchers can easily be prepared and printed on your home computer. It is worth getting business cards professionally printed; there are many print companies online that offer design your own services which are relatively easy to use.

Do you need a website for your business? This possibly depends on the type of clients you want to attract and where you practice from. It is certainly true that corporate clients are more likely to contact you via your website than any other form of communication except direct introduction from another client. If you have your own clinic, sell products or make your own range of products then almost certainly this is a must. The bottom line is, a website makes it easier for people to find your contact details and is helpful to support word of mouth recommendations. It's also another way people can find out about you and the treatments you offer to help them decide whether they would like to

book an appointment with you.

Word of mouth is still the number one method for attracting clients in this business and you have probably tried incentives in the past to encourage your current clients to recommend you to their friends and family. Initially this often very successful, but after a while the tendency is to stop asking for referrals in fear of seeming desperate for more business. So how can you leverage your current client list to create more clients? Through workshops and presentations! Think of a topic that you could run a 90 minute workshop on for your clients that would interest them. Charge a small fee and ask them to bring someone with them. Make sure the timing is convenient for your client group. For example, if your target client group is parents of primary school children then a workshop just after the morning school run with the promise of a coffee included in the price is likely to be well-attended. Always give them something to take away either a product or perhaps discount voucher to be used on their first treatment with you. Let them know that you are available to give talks to local groups and find out what other topics they would like to learn more about for future workshops.

Those of you who attended the Annual Conference will already know that we have added a new course to our CPD list: **Teaching Complementary Therapies**. This course is aimed at anyone who wants to teach any length of course, from a short workshop right up to a full professional diploma. You will learn more about how to prepare presentations, lectures, workshops

and demonstrations together with communication techniques and managing your students experience. Full details are available on our website.

Member News: Congratulations to Louisa Pini on being a finalist in the Therapist of the Year Category at the Holistic Business Awards given out in the Nutrition and Wellness zone of Olympia Beauty at the beginning of October. You may remember that she was our CAM Business of the year winner at our conference last year, so it just shows what can be achieved through hard work and dedication. Check out Louisa's business at www.justbenatural.co.uk to see how she does it.

And finally, we are thinking about **CPD workshops for 2018** and really want to hear from you with any requests and ideas. We know it is difficult to commit to taking time off to attend courses, so we'd also like to know your thoughts about online theory modules as well as participating in video conference sessions. Please do email us with your views and watch out for an online survey coming out at the end of this month.





FHT



professional[™]
standards
authority

accredited register

Support, education and insurance, created by therapists, for therapists

The Federation of Holistic Therapists (FHT) is the leading professional association for therapists in the UK and Ireland.

As well as providing ongoing support to our members, we hold the largest register for complementary healthcare therapists, which has been independently accredited by the Professional Standards Authority, a body accountable to Parliament. FHT members who meet our criteria are listed on this Accredited Register, at no additional cost.

Whether you are an established therapist or just starting out in your career, we're here to help you.

**FOR FURTHER DETAILS
PLEASE CALL +44 (0)23 8062 4350
OR VISIT WWW.FHT.ORG.UK**

MEMBERSHIP & INSURANCE

THERAPY MAGAZINE

ACCREDITED TRAINING

Zephorium

SOUL TONIC

Zephorium Energy Healing Training

Over 10 months - 1 day per month
Starts Feb 2018 - Fully Accredited



MADE BY THERAPISTS...FOR THERAPISTS!

100% Pure vegan aromatherapy products with homeopathic crystal vibration and positive affirmations on each chakra bottle. Linking mental, emotional and physical well-being to enhance your therapies. Our top selling Aura Sprays, Body Oils, Body Lotion, Rollerball Perfumes, Pure Coconut Candles and Face Serums enhance any therapy with their heavenly aromatherapy allowing your clients to continue to anchor and enhance your work between treatments.

SPECIAL OFFER - THERAPIST STARTER PACK

Only £199 + VAT

Retail value over £600, including a product training day with founder Sarah Cox

Stockists get 40-60% off retail

PRE-BLENDED BODY/MASSAGE OILS

Our award winning Professional 500ml bottles

Only £27 in our 8 signature scent blends of Rose, Lavender, Frankincense, Ylang Ylang, Grapefruit, Orange, Jasmine or Neroli.



Our Chakra Aura Sprays are cherished by all our Therapists, many use the Indigo/ Frankincense aura spray as a powerful room cleanser in-between clients to shift energy!

Contact us now for your free sample pack and for more information on becoming a stockist
01730 858150 - wholesale@zephorium.com - www.zephorium.com

Never tested on animals

100% Vegan

Hand blended in the UK



ANTIPODES®

Skin-Brightening *Duo*



Manuka Honey Light Day Cream

Manuka Honey Eye Cream

Available from Whole Foods, Planet Organic, John Bell & Croyden and leading health stores nationwide.

Contents

BUSINESS

- 7 **Editor's Letter**
- 8 **Meet the contributors**
- 9 **Business News**
- 12 **CAM Coach**
Mark Shields on how to build the life you want
- 14 **Marketing: Turning old clients into new clients**
Ex-clients are worth revisiting



- 15 **Sales ideas**
How to boost your business this autumn
- 16 **Hypnotherapy for dementia**
Dr Dan Nightingale shares his work
- 19 **Case study: Positioning your brand for the luxury market**
Shared Beauty Secrets' Claire Anderson shares how it's done
- 20 **Working out what you want**
Sort out your life and business goals



- 22 **Special feature: Understanding cannabis**
Elizabeth Ashley on the opportunities cannabis holds for holistic therapy
- 26 **Get your career off to a flying start**
The CNHC's Michael Watson believes registration is the way
- 27 **New Frontiers**
Our roundup of the latest research

- 28 **To regulate the profession or not?**
Leyla El Moudden presents the argument
- 30 **Equipping your therapy space**
Jason Firmager offers ideas for starting out
- 32 **Rise of the Robots**
Could robots take your job?
- 34 **Technique: Naturopathy**
Learn more about this integrative approach to health
- 36 **Feeling frazzled?**
Jane Sheehan explains how to recover
- 38 **Attracting the younger client**
Jade Saffer's offers some insight
- 39 **FHT – Gut feelings and gratitude**
The Federation of Holistic Therapists' Mary Dagleish on giving thanks
- 41 **Journeys: Hannah Smith**
Meet a therapist with big ambitions
- 42 **Bookshelf**
Our favourite new releases for autumn

YOU & YOUR HEALTH

- 44 **External use only**
The CHP counsel against the internal use of essential oils
- 45 **Eyes right**
Peter van Hogerhuis on supplementation for AMD prevention
- 46 **Focus on: After trauma support**
Jane Lawson discusses holistic therapy in the wake of Grenfell



- 48 **Focus on: Running a retreat**
The Yoga Wellness Company share their secrets

- 50 **The power of the creative mind**
Jacquelyne Morison shows you how to help clients



- 51 **Curses!**
Pravera shares their thoughts on menstruation products
- 52 **Sweet dreams**
Ed Joy on the power of valerian
- 55 **Meet the Maker**
Toby Angel of Sacred Stones
- 56 **Recipes from the herbalist's kitchen**
Rustle up something good for dinner
- 58 **Autumn skincare**
Liz Badger's beauty ideas for fall
- 59 **Oooh! That's new...**
A selection of new ideas for the season
- 62 **Illness and the internet**
Jackie Buchan explores cyberchodria and mass hysteria
- 64 **Editor's Fix: Straight to the point of pain**
Alison adores microcurrent point stimulation
- 65 **Nucleotides**
Rachel Hoyle introduces the building blocks of protein
- 66 **Case Study: Teaching abroad**
Celia Stewart on leading workshops in Russia
- 72 **Naturally Gifted**
Our guide to the most interesting Christmas gifts
- 75 **Editor's six**
Meet Richard Blackwell, Principle of the Northern College of Acupuncture
- 76 **Back Pages**
All the bits we couldn't fit in elsewhere

Accredited Training in Clinical Hypnotherapy with The Kent College of Hypnotherapy



**Providing specialist training in Hypnotherapy,
Courses also available in NLP, CBT, Life Coaching,
Past Life Regression.**

No previous experience is required
Sit in on a Taster day
Training is with 10 or less students in an informal
atmosphere.

Therapist in a different field?
Add on tools available and additional accreditation

Venue: Near Maidstone, Kent.



Pat Whitson

Call 01732846374 or email patwhitson@uwclub.net
www.kentcollegeofhypnotherapy.co.uk

Managing Director

Jason Firmager

jay@holistictherapistmagazine.com

Art Director

Richard Hejsak

richard@holistictherapistmagazine.com

Managing Editor

Alison Daniels

alison@holistictherapistmagazine.com

Sales Team

+44 (0)1795 479 957

sales@holistictherapistmagazine.com



NOT YET A SUBSCRIBER?

www.holistictherapistmagazine.com/subscriptions

alternatively email us on:

subscriptions@holistictherapistmagazine.com

HolisticTherapistMagazine.com



[Twitter.com/HolisticTMag](https://twitter.com/HolisticTMag)



facebook.com/HolisticTMag

Proud supporter of Breakthrough Breast Cancer GO PINK. RAISE MONEY. SAVE LIVES. Breakthrough.org.uk



Holistic Therapist Magazine is published quarterly (four times per annum) by Media Edge London Ltd. No part of Holistic Therapist Magazine may be reproduced, stored in a retrieval system or transmitted in any form without permission. Views expressed in the magazine are not necessarily those of Media Edge London Ltd. During printing, images may be subject to a 15% variation. © Copyright belongs to Media Edge London Ltd. All rights reserved. Please either keep this magazine for future reference, pass it on for somebody else to read, or recycle.

Editor's Letter



Hello again,

Setbacks. We all suffer them from time to time and it's tempting give up, put on some pyjamas and live entirely on Cadbury's Flakes dipped in Nutella. It's how we respond to setbacks that determine our eventual success. As some of you know, my hobby is making jewellery. I recently completed almost 70 pieces in silver, many set with gemstones, for an Open Studios event.

I made one sale on day one and none at all on day two. People loved the work, but my sales hadn't even covered the entry fees. You probably know the feeling. As I came home in the car, I considered giving up making altogether. Maybe I wasn't good enough. I got home, reached for the Nutella and then I thought, drat it! I'm not letting this get to me. I need to find a better way of reaching my target audience."

Over the next couple of days, I contacted my local camera club to see if anyone would swap photography skills for some earrings or cufflinks and I started the process of getting a shop on Etsy. I contacted a specialist auction house about selling pieces through them, since they have access to a wide pool of collectors and take a lower commission than a gallery. It's too early to know if this will work, but I feel better for having made a plan and taken action.

It's a theme that runs through this issue. It's about working out what you want from your life and how to achieve this. We've put together some amazing articles to help you. Jane Lawson's piece on how she brought together a group of holistic therapists is particularly inspiring, while Elizabeth Ashley's guide to cannabis in holistic therapy will open your eyes to what will become a huge new industry in the next few years. You'll find everything from robots to burial mounds, ideas for Christmas to electro-acupuncture, naturopathy to equipment for your therapy space.



We've packed a lot in. Enjoy the magazine!

Love,

Alison x

MANAGING EDITOR

Contributors



MARK SHIELDS
www.lifepractice.co.uk



ELIZABETH ASHLEY
www.thesecrethealer.co.uk



JADE SAFFER
theholisticteencoach.com



JANE SHEEHAN
www.footreading.com



MICHAEL WATSON
www.cnhc.org.uk



ED JOY
www.bionutri.co.uk



LIZ BADGER
www.face-the-world.co.uk



PETER VAN HOGERHUIS
www.springfieldnutra.com



JACKIE BUCHAN



CLAIRE ANDERSON
www.sharedbeautysecrets.com



LEYLA EL MOUDDEN
www.theanp.co.uk



STEPHEN LANGLEY
www.theanp.co.uk



CAROLE PREEN
www.complementaryhealthprofessionals.co.uk



JANE LAWSON
www.complementarysupportteams.uk



CELIA STEWART
www.bathholistic.co.uk



RICHARD BLACKWELL
www.chinese-medicine.co.uk

OTHER ISSUE 24 CONTRIBUTORS AND PEOPLE WE'D LIKE TO THANK

FHT, CHP, HANNAH SMITH, TOBY ANGEL, THE YOGA WELLNESS COMPANY, JACQUELYNE MORISON, PRAVERA, RACHEL HOYLE, THE JUDGES OF THE HOLISTIC BUSINESS AWARDS, THE ORGANISERS AT OLYMPIA BEAUTY, AND EVERYONE ELSE WHO HELPED OUT BEHIND THE SCENES ON THIS ISSUE.

COMPLEMENTARY MEDICINE CENTRE CLOSED DUE TO RENT RISE OF OVER 400%

Newspaper reports suggest that The Complementary Medicine Centre in Eye, has closed after 17 years at Hartismere Hospital. The Centre is said to have been forced out as NHS Property Services sought to increase their rent by over 400%. The therapists at the centre plan to continue their work locally. The centre wrote to clients saying, "Our therapists will continue to work locally and will be letting you know where you can find them. We will do our utmost to ensure the transition goes as smoothly as possible. Details will also be on our website www.compmed.co.uk and our Facebook page. These, together with our email address info@compmed.co.uk, will

continue throughout next year. "It is your presence and support over the last 17 years at Hartismere that has made it all worthwhile. We have loved being here."

A spokesperson for NHS Property Services added, "The Complementary Medicine Centre has occupied space at the hospital under the favourable terms of a five-year lease agreed with the former primary care trust in 2012. "We have tried to agree a new lease with the business, based on a market rent for the space and a contribution towards the costs of the shared areas of the hospital. We also explored options for alternative accommodation but were unable to find anything suitable."

TRY THIS... FENNEL



Fennel has long been known for its health benefits for a variety of issues, including digestion and pre-menstrual symptoms.

A new study confirms that it is also effective in the management of post-menopause symptoms such as hot flashes, sleeplessness, vaginal dryness, and anxiety, without serious side effects. Try fennel tea or use the fresh herb in recipes involving apples, beets, butter, cheese, chicken, cream, fish, garlic, lemon, mussels, olive, orange, sausage, potatoes, thyme or tomatoes. Fennel's mild aniseed flavour complements them all.

GOING UP

Kale and spinach

These leafy green vegetables have the highest amounts of lutein of any foodstuffs. New research from Sweden suggests that the carotenoid lutein can suppress long-term inflammation in patients with coronary artery disease. Previous studies have shown that the levels of carotenoids are inversely correlated with inflammation markers.



A meaningful life

Having a purpose in life means you are more likely to sleep better at night with less sleep apnea and restless leg syndrome, reports a new study. Cultivating a purpose in life could be drug-free strategy to improve sleep, scientists said. The study participants were older adults but researchers believed the findings may be generally applicable



Kissing it better

A chemical in saliva promotes blood vessel formation, cell adhesion and migration, causing wounds to heal more quickly. This could explain why mouth wounds heal more quickly than those in other parts of the body and why animals and children often lick their wounds. Worth a shot?



GOING DOWN

Intuition

Psychology researchers at the University of Kent have found that people who described themselves as intuitive did not perform better and had no superior grasp of the rules of specially designed tasks than people who did not think of themselves as intuitive. Nine out of ten times someone with high levels of confidence in his or her intuition would have not performed any better than someone with low levels of confidence.



Exercise inducements

People who were paid to go to the gym were no more likely to show up than those who went unrewarded. Only 21% of those in the USA get the minimum recommended amount of exercise each week. Even with a small cash incentive, new gym members averaged one session a week, rather than the three or more they anticipated. Interestingly, the researchers concluded, "Focusing on people when they're ready to make a change may be misguided. Maybe the internal motivation that gets a person to start a gym membership is unrelated to what drives them to earn financial incentives. What's clear was there was no complementarity in lumping these two motivations together."



Air Pollution

The UK Government has made a commitment to banning new petrol and diesel cars from UK roads from 2040. One of the benefits of cutting fossil fuel consumption is lowering air pollution. A new study in Ecological Indicators shows that, on average, an increase in pollution particles in the air of 10 micrograms per cubic meter cuts victims' life expectancy by 9-11 years -- more than previously thought.

CANCER: SOLE USE OF ALTERNATIVE THERAPY LOWERS SURVIVAL RISK

While there is an increasing body of evidence that using holistic therapies can ease some side effects of certain cancers and the side-effects of chemo and radiotherapy. Until now, little research has been published about the outcomes of those who forego conventional treatment in favour of holistic treatment alone. A new study shows that those who choose to receive alternative therapy as treatment for curable cancers rather than conventional treatment have a higher risk of death. The study was conducted by researchers from the Cancer Outcomes, Public Policy and Effectiveness Research (COPPER) Center at Yale School of Medicine and Yale Cancer Center.

"We became interested in this topic after seeing too many patients present in our clinics with advanced cancers that were treated with ineffective and unproven alternative therapies alone," said the study's senior author, Dr. James B. Yu,

associate professor of therapeutic radiology at Yale Cancer Center.

The researchers studied patients diagnosed from 2004 to 2013. By collecting the outcomes of patients who received alternative medicine instead of chemotherapy, surgery, and/or radiation, they found a greater risk of death. This finding persisted for patients with breast, lung, and colorectal cancer. The researchers concluded that patients who chose treatment with alternative medicine were more likely to die and urged for greater scrutiny of the use of alternative medicine for the initial treatment of cancer.



NEW PARTNERSHIP PROMISES ONLINE MASSAGE AND BUSINESS TRAINING

Spa Business Education, has partnered with massage training experts Massage Around The World to meet education and training requirements for the global spa industry. Spa Business Education's online courses, cover all areas of practical business management in the spa industry including



leadership, marketing, PR, HR and finance. Massage Around The World's online and on-site courses cover a complete range of massage techniques, from

Ayurvedic, Tibetan and Thai techniques to more conventional modalities such as Swedish Massage and Physical Therapy.

WORDS OF WISDOM...

If someone wishes for good health, one must first ask oneself if he is ready to do away with the reasons for his illness. Only then is it possible to help him.

Hippocrates

NEW RELIEF FOR MIGRAINES?

The application of gentle cooling and warming currents inside the ear canal can provide relief for migraine sufferers, new research at the University of Kent has helped show.

A technique known as caloric vestibular stimulation (CVS) activates the balance organs which are believed to alter activity in the area of the brain, known as the brainstem, associated with the onset of migraine headaches. During the randomised, double-blinded, placebo-controlled trial, subjects self-administered caloric vestibular stimulation daily for 20 minutes over a period of three months. The thermal currents were delivered



by aluminium earpieces seated within padded headphones, powered and controlled by a small, hand-held device. The treatment reduced the number of migraine days per month by 3.6 days as well as reported headache pain and the consequent need for prescription medications.

Enjoy a yearly subscription to our magazine for just **£24!**

holistictherapistmagazine.com/subscriptions

AUSTRALIAN DOCTORS SLAM COMPLEMENTARY MEDICINE SALES THROUGH COMMUNITY PHARMACIES

The availability of complementary medicines in Australia has come under attack from the RACGP, which represents over 90% of doctors in Australia. Dr Bastian Seidel, RACGP president, said, "When it comes to complementary medicines and homeopathy we would argue that taxpayers' money should only be used to support access to evidence based medicines. The option presented in the interim report to move non-evidence based complementary and alternative medicines to a separate area in a pharmacy simply isn't enough to protect patients from being recommended unnecessary medicines. We would argue that supplements that are not supported by high-quality evidence should not be sold from the same location as evidence based, taxpayer-subsidised medicine".



If the recommendations are accepted, patients may be required to go to both a pharmacist and a retail chemist to obtain medications. The RACGP submission also criticises the growing practice of community pharmacies providing services such as health screening and the ordering and interpreting of tests, saying, "It is inappropriate for pharmacists to conduct these medical services."

TAI CHI REDUCES FALLS IN OLDER ADULTS

Those hoping for a healthy old age, should take up Tai Chi. An analysis of published studies indicates that tai chi may help reduce the number of falls in both the older adult population and at-risk adults by 43% compared to other forms of intervention. Falls are a primary cause of death in older adults as well as resulting in injuries such as fractures, sprains and a resultant loss of confidence. Previous research has shown that tai chi is an effective exercise to improve balance control and flexibility in older individuals, but this work, published

in the Journal of the American Geriatrics Society, suggests that Tai Chi offers a simple and holistic way to prevent injuries.



DIARY DATES



11th November - Rudolf Steiner House, 35 Park

Road, Baker Street, London, NW1 6XT | *Tickets £40 – £140*

LEVEL 1 FOUNDATION CERTIFICATE IN SOUND HEALING

18th November - 2 weekends over 2 months. SENSE, Tenbury Wells, WR15 8AA | *Tickets £77*

DATES FOR YOUR DIARY

A selection of interesting and informative events from round the UK. Tickets and further details for all listed events are available from Eventbrite.co.uk unless otherwise noted.

OCTOBER

CHRONIC PAIN - THE ROLE OF EMOTIONS CONFERENCE 2017

15th October - The Royal Society of Medicine, London, W1G 0AE | *Tickets from £160 – £195*

THE MAGIC OF MEDICINE: FAITH AND HEALING - A HISTORY: WALKING TOUR

19th October - Royal College of Physicians Museum, London, NW1 4LE | *Tickets £10*

MOVEMENT MEDICINE: EMOTIONAL BODIES - HONOURING THE ANIMAL

28th October - The Old Chapel, Steiner Academy Bristol, Fishponds, BS16 2JP | *Tickets £21.83 – £34.57*

NOVEMBER

6TH BRITISH CONGRESS ON MEDICINE AND SPIRITUALITY

DECEMBER

REIKI 1: PEOPLE AND DOGS

9-10th December - Teckels Animal Sanctuaries and Boarding, Bristol Road, Whitminster, Gloucester, GL2 7LU | *Tickets £170.51*

NEW YEAR'S EVE BEGINNERS YOGA AND MEDITATION RETREAT

30th December - Five Elements Retreat, Silverwell, Truro | *Tickets £485 – £560*



NOT YET A SUBSCRIBER?
holistictherapistmagazine.com/
product-category/subscriptions



HOW TO UNLOCK YOUR POTENTIAL

and get what you want

FROM LIFE

We're all different, so, naturally, we want different things from our lives. **Mark Shields** believes that, with the right tools, all of us can unlock our potential and achieve our desires...

WE are all motivated by different things. It shows in our approach to life, in our behaviour, success and failure. I'm a firm believer that we all are born with the same potential. Some of my most successful clients dropped out of school with minimal qualifications. What they had was a huge appetite for 'something'. This 'something' is called entrepreneurial flare, the foundations of which are built in confidence, self-belief and personal drive. I believe true success requires an equal balance of competence and confidence. Fortunately, we can learn success strategies from the successful people that surround us. This is a technique called modelling.

It all sounds very simple when you put it like that, doesn't it? So why do we make it so much more complicated? We need to understand the role of self motivation and how this applies to our roles, lives and ultimately our overall sense of self and happiness.

MODELLING

Modeling is the process of re-creating excellence. We can model any achievement or human behaviour by copying and mastering the skills, beliefs, thought processes and physiology that underlie that skill or behaviour. That being said, even with proven success strategies at our fingertips, some people will not have the will, interest, energy or desire to take the action required to get the most out of their life and unlock their full potential.



1. Those that are happy with life and have no desire to change. These represent 2% of the population.

2. Those that talk a good game, but run what I call 'negative programs' and never follow through on new ideas or follow through by taking action. These people are often very vocal but sadly will never change. These people represent 50% of us.

3. Those that have the desire to change but are limited in their ability to take action because they are plagued with limiting beliefs, fear or other blockages.

4. Those that want to change and make the best out of life and their careers but simply don't know how.

If you fall into categories 3 or 4, then you can change, even if you feel restricted by limiting beliefs or personal blockages. We need to understand the importance of influencers in any plan for change. For many of us, the two biggest relationships in our lives are the relationship with our partner and with our boss. Yes, our boss. This means that when we set down our goals and plan for change, it is important to include life and career or business goals as they are fundamentally intertwined.

So if you are struggling to move forward, make a change and take action. Coming out of your comfort zone can sometimes be difficult so it helps to understand the change cycle shown below before committing yourself to setting goals and taking action try following the 5 step Coaching Plan illustrated below.

THE CHANGE CYCLE

Be willing to feel pain and take responsibility for your feelings, actions and results.

Feelings send us unconscious signals when we think, feel and take action. The biggest feeling we experience when trying something new is fear. We are all afraid of what we don't know. 90% of people don't take action because fear stops them. Here's how to avoid being in that 90%:

Step 1 is mindfully understanding your feelings and how they influence your thought and subsequent behaviour. Accepting and taking full responsibility

for your feelings directly influences your behaviour and is the first step in the change cycle.

Embracing all feelings, moving toward your feelings rather than away from them. Move into the intent to learn. Accept you want and need to change

We move away from pain and towards pleasure on a very deep subconscious level. We feel uncomfortable when we find ourselves in new or difficult situations and find it difficult to move forward.

Step 2 is where we make our decision to change and find the appropriate learning arena that will give us the knowledge to facilitate that change.

Step 3 is a deep and compassionate process of exploration — of learning about your beliefs and behaviour that may be driving the fear. Be prepared to explore different causes and change your outlook.

Step 4 Be prepared to feel the pain of change. This step is understanding the emotions and feelings you are going to experience associated with that change. By coming out of your comfort zone and forging new outcomes and achievements in your life you have to accept you are going to feel an element of fear and anxiety. Fear is the main cause of procrastination and often stops people taking action. It is perfectly ok to feel overwhelming emotion, anxiety, or even panic. Over time, you will build the courage and confidence to move forward through the fear. Mindfulness, meditation or hypnosis can help you overcome this fear. It's okay to get help. Your overall objective is to break the habit and move past the fear.

Step 5 Take the action learned in step four and adopt a robust evaluation process.

COACHING YOURSELF TO SUCCESS

A professional coaching plan follows this framework, but you can also coach yourself to success by using it.

Step 1 Eradicate any blockages or limiting beliefs you have.

Step 2 Work to establish a vision for the short, medium and long term. Short term is 12 months, Medium term is 3 years and long term



is 3 years plus. This vision needs to be outcome focused and include all the people in your life and the impact it will have on both you and them.

Step 3 Establish a set of five or fewer goals that will deliver your vision and ensure these goals represent your vision objectively. They must be realistic and measurable with a regular review process built in.

Step 4 Ensure you establish a robust set of actions to deliver your goals. Again a maximum of 5 actions per goal, flexible and focused to ensure you achieve progress in the beginning and gain momentum as quickly as possible.

Step 5 Build in a robust review process and review your progress regularly, at least once a month. Don't be afraid to be bold when reviewing and adjusting your goals and actions.

Remember small nudges, even minor improvements, often contribute to much larger success achieved overall as the plan plays out. Review your plan and be as flexible as you can possibly be. Remember the more flexible you can be the more control you subsequently have and ultimately the more opportunities will present themselves to you.



For any questions on this article or to talk to Mark Shields direct call or email his team on 01462

431112 or info@thecamcoach.com

TURNING OLD CLIENTS *into additional* revenue

Getting in touch with old clients can bring in new business...

IT'S easy to think that once a client has finished their sessions that they won't need you again. Yet, persuading lapsed clients to return can be one of the most cost effective ways of generating new revenues.

Firstly, you'll need to go through your customer database, or client list and pull out all the clients who you haven't seen for some time. Discard any clients you know have left the area and eliminate any clients that you'd rather not see again.

Now, you'll need to revisit why they came to see you in the first place and think about any secondary issues, lifestyle concerns or life stage issues they may face. It's good if you can pull out three or four common issues that most of the list experience – examples might include back or muscular pain, IBS, stress, hormone imbalance, emotional issues or weight control. Depending on the therapies you offer, you can then design a series of added value packages that might suit different groups of lapsed clients. It's also important to consider how much time you have available in your schedule to treat additional clients. Perhaps contacting a few clients a time until your spare capacity is filled is better than a mass communication then having no spare spaces to offer.

When it comes to timing, take a lesson from slimming clubs. They advertise heavily from December 28th onwards to capitalise on the rise in people making resolutions to lose weight in January. They also know that on average,

those who join a slimming club will gain weight after they leave and as a result will join a further three times. That's why they can offer inducements like free memberships and free first sessions. Think about when your lapsed customers are likely to need and want to buy your services. Perhaps you could design a pre-Christmas de-stress package, or a six week weight loss nutritional consultation? Could any teachers on your list benefit from a term-time massage or reflexology treatment? Perhaps other staff at their school might benefit too? If you work on the beauty side, maybe it's a top to toe party pamper package to get ready for the festive season? Perhaps you could team up with other therapists to offer a multi-disciplined approach to your combined lapsed customer lists?

Let your lapsed know about any new therapies you offer and why these might be useful for them. Maybe there are additional places you now practice from or extended hours? Perhaps you offer coaching sessions and can now do these over Skype? Think about how you can make it easier for lapsed clients to return. This might well include a financial incentive like a discount or buy five, get one free package. Be sure to design something that appeals.

Finally, you need to communicate your message to your target list. Depending in how big your list is, this might be done by e-mail, using a service such as MailChimp, or by enclosing a printed voucher with a personally hand-written note. If you decide to print and post a newsletter or letter, it's often more effective to add a hand-written line or two just asking how they are doing and mentioning you'd love to see them again. This will often boost response levels.

Whatever method you choose, remember that it's much cheaper to regain a lapsed client that to acquire a brand new one. ■



Boost your business THIS AUTUMN

As summer draws to a close, revenues can drop like leaves from a tree, so make the most of our ideas to give your business a boost before the end of the year...

TARGET FOR SUCCESS

Spend some time understanding your existing customer base and the reasons they have for coming to see you. Make a list of benefits your clients get from you. If many have one type of problem, think about the underlying causes and target places where similar sufferers might be found. It might be gyms or leisure centres, sports clubs, schools or colleges, or specific workplaces. Those working with computers may benefit from stress relieving treatments, shoulder and neck massage or postural realignment, while tennis club members may be interested in acupuncture for tennis elbow. Make a list of target sites using yell.com and

invest in some leaflets or A4 posters and let more people know about your services.

REAP THE REWARDS OF REFERRALS

Birds of a feather, they say, flock together, so the chances are your clients know people like themselves. Ask your clients to take a leaflet or two to give to others who might benefit from your services or ask them to put on a work noticeboard. Get in touch with past clients again, perhaps through a newsletter with a discount offer to encourage them to come back. This is also an effective way to let people know about new services.

GET YOUR MESSAGE OUT THERE

If you offer an unusual therapy, contact a local magazine, radio station or newspaper and tell them about it. Offer to treat a journalist or presenter in exchange for some coverage. If they fit your target demographic and you're confident about speaking in public, you can also give talks to interested groups such as charities and organisations, the University of the Third Age, Women's Institutes or mother and toddler groups, or take a stand at Mind, Body and Spirit or health fairs. Think logically. If you offer animal reiki, then talk to local animal shelters, dog trainers, and breeders as well as vets. People will be more likely to become clients if they warmed to your talk.

This is also the time to start building on your social media. A few half-hearted tweets and a monthly blog won't build your business. You need to embrace social media and put it at the heart of your marketing campaigns.

If you want to build your business and bring in more income, sometimes you need to leave both your treatment room and your comfort zone.

If you want to build your business and bring in more income, sometimes you need to leave both your treatment room and your comfort zone. Network with other therapists and health and fitness providers, such as yoga and Pilates teachers or people with health food shops. Hairdressers talk to everyone! People see you as the embodiment of your own therapy, so invest some time, effort and cash in having decent photography for use on your website and promotional materials. Tell clients what to expect and how they will benefit from seeing you. Pictures and testimonials can help convert interest into income.

Ask a friend to sit with you and critically evaluate your marketing materials. Is it compelling? Does it look professional or amateurish? Does it reflect what you do? Does it suggest your core values? Does it explain the benefits of what you offer? Does it make you want to pick up the phone or e-mail for an appointment? If not, then it's time for a new look for autumn, so you can make 2018 your best business year ever. ■

THE USE OF HYPNOTHERAPY *with people living with* **DEMENTIA**

THERE are over 850,000 people in the UK diagnosed with some form of dementia. 22,000 of these have young onset dementia, which occurs under the age of 65. Dementia is a growing concern on a global scale due to issues such as diet and lifestyle as well as an increase in longevity. There is both a financial and human cost to the person living with the disease, those supporting them through their unique journey and health and social care resources. For relatives, carer stress is a huge problem.

Currently there is no cure for any of the primary dementias, including Alzheimer's disease, vascular dementia, Lewy Body dementia and Pick's disease. Therapies such as reminiscence therapy, aromatherapy and cognitive therapies can help. Empirical research has also shown that the use of hypnotherapy can be very beneficial for dementia patients.

The research I led into hypnotherapy for dementia with Dr Simon Duff and the University of Liverpool, had startling results. We demonstrated that a weekly session of hypnotherapy for 9 months, measured against a control and neutral group, had a positive impact in seven key areas. We reported measurable improvements in concentration, relaxation, motivation, activities of daily living, immediate memory, memory for significant events and socialization. Even more impressively, most subjects still showed those improvements 12 months after treatment. Our work was published in three respected journals.

As a small study, only six people were selected to receive active hypnotherapy. To ensure we were able to measure outcomes

Dr Dan Nightingale

shares his insights into the benefits of hypnotherapy for those suffering from various forms of dementia, while HTM's Jason Firmager reflects on what he learned on the course...



appropriately, we also assigned 6 people to a discussion group and 6 people to a treatment as usual group. Subjects had been previously assessed for contra-indications by their doctors and has a sufficient score on the Global Deterioration Scale to understand and consent to their treatment.

The hypnosis group had a mean age of 77.2 years. Four people had a diagnosis of vascular dementia, one of Parkinson's disease and related dementia and one of 'dementia'.

Prior to the first hypnosis session, each participant received one-hour consultation and interview to customize the terminology used during the hypnosis sessions. This ensured that the language used was familiar and personalized for each participant and to ensure comprehension of suggestions that were to be used.

Participants were also introduced to the process of progressive muscle relaxation (PMR) to ensure they were able to engage with this process. PMR relates to a gradual process of relaxation from the top of the head, through the body and down to the feet.

The procedure involved obtaining consent for hypnosis before each session, followed by induction via PMR. The therapeutic stage allowed participants to listen to suggestions made through the use of direct suggestions, relating to the 7 key areas, along with additional CRC suggestions (Calmness, Relaxation and Confidence). Hypnosis sessions initially lasted about an hour.

How does it work? The symptoms of dementia are exacerbated by two main fuels. These are fear and anxiety. Hypnotherapy is an amazing tool to use in order to manage those two emotions. Now, think about this: Alzheimer's disease is also exacerbated by a lack of production of the neurochemical acetylcholine. When we hit REM sleep, which are similar beta waves we experience during the hypnogogic phase, our brain gets a huge hit of this neurochemical. We know that many people with dementia find undisturbed sleep very difficult, especially when the Reticular Activating System in the brain is damaged. This mechanism is similar to a light switch that turns on and off conscious awareness. It is therefore possible that through hypnosis, the client is receiving acetylcholine that he/she may not otherwise receive. In addition to this, instead of the person spending their cognitive resources in negative thought, they

are freed from this during their session of hypnotherapy.

In clinical practice, we see these results over and over again. However, working with this client group is very complex and requires the therapist to have the skills, knowledge and competence to practice safely. For this reason, Dementia Therapy Specialists, led by the author, has developed the only credible course in the world to teach these skills to clinicians. The course covers the clinical picture of dementia, the journey, assessment, application and evaluation of therapy.

DR DANIEL NIGHTINGALE is a world leading clinical dementia specialist who divides his time between the UK and the US. He is the Founder and CEO of Dementia Doctor (UK) and Co-Founder and CEO of Dementia Therapy Specialists LLC (US) He can be contacted at drdan@dementiatherapyspecialists.com for information about the next courses to be held in the UK. The website also includes research links.

COURSE REVIEW

HTM's Jason Firmager, a qualified hypnotherapist, recently undertook Dementia Therapy Specialists' two day training programme...



As a recently qualified hypnotherapist, I was intrigued when Dr. Daniel Nightingale mentioned he was holding a course in Wales to help people living with dementia. Like many families, ours has been touched by dementia. My Nan lived with this for many years. It's a terrible thing.

The course is run with a small group of students, just 10-12 people at a time. My fellow students came from all over the UK and France and from all walks of life including



a psychotherapist, street hypnotist and physiotherapist.

The course starts with a heart wrenching live demonstration acted out by Daniel Nightingale and Steven Truelove, powerfully demonstrating the emotional aspects to dementia. Over the two days my mind was totally opened up to a different perspective of people living with the condition, and how we are taking everything away from an individual.

"Oh, don't listen to Carl, he is a bit mad." "Dad, what's wrong with you? That's the fifth time you've lost your keys today!" We take away their identity, responsibility and consign them to high wing backed chairs with no mental stimulation or interaction.

We were told a story of a woman who was screaming and crying every night while searching through cupboards and drawers in her care home. A little bit of research and compassion soon uncovered that she had lost a baby in her teens. Her dementia had regressed her mind back. By simply giving her a doll and a cot, the woman was content and at peace.

What I loved about Dr Nightingale's work is that it's all about RE-mentia. Giving back and changing the language and association of suffering with dementia to living with dementia. The course helps us understand their inner world of dementia, how to care for loved ones and patients and give them the best life possible.

If you have a family member with dementia or work in the field, this is a very thought provoking course that will help you make change in people which was otherwise not thought possible. ■

Better absorption. Better recovery. BetterYou.

Transdermal magnesium improves flexibility, helps the body fight fatigue and aids with muscle recovery.

A more effective way to raise magnesium levels than tablets – guaranteed!



Practitioner accounts available.

Contact our team

01226 814030

salesteam@betteryou.com

BetterYou™



CASE STUDY

Finding a way into the luxury market

Clare Anderson of **Shared Beauty Secrets** explains how to position your products and services at the luxury end of the market...

Having worked with many major spa brands before I started Shared Beauty Secrets in 2009 and introduced Lava Shells massage to the UK market, I discovered many spas and salons were using a basic massage oil. While this worked, it lacked any additional therapeutic benefit and there was no opportunity for a retail sale for therapists. Our research phase confirmed that although the top end of the market in both professional and retail massage oils was catered for by the major product houses, there wasn't an affordable range of luxury massage oils which had multi uses as a bath, body or massage oil.

We started knowing we wanted to create a range of oils for both professional and retail use which were luxurious but affordable and developed from there. My therapy team blended many, many oils of our own to understand what worked and what we liked and the concept started to evolve. We then met with a number of manufacturers to find one who had great knowledge of essential oils and could help us refine our initial ideas.

With our guide retail price we were able to select appropriate oils that worked holistically but would not over price the product. Our end product hasn't deviated too far from our starting point and the main ideas rejected were oil blends, it took time to reach the final blends. The development costs including people's time are hard to measure, as a team we have been working on the oils and the branding for nearly 2 years so were thrilled when we saw our first shipment leave.



In terms of branding, we started from the ancient Hawaiian word Lokahi. It's the idea that harmony, balance and unity are discovered when we surrender to the concept that we are a kaleidoscope of colours with a unique set of needs and desires. By harnessing Lokahi, we have taken our oils back to nature. We use coconut oil which delivers exceptional skin softening properties whilst not feeling too oily on the skin. We then blended the unique combination of shea and argan oil to form the base for all our blends. Fire, Water, Air, Earth and Spirit then unite a super blend of pure and natural ingredients which radiate a balance and harmony.

The oils only launched in June so at the moment we don't have any statistics on our retail customers. However, from the focus groups and initial feedback on packaging and pricing, we expect the Kokolokahi oils to be as popular for self-gifting as they are for presents to others.



It was important that Kokolokahi stood out on the shelf. We wanted recyclable packaging so opted for glass and aluminium. We went for a modern but stylish look and were keen to ensure colour was at the forefront of our packaging. The colour of each product relates to the aura, which is why we often find that a particular colour will appeal to clients' needs so they are immediately drawn to one of the bottles. It was also important that the bottles would look beautiful in a client's home, providing visual enjoyment at every moment. ■



Clare Anderson is the managing director of Shared Beauty Secrets Ltd, the exclusive distributor and training company for the Lava Shells Massage within UK and Ireland 📍 www.sharedbeautysecrets.com.

WORK OUT WHAT *what you* **Want**

Sometimes we feel that not all aspects of our lives and work are as we'd like them to be, yet it's often difficult to work out what needs to change and how to do it...

THE other day, as I gave my desk its six monthly deheaping, I came across a note I'd written to myself a few months ago. It consisted of a numbered list of things I should be doing to improve my business. There were just five things on the list. All were things I could do, should do and would have enjoyed doing, yet not a single one had been done. I suspect I'm not the only one who has done this. Change is difficult. If it weren't, we'd all be charming, artistic, musical, billionaire supermodels, who have singlehandedly ended war, famine and disease.

All of us have areas in our lives where we want to improve. It might be family and relationships, creativity, work-life balance, income and expenditure, health, diet, mood, self-image, confidence, surroundings, people or just generally wanting to get out of a rut. Often, the areas we want to change are ill-defined and thus deficiencies remain untackled. So, how can we work out where we want and need to make changes?

One simple way is to write down all the areas in your life that you can think of. Friends, family, partner/relationships, parents, children, work, learning/intellectual pursuits, creativity, me time, relaxation, health, mental wellbeing, money, adventure, travel, routine, fun etc. Then rate each out of ten. Are there any areas that score less than you'd like? If so, examine why you feel this way. How is the gap in scores manifesting? If, say, your relationship scores a six and you'd prefer it to be an eight or nine, then how could you get there? If you feel unappreciated, is it possible that you also take your partner for granted? When did you last have a date night or a weekend away? When do you spend time together that doesn't revolve round family obligations or chores? What

would make it better? Have you ever discussed this with them?

If you feel stressed and would prefer to feel calmer, then how can you achieve this? It could be learning about mindfulness, taking an early morning stroll, or slipping into a relaxing bath each evening.

Work issues can be more complicated to define. Sometimes, it's just a feeling that we're not happy, fulfilled or contented. One approach is to make some notes, or a mood board about your ideal working week. Thinking about these starter questions can help. How long is your ideal working week? Do you work in the evenings or weekends? What type of clients do you see, if any? Where do you practice? Is it here or leading retreats in the sunshine, or perhaps over Skype? Are you bored with what you do? Would you like to offer more? What prices would you charge ideally?

This will form the basis of a gap analysis. This is a tool which shows you where you are now and where you want to be. For each priority you identify, you'll then need to work out a manageable plan to help you achieve this goal.

You need not do all this by yourself. Once you have a list of what you want to achieve, talk it over with someone who can act as your business mentor. Using a friend, family member or professional business coach means you have someone who can help you define and refine your goals and plan the changes you need to make. By scheduling regular review points with your mentor, you'll be more likely to stay on track and stick to your plan. They can also provide fresh thinking and perhaps contribute skills, such as designing brochures, creating websites or setting up Skype capabilities.

Don't be afraid to ask for help if not knowing how to do something is holding you back. Yes, you could learn how to design your own website, but your time may be better spent in paying someone else to do it for you. Sites like peopleperhour.com and other freelance websites mean you can bring in help quickly, without significant overheads.

Whatever you decide to tackle, break it down into manageable chunks. It's easier to plan out that book with chapter headings and notes rather than just starting on your magnum opus at page one. It's easier to set 30 minutes aside each day to take some exercise or look for new clients than to wait for some mythical period when you'll suddenly have time for what you want to do.

Nobody is denying that change is difficult, so the secret is to do something that moves you in the right direction each day. After a few weeks, these new behaviors develop into habits and habits become automatic over time.

Let's say that you have developed a line of scented candles, but you know you need to build your sales. You've identified that you need to upgrade your packaging and to sell more products both directly and through a retail network. You might define your goals as

1. Upgrade packaging
2. Build e-commerce channel
3. Build a retail network

So, taking each goal in turn, how do we break this down into manageable activity chunks? Let's take your goal of upgrading your packaging. Your activity list might look like this:

| | Packaging project | Time required |
|--------|--|---------------------------------|
| Week 1 | Explore packaging designs for other scented candles online – labels and containers. Decide what you love. | 20 minutes each day for 5 days. |
| Week 2 | Source suppliers of new containers and packaging. Cost minimum quantities and resultant retail pricing. | 30 minutes each day for 5 days. |
| Week 3 | Look for freelance designer, check online portfolios, provisional costings, artwork specifications and post job to freelance designer sites. | 30 minutes a day for 5 days. |
| Week 4 | Choose designer and supplier. | Ongoing |

Obviously, your table may include more detail. Repeat this process for each of your goals and schedule the time to your diary. It's also important to set time limits for each activity, otherwise you will run behind schedule and fail to achieve your goals. Remember that the same technique can also be applied to any aspect of your business or life. For example, if you decide you'd like more time as a family, your activity breakdown may look like this:

| | Family time project | Time required |
|--------|---|------------------------------|
| Week 1 | Discuss what activities appeal to the whole family. List each on a small card and place in a large glass jar. Some may be home based, others involving trips to attractions, the cinema, walks in the woods, meals etc. | 20 minutes |
| Week 2 | Let a family member choose a card from the jar, then plan it for that week. Repeat each week. | Dependant on activity chosen |
| Week 3 | Chosen activity: Family meal out – no phones. | 2.5 hours |
| Week 4 | Chosen activity: Family movie night | 3 hours |

Above all, whatever you change, you must remain true to your core business and personal values. There's no point making changes which make you unhappy. ■

Marijuana

AND HOLISTIC THERAPY

Medical marijuana is becoming a huge industry in the USA, with prescriptions being issued for everything from chronic pain to acute anxiety. We asked **Elizabeth Ashley**, who has just authored a book on cannabis, to tell us more about the therapeutic properties, history and issues of marijuana...

THE cannabis or hemp plant has been used by man since the dawn of time. Evidence suggests that cultivation predates civilisation, as farmers grew hemp seeds for food, used its fibre to weave into cloth and used it as both medicine and a means to commune with their gods. It is thought to originate from Germany around about sixty million years ago, though no fossilised remains have yet been discovered. Cannabis is a close cousin of both hops and nettles, both of which have been used in food and medicine for millennia.

There are three main subtypes of cannabis and experts disagree whether they are three separate subspecies or the same species. These are cannabis indica, cannabis sativa and cannabis ruderalis. Indica naturally grows between 30 to 50 degrees latitude. Indica is a short and stocky plant with



relaxing and sedative effects. Sativa grows best at around 30 degrees latitude north and south of the equator. Sativa has long thin palmate shaped leaves in the leaves and creates more of a head buzz rather than a body buzz. Ruderalis derives from the icy climes of Siberia and has developed a fast growing and flowering cycle to take best advantage of the shorter hours of sunlight. Ruderalis is less psychoactive than other varieties.

The earliest evidence of the medicinal use of cannabis is found in China, where shamans have been depicted wielding tall hemp staffs carved with snakes. Many references declare that extended use of hemp will, "make you see demons", but its usage is also linked to prophetic visions, especially in Daoism. A second century Chinese work tells the story of H'ao Tuo. H'ao Tuo was a surgeon who completed a complicated intestinal resection by placing the patient under the world's first anaesthetic, which was made from cannabis and wine.

Active ingredients

Cannabis is an extremely complex plant. Scientists have experienced difficulties synthesizing it into drugs due to its entourage effect. Although several constituents have been isolated and manufactured in order to study them, cannabis molecules work in complicated teams modulating and adapting each other's properties. Its most famous constituent is delta 9 Tetrahydrocannabinol, known as THC, which belongs to a rare group of molecules called phytocannabinoids. THC is psychoactive and is thought to be responsible for marijuana's bizarre distortion of time. Controlled scientific studies show that THC has been found to have many uses in the body including combatting nausea, anti-spasticity, anti-anorexia and anti-cancer.

Of most interest to the scientific community is its counterpart cannabidiol. Non-psychoactive, CBD has powerful painkilling activities, it is anti-inflammatory, anti-nausea, anti-emetic, anti-oxidant and is a profoundly efficient neuro-protectant. CBD and THC have an extraordinary relationship. CBD tempers the effects of THC, calming its

psychoactive properties and enhancing its painkilling prowess.

In addition to THC and CBD, cannabis also contains around a hundred other cannabinoid chemicals as well as 120 terpenes, amino acids, proteins, enzymes, ketones, fatty acids, steroids, flavonoids and vitamins. Each of these works in interconnected relationships, changing and morphing through metabolism, dependant on how the cannabis is consumed. For example, THCA, the acid precursor to THC, is non-psychoactive. It is showing great promise for the treatment of diabetes in the form of cannabis juice, which is loaded with health benefits. Only when it is decarboxylated, when heat is added, such as when it is baked, boiled or smoked, does the trippiness begin.

Cannabis and humankind enjoyed a long happy relationship until the beginning of the last century. During the 1930s a massive propaganda campaign was built against the herb, and whilst the reasons remain the stuff of conspiracy theories, racism and greed seem to be at the heart. Legend has it that newspaper magnate, William Randolph Hearst, had investments in timber mills. Hemp paper, which was far cheaper and more sustainable to produce, threatened that. Hearst recognised an opportunity to derail paper's competition, and joined racist lobbying against immigrants by connecting pot smoking with Mexicans seeking refuge after the civil war. Prior to this, cannabis had very rarely been smoked in Northern America, and had been a major constituent in about a third of their over the counter medicines. Films such as, "Reefer Madness" connected the herb with violence, murder and hate. Marijuana, a negative term specifically

designed as a racist slur, became the fear of every parent's mind.

Perception of the plant altered when after Israeli scientist Raphael Mechoulam secured some hashish from the Israeli police in order to analyse the plant. He identified the cannabidiol molecule in 1963 and THC the following year. Further experiments showed how cannabis constituents bound to a

previously undiscovered endocrine system via two specific receptors which were found throughout the body. This Endocannabinoid system is controlled via the CB1 receptor, found predominately in the brain, and the CB2 receptor found in blood and immune tissues. Our primary endocrine mechanism, the endocannabinoid system signals backwards, when nerves fire, to instruct the body whether it should secrete more, or fewer hormones and neurotransmitters. Some authorities regard it as the missing link in body-mind medicine.



Our bodies create natural endocannabinoids which act as skeleton keys in endocannabinoid absence. The two main ones, anandamide and 2-arachydonylglycerol (2AG) control every aspect of the body's wellness. Endocannabinoid imbalance causes anxiety, depression, pain, problems with immunity, and issues associated with cancer and general disease. In short, disease is almost always associated with endocannabinoid imbalance.

Broad Overview of effects on the body

THC, the psychoactive component of cannabis, binds to the CB1 receptor and CBD, the non-psychoactive part, has a mild binding affinity to both CB1 and CB2. CBD affects serotonergic, dopaminergic and glutamatergic receptors. Research shows it has a profound effect on gene transcription and the way disease spreads through the body.

These cannibidol actions do not only profoundly affect mood, but also there is considerable anecdotal and controlled study evidence that they help ameliorate movement problems such as those found Parkinson' and Huntington's Disease patients. CBD acts an anti-addiction agent, and calms myriad different personality and mental disturbances. CBD has also been shown to help with stomach problems, knitting together the mesh of the gut compromised by Crohn's, diverticulitis and IBS.

Around 700 different strains of marijuana exist, all with their own specific strengths and weaknesses.

Despite this evidence, relatively little scientific research on cannabis took place, largely because the drug was illegal in many countries. In recent years, research has increased, in part because of the reported treatment success of three specific conditions in particular.

Charlotte's Web is a high CBD, low THC strain of cannabis which designed for a little girl with an epileptic condition called Dravet's Syndrome. Children with Dravet's suffer hundreds of fits a day and soon their learning and development deteriorates. Dravets has a very high mortality rate. Charlotte Figi's mother had approached the Stanley Brothers, a legal marijuana growers group in Colorado, about treating her daughter, and the brothers produced Charlotte's Web oil to help. Six years later, after using her CBD oil, Charlotte is practically seizure free, and laughs and plays like any other normal ten year old. Charlotte's Web is now marketed as a dietary supplement oil under federal law of the United States and medical cannabis under state laws. Charlotte is often cited as the girl who is changing medical marijuana laws across America.

Autism is a complex and often unfathomable disease. There is some research suggesting that sufferers of autism display atypical signalling of the CB2 receptor in people. Whether this is what causes the condition remains to be seen. There are, however, some extraordinary successes are being reported of autistic people taking CBD. Little Karel Santiago from Puerto Rico had already overcome a rare neuroblastoma when his parents sought help for their completely silent nine year old. Karel was diagnosed with severe non-verbal autism. Just two days after using the CBD spray they had been given, Karel uttered his first sounds....enunciating his vowels. Soon he was making sentences. His mother and father can pinpoint no other change in his care than CBD Hemp oil. Karel is one of thousands of autistic children whose parents report significant changes in their condition

The story of how Rick Simpson beat his skin cancer by creating one of the first cannabis oils is the stuff of urban legend. Subsequently, growers have learned to extract cannabinoids more safely and efficiently using CO2 extraction.

Almost all our cannabis knowledge comes from test tube and animal experiments. Legal restraints make cannabis clinical

trials nigh on impossible and incredibly scarce. Nevertheless, in petri dishes the anti-cancer properties of both cannabidiol, THC and other cannabinoids seems unquestionable, not least for brain cancers, breast, and prostate cancers.

Side Effects

One of the main reasons so much controversy exists around the cannabis plant is its close relationships with the youth culture of ethnic minorities and schizophrenia. The links are poorly understood but it seems probable that younger brains are more vulnerable to injury from the effects of THC, the psychoactive component of cannabis. Brains with genetic markers for schizophrenia also seem to be more affected by THC. The proportion of schizophrenia sufferers who used the drug as teenagers is far higher than the rate for non-users. It is not understood why cannabis is so prevalent in youth culture or in certain ethnic groups. When surveyed, the answer is always the same "It makes me feel better!"

Extraordinarily, early results from one study, suggest CBD might even improve the effectiveness of chemotherapy.

Not everyone agrees though. Many people report having unpleasant trips and rises in anxiety after coming into contact with THC. The constituent seems to amplify predominant thoughts, so tends to take the depressed even lower, and make the anxious even more so. Cannabidiol, by contrast, exerts strong antidepressant and anti-anxiety effects, pointing to the benefits of using a high CBD hemp oil in preference to smoking a joint. Numbers of veterans reporting cannabis conditions are at an all-time high, as they smoke ever stronger weed to alleviate symptoms of PTSD. The CB1 receptor seems to control PTSD, in particular flashbacks, however without the balance of CBD in their joints, many find problems with impotence, depression and anxiety.

High CBD hemp oil curbs these problems dealing more pragmatically with flashbacks and anxiety connected to PTSD.

Cannabis's Place in Holistic Treatments

In 2004, a renowned neuroscientist and cannabis campaigner proposed a link between endocannabinoid deficiency and stress exacerbated pain syndromes such as fibromyalgia, Chronic Fatigue Syndrome, Irritable Bowel Syndrome and migraine. Over the years, the evidence supporting this has been swiftly building. As the missing bridge between the emotions and the physical body, CB1 and CB2 receptors act as volume controls for the entire body, pulling body and mind back into wellness. As such, cannabis is likely to present a great deal of interest and opportunity for holistic practitioners.

Around 700 different strains of marijuana exist, all with their own specific strengths and weaknesses. All are illegal here in the UK. CBD oils and extracts have a rather nebulous legal status. One can openly buy CBD hemp oil over the counter in health food shops, but regulations mean that no information on suitable applications for the oil can be listed. Most websites are cleverly getting around that by asking all of their customers to write clear reviews about what they are successfully using their product for. It makes illuminating reading. As therapists, conducting a one to one consultation leaves "special" recommendations squarely in the practitioner's lap. Like all essential oils, official training must be undertaken as absence of certification nullifies insurance.

Many arguments for decriminalisation of marijuana exist, not least that it is less addictive than tobacco, alcohol or sugar, but I would suggest the connections with schizophrenia may prevent cannabis becoming legal in the UK. Many people believe erroneously that marijuana is decriminalised in the States. Rather, fifty states have created local exemptions to obtain medical marijuana on prescription from specialist pharmacies. Other European countries do the same where usage and treatment are carefully assessed.

Arguments in favour of decriminalising cannabis as a means of putting money into

taxation coffers made sense. 2016 US spend on cannabis products was \$7.2billion. The industry enjoyed a staggering 30% growth, faster than the dotcom boom in its time. Cannabis consumer spend is projected to top \$20.2bn in 2021.

American patients have access to a superior product than UK users. Our oil, mainly grown in places like Lithuania, comes from the male hemp plant that fibre is made from. Cannabis plants are phytoremediators meaning they draw heavy metals from the soil. Medical marijuana – the female plant- naturally has a much higher yield of CBD. All CBD in this country comes from non-psychoactive hemp, but has a tiny spot of THC – less than 0.2% - to retain the entourage effect. No CBD has any psychoactivity.

CBD extract is usually taken orally, diluted into oil to help it absorb. Bioavailability of CBD is poor, and absorbs better through the skin, making a wonderful addition to topical treatments for inflammation in particular. CBD oils, creams and full plant extracts are readily available in this country. Be careful you buy CBD extract. No cannabinoids exist in hemp essential oil or hemp seed oil although both have amazing healing properties of their own.

Certain medical marijuana products are currently available on the NHS. British company GW Pharmaceuticals leads the world in cannabis research. Their drug Sativex is a CBD: THC 1:1 blend to control spasticity in Multiple Sclerosis. Other blends are marketed for patients suffering nausea and pain from chemotherapy. Extraordinarily, early results from one study, suggest CBD might even improve the effectiveness of chemotherapy.

As with any boom industry, the biggest threat to cannabis medicine is greed. That's

a shame because cannabidiol in particular really does change lives. The internet is rife with proclamations of cannabis as a cure-all. It isn't, but, in the right hands, it may be a cure most! ■



Elizabeth Ashley is

the UK Director of National Association of Holistic Aromatherapists and author of 18 aromatherapy manuals. Her book Cannabis is available on Amazon. The book looks at all the bodily systems that utilise and interact with CBD, how it can be used as the ultimate mind body healer and how to navigate the extremely confusing world of marijuana. For those who are intrigued by CBD, a CPD course will be available in spring.

📞 www.thesecrethealer.co.uk.



HOW **NICE** REGISTRATION CAN HELP YOU GET GOING WITH YOUR CAREER

*CNHC Chair **Michael Watson** offers some insight on getting your holistic therapy career off to a flying start...*

I'M always delighted when practitioners who are just setting out on their career contact us to find out what they need to do to get going. As the UK voluntary regulator we always suggest, of course, that people register with us if they are eligible because it demonstrates a commitment to professionalism and standards. However, there's much more that CNHC registration provides when practitioners are setting out on a new career.

Putting the building blocks in place

Costs can mount up when setting up a new business, what with insurance, room rent, equipment and marketing. However, it is so important to have all the building blocks in place if you want to be successful. I'd suggest really thinking about what kind of practitioner you want to be, what kind of clinic or business you want to run and what kind of clients would you ideally like to see. This all feeds into thinking about marketing anyway, so it is a useful part of the process. Even if you have been in practice for years it's useful to step back and reflect. What's working? What could be improved? Registering with CNHC can form part of that picture as you see yourself as a professional putting in place what you need to move forward with confidence.

Help with promoting your practice

When you sign up to CNHC you show the public that you are serious about being a professional because you are volunteering to sign up to the highest standards of patient care. So we do everything we can to help you to promote this fact. We provide a wide range of resources which include entry on CNHC's UK online searchable public register, use of the CNHC Quality Mark,

plus PR and marketing tips to help you market your practice.

You can also download and add your details to CNHC appointment cards and leaflets to hand out to clients and the public. Not only do these save you money on design costs but they also confirm that you are CNHC registered and so reinforce your credibility.

Having a voice

CNHC registration also means that you become part of an organisation that influences policy and keeps complementary healthcare on the UK's health agenda. It was down to CNHC that the General Medical Council agreed to change its guidance to doctors across the UK to confirm that they can refer patients to practitioners on Accredited Registers. CNHC also played a key role in encouraging the Scottish Government to update its guidance to Health Boards about complementary medicine.

CNHC initiated the campaign that led the National Institute for Healthcare Excellence

(NICE) to keep complementary therapies in its guidance for supportive and palliative care. It was also CNHC that initiated work by the Royal Society of Public Health to explore the role that practitioners on Accredited Registers can play in the wider public health workforce. Registering with CNHC supports you to build and develop your career, whether you are just starting out or are very experienced. It also supports the steps we take to open up new opportunities for practitioners around the UK. ■



About the CNHC

CNHC is the only organisation that was set up with government support to hold a UK wide register of complementary health practitioners. To find out more visit www.cnhc.org.uk or call 020 3668 0406.



NEW FRONTIERS: RESEARCH ROUND UP

The latest scientific studies in support of holistic therapies...

STRENGTH MAY BE DOWN TO EXERCISING THE NERVOUS SYSTEM

A recent study suggests that physical strength might stem as much from exercising the nervous system as the muscles it controls. Previously, researchers have ascertained that performing more repetitions of lighter weight can build muscle mass just as well as fewer reps of heavier weight. Despite this, those using heavier weight still see greater gains in strength than those who lift lighter loads.

A team from the University of Nebraska have found that high-load training better conditions the nervous system to transmit electrical signals from the brain to muscles, increasing the force those muscles can produce to a greater extent than does low-load training. The team found that the nervous system activates more motor neurons -- or excites them more frequently -- when subjected to high-load training.

The team stress that low-load training remains a viable option for those looking to simply build mass or avoid putting extreme stress on joints, a priority for older adults and people rehabbing from injury.

CARERS MAY CARE TOO MUCH TO AVOID INJURY

Those looking after wheelchair-bound friends and relatives are putting themselves at risk of injury according to researchers at The Ohio State University Spine Research Institute.

When asked to push a simulated wheelchair against increasing resistance, study participants typically exceeded the recommended limits to avoid back injury by nearly 20 percent before they decided to quit. Patient handling is one of the most dangerous jobs for the back, particular as more people become obese.

The team also found turning a wheelchair is harder on the back than pushing in a straight

line, as it increases spinal forces by roughly 40 percent, because the volunteers had to stabilise their back using their core muscles while they pushed with one hand and pulled with the other.

INFLAMMATORY BOWEL DISEASE MAY BE SOOTHED BY TRYPTOPHAN AND LACTOBACILLUS REUTERI

Inflammation of the gut lining has been shown to be diminished in mice by a kind of tolerance-promoting immune cell appears that carry a specific bacterium, *Lactobacillus reuteri*. The bacterium needs tryptophan -- one of the building blocks of proteins -- to trigger the cells' appearance.

"We established a link between this bacterial species and the development of a population of cells that promote tolerance," said Professor Marco Colonna, MD the study's senior author. "The more tryptophan the mice had in their diet, the more of these immune cells they had."

If such findings hold true for people, who do have the same tolerance -- promoting cells as mice, it would suggest that the combination of *L. reuteri* and a tryptophan-rich diet may foster a more tolerant, less inflammatory gut

environment, which could mean relief for those living with the abdominal pain and diarrhea of inflammatory bowel disease.

STUDIES SHOW YOGA ALLEVIATES DEPRESSION

Work presented at the 125th Annual Convention of the American Psychological Association, suggests that several forms of yoga lessen the symptoms of depression without causing side effects. In one study of male veterans over an eight week course with sessions twice a week, the average enjoyment rating for the yoga classes for these veterans was 9.4/10. Participants with elevated depression scores before the yoga program reported a significant reduction in depression symptoms. In another study of female subjects given Bikram yoga classes, researchers found that after eight weeks the women reported significantly reduced symptoms of depression compared with the control group. They also reported improvements to secondary measures including quality of life, optimism, and cognitive and physical functioning.





WHAT ARE THE IMPLICATIONS OF REGULATION FOR HOLISTIC THERAPISTS?

Leyla El Moudden looks at the case for and against government regulation of the holistic therapy sector...

HEALTH policy has gained a lot of attention in recent years, both politically and academically. Increasing demand for services, coupled with increasing scarcity of resources and subsequent governmental focus on budgets, has meant the health conversation has focused on the issue of funding.

The policy rationale behind the case for self-regulation of Natural Health practitioners derives from the so called 'invisible hand of market forces'. According to Hayek (1945) no central entity is capable of efficiently planning the provision of goods and services, including health, due to a knowledge problem. Knowledge in an economy is dispersed, therefore it is impossible for a single entity to consider for all relevant factors. Instead,

Hayek argues that the market mechanism is the only efficient mechanism available for truly coordinating information to deal with such complexity. The market mechanism provides signals about benefit in the form of price, and these signals serve to guide demand and supply into an efficient equilibrium. If the price is in line with benefit and value: the market will grow, if not; it will disappear by way of natural market forces.

For Natural Health Therapists, voluntary regulation provides the freedoms that enable them to reach the people they can help. Therapists themselves dictate the cost and benefit of their services by means of effectiveness and high quality. Natural Therapists set their own fees, they elect and fund voluntary regulators to maintain safety, and join Professional Associations to maintain standards. The cost of danger and risk is introduced into the formula by way of insurance costs which is directly calculated according to level of risk. These costs are passed down to the consumer, who decides by their spending habits whether or not the

therapist or industry is providing sufficient value or benefit. Judging by the booming Natural Health market: they are.

Government regulations of a profession distort the naturally occurring market equilibrium, thus skewing the cost versus benefit statistics by introducing additional costs and limits, and driving up the price of operating as a therapist and driving up the cost for the consumer to access the therapy. This interference can result in dire consequences for Natural Health Therapists. Introducing Government dictated taxation and regulation which inevitably raises the cost of operating as a therapist and also the cost of accessing one. Similar regulation of natural supplements cost around £100000 for a two-year product licence, forcing many small, but well regarded niche companies out of the market. Were government regulation to be introduced, the market of Natural Therapies is likely to shrink rather than grow once it has absorbed this additional cost burden: prices go up, but quality stays the same and may even reduce as a result of additional financial burden.

Currently, Natural Therapists can set up their operations to deliver a good service and benefit and therefore grow in accordance with their effectiveness. Their success as a group communicates their benefit to society.

Government regulations will not only increase the cost of operating as a therapist, it will also affect the cost of accessing one. Do we really want this to happen to Natural therapies? No. We don't. ■

i **Leyla El Moudden** BA, DipHerb DipNat ND is a herbalist and registered naturopath. She is also the General Secretary of the Association of Naturopathic Practitioners.

PACIFICA®
natural minerals



Naturally Gorgeous

High performance mineral makeup infused with supernatural anti-ageing ingredients like plant stem cells, coconut and sea algae.

100% VEGAN • CRUELTY-FREE

GETTING STARTED: Setting up your therapy space

Jason Firmager ponders how to set up your own therapy room without spending a fortune...

WHEN most of us start out, we don't have the same budget as a five star spa, but we do want to create a welcoming, functional and attractive space to work in. We also want our clients to feel calm, relaxed and happy, so we need to design our therapy spaces so they work equally well for both parties.

START WITH A BLANK SHEET OF PAPER

Whether you have a space in mind, or a looking for a space to fit, it's best to start with an open mind and a blank bit of paper. If you square this off, with every 5cm representing 1 metre and draw similarly scaled diagrams of your main requirements, such as your desk, couch, storage, sink, visitors chair and placing the windows and doors, you can rearrange the room to get the best layout to allow for distinct functional areas and flow. Don't forget to make small models of you and your client to make sure you can move around your space easily. Much easier than lugging furniture about or discovering you can't squeeze past the couch!

Making a mood board can also prevent expensive mistakes and help you create an appropriate atmosphere within your budget. Gather paint and fabric samples, images from magazines, visits to shops like HomeSense or The Range, other therapists' treatment rooms, spas, hotels and online sites like houzz.com and Pinterest. Don't forget to visit equipment suppliers' sites for images of various equipment models and pricing.

BUDGET AND BASICS

Set an overall budget for the project. As anyone who has ever watched any TV design programme knows, you will almost certainly go over this, so it make sense to build in 10-20% of the total as a contingency fund to meet unforeseen costs or things you just had to have. Make a list of things you must have and those which would be nice to have. If your budget is limited, buy the best you can afford in the things you'll use all the time and save on the others. Factor everything into a spreadsheet, then try and trim your costs back where possible. It may feel intimidating, but be brave and ask for a discount!

If you're renting a space, look for solutions that can you don't need to leave behind. Mobilesink's range of mobile sinks offer a water supply which might be a better option than installing pipework and dealing with a plumber, while Dyson's heating and cooling fans offer an efficient and attractive way of warming up your space without installing central heating. It's good for maintaining temperatures, looks good and is, blessedly, quiet.

EQUIPMENT

When you're apportioning your budget, consider which pieces of equipment and furnishings will get most use from, where you can reuse and repurpose existing furniture and where you can cut corners with a few clever tricks, without your therapy room looking like you've been shopping at the nearest landfill site. It makes sense to spend money on a decent couch or chair if that's where your treatments will take place, but it's possible to come up with inexpensive storage solutions, such as IKEA bookcases and containers all matched to your colour scheme. Be inventive with your space and bring in those you know to help on the less essential items. Friends with carpentry skills could shelve a cupboard for you, or might welcome space to display their artwork for sale. You can always swap treatments for services.

Some items, such as your desk and visitor chairs need not be new as long as they are in good condition, comfortable and functional, and fit in with your overall décor. Shabby furniture or tired décor subconsciously suggests that you are not very successful or good at what you do, so it's best to avoid anything that has seen better days. Gumtree, eBay and local recycling groups can all throw up nearly-new bargains, so set up searches, rather than browsing each day.

If your treatments take place in a chair, rather than a couch, it's worth checking specialist sites like justrecliners.co.uk who have an extensive selection. I use their Mars Leather recliner in my hypnotherapy practice and my clients love it. Don't skimp on things that your clients will use, like towels or robes.

Most therapists find a decent laptop and printer a worthwhile investment. Not only

can you manage your appointments, scheduling and accounts, but you can catch up on social media and provide printed bills, receipts and home care information for clients. Look out for a versatile printer that offers scanning and photocopying as well as printing. Ink is often more expensive than the printer, so deals which involve free ink supplies can be a boon. I've found Epson's Ecotank 4500 to be ideal – fast, reliable, great quality and especially good value as it came with two year's supply of ink!

A LICK OF PAINT

Flooring should be hardwearing and easy to clean. Wood or natural flooring such as jute and sisal work well in a therapy room, while vinyl is affordable, easy to lay and easy to clean. Laminates are simple to install and the floor can be even be lifted if you shift to new premises, but some contain unpleasant chemicals. Shop around because you can sometimes buy room sized remnants and packages online and instore.

A lick of paint can be one of the cheapest and most effective ways to brighten up your space. Again, you can rope friends or family in to help with the decoration though you may not get a professional finish. Look for shades that bring light and calm and plan your room round this. There are lots of eco-friendly ranges available and you can also use chalk paints to upcycle old furniture into attractive pieces.



AIR QUALITY

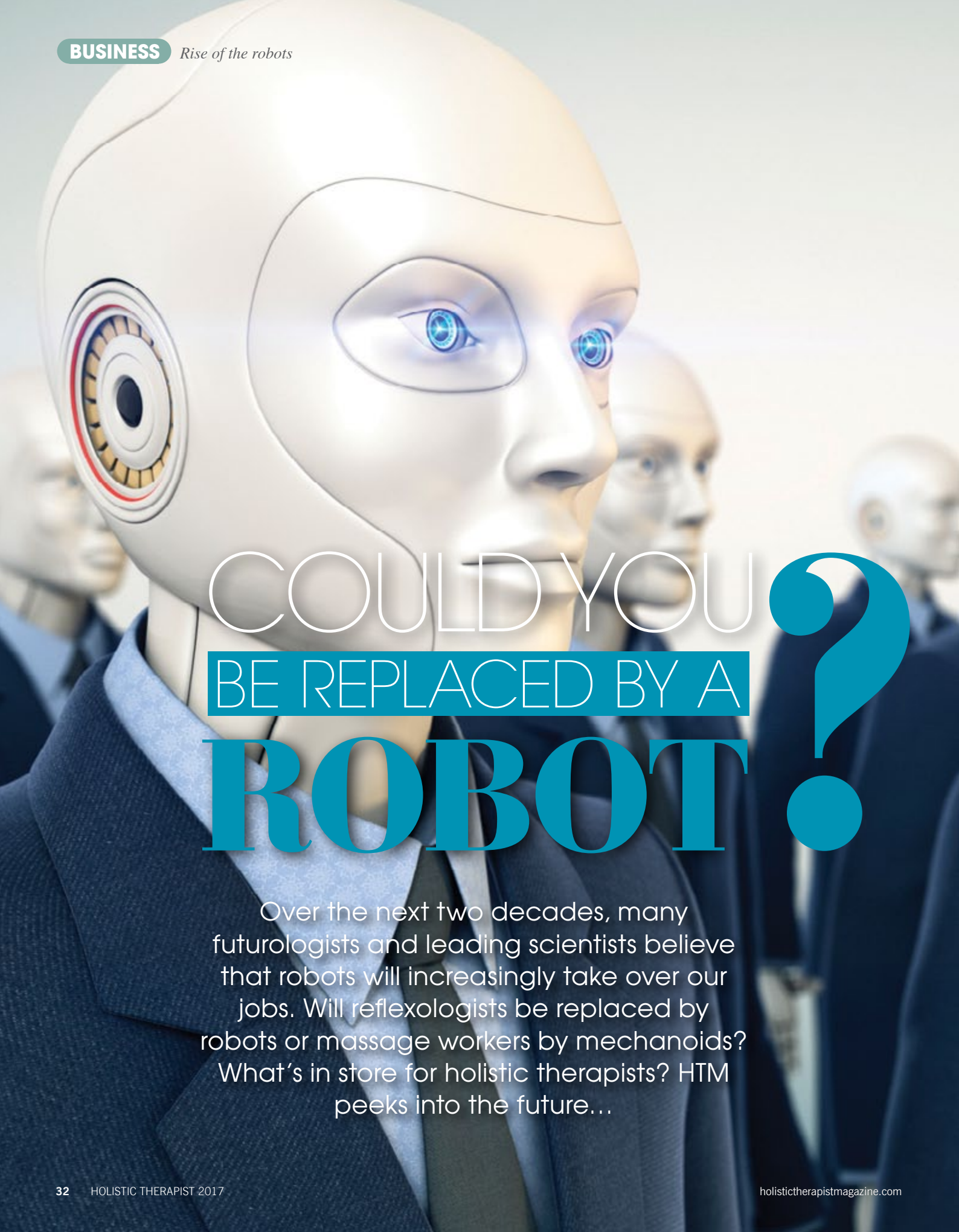
One often overlooked aspect of setting up a therapy space is air flow and quality. If you're dealing with aromas or allergies, or working in areas of urban pollution, then an air purifier is an essential. Indoor air can have 2-5 times the number of pollutants that outdoor air has, and there's no doubt

clean air will make you and your clients feel better, so consider Phillips' streamlined air purifier and humidifier which removes 99.9% of airborne particles such as dust, pet hair and pollen. Smart sensors measure the air quality of the room and automatically select the appropriate setting, keeping the air quality at an optimum level. If something more minimalistic appeals, try Awair's amazing wooden models, which work with your smartphone to monitor your air quality and optimise it. There are modes for improving sleep, allergy control, increasing productivity and improving general health.

FINAL THOUGHTS

Lastly, remember that your therapy space will change and evolve just as your business does. Schedule in some time every few months to see if it's still looking good and working well for you and your clients. If not, it's time for a makeover! ■

i If you have some tips for setting up your therapy space, or a clever solution, then why not share it with other readers on our Facebook page?



COULD YOU BE REPLACED BY A ROBOT?

Over the next two decades, many futurologists and leading scientists believe that robots will increasingly take over our jobs. Will reflexologists be replaced by robots or massage workers by mechanoids? What's in store for holistic therapists? HTM peeks into the future...

A major study from the Bank of England suggests that up to half of the UK's jobs – around 15 million – could be lost to robots. Increasingly sophisticated technology means that machines will be capable of doing a far wider range of work that requires both cognitive and manual skills. The bank's Chief Economist believes that low-wage jobs are more at risk, but that both low-skill and mid-skill level jobs may be under threat.

This presents a two-fold dilemma for our industry. Firstly, we may face competition from machines that offer similar services at a lower cost base and secondly, there may be a much smaller pool of clients who will want – or perhaps be able to afford – a human holistic therapist as opposed to a robotic reflexologist or a mechanical masseur.

So what are the chances that your job, or that of your clients, could be taken by a robot? That depends very much on which sector you position your business, but the odds are considerably higher than you might expect. If holistic therapists are classed as part of the catering, leisure and other services sector, which is where beauticians, yoga teachers and spa workers fit in, then the Bank of England suggests that, across the population, there's a massive 77% chance of your role being automated. This compares to around 73% of sales and customer service jobs, and 78% in elementary occupations such as telesales, domestic staff and street sweepers.

If your job is classified as Associate Professional and Technical, then the risk falls to around 38%, while professions, such as lawyers, doctors and dentists have just a 12% chance of being replaced by automation. Where more esoteric professions, such as Shamanic retreat leaders or spiritual healers fit in the classification remains unclear.

The Bank has suggested that the gap between those who have a skill set which cannot be matched by artificial intelligence and machines would experience a widening gap in pay with those who no longer work. It has been suggested that each person would be entitled to a universal basic income which would provide sufficient funds to meet every day needs. This may lead to a burgeoning of creativity, business and artistic

endeavours, as people follow their dreams free from the need to support themselves. Alternatively, it could lead to intense social upheaval and resentment, given that it is not clear how the funds required to meet the basic universal income will be generated. This could result in a disproportionate tax burden on those who continue to work, or higher prices. Either could culminate in social problems. One solution, as Bill Gates has suggested, could be that those businesses which replace staff with robots should have to pay the same level of taxes as that contributed by replace workers.

It would be wrong to dismiss the threat that automation could represent for the profession. The emergence of chains of massage service companies in the USA means that the market has sufficient granularity for automation to be a possibility, especially since younger consumers often adopt new technologies rapidly. We already have low level automation in the form of vibrating massage tools and chairs. Technavio has estimated the growth of the global massage chair market at 7.5% between 2013 and 2018, with robotic chairs driving innovation. The most sophisticated of these, made in India or Korea, combine body scanning technology with Shiatsu techniques for a deep

muscle massage in either a horizontal or sitting position. Bodyfriend, the South Korean market leader, has just opened its first store in the USA. Its most expensive model includes zero-gravity positioning, 12 massage modalities including lymphatic and digestive options, heating, head, hand and foot massage functionality and even includes bluetooth connectivity. It retails at around £5500. So far, no-one has brought a chair to market that can also massage the front of the body, but this will simply be a matter of time.

A major study from the Bank of England suggests that up to half of the UK's jobs – around 15 million – could be lost to robots. .

In 2013, a Chinese team published a paper on the development of a robot which could deliver Chinese acupressure massages, tailored to suit

each client and with enhanced safety controls. The team, perhaps disingenuously, notes that as Chinese massage was becoming increasingly popular, more physicians were needed and that the robot could reduce labour intensity.

There are also several projects involving the use of robotic arms for therapeutic massage and physiotherapy. One such project is EMMA, or Expert Manipulative Massage Automation, which was introduced by a Singapore university startup company in 2006. EMMA is designed to help physiotherapists handle an increasing workload, by conducting massage therapy on their human patients. So far, EMMA has already treated around 70 patients during clinical trials. Therapists start by physically guiding Emma through the type of massage that needs to be done. From there, the robot can continue the motion on its own, using a combination of a 3D stereoscopic camera system and a 3D-printed pressure-sensitive "massage tip." That tip is able to assess patients' responses, such as changes in the stiffness of the muscle or tendon that's being worked on and ease the pressure if pain responses are detected.

Other companies, such as Wheeme, are already selling small robotic massagers which traverse the back, limbs and shoulders, rather like a remote controlled toy car. These sell for under £50. While this does not offer a deep massage, or replace a full treatment, users report it is very relaxing. One Indian robotic online store sells the Wheeme with the advertising slogan, "The World's First Body Massaging Robot. Masseurs and Massage Parlours Are Now History."

It's not only body workers who could find themselves unemployed or underemployed. It's entirely possible that herbalist and naturopaths, and practitioners of traditional medicines could be replaced by an algorithmic diagnostic machine which could then prepare or 3D print a custom prescription depending on the individual needs of a client, taking lifestyle and genetic factors into account. Aromatherapists could see themselves edged out of the market by custom blending machines while reflexologists could also be ousted by robots with specialist programming.

So, assuming that you want to continue to work in this new automated environment, how will you be able to keep up? Empathy will be key. In a world where people increasingly live alone, with online friends, fleeting Tinder relationships and a lack of meaningful connection, there will be a demand for authentic human interaction and touch. So far, that's something a robot cannot match. Holistic therapists who offer empathy, the ability to adapt to this new reality, who can really listen and understand their clients and who can offer real results, should flourish. ■





Leading naturopath and author, **Stephen Langley**, introduces an ancient system of medicine that treats the whole person...

NATUROPATHY is underpinned by a fundamental and ancient principle known as *vis medicatrix naturae*. In English, this translates as the healing power of nature. Hippocrates summed it up perfectly, writing, "Health is the expression of a harmonious balance between various components of man's nature, the environment and ways of life...nature is the physician of disease." Health was achieved by living in accordance with the principle that man was part of nature, and nature was part of man. Harmony was fostered with proper nutrition, water treatments, rest, sunshine and fasting. Hippocrates (468-377BC) famously suggested that we should, "let food be thy medicine and medicine be thy food". Clearly, modern day medicine has lost touch with its founding father because foods and herbs are ignored in favour

of surgical and pharmaceutical intervention. Although orthodox medicine saves lives, certain drugs are unnecessary and potentially damaging to the body.

How you eat and live can radically alter how you feel, and I do mean radically. As much as 85 percent of our health problems, including many chronic degenerative conditions such as late onset diabetes, arterial and liver disease could be prevented or cured by simply changing your diet.

Medicine, religion and science were intimately related and man was seen as a whole – a physical, mental, emotional and spiritual being. This same vital force, known to the Chinese as *chi (qi)* that made up the universe and nature, flowed through man and it was his dislocation from this source that caused illness. Early

naturopaths realised that if you could restore the vital force to the patient, the body would heal itself.

The body has the capacity to heal itself given the right conditions, and naturopathy along with acupuncture, homeopathy and most other holistic modalities, subscribes to this basic understanding of the body's own innate intelligence.

Modern orthodox medicine, apart from all its positive and beneficial attributes, does not subscribe to this idea of wholism or to the importance of prevention. As long ago as the second century BC, the Yellow Emperor, in the *Classic of Internal Medicine*, said, "A doctor who treats a disease after it has happened is a mediocre doctor...a doctor who treats a disease before it happens is a superior doctor". Indeed, Chinese physicians were paid to keep their patients healthy and were either dismissed or not paid if the patient became ill. This ensured a 'health system', not an 'ill health system', as we know it. This is not intelligent medicine and part of a naturopath's role is empowering the patient



homeopathy, manipulation, flower essences, acupuncture or biochemical supplementation to augment their work. These may be necessary to offset many of the suppressions brought about through living in our modern times with all its



HOW TO TRAIN AS A NATUROPATH

If you are interested in training as a naturopath it is best to review all of your learning options, visit the websites of the education providers and even go and spend time at the colleges concerned. Most, if not all, offer open events and the chance to go and sit in on courses and lectures. Finally, make sure that the course provider is accredited and a formal qualification is available at the end of the course of study.

A good example of this is CNM (College of Naturopathic Medicine) which is one of the leading providers of naturopathic accredited courses in the UK. Diploma Courses include naturopathic nutrition, which provides an in-depth understanding of the therapeutic powers of food; along with herbal medicine, acupuncture and homeopathy, whose graduates also qualify as naturopaths. CNM graduates, whatever their specialism, all gain a broad understanding of other natural therapies which will help their clients; first aid homeopathy, Chinese diagnostics, Bach flowers, tissue salts, and Iridology all form part of their advanced tool kit. Enhanced knowledge and additional diagnostic skills help graduates improve health outcomes for their clients. ■



concomitant stresses that seek to strangle the life force in our bodies,

A naturopath works with their client to re-inforce the body's own natural resistance and defence against disease.

to take responsibility for his or her own health. This is not always an easy task amid a hostile environment of toxins and chemicals.

The modern day naturopath faces many more challenges than those of their forefathers. Most of us now live in a sea of electromagnetic pollution, coupled with a plethora of chemical pollutants which were completely alien to man just 40 years ago. Add to this a dose of denatured food fast-tracked by technology and we have a heady mix – a health problem waiting to happen. In short most people have too much of what they shouldn't have in their bodies and not enough of what they should have.

The naturopath of today needs a very eclectic approach to meet these challenges and guide their patients back to vibrant health. Whilst never losing sight of the basic fundamentals of the nature cure, the modern day naturopath might employ a raft of skills such as herbs,

WHAT HAPPENS DURING A NATUROPATHIC CONSULTATION?

A naturopathic consultation starts with case history taking, encompassing an in-depth assessment of the client's medical, lifestyle, and emotional state. This is followed by a clinical examination, generally involving the examination of the pulses, tongue, iris, blood pressure, and abdomen. Laboratory testing of blood, stool, saliva or urine may be utilised to check for mineral deficiency, bacteria, parasites, fungus, intolerances, hormone, and nutrient status. The naturopath will also make a general observation of a person's energy and demeanour or life force, chi (qi). Practitioners who are trained in additional diagnostic and treatment modalities may also use kinesiology, homeopathy, or subtle energy diagnostic methods.

A client's treatment will be aimed at a level that the client can receive and follow the



College of Naturopathic Medicine are full members of The Association of Natural Practitioners and is one of the UK's largest, most respected, naturopathic training providers. CNM has colleges in London, Bristol, Brighton, Birmingham, Manchester, Edinburgh and Belfast and three in Southern Ireland. More information is available on www.naturopathy-uk.com

The ANP provides ongoing CPD and support for Naturopathic Practitioners, and offer a route to Registered Naturopath status contact www.theanp.co.uk for information about Naturopathy in the UK.



Feeling frazzled?

*Clients, family, friends, bills, too much to do and too little time to do it in? Is everything getting on top of you? Relax, **Jane Sheehan** is here to help you regain a sense of calmness...*

As the days get shorter, the festive season looms and the holidays seem a distant memory, it's easy to end up feeling frazzled. Despite knowing better, therapists are some of the worst people for not taking time out to look after themselves. We tend to put other people first because it is the nature of our profession. So it's natural that we will feel frazzled from time to time.

When I started my business all those years ago, so many people would throw really good ideas at me, but because I was feeling overwhelmed by how much I had to do to get my business off the ground, their well-meaning suggestions would make me feel like I was about to snap. I soon learned to park the ideas. I bought a small notebook and carried it everywhere with me. I put the ideas into the notebook so that I didn't feel that I had to tackle everything right now. I knew that I could look back at the notebook when I had completed the tasks I had already set for myself.

We all know the passion we felt when we first started our business. Do you wonder where it went sometimes? The flip-side of passion is tiredness. If we are passionate about something, we put in all our effort even to the point of exhaustion. But once we are tired, we can't find that passion. The best thing we can do to revive a waning passion, is to stop! Stop everything and rest. Take a few days off, have a holiday, or a good sleep or a long hot soak in the tub. Make time to rest and revive yourself so that you can get back to that passion.

Doing something you enjoy purely for yourself, that is unconnected with work has a chemical effect on both mind and body, releasing those happy hormones endorphins and in turn giving you a feeling of positivity which you can then channel into your practice.

Because I am working all day listening to peoples' problems, I need to make sure I am balanced too. I make sure I go for a walk

because it gives me daylight, burns calories, gives me thinking space, and everyone always feels so much better after a walk. I prefer to walk in the middle of the day so that I maximize the amount of daylight I get. Plus it's warmer! I also do a treatment swap with a local massage therapist. As her therapy is different to mine, I can switch off and enjoy it rather than examining her techniques!

If you feel overwhelmed, here's a simple tip for you: focus on your breathing. The stress hormones of adrenaline and nor-adrenaline can only be released through your breath, so focusing on deep breathing is a good way to feel less frazzled.

If you could carve an hour a day into your schedule, what would you choose to do for your

own rejuvenation? Is it possible that you could find that hour a day and do it? What would be the benefits to your business if you did? ■



Jane is author of "Let's Read Our Feet!", "*The Foot Reading Coach*" and "*Sole Trader: The Holistic Therapy Business Handbook*."

Her latest book, "So you think you know reflexology" has just been published. For details about Jane's workshops see

www.footreading.com/workshops

For details about Jane's workshops see www.footreading.com/workshops

A FRESH APPROACH TO TRAINING AND MEMBERSHIP FOR COMPLEMENTARY THERAPISTS



Join Us... Professional Association
Membership for Multi-Disciplinary Therapists



"I'm definitely renewing my premier membership - such a fantastic range of benefits and I really appreciate being able to get expert advice when I need it."
Sue, Premier Member

Train With Us... For a successful career in complementary therapies. Professional Diplomas, Certificates and CPD Workshops.


"I love the practical training days. My tutor is so knowledgeable and my case study clients are all really impressed with my treatments. The online support for the theory modules is just like having one to one tuition." Mark, Massage Student



Complementary Health Professionals
Kemp House, 152 City Road
London EC1V 2NX

0333 577 3340

www.complementaryhealthprofessionals.co.uk
enquiries@complementaryhealthprofessionals.co.uk



UNDERSTANDING AND ATTRACTING YOUNGER CLIENTS: THE LONELINESS EPIDEMIC

Jade Saffer discusses how to overcome the disconnection of loneliness to appeal to a younger client base...

THE world as we know it has changed immensely in the last 10 years; the development of the internet and technology seems to have divided older generation from the younger one and an unintentional lack of understanding between the two has resulted.

To be able to connect with millennials as clients, we first need to understand the issues they face. Loneliness among young people today is increasingly becoming an epidemic we can't ignore and, as healthcare professionals, we need to tackle this issue for the sake of future generations.

In 2010, the Mental Health Foundation found loneliness to be a greater concern among young people than the elderly. The 18 to 34-year-olds surveyed were more likely to feel lonely often, to worry about feeling alone and to feel depressed because of loneliness than the over-55s. Why has the issue of loneliness become so prevalent in a time where we have more ways of connecting than ever before? The Internet has the façade of bringing people together, but the stark reality is that we have blindly been lead to substitute real relationships with online relationships.

The more time we spend online the more disconnected we become from the real world.

This illusion of companionship we get from technologies provides us with a false sense of security that further separates us from each other. Young people today are far more independent, assertive and self-reliant than ever before and I believe this is a result of a diminishing value for connection. Of course, we know that we as humans were built for connection, not to be alone. We know this from the countless studies of the effect loneliness has on our mind, body and spirit. How then, do we translate this knowledge to the younger generation and instil a sense of togetherness back into each other?

I have found when working with my younger clients, that creating an awareness of a need for real-life connection is the first step to a healthier lifestyle. As loneliness is sadly becoming part of the millennial culture, most young people do not even realise this lacking in their lives, but still acknowledge dissatisfaction in some way. We, as professionals, can provide a non-judgemental space where it is okay for our clients to feel at ease in expressing the pressures young people face in today's world, how much is expected of them in terms

of keeping up an online presence and how this affects real-life relationships.

By creating a space that shows an empathetic understanding of the daily challenges they face, we can attract the clients that need exactly that. Once rapport is built, we can then, through therapy, whether it be mental, physical or any other practice, guide our clients to a more connected and grounded lifestyle. Loneliness breeds more loneliness, it is an invisible energy that transmits through people. By encouraging more interconnections within the millennial generation we can hope to make a positive change for the future, creating an environment that we can all benefit from. ■



Jade Saffer is a Holistic Teen Coach, providing

1-1 mentoring and therapy for young people aged 11-25. She also offers parental support and facilitates workshops in schools. 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 or by calling 07596 822957.



Gut feelings and practising gratitude

The Federation of Holistic Therapists' Mary Dagleish shares her experience of building the life she really wanted...

ONE evening I was having dinner with friends to celebrate the birthday of one of our group. It was a Sunday night and I was feeling guilty about being out so late, as I had to get up early for my job as a primary school teacher the following morning. I also had that 'Sunday night feeling' of trepidation that always seemed to hit me as I worried that I wasn't fully prepared for the week ahead.

An elderly gentleman was going round the restaurant tables offering handwriting analysis. He intrigued me, so I asked how he got into doing something like this, which he obviously seemed to enjoy. He replied that he had been working as a banker but always hated his job and decided to take early retirement and try to make a living from his hobby. He said he hadn't looked back since and was in big demand at parties, events, dinners and even did some work for the police.

I told him how frustrated and fed up I felt about my job, but that I was scared to leave it and he quoted, 'Find a job that you love and you'll never

have to work a day in your life!' Every fibre of my being resonated with this. I knew that I wasn't doing what I really loved and that I wanted change.

Twenty years on, I'm living my dream as a complementary therapist, teacher and writer and enjoying it more every day. It hasn't all been plain sailing and I've had lots of personal ups and downs along the way, but I feel that I am right where I'm supposed to be and I no longer wish for Fridays or fear Mondays. Here are my three top tips for building the life you want:

LISTEN TO YOUR GUT FEELINGS

Often the voice of doubt and negativity in our heads is much louder than the quiet whisper in our heart that longs for something else. Sometimes we need to tell the doubt and negativity to be quiet and listen to the inner genie that wants to guide us to where we really should be.

PRACTISE GRATITUDE

When I was going through a particularly difficult time in my life, someone suggested I keeping a gratitude journal. The idea seemed preposterous as I felt I had nothing to be grateful for – my life was falling apart. However I gave it a go and as I wrote down three things I was grateful for at the end of each day, I began to see that I could add

many more things to my list. I noticed that by saying thank you to life, I began to receive more.

MAKE SOME ME TIME

One of the first things I do every day is take time out to sit quietly and meditate. It makes such a positive difference to my life. It recharges my energy and helps me to put things in perspective and focus on what's really important in my life. When your job involves caring for others it's important to care for yourself first, so make sure to spend some time every day doing something that floats your boat, otherwise it may sink! ■



Mary Dagleish runs www.head2toemassage.co.uk and is

a Vice President of the FHT. The FHT offers a range of membership benefits to holistic therapists and runs the largest independently Accredited Register for complementary healthcare therapists. For further information, www.fht.org.uk or call 023 8062 4350.



The Global Leader in Mushroom Nutrition Products

MRL
Mycology Research Laboratories Ltd.

Website:
www.mycologyresearch.com

Mycology Research Laboratories Ltd. (MRL) has an extensive library of proprietary mushrooms strains (which ensures the correct specie and variety) to give you confidence in the identity of the mushrooms.

MRL's proprietary cultivation technology consistently produces uniform, contaminate-free, mushroom biomass powder; in accordance with both the California Organic Food Act of 1990 and the EU organic regulation (EEC 2092/91).

The biomass powder is then manufactured to food grade GMP standards in Holland. All mushroom strains are available in both 500mg tablet and 250g powder presentations.



MRL Products

Coriolus-MRL
(Yun Zhi)

Cordyceps-MRL
(Dong Chong Xia Cao)

Reishi-MRL
(Ling Zhi Cao)

Maitake-MRL
(Grifola Frondosa)

Triton-MRL
33% *Ganoderma lucidum* (Reishi)
33% *Cordyceps sinensis*
33% *Lentinula edodes* (Shiitake)

Agaricus-MRL

Shiitake-MRL

Auricularia-MRL

Pleurotus-MRL

Hericium-MRL

Polyporus-MRL

Poria-MRL

Chaga-MRL

► Distributors of MRL products:

Natural Dispensary Ltd
Tel: 01453-757-792

Revital Ltd
Tel: 0800-252-875

Aneid UK Ltd
Tel: 01582-485-209

Nourish your skin from within. Beauty Complex



reviveactiveTM
Enrich your life

WITH
PHYTOCERAMIDES,
Peptan[®] MARINE COLLAGEN
& HYALURONIC ACID

Available in select stores in London, online at
www.reviveactive.com or Freephone 0800 901 2152

Special 15% discount available online using coupon code 'HTM15' valid until 30th November 2017.

JOURNEYS:

Hannah Smith

Reflexologist **Hannah Smith**, plans her next steps...

Self-employment comes with so many challenges, it's hard to keep up momentum when it's just you, but the benefits of that is you have no one to run anything by

I am a Buckinghamshire born holistic therapist. I trained over 12 years ago in Cheltenham and now live there too. I've been drawn to crystals ever since I was a child so I don't think my going into holistic therapy came as a shock to anyone who knows me.

I trained when I was 18 - giving away my age! I then entered the hospitality world, working in pubs and restaurants for almost 8 years. Although that taught me so much, particularly about customer service, it was never my true passion.

It was only when I took the plunge into self-employment in 2013 that reflexology really came to me. I began working at the Reflexology Centre in Cheltenham with Maggie Davis. She has an unwavering dedication to holistic therapy and I admire her greatly both as a reflexologist and as a friend. I loved the stories she told me of her experiences with reflexology. I guess we all build up our own catalogue of anecdotes as we become more experienced. It's these experiences that have changed my view of reflexology. To me, it's a hero of therapies, with the power to change lives. If you wanted to remedy anything in your life from something physical like an injury or headaches, right down to building confidence and lessening anxiety, or even starting a family, I have patients where reflexology has been a life changer.

Letting a therapist touch your feet is incredibly personal. If you allow someone in, and let yourself be vulnerable, that's often when you see results. I think

it helps to find a therapist that resonates with you and isn't in it for a quick buck. Holistic means to treat the body as a whole. Mind, body and soul. So finding someone with this mantra is a great starting point.

I now, wholeheartedly, love reflexology, I love the results it gets, I love how relaxed people become and I think that reflexology is the perfect therapy if relaxation is the desired result. It balances the entire body from just one localised point on the body.

Self-employment comes with so many challenges, it's hard to keep up momentum when it's just you, but the benefits of that is you have no one to run anything by. It's ultimately up to you, you are the master of your destiny, and that is very empowering. I am a mum of two boys, the elder is three and the younger is just one, so juggling looking after them and running my own business is something I am yet to master!

Life has taught me to trust my instinct, it has only let me down when I've second guessed it. So now, I lead with my heart in everything I do, if it feels right there then in my experience it'll be a success.

My brain is always ticking over for new ideas and where to take my love of holistic therapies, in the immediate future I'm looking at building a massage cabin in the garden adorned with dream catchers, blankets, Navaho style decor and I can't wait for that! In the next year I would like to run my own retreat and am in the planning process at the moment. One day, I will have a holistic retreat centre, where people can come and find inner peace, they can meditate amongst nature and take life enhancing workshops. ■



For more information, visit Holistic Hannah on Facebook or e-mail

holistichannah1@gmail.com

Cosy up with a book

When it's miserable outside, a book can bring warmth and joy. So, make some hot chocolate, don an oversized woolly jumper, pull up an armchair, curl up and spend some quality time with a selection of our favourite new titles for autumn...

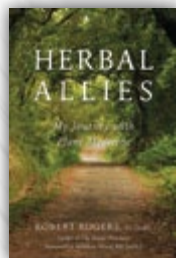
The Healing Art of Essential Oils

Kac Young has produced an appealingly comprehensive guide to fifty of the most popular essential oils. There's plenty of information on using each oil for health and wellbeing as well as ideas for integrating oils into chakra work, astrology and spiritual practices. For me, the sole disappointment is the lack of photos. I'd have liked illustrations of each of the plants and perhaps some photos of the gathering and distillation processes. Order from Llewellyn.com, bookshops or Amazon. RRP £17.99.



Herbal Allies

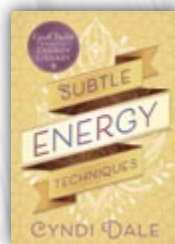
Reading Herbal Allies is like having a relaxed conversation with someone who has a lifetime's expertise and a stock of fascinating insights. This isn't surprising as Robert Rogers has been a respected herbalist for over 45 years. Here, he



shares his wisdom and experience of learning from indigenous healers and decades of clinical practice. It's almost a love letter to his deep connection to plants as medicine. There are in-depth sections on Rogers' twenty most essential healing plants which range from trees such as birch and spruce, to species that are new to me, such as Labrador tea, cow parsnip, and buffalo berry. It's a delight to dip into on a rainy afternoon, since the specific merits and usage of each plant is complemented by recipes, stories and legends concerning the plant and personal anecdotes. www.northatlanticbooks.com for \$25.95 or from Amazon.

Subtle Energy Techniques

If you're interested in energy healing, then Cindy Dale's Subtle Energy Techniques is a great place to start. Dale, who has 30 years of energy work behind her, shares her Spirit-to-Spirit and Healing Streams of Grace techniques in a clear fashion. She's particularly good on how to prepare yourself for energy work, understanding various types of intuition and sources of intuitive information, which range from animals and ancestors to higher and supernatural beings. By tapping into the information offered by such entities and using energy work techniques, Dale believes we can achieve our physical, psychological and spiritual goals as well as helping those around us. £12.99 from bookshops or online.



Ayurveda Lifestyle Wisdom

Acharya Shunya's weighty tome is subtitled "A complete prescription to optimize your health, prevent disease and live with vitality and joy". That's a pretty impressive goal, but Shunya's work is well-researched and logically structured, showing Ayurveda to be a more natural, less adversarial approach to health and wellbeing. Better yet, it's completely accessible even if you don't know your dosha from your vasha. It's a soothing read that may inspire a greater personal understanding and a few lifestyle changes. £18.29 on Amazon.



Herbal Healing for Men



For some reason, male health and wellbeing is often overlooked from a holistic viewpoint. Men, generally, are less inclined to seek help for medical problems

until things get serious. Rosemary Gladstar is out to restore the balance with this lavishly illustrated guide to 30 herbs selected to combat masculine health issues, as well as sections on flower essences and over 50 herbal recipes from fire cider and love balls to clay masks and chutney. The section on how to make your own herbal remedies is well thought out and easy to follow. At £5.99 on Amazon or £1.98 for the Kindle version, this seems a huge bargain. ■

FOR PROFESSIONAL COMPLEMENTARY AND ALTERNATIVE PRACTITIONERS

Holistic

Therapist Magazine



Be your own brand

The disappearing client: learning from those who leave

Technique: Discover EFT

Getting your website right

INSPIRING PEOPLE and fresh ideas

DEVELOP YOUR OWN PRODUCTS

FIND YOUR JOY...

to get more joy from your business and your life

ENTER THE HOLISTIC BUSINESS AWARDS

FOR PROFESSIONAL COMPLEMENTARY AND ALTERNATIVE PRACTITIONERS

Holistic

Therapist Magazine



Dive in: OVERCOMING YOUR FEARS

Golden oldies: market insight special

HOW TO ATTRACT new clients

Technique: Discover Manual Lymphatic Drainage

Working with children with additional needs

SPRINGBOARD TO SUCCESS...

Dive in for a better business and a better life

YOUR INDUSTRY'S NUMBER ONE BUSINESS GUIDE

AUTUMN SUBSCRIPTION OFFER

Holistic Therapist Magazine is collectable, and will guide you in business, as well as provide you with stories and features especially for you and your health... so to guarantee your copy delivered to your door each quarter, simply subscribe using the easy payment method on:

Enjoy a yearly subscription to our magazine for just £24!

your free gifts!...

Get over £100 worth of free gifts!...

INCLUDING: High Five Multivitamin & Mineral 30 veg caps - Helps convert food into energy and is essential for the normal functioning of the adrenal glands, along with other benefits.



To enjoy this special offer please visit...

holistictherapistmagazine.com/subscribe

*Free gift is subject to availability, and offer is permitted to UK addresses only.

4 issues for just £24! (plus your free gift upon subscribing)



What are the consequences of taking essential oils internally?

The CHP's **Carole Preen** warns again the fad of using essential oils internally...

AS with food and fitness, many health and wellbeing trends make their way from the USA to the UK, but some ideas should be left firmly on the other side of the Atlantic. At the moment there is a great deal of hype from certain American companies promoting the internal use of essential oils. Despite considerable scientific evidence to the contrary, they claim that essential oils are safe to take internally.

Furthermore, their unqualified and undertrained sales agents are advocating that doing so promotes health. They do so without any pathology or medical training, nor any real understanding of how essential oils work. One of these sales agents blithely informed me that there are no contraindications to using essential oils, then made some extraordinary claims before trying to sell their essential oils at high prices. This is doing a great deal of harm to the aromatherapy profession in the UK and is a highly dangerous practice.

Professionally trained aromatherapists in the UK who follow the Aromatherapy Council's Core Curriculum (www.aromatherapycouncil.org.uk) are taught to only apply essential oils topically in their diploma course and are taught extensive safety data and organic chemistry. They also have to study an in depth anatomy, physiology and pathology syllabus. Therefore, they will understand that although natural products, essential oils contain complex and often toxic chemicals that can cause damage in untrained hands. They do not study the involved pharmacology of how essential oils interact with our internal systems. Unless they have further medical training, they are not insured or qualified to advocate internal use of essential oils. Despite the high degree of training needed, there are sales people in these Multi-level Marketing companies, who feel it is perfectly acceptable to offer internal use advice to literally anyone. This really has to stop.

So what are the effects of internal consumption of essential oils? The most common adverse effect is stomach irritation. Taking essential oils in water is not a good idea as these oils sit on water or digestive fluid, making it harder for the body to assimilate and causing irritation of the mucous membranes. Tisserand's 2014 paper provides further details.

There is no nutritional benefit to taking oils internally and it is much safer to apply them topically. Schnaubelt (1995) also confirms that essential oils are, "highly lipophilic, penetrate tissue more readily" and that, "rubbing them into the skin or via inhalation is in many cases is much more effective than oral delivery".

The Aromatherapy Trade Council (www.at-c.org.uk) does not support the supply of essential oils to the general public "to be taken internally for any purpose including health and wellbeing". The ATC believes that the current practice of promoting to the general public

the indiscriminate self-medication of essential oils to be taken internally for any purpose is both irresponsible and potentially dangerous to health and that given the lack of information available on the safe internal use of essential oils for health purposes, the general public are not able to make an informed evaluation of the risks involved. ■



There is additional detail on this issue at

the blog section of www.complementaryhealthprofessionals.co.uk.

www.complementaryhealthprofessionals.co.uk. Complementary Health

Professionals is a multi-discipline

professional association for

complementary and holistic therapists.

They also accredit high quality training

programmes from schools and colleges.





EYES RIGHT: *effects of nutrients in macular degeneration*

Peter van Hogerhuis of Springfield Nutraceuticals, provides an insight into the causes and preventions of macular degeneration...

MACULAR degeneration is the main cause of diminished vision in those over 55, affecting 11% of those with a European background. The macula mainly contains sensory cells in the shape of cones enabling to see sharply and discern small details. In addition to age, there can be a genetic predisposition towards AMD and smoking also increases the risk.

AMD comes in two, equally common, forms: wet AMD and dry AMD. The wet form is the most unfavourable due to the late commencement and rapid progression of the disorder.

OXIDATIVE STRESS

Free oxygen radicals damage the macula. Damage is often caused by bright sunlight or the high metabolic activity and the high level of blood circulation in the macula which causes the creation of free radicals.

PIGMENTS AND ANTIOXIDANTS

The macula's yellow colour is due to high concentrations of the pigments lutein,

zeaxanthin and meso-zeaxanthin; all of which are carotenoids. The body cannot produce these pigments, so the availability of lutein and zeaxanthin for the macula completely depends on dietary absorption. The latest research shows meso-zeaxanthin is created locally in the retina.

Several major population studies have shown that a higher daily intake of lutein and zeaxanthin from nutrition reduces the risk of developing age-related macular degeneration.

In the Age-Related Eye Degeneration Study (AREDS) – a population study with 4757 participants who were followed for six years - the combination of vitamin C, vitamin E, beta-carotene, zinc and copper was found to reduce the risk of advanced AMD by 25%.

NEW RESEARCH, NEW NUTRIENTS

The AREDS2 study built on this research. Participants with a high risk of progression to wet AMD, or those with large dry AMD druses in both eyes, or a combination of both, were treated with a modified supplement which substituted the beta-carotene with lutein and zeaxanthin.

Previous studies had shown that a lutein- and zeaxanthin-rich diet decreased the risk of AMD in women under 75 by 48%. Another study suggested that the macular pigment optical density of (MPOD) is directly related to the intake and serum concentration of lutein and zeaxanthin, and determines the visual acuity.

The results of the AREDS2 study showed that that using lutein and zeaxanthin reduced the risk of late AMD by 26%. The quantities of nutrients used in the AREDS2 formula can rarely be obtained from the diet alone. Especially, when it is not possible to eat enough vegetables rich in lutein and zeaxanthin, the benefit of an AMD supplement using the AREDS2 formula is significant and can be used in addition to a regular multivitamin.

THE POWER OF LUTEIN AND ZEAXANTHIN

Research shows that the bioavailability of the free form of lutein is 17% higher than the lutein ester. Zeaxanthin can be obtained from plants, including the *Tagetes erecta* or African marigold. The zeaxanthin from this source is identical to the form that naturally occurs in the eye. The addition of pure, natural zeaxanthin is therefore preferred in a supplement for the prevention of macular degeneration. The combination of vitamin C, vitamin E, zinc, copper and the natural pigments lutein and zeaxanthin has been scientifically proven and offers perspectives for the longer preservation of a good vision.



For full references for this article and further information on supplementation for AMD, please visit www.springfieldnutra.com



RESPONDING TO:

Grenfell

WITH
complementary support

Jane Lawson, discusses how Complementary Support Teams UK continue to support to those involved in the Grenfell fire...

HAVING been on the ground at Grenfell since the fire happened way back in June, I want to get across how this has affected everyone in this close knit community and those involved in helping them with their healing process. It is a mammoth and complex task from an emotional, mental and physical perspective; not just for the survivors, but for all those involved in healing the scars it has created. So, this is my own story of why Complementary Support Teams was set-up to help...

IMAGINING THE UNIMAGINABLE HORROR

I cannot explain why Grenfell got to me. All that matters is that it did, and from it

Complementary Support Teams UK was born. When I first visited on the Sunday after the fire, it was clear that all the basic physiological human needs were being met. It was like a surreal war zone with the Tower standing like some Grim Reaper overshadowing everything.

Try and imagine for one minute stumbling over bodies on a stair well in the pitch black, your child in your arms, not able to breathe because of the acrid smoke and cyanide gas. Imagine trying to find your way down a never ending tunnel into an abyss. Imagine standing in the street watching in horror as the whole building burns like the fires of hell, listening to adults and children screaming for help. Imagine being one of the emergency service personnel, family member or friend, sitting at the end of your phone, talking and listening to people as

they screamed for help and breathed their last breath, impotent and paralysed to do anything as you listen to them dying.

These were the emotions and reflections that went through me on that Sunday and I needed to do something to help. I quickly realised this was an incident that was going to have huge ramifications UK wide, and one that would take years, if ever, to heal completely.

SETTING UP SUPPORT TEAMS

I realised that offering any help and support at Grenfell was going to be a very long term situation. That day, I put my first shout out for therapists on Facebook. By the 16th I had already been contacted to see a fire fighter and by Sunday 18th I was in Grenfell.

Seeing the Tower in newspapers and on TV bears no resemblance to seeing it in real life. It gets to you. I insisted right from the start that our therapists needed to walk around the area, look at the tower and imagine what it must have

Well, we are listening: CST-UK are providing them with some sort of stability and consistency, and a safe place not just for their own personal healing, but to rebuild their trust.

travelling from across the UK, we faced the challenge of maintaining supplies of equipment and the ever increasing cost of travel to and from the area. As things are moving forwards, we are finding other things which are required to help those affected.

We have been very fortunate with donations from suppliers of essential oils like Base Formula, Jan Benham of The Aroma Shoppe, Penny Price Aromatherapy, and those who donated oils from their Neal's Yard commissions; SoloPress have printed flyers for us. We have a website that is currently being built by Health Hosts completely free of charge and with no maintenance cost. A small number of monetary donations went towards a roller banner and covering some of the operating costs and travelling expenses. We have now been approached to apply for some funding which will go some way to help the therapists with at least their travelling costs.

A LONG TERM PROJECT

We're well aware of the long term issue here. CSTUK, although involved with Grenfell, is now UK wide, ready to respond to similar events. All our therapists submit their insurance and register, so in the event of the next incident we can assemble the best team. We hold regular video calls either for training or to have group discussions about what we need to do and how best to move forwards. We have regional coordinators, and heads of modalities. Some of the therapists teach, have written books or serve as board members of their governing bodies. Newer therapists shadow the more experienced therapists, gaining invaluable hands-on training. It's a real community effort.

We will not give up on the people affected. They will not be abandoned, they will not be ignored. We offer a safe place and the chance to be listened to. We are also pragmatic enough to know when we need to reach out and ask for help. ■



If you would like more information on how you can support us in our efforts please contact us via our website www.complementarysupportteams.uk or Facebook page www.facebook.com/CompSupportTeamUK/



OVERCOMING THE CHALLENGES

The biggest problem was finding somewhere to work from. Early on we were scattered all over the area, with various places offering us space. After a couple of weeks, one of the

therapists had found The Crow's Nest Gallery, which is right next to the centre of operations at the Westway Sports Centre. The Crow's Nest has now become our centre. It is not a luxury treatment room, but then the situation is not all candles and crystals. Psychologically, it resonates with the survivors that we too are making the best of what we have.

The therapists that have come on board have been amazing; the support we have generated is beyond our expectation and we are so grateful. As a team, we are getting busier and busier as more and more people are being referred to us. We afford each person all the time they need for therapy. Usually, because of each individual's complex needs, they have more than one therapist taking care of them on a weekly basis. The therapists team up and work together and keep each other informed.

As more therapists are came on board,



been like on that fateful night. A few felt they would not be able to deal with the trauma the survivors, evacuees and even first responders have experienced. We have been very fortunate that there are a lot of the therapists who have been to Bosnia, the camps at Calais, even Afghanistan. Some of the therapists have also had training to a high level to deal with trauma and PTSD.

COMMUNITY OF CONNECTION

The fire impacted survivors' lives in such an emotional way. There are evacuees who lived around the tower who are now in hotels, volunteers who have worked tirelessly to help. Every member of this tight-knit community has been affected. People are not just traumatised, they have lost trust in 'official bodies'. They feel they are still in the dark screaming for help and nobody is listening.

FOCUS ON: RUNNING A RETREAT

Jennifer Ellis of The Yoga Wellness Company gives us the inside track on running a retreat...

I discovered yoga about 25 years ago, when I moved from South Africa to London. Yoga became an antidote to the manic hustle and bustle of my work in recruitment. I quickly began to notice that the practice had benefits that went beyond the purely physical, many of which are particularly relevant in today's fast-paced, digitally-wired world.

Now I take the practice of yoga one step further in order to help others find relief and a greater sense of wellbeing through their practices. This developed a series of day-long transformational workshops and I organise yoga retreats. My retreats are designed for those seeking to achieve lasting changes and the benefits that Yoga brings to the body and mind as well as emotional wellbeing.

Prior to launching my own retreats, I attended and led classes at retreats worldwide for the past fifteen years. My experiences have allowed me to pick out the best locations and elements in order to create a retreat, designed entirely around maximising health and wellbeing and allowing attendees to leave feeling relaxed and restored.

When we look for locations, we choose those that offer unique, unspoilt and exclusive environments. Each villa or hotel includes a spa or wellness centre and we consider how environmentally friendly and non-intrusive they are on the surrounding location.

Our current locations include Italy's Amalfi coast, Prague environs, Provence and the Aegean Islands. We advise our attendees to choose locations that are a contrast to their everyday life and then they are truly able to experience a transformation in their wellbeing.

If you're planning a retreat you must realise that guests are often looking to escape very stressed and busy lives. They want a retreat that allows them to switch-off from demanding and technologically driven daily life, where they can enjoy a week practising yoga and improve their



wellbeing in a way that is more likely to renew than to exhaust them. That means no busy itineraries, no huge crowds to navigate and no demands placed on them!

We find our guests typically have concerns that range from having limited yoga experience, or letting their yoga practice slide, to those who are concerned about their flexibility, or even that the retreat may be for ascetics who favour a more austere approach. Our view is that yoga is for everyone, that you start from where you are and that is good enough. It's most definitely not a performance.

Guests range from novices to those with long-term yoga practices; ages range from 20s up to 60s and quite often include single travellers female and male, small groups of friends or mothers-and-daughters, couples (where one practises yoga and the other just dabbles) and those who need to remove themselves from being permanently digitally wired. Nowadays, yoga appeals to people in many walks of life and our retreats are designed to cater for all.

We've learned that our most effective way of reaching these clients is using our social media platforms, including (Facebook, LinkedIn, and Instagram. This is the easiest way for prospective clients to get a real sense for what we do and the locations in which we are holding the retreats. However, we also advertise in venue directories, magazines, trade shows, flyers and our workshops.

You will need to design your retreat programme around suitable hours to practise yoga or your own therapy in the early morning and late afternoon and also to afford as much time to rest, rejuvenate, disconnect and enjoy other activities, whether relaxing poolside, reading, walks, swimming, spa treatments and a few cultural excursions. On the whole, we have found that guests don't want to be over-scheduled and to have some flexibility to the rollout of their day to socialise and relax.

Be prepared to adapt classes in line with the guests' abilities. Modifications and appropriately adjusting the practice upwards or downwards as is appropriate. Most guests are not surprised at being challenged a little bit more than they might do in a regular class at home, but we are always mindful that

they are not left feeling intimidated or overwhelmed.

We've found the retreat model works best with 8-10 guests. This will afford personal attention in the yoga practices with a more intimate environment. You need to factor in many things into your package and pricing. We include luxury accommodation; transfers; retreat menu of three meals daily designed by the chef, complimentary bottled water; tea, coffee and fresh fruits available throughout the day; spa treatments or access; guided nature or cultural excursions and shopping in local town. Flights, tips, laundry services and alcohol aren't included.

The combined elements of choosing the retreat destination, teacher and yoga style are key elements to a successful and enjoyable retreat. The teacher sets the tone for the entire retreat and determines the dynamic and success. It is important that the teacher's approach is one of openness so that guests feel they are welcome, that they are the priority and that their needs and interests are considered as paramount. Being an experienced teacher is equally important as it instils confidence in the guests.

In my experience, the biggest mistakes people make when setting up a retreat is in overlooking the potential for bad weather and lack of pre-planning. Not having a Plan B in place for delivering the yoga practice or other sessions if things do go awry; over-promising and under-delivering; not taking care of the details and smaller issues; and neglecting the follow through on expectations in your service.

Occasionally you may find that two guests take a dislike each other. It's important that the teacher remains neutral and resists getting drawn in to any squabbles. It helps to remind guests that a retreat is a group activity and experience, so it's important to be a good participant – be more understanding, considerate and patient with others. Unplug and let go! Experience has also shown me that diverting the attention away from of the individuals involved, and focusing on something else that everyone can appreciate, can help relieve the personal tensions too.



The main challenges in running a successful retreat are securing the level of interest and sufficient number of people to be able to run the retreat. It requires regular marketing action undertaken well in advance of the retreat and to keep the momentum going. You need to manage guests expectations, listening seriously to their feedback and ensuring that they are in some way addressed even if unable to change the situation. Regular communication and follow through with both the retreat venue and guests is fundamental to success.

It is our intention to continue to grow and expand the number of workshops in London and overseas retreats. In addition, we want to offer a bespoke built corporate yoga package for extremely busy and stressed staff of corporate companies, offering "desk-bound" yoga poses and sequences as well techniques to reduce stress, including mini-meditation and breath-work sessions. ■



Find out more about the Yoga Wellness Company and its retreats by visiting www.theyogawellnesscompany.com or e-mailing hello@theyogawellnesscompany.com.



TAKING THE PAIN OUT OF PERIODS

Rebecca Muir of Allnaturalme.co.uk considers the mooncup...

TALKING about periods is often considered a social faux pas, so how do we discuss them? We've amassed a huge collection of euphemisms to avoid mentioning menstruation. The curse? Shark week?

Lady time? Aunt Flo? Having the painters in or just that time of the month? Whatever your way of expressing that mother-nature is making her monthly visit, we're going to talk about how best to manage it.

The History of periods

During the medieval times women tended to use rags or other absorbent materials to stem the monthly flow of blood, though many women simply bled into their clothes. As things progressed to the modern ages, we began taking a more sanitary approach to periods. From the late 1800s until the 1920s, women could purchase washable pads that were attached to a belt around the waist, and there is even a report of a tampon-like device being used. Fast forward through the years and tampons and pads are becoming ever more discreet and effective. We also have waste free options including the menstrual cup.

Menstrual cups

A menstrual cup is a type of feminine hygiene product which is worn inside the vagina during menstruation to catch any menstrual fluid. They are most often made of silicone, or sometimes natural rubber, which is problematic for those who are sensitive to latex. Unlike tampons and pads, the cups collect fluid instead of absorbing it. Menstrual cups eliminate the need to carry around spares, and they're re-usable. They usually pay for themselves within 6 months. This means you no longer need to purchase sanitary products every month nor pay the tax on them. Menstrual cups hold three times more than a regular tampon, providing

longer lasting protection on heavier days. If your period is light, it will not cause any dryness. Menstrual cups are very eco-friendly, but due to their re-usable nature, they must be emptied and cleaned between each use. They aren't the best choice for the squeamish. The majority of women who use menstrual cups have no issues, but those with a lower cervix do report discomfort and many report resorting back to pads or tampons. It is very much a personal journey, and everyone's experience will be different!

Not for you? Go organic

Using organic pads and tampons is one of the most simple ways to become more eco-friendly and look after your body. Many well-known brands of tampons and pads are made of mostly synthetic materials and contain SAPs which - whilst they are great for absorption - are derived from crude mineral oil. On top of this, many well-known brands chlorine-bleach their products, which in turn leaves the by-product dioxin - a chemical compound we have been warned is toxic. When you buy organic tampons and pads, you know that they're eco-friendly and free from toxins or chemicals. Organyc, a Certified Organic & Natural feminine hygiene brand, keep their products simple. Their range is biodegradable and made from 100% organic cotton which means their products are gentle enough for even the most delicate skin.

Whatever method you choose, organic and reusable is kinder to the planet and your own body. ■



Find out more about the benefits of using organic intimate care products as well as many other natural and organic beauty, health and wellbeing brands at www.allnaturalme.co.uk

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



Utilising the power of the creative mind in **HOLISTIC THERAPY**

*Hypnotherapy trainer and author, **Jacquelyne Morison**, explains that accessing the creative mind can help our clients improve their wellbeing...*

EACH of us is simply an animal with a bit of intelligence. As human animals, we are susceptible to imagery, symbolism, metaphor, colour and sound because it forms part of our instinctive human survivalist mechanism.

This human power resides within the limbic system at the centre of the brain. The limbic system (or paleomammalian brain) is our caveman's brain. It fuels our instincts, our bodily functions and our automatic reactions. More importantly, it also houses our memory-imprint of stressful or traumatic experience and malaise. The limbic system is thus the world of dreams, imaginings, inspiration, aspirations and our creative talents together with our deep-seated fears, tears and rage. It is also home to our healing faculty.

From our limbic system, consequently, we have direct access into our repository of psychological and physiological stresses and traumas alongside the ability to summon up our most potent inner healing capacity. We were born to be able to heal ourselves in order to strengthen ourselves and hence to ensure the continuance of the species.

Your client, therefore, will be genetically programmed to heal himself, to overcome recovery-obstacles and to accept help from others in the interests of human survival. This applies to all of us.

So how does this knowledge help you and your client?

Sometimes we fail to appreciate the impact of artistic works on the inner mind and, certainly, we often tend not to realize the extent to which

the imagination can be utilised in order to assist the client. This creative-mind visualization and imaginative imagery which is such a boon to the mind-oriented therapist can also be employed to good effect in most other alternative therapy professions. The use of metaphor, for instance, can assist the holistic practitioner to explain a given concept to the client and thereby alter his perspective. You can use this to help your clients heal themselves.

Utilising the creative mind in therapy

Here are some ideas to further stimulate your own imaginative healing powers:

Can you provide your client with a handy metaphor which can explain the point you wish to put across?

Example: You might say that taking allopathic drugs is like washing your feet with your socks on.

Can you invite your client to analyse his dream imagery?

Example: You might ask, "Does that creature in your dream remind you of anyone you know?"

Can you encourage your client to think creatively?

Example: You could ask, "Can you think of a creative way of resolving this problem by depicting it as a creature, an animal or spiritual being?"

Can you show your client the power of his own creative mind?

Example: Ask, "Can you visualize that problem-person in your life and give him a good telling off?"

Can you personify your client's problems?

Example: Ask, "Can you shrink that annoying person from your past down to being a little match-stick man whom you could easily tread on?"

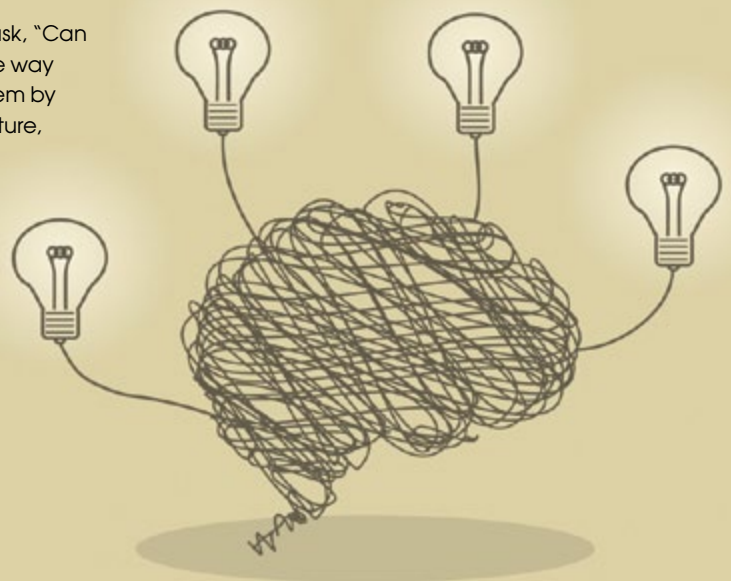
By asking these, and similar questions, you can help your clients to harness the create power of the mind and help them to heal themselves.



Jacquelyne Morison is Course

Director of Jacquelyne Morison

Hypnotherapy Training which provides training for hypnotherapy professionals and alternative therapy practitioners. She is also the author of a number of highly acclaimed works for alternative therapy practitioners. For further information please phone 01451 820441, e-mail jacquelyne.morison@btinternet.com or visit www.jmhypnotraining.co.uk





THERE'S MORE TO VALERIAN THAN A GOOD NIGHT'S SLEEP

Ed Joy expounds the benefits of valerian...

WE take some herbs for granted and get equally over excited with others. The highly anti-oxidant, anti-microbial groups seem to get all the press. In reality, no plant would live very long without having the tools to protect itself from infection, so these properties stand to natural reason. A plant which offer a reprieve from the modern stresses of our lives is, to me, nothing short of miraculous. Let me introduce you to valerian.

Valerian stands tall in the meadows of northern European throughout the summer months. The delicate white flowers reach out to browsing mammals, emitting a sweet, putrid odour that can only be compared to decay. Dig a little deeper and the smell only gets more intense. Many people find the smell of valerian root repugnant and find it hard to stomach. Get past the nose and its flavour is sweet and far from unpleasant. I must admit, over the years I've become quite fond of its distinctive smell, but then my office, my home and my bag all carry valerian's familiar undertones; testament perhaps to how important it is to my work and my life.

Cats, on the other hand, go weak at the knees at the smell of valerian. My own cat had a shock recently when she enthusiastically plucked a valerian teabag out of a mug only to get showered by its boiling hot infusion. She's fine, but the temptation of this sweaty scent must have seemed worth the risk. A few years ago, I'd neatly planted a row of valerian in my garden, leaving it to mature until the autumn of its second year when it would be at its height of potency and ripe for harvest. I looked out one morning to find all the plants strewn and shredded across the garden and 2 cats amorously anointing themselves with the roots.

Whether or not cats benefit from valerian's anodyne, hypnotic, soporific properties, I couldn't tell you; personally, I've never met a cat who seemed sleep deprived! For people though, in times of great need, valerian always seems to rise to the challenge. It calms the high nerves, exerts an anti-spasmodic, anti-convulsive effect, it's a

mild demulcent, digestive and will soften inflamed and agitated tissue. Above all, and most important in this context, valerian is safe and non-addictive. This is an important point because to my mind, the more specific and targeted an herbs use, the more potential there is for side effects; turn to belladonna to bring down high fever or foxglove for a heart murmur and you'll see my point.

There are those of course who are suspicious of valerian's virtues and it's wise to be cautious. If you enlist the help of an herb to take some of the pain of shingles away, remove the hacking spasm of a child's cough or give a few hours of peace to a long-time insomniac (all properties well within the scope of valerian) then, in truth, you are not resolving the problem, but may be introducing another thing for someone rely on. If the practitioner can dispense an herb that offers the reprieve that I have seen valerian give without the side effects associated with so many nostrums, then a gateway has been opened through which the healing process can proceed. In my book that is a tool no naturopathic practitioner would not want to be without. ■



Ed Joy works for Bionutri, the naturopathic supplements

manufacturer. He gives talks around the UK on Herbal Nutrition. For further information please contact info@bionutri.co.uk or phone 0121 628 1901. 📄 www.bionutri.co.uk or follow @EdJoyHealth.





View on a special formula with lutein & zeaxanthin and other nutrients



Keep good perspective on a clear sight

AGING

The importance of good vision increases as we grow older.

External influences, such as UV light, play a role in the health of the eye and especially the retina.

The carotenoids lutein and zeaxanthin are to a large extent present in the central part of the eye.

An important rich source of lutein and zeaxanthin is *Tagetes erecta* (Marigold).



BLUE LIGHT

A growing concern in the last decade is the prolonged exposure to high-energy blue light from digital sources such as screens, tablets and smartphones. This may cause problems in visual performance and sleep quality.



SPECIAL FORMULA

Macuvite-2 is formulated on the basis of well-known research.

Both lutein and zeaxanthin are part of this special formula as well as vitamin C* & E, copper and zinc**.

* Vitamin C contributes to the protection of cells from oxidative stress.

** Zinc contributes to the maintenance of normal vision.

Recommended use is one tablet a day preferably after a hot meal

30 tablets £ 15.95 | 150 tablets £ 71.95

Macuvite-2 is also available at The Natural Dispensary

ORGANIC CORVIAN **ORGANYC.**

Pads and tampons with 100% organic cotton



When most feminine care brands are synthetic, Organyc products use 100% organic cotton for gentle-on-the-skin softness and super absorbency without chemicals or chlorine bleach.

Complete protection in the most natural way!

Organyc is available direct from Pravera
To place an order or to enquire please contact us

Tel: 01557 870203

Email: trade@pravera.co.uk

www.organyc.uk

WAY TO GO

Toby Angel of Sacred Stones, offers a different type of final resting place...

I left school at 16, with no qualifications, worked as a messenger, harvested potatoes, and sold shoes in a sports store, before ending up in the Asset Management industry. Quite a journey!

I've long been interested in conservation which is probably the seed from which Sacred Stones grew. Our Build Director, Martin Fildes was commissioned by Stonehenge Steward Tim Daw to build a barrow. The public were so taken with the barrow concept that we decided to form Sacred Stones. Now we build handcrafted barrows which provide meaningful space for commemorative journeys.

Obviously, there isn't another business like ours, so getting started was very complicated. I spent time researching the funeral world. We felt the funeral industry was serving itself rather than the customer, and thus established a core ethos entirely focused on providing personalised venues to celebrate life, critically with no time constraints.

We have two barrows built, two further sites with planning consent and others are earmarked for development.

Finding the right place takes a lot of work, talking to planning departments and finding landowners who share our ethos of guardianship. The barrow design is down to Geraint Davies, a sixth generation master stonemason. We're creating space for people to express themselves, and celebrate life.

Grief needs time. We cannot predict its course, its power, let alone the emotions generated. We have regular visitors making their pilgrimage to Willow Row. The barrows, to our mind, must be 'full of life' and thus we welcome all visitors. In contrast to a crematorium, when a ceremony takes place, the family has the barrow to themselves for the entire day.

Aside from the legalese, possibly the most challenging part of setting up Sacred Stones was deciding on pricing. We knew a direct cremation with no service and the ashes returned costs in the region of £1,700, with a further £2500 to store two



sets of ashes above ground for 20 years at a local crematorium. Our niches can take several sets of ashes and unlike other services, we allow families to pass their niche to future generations. We offer hand made venues, but we don't charge for use of the venue. Many people have two ceremonies, the first with the coffin and the second being a lighting ceremony where family and friends light candles for memories and stories - all with no charge. To place ashes in a standard niche at Willow Row for 99 years, for two or more depending on the urn dimensions, cost £4,800. To place a single set of ashes at Willow Row, in a handmade felt urn gifted by Sacred Stones costs just £1,950.

Aside from watching our three children grow, the last two years since establishing Sacred Stones, have been the most life affirming. I'm staggered at the nourishment our souls receive from the interaction with the public. It is a huge privilege to have such intimate conversations with relative strangers. It is without doubt the best job I've ever had!

Over the next few years? Well, we're looking at more barrows, starting with a build in Shropshire. We plan to host funerals at our barrows, in addition to creative and educational events. Imagine a school class coming to a barrow to discuss ancient history, life lessons, music, drama, or teenage issues. Until you've visited a barrow, you cannot begin to appreciate the impact it can have. ■



Toby can be contacted on 07770

833 212 01234 780 280 or

by email at toby@sacredstones.co.uk

For further information, please visit

www.sacredstones.co.uk

RECIPES FROM A HERBALIST'S kitchen



American author and herbalist **Brittany Wood Nickerson** understands that food is our most powerful medicine. Here, she shares recipes that show the kitchen can be a place of true awakening for the senses and spirit, as well as deep nourishment for the body...

BRAISED CHICKEN WITH SHALLOTS AND FIGS *Serves 6*

Savour the beauty and deliciousness of each ingredient as you chop, sauté, and arrange, and as the steamy, sweet aromas fill the house as the dish.

Ingredients - 2½ pounds bone-in skin on chicken pieces (breasts, thighs, or legs), Salt and freshly ground black pepper, 2–3 tablespoons olive oil, 4 large red or white shallots, peeled and quartered, 1 head garlic, cloves separated, peeled, and crushed (halve them if they are large), ½ cup fresh or dried figs, quartered, 6 sprigs fresh thyme or 2 teaspoons dried, 2 sprigs fresh sage or 1 teaspoon dried, 1 sprig fresh rosemary or ½ teaspoon dried, 1 bay leaf, 1½ cups dry white wine, 2 tablespoons Dijon mustard.

Method -

● Generously season the chicken with salt and pepper on all sides. Heat 2 tablespoons of the oil in a large pan over medium heat. When hot, reduce the heat to medium-low, place the

chicken in the pan skin side down, and sear until brown, 5 to 7 minutes. Do not move the chicken pieces once you have dropped them in the pan; this disrupts the sear. Flip and repeat on the opposite side, then remove the chicken from the pan and set aside.

● If the pan is dry, add another tablespoon of oil. Add the shallots, garlic, figs, thyme, sage, rosemary, and bay. Sauté until aromatic and golden brown, about 5 minutes. Season with salt. Reduce the heat as needed to maintain a gentle sauté; the pan should not be so hot that ingredients are burning or sticking to the pan.

● Pour the wine into a small bowl and whisk the Dijon mustard into it. Return the chicken to the pan, arranging the pieces among the garlic, shallots, and figs. Add the wine mixture. Bring to a gentle simmer, then cover and let simmer until the chicken is cooked through, 15 to 25 minutes, depending on

the size of the chicken pieces. The chicken is cooked through when the meat closest to the bone is opaque and the juices run clear, or the internal temperature of the meat nearest the bone reads 165°F (75°C) on a meat thermometer. Remove any herb sprigs and the bay leaf. Season the broth with salt, if necessary and serve immediately.

Preparation: *This dish is lovely served over rice, polenta, greens, or anything else that will soak up the flavours of the broth. If you have more fresh herbs, consider using them to garnish the dish.*



Coconut Fish Chowder

COCONUT FISH CHOWDER

Serves 4-6

This feels comforting, the way that making and sharing an old family recipe might bring some sense of hope that things both change and stay the same.

Ingredients - 2 tablespoons coconut oil, 1 large white onion, finely



Braised Chicken with Shallots and Figs

chopped, 3 cups sweet corn, fresh or frozen, 1 jalapeño pepper, finely chopped (seeds removed, if you like, to tame the heat), Salt and freshly ground black pepper, 3–4 cups water, 1 pound white fish (cod, haddock, halibut, sole, et cetera), 1 (14-ounce/400g) can coconut milk, Juice of ½–1 lime, 1 cup chopped coriander.

Method - ● Heat the oil in a soup pot over medium heat. Add the onion and sauté until translucent, 3 to 5 minutes. Add the corn and jalapeño and season with salt and pepper. Sauté for 1 to 2 minutes, then add 3 cups of the water. Bring to a simmer and let cook gently, uncovered, until the corn is tender, about 5 minutes.

● Add the fish. You do not need to cut it up; it will flake apart into perfectly bite-size pieces as it cooks. Stir often while the soup returns to a low simmer. The fish fillet will begin to break apart as you stir, indicating that it is starting to cook through. Cook until its color changes from translucent/clear to white/opaque, 5 to 15 minutes, depending on the thickness of the fillet.

● When the fish is just cooked through, add the coconut milk and a tablespoon or so of the lime juice. If the soup seems too thick, thin with a bit more water. Season to taste with additional lime juice, salt, and pepper. Stir in the coriander just before serving.

● Eating coriander with fish is a sustainable way to help the body process heavy metals and other toxins that may be found in wild-caught fish. The coriander acts as a natural chelator, binding with heavy metals and helping to



pull them out of the body. We see here, once again, the way that food preparation techniques can serve as powerful tools of transformation.

HAZELNUT CORNMEAL CAKE WITH ROSEMARY HONEY *Serves 8*

Instead of spending energy thinking about all the sweet treats you don't believe you should nibble, try putting that energy into making and enjoying a homemade dessert every now and again.

Ingredients - ¼ cups raw hazelnuts, ¾ cup (1½ sticks) unsalted butter, softened, ¾ cup unrefined cane sugar, 1 cup cornmeal, 4 eggs, 1 teaspoon vanilla extract, Zest of 1 lemon, finely grated, 1 teaspoon baking powder, ½ teaspoon salt

Ingredients (Rosemary Honey Topping) - ¼ cup honey, 2 tablespoons finely chopped fresh rosemary or 1 tablespoon dried

Method - ● Soak the hazelnuts in enough water to cover them by 2 inches for at least 4 hours, and up to 12 hours. Drain, then put the hazelnuts in a food processor and grind until they create a coarse flour.

Hazelnut Cornmeal Cake with Rosemary Honey



● Preheat the oven to 325°F (170°C). Grease a 9-inch round pan.

● Combine the butter and sugar in a large bowl and mix well with an electric mixer. Add the homemade hazelnut flour, along with the cornmeal, eggs, vanilla, and lemon zest, and mix well. Then add the baking powder and salt and mix well.

● Pour the batter into the prepared pan. Bake for 45 to 50 minutes, or until a toothpick inserted into the middle comes out clean. Allow to cool completely and then remove from the pan.

● While the cake is baking, prepare the rosemary honey topping: Combine the honey and rosemary in the top of a double boiler. Bring an inch or two of water in the lower pan to a boil, then reduce the heat to low and let the honey and rosemary infuse until the mixture gives off a rich, earthy aroma, 15 to 20 minutes. (You can substitute other herb-infused honeys if you like; lavender and sage are two of my other favorites.)

● Slice the cake, plate, and top each slice with a drizzle of rosemary honey. It is best when the honey is warm. If you prepare this cake in advance, drizzle the warm honey over the entire cake at once and place a sprig of fresh rosemary on top.

i Excerpted from Recipes from the Herbalist's Kitchen, © by Brittany Wood Nickerson, photography by © Alexandra Grablewski, used with permission from Storey Publishing



AUTUMN *Glow*

*Need to get your glow back this autumn? **Liz Badger** has a plan...*

WE all know we tend to look and feel at our best in the summer months. But no sooner are we sun-kissed and radiant, that autumn blows in and it's goodbye Sun Goddess and hello Swamp Thing!

Drinking plenty of hydrating fluids is key to good health and skin all year round

GREEN IS GOOD

The greener an edible plant is, the better, especially if consumed raw. Green veg are densely packed with phytochemicals, namely chlorophyll and vitamins A, C, E and K - essential for skin health, immunity, detoxification and pH-regulation of the blood. Chlorophyll is one of the richest natural sources of magnesium, while kale, spinach, cabbage, watercress and chard are all super options – and if used raw in smoothies or only very lightly steamed or stir-fried, the plant proteins do not become denatured and lose their nutrient value.

LET'S GO OUTSIDE

Try to keep including as much time outdoors as you can – or at least sit near a well-lit window if you're stuck in the office or at home. When the sunlight hours and quality dip in the autumn and through winter, our melatonin levels naturally rise. The more melatonin we have, the more sleep we need. In some animals, melatonin levels get so high, it triggers hibernation. In humans, melatonin imbalance is linked to depression and Seasonal Adjustment Disorder or SAD.

Another casualty of the falling UVA/UVB levels is Vitamin D. Vitamin D is known as the sunshine vitamin as it's produced naturally in the skin on exposure to the sun. As we spend more time indoors and cover up when outdoors, we need

to make sure we include sources of this vitamin in our diets instead. Vitamin D is probably best known for being essential in the absorption of calcium – but we're not just talking healthy bones as vitamin D deficiency is also linked to poor heart health, diabetes, dental cavities, poor immunity, inflammatory diseases and depression. More than half the women in the UK suffer a vitamin D shortage over winter. The NHS suggests a supplement be taken from October to March. The best natural source is the oily fish such as tuna, sardines and salmon or in cod liver oil capsules. If you're not a fish-eater, try fortified soymilk, orange juice or a vegetarian vitamin D supplement.

STAY HYDRATED

If you're lucky enough to still have a tan or you're planning a winter sun holiday, then it's all about water. As we are 70% water, it's too vital to ignore! Drinking plenty of hydrating fluids is key to good health and skin all year round. You can also boost the moisture levels in the upper epidermis where your melanin pigments are stored. Your epidermis will replace itself fully every 30 days or so. Fading tans often result in dry skin flaking and shedding more rapidly, so binding moisture deep into the skin is certainly of benefit. Face masks are great at this as they are liberally-applied and left longer on the skin. Try masks containing seaweed extracts or blue-green algae such as chlorella – these are claimed to hold moisture in the skin for longer.

And if all else fails? There's nothing wrong with a touch of bronzing powder, slick of pink lip-gloss and wearing white, is there? ■



Liz Badger is founder of the award-winning holistic training

and skin care company Face The World. She also set up the Volunteer Therapists Hub which has over 1500 members, offering their time to local charities and organisations. Find out more about Liz, the Hub and FTW at

www.face-the-world.co.uk

OOOHHH! THAT'S NEW!

Our pick of the best new products for autumn...

▶ Amphora Aromatics launch Scienea serums

After two years of research and development, Amphora Aromatics have launched the Scienea range of two facial serums – Superberry and Superfruit – which are rich in vitamins, anti-oxidants, pure essential oils, superfruits and berries. RRP is £30 for 20ml, with trade prices at £15 plus VAT from www.scienea.co.uk. The Superfruit version utilises Gatuline In-Tense, giving skin a natural lift and enhancing skin density and firmness.

Scienea's Superberry anti-ageing serum is also made from 100% natural ingredients. The anti-inflammatory formula contains Collageneer, which is clinically proven to improve skin elasticity and firmness. With regular use, Scienea's Superberry can help increase skin elasticity and lead to a decrease in volume of sagging underjaw skin.



▼ Smoother Skin: 7th Heaven Charcoal Peel-Off Mask

7th Heaven have a new addition to their range of natural, PETA-approved face, hair and spa products. Their Charcoal Peel Off Mask leaves skin feeling smooth, drawing out gunk from clogged pores with a combination of kaolin clay, witch hazel and birch leaf. Just the thing for combatting autumn dullness, though it does make you look like an Al Jolson tribute act while it's on. Give it at least 20 minutes or it doesn't peel off. You'll find it in supermarket beauty aisles, chemists and similar outlets.



▼ Zerowater: simply purer water

Zerowater water filters use a five-stage ion exchange technology, which removes virtually all total dissolved solids from tap water. The gravity filtration system is certified for the reduction of lead and other heavy metals such as chromium 3 & 6 and mercury and the Good Housekeeping Research Institute reported that Zerowater's filter is more effective than the market leader. The 12 cup jug would be equally good for a therapy room or home use. Smaller versions cost £24.99, or the 12 cup version is £39.99 from www.zerowater.co.uk



▼ Innate snacks: naturally tasty

Healthy snacks are sometimes a bit disappointing, but Innate have launched a range of snack foods that use healthy natural ingredients and interesting flavor combinations that are strange but quite good! The texture is similar to an oat cake or cracker and each variety is packed with flavor. Available in Spinach & Coconut, Beetroot or Butternut Squash from branches of Whole Foods Market or online at www.evolutionorganics.co.uk.



▶ A duo of delights

Two new introductions from Abakus Foods are worth looking out for. The Jujube fruit, also called the Red Date, is new to the UK but has been widely enjoyed for health and well-being in the Far East for 1000s of years. The red-coloured berry from the buckthorn family boasts 18 amino acids. In Traditional Chinese Medicine, they have frequently used to help with anxiety and insomnia.

Abakus also offer Hickory Nuts, exquisitely buttery crunchy nuts, which provide a source of manganese which helps the formation of connective tissue, maintenance of strong bones, and protection of cells from oxidative stress. It's not often you can be bad while doing yourself good! No surprise that they carried off a Great Taste Award. Treat yourself to a gift jar from www.abakusfoods.com from £12.99 per jar, or buy retail snack packs for £1.99 from Ocado, Wholefoods and Revital.



THERAPEUTICS⁺

Naturopathic Skincare for Problem Skin



Meeting your needs, exceeding your expectations...
Formulated with natural plant extracts & vital oils

- + No petro chemicals
- + No synthetic perfumes
- + No steriods
- + No parabens

Handmade in Worcester UK

www.therapeuticskincare.com

01299 253 994

10% off orders using code KB10

For a free skin consultation please email:

help@therapeuticskincare.com



ENHANCE YOUR PASSION FOR NUTRITION

"Students excel... with some outstanding pieces of work" *External Examiner, July 2017*
"Teaching is excellent" *External Examiner, July 2017*

Study at ION. **Nutritional Therapy Science Access Course** enrolling now with **e-Nutritional Therapy Diploma** available February 2018.

Join us at an open event with tutors, or call us, to answer your questions about the courses.

Call **0208 614 7820** for more information.



MASS HYSTERIA

and internet **illness**

Too much information? Jackie Buchan shows how technology can lead to the spread of mass hysterical diseases...



WHEN I was nine or ten years old, I had a headache. Being a curious child, I immediately looked this up in a medical reference book we had. Having then consulted the dictionary to look up all the big words I didn't know, I was sure the lump on the back of my head was a brain tumour. I would be dead within the week, and was understandably upset. I sobbed my way downstairs to the adults and told them my tale of woe expecting to be taken to hospital immediately. Instead I was given a hanky, a Junior Disprin and a large glass of water and stern instructions to leave the medical book alone. I was informed that my brain tumour lump on the back of my head was the edge of my skull and if it wasn't there I would have had a much bigger problem.



What if my panicking younger self had had access to the internet and social media? Would I have managed to work myself into a frenzy more quickly? Would I have updated my Facebook status to "death imminent"? Would I have tweeted something melodramatic? Would this have sparked a chain reaction among my friends and followers? Just as my consultation of the medical book led to an inaccurate diagnosis and hysterics, so uniformed medical information on the internet can lead to imaginary illness.

One definition of mass hysteria is, "a social psychiatric condition in which physiological symptoms of an illness spread through a community even though there is no physical, organic basis for those symptoms". Throughout history outbreaks of mass hysteria events generally involve one person, real or imaginary, displaying some symptoms which then manifests in others in the population. If someone mentions fleas, we respond by feeling itchy, then wondering if we have picked something up. Before long, the whole room can be scratching.

One of the earliest and longest lasting, examples of mass hysteria is the Dancing Plague. It's

recorded in Aachen in Germany, 1374, but there are documented cases over the next four centuries in France, Italy, Luxembourg, Holland and Switzerland. Those afflicted would dance hysterically through the streets for days or months on end. Sadly, some even died of heart attacks, strokes or exhaustion. One

popular explanation is that they had ingested ergot, the psychotropic fungus that grows on stalks of rye. This produces a chemical similar to LSD. This same fungus is also thought to have been implicated in the infamous Salem Witch Trials in Massachusetts.

A less deadly mass hysteria event took place in a French convent. It started with one nun meowing

like a cat. Others joined in for several hours a day. Cats were thought to be in league with the devil, so the local Christian community, who thought the nuns to be possessed, called in the military. The nuns were not given the option to pray, but were beaten until they promised to be quiet.

In the cases of the Dancing Plague and the Meowing Nuns, the spread of the disorder was by contact with an individual already displaying the behaviour, or by word of mouth from someone who had. The advent of printing and newspapers, then broadcast media and the internet appears to increase the speed at which mass hysteria spreads and can also act as a source of both infection and transmission of essentially imaginary diseases.

At the end of the 19th Century the newspapers fuelled hysteria about the kissing bug. The kissing bug is a small insect which sucks mammalian blood, specifically targeting areas of thin skin such as the face. Some of them do carry a parasite which causes Chagas disease. This is not pleasant, but is rarely fatal. The Washington Post carried a rather sensationalist story about the kissing bug being responsible for a number of insect bites on people's faces. This was picked up enthusiastically by other newspapers who found their own alleged victims to interview and this exacerbated the widespread

concern. Over 60 articles were circulated about the epidemic. Reports of the size and ferocity of the insects were vastly inflated. Concern became fear. The fear spread.

The kissing bugs were used as excuses in court trials, as reasons to be off work, even as the inspiration for poetry. However, the entomology chief for the U.S. Department of Agriculture, referred to it as a "newspaper epidemic" and the outbreak subsided when the media stopped covering it. In mass hysteria outbreaks, the feeling of dread may genuine, even when the cause is not.

TV too, can provoke outbreaks. In 1997, an episode of Pokémon in which Pikachu's lightning attack was animated as a series of rapid flashes. Within four days nearly 12,000 children had experienced, "fits, nausea, and other symptoms". There were relatively few cases initially reported, but playground talks made the rate of symptoms occurrences really took off. Certainly some can be attributed to photosensitive epilepsy, but a mass hysteria may account for most cases.

Now the internet allows us access to propagate the spread of such self-imagined symptoms more effectively and rapidly than ever. It is even possible to create new diseases. Take Morgellons. This was a name coined in 2002 for a skin condition which manifested as sores containing fibres. It is now generally believed to be a form of delusional parasitosis, the individuals believing themselves to be infested with insects or bugs, which is the cause of the itching they experience. A website was set up soon after the condition was named and soon all sorts of people had itches and broken skin with fibres, with the medical professionals unable to point to a physical cause or advise a treatment. Morgellons even attracted celebrity sufferers like Joni Mitchell and there were demands for urgent medical studies and cures for a non-existent disease. Morgellons serves as a useful reminder that not everything on the internet is true. ■

Despite being a medically inept hypochondriac as a child **Jackie Buchan** has survived to adulthood. She now lives in the north east of Scotland, and even though she had had eczema for a number of years she has never had Morgellons.



DOLPHIN NEUROSTIM:

The perfect cure for pain



Acupuncture is well recognised for its ability to reduce pain and treat an ever-growing range of conditions. But what if there was a technique that was often more effective, yet easier to learn? Alison gets her hands on the Dolphin Neurostim Microcurrent Point Stimulation unit...

I'VE long been interested in acupuncture and impressed by the growing body of research which shows it can often be more effective at reducing pain and underlying symptoms of a number of illnesses, particularly where stress, environmental, nutritional, lifestyle or emotional factors impact on the purely physical or bio-mechanical aspects of a problem. I don't have the time, or the passion to train in acupuncture, but the Dolphin unit offers professional level results that you can experience at home, or use to treat your own clients.

When I started writing this article I had a small but irritating stabbing pain in my wrist. A quick consultation, a few minutes with the Dolphin and, remarkably, the pain has disappeared. I've rarely come across such an effective way of managing pain.

If you're looking for a new therapy offering, Microcurrent Point Stimulation seems an ideal bridge between acupressure and acupuncture. The Dolphin Neurostim unit doesn't use needles, but instead it stimulates the acupuncture points through the accurate application of a

concentrated, low frequency, DC microcurrent stimulation to a special combinations of key acupuncture, motor, and trigger points for the treatment of pain and the release of scar tissue and adhesions.

Microcurrent Point Stimulation has been around for thirty years, but is still relatively unknown in the UK, suggesting a potential niche market for MPS therapists. It has been proven in studies to reduce pain more effectively than Tens machines, massage and traditional acupuncture. Proven efficacy is backed by excellent online training and certification and support materials. It's also possible to train in Canada or the USA as the company offers a comprehensive programme of seminars and courses leading to qualification as a Certified Pain Practitioner or an Advanced Scar and Trauma certificate.

The Dolphin Neurostim is designed for both professional therapists and home use. It's popular with those with chronic conditions and pain and particularly good with conditions involving the activation of the sympathetic nervous system.

My set came with twin treatment units, an optional extension fitting to allow self-treatment of the back, neck and shoulders and an impressively informative and easy to follow guide book. The book details the appropriate acupuncture points for a whole alphabet of conditions, from anxiety to wrist pain, and how to find them using traditional



finger width measurements. It's easy to use, easy to learn and best of all, it's remarkably effective. Part of the reason that the Dolphin Neurostim system offers more effective results with less training, is that the unit rises in tone when you have pinpointed the exact area of lowered resistance which indicates the relevant acupuncture point.

It can also be used to release scar tissue, with studies showing a drop in pain levels of 73% compared with a 23% reduction after massage treatment. Dolphin's Microcurrent Point Stimulation unwinds and relieves chronic neuromyofascial pain in one application. The newly "released" scars are noticeably softer, with increased pliability and diminished physical appearance. Released scars also significantly reduce patient stress and pain levels, improve organ functioning, release fascia, and can even eliminate stubborn emotional blockages. Therapists using the unit report significant results often after just one treatment! From now on, I'll reach for the Dolphin rather than the Ibuprophen!

You can study the research, investigate training and find out more about the Dolphin Neurostim at www.dolphinmps.com





NUCLEOTIDES:

WHAT'S ON YOUR PLATE?

Rachel Hoyle offers her thoughts on nucleotide nutrition...

AS people interested in health, we all know about the need for correct nutrition, but relatively few of us are aware of the role nucleotides play in this. Vegetarians, vegans and those who eat relatively little meat or fish may find themselves deficient in nucleotides.

SO, WHAT ARE NUCLEOTIDES?

Nucleotides are the key structural nutrient components that form the basis of our genetic material; the DNA and RNA, found in every cell in the body. Nucleotides are often referred to as the building blocks of life. If we think of DNA's double helix structure as being like a spiral staircase, then the steps are formed by pairs of nucleotides are loosely bonded together.

New cells form as old cells die. The DNA in an ageing cell 'unzips' itself lengthwise and these two strands go on to form two new cells. Specific nucleotides sourced from the body's nucleotide pools pair up with the newly exposed nucleotides to create two identical DNA strands. This means that the body has a huge demand for the five different nucleotides that are required to build DNA and RNA molecules. In just one strand of human DNA there are 3.2 billion nucleotides. In the gut lining and immune system, for example, cell turnover is under six days, so there is a constant need for nucleotide building blocks.

Without a balanced pool of all five nucleotides, stockpiled and ready-for-use, cellular replication would be delayed or put on hold until the required nucleotide is either produced by the body (de novo), salvaged from dying cells, or made available from dietary means i.e. food.

DIETARY DEFICIENCIES IN THE MODERN WESTERN DIET

Historically humans have eaten cuts of meat that have high levels of nucleotides in the

tissues, such as liver, brains and other forms of offal. DEFRA figures show that, in 2014, just 3g of liver was purchased per person in the UK, a decline of over 90% since 1974. Other nucleotide-rich foods have also suffered a decline in popularity, with beefsteak falling by 58%, bacon and ham joints by 26% and white fish by 57%. Some nucleotide-rich foods have grown in popularity since the 1970s, with people eating more chicken, shellfish and tinned fish. The rise of the ready meal and takeaways may also have contributed to a decline in the dietary intake of nucleotides. Ready meals have grown by over 500% and takeaways by over 200% as lives become more rushed.

Under ideal conditions the de novo and salvaging pathways are considered to meet the demands for nucleotides sufficiently (Carver & Walker, 1995). When the body is undergoing high levels of rapid growth or requires an increase in DNA

and RNA synthesis, supplies of nucleotides could be depleted. In short, some people, particularly those who eat little or no meat or fish, may benefit from using a nucleotide supplement to support their health.

Scientists and nutritionists have known for a couple of decades that nucleotides are essential for new born babies. Indeed, mother's milk contains high levels of nucleotides, which is why all formula milk is supplemented with nucleotides. Much of the development and science in this branch of nutrition has been pioneered by Swiss biochemist-immunologist, Dr Peter Koeppel. He has been particularly instrumental in developing a nutritionally balanced nucleotide formula, Nutri-tide®, based on purified nucleotides extracted by sustainable yeast sources, which are suitable for vegetarians and vegans. ■



For further information on the research behind nucleotide supplementation, please visit www.nucleotidenutrition.com or email Rachel.hoyle@nucleotidenutrition.com



TO Russia WITH BACH

*When **Celia Stewart** was invite to lead Bach Flower workshops in Russia, she leapt at the opportunity...*

STANDING in the middle of Red Square, I wanted to pinch myself to make sure I was really there. For as long as I can remember, I have been fascinated by Russia. I learnt to speak the language at school, although I was extremely rusty when I arrived.

I had been working as a Bach Flower Practitioner for many years and teaching for the past six, when I received an email in 2014. Nelson's, the biggest manufacturer of Bach Remedies, had been asked to run some two day introductory courses in Moscow and wondered if anyone was interested in going. Naturally, I put my hand up and shouted, "Da!"

April saw me in Moscow, preparing my first overseas course. I have taught in Russia twice now with two very different interpreters. One thing I learned is that it is essential to have contact with the interpreter beforehand to see how they work and how well you understand each other. The

second time around it flowed much better. I have also been to Georgia, in the former Soviet Union, to give a presentation on Rescue Remedy and had an amazing interpreter who normally works for the President of Georgia! Such is the seriousness of the subject matter there.

The Russian medical establishment is much more open to natural medicine than here in the UK. Herbal medicine is still fairly fresh in their memory with most remembering grandparents gathering herbs for everyday illnesses. Further east, there is evidence that shows Shamanism has very early roots in Siberia.

All of the attendees were highly qualified doctors or dentists, as in order to use and prescribe Bach Flowers, or any other natural medicine, in Russia, you must be medically trained, which gives all of these disciplines a much higher status than they

have here in Britain.

The NHS equivalent in Russia is similar, in that the consultation is free, but people pay a prescription charge. Prescriptions may be for drugs or for a natural alternative, such as Bach remedies, medical herbalism, acupuncture, homeopathy, or Reiki. The refreshing difference being that doctors and consultants in Russia are much more open and naturally accepting of what we call Complementary Medicine.

It felt incredibly humbling to have a long line of consultants, including Oncologists, Gynaecologists, and Dentists, asking for Flower Remedy advice for patients, each time we took a break during the course. I found that the students were very quiet and non-engaging at first. They concentrated hard during the teaching sessions and it was difficult to gauge their interest, but I was inundated with remedy requests and gratitude at each break, which was beautiful.

If you'd like to teach overseas, it may be worth contacting the distributors of products you use in the country, to see if they would be interested in running a course and how viable it can be made, once travel and accommodation are factored in. I'd also suggest that it is definitely worth using a visa agency. Depending on where you're going, it can be a very complicated process. ■



Celia Stewart is a Registered Bach Flower Practitioner and tutor. She is also a Massage Therapist.

Celia has a private practice based in Bath and Somerset. You can find out more at

www.bathholistic.co.uk





Past Life Regression Training Course
with Steve Burgess, one of the world's most experienced Past Life Therapists
 Venue: Birmingham Friday 24th - Sunday 26th November 2017



Many issues (phobias, anxieties, physical illness etc) are caused by traumas that have taken place in the past. Steve teaches a structured method of Past Life Therapy (as well as regression into this present life) in order to release the traumas and heal problems in this lifetime.

Steve has completed many thousands of Past Life sessions and his book 'Famous Past Lives' has been translated into several languages. His latest book 'The Power of Past Life Regression' is awaiting publication.

Check out the website for more info:

www.lionheart-training.com
 and click on 'Course Dates'

Or contact Steve: email:

lionheartwebinars@gmail.com

Mobile: **07751 449559**

100% Pure Essential Oils - Guaranteed!

by Quinessence



For text-book results you must use pure, vibrant, pesticide-free oils - or your money is wasted!

- Expertly selected from specialist growers and sustainable sources
- Therapeutically active
- Tested for purity



Shop securely at www.quinessence.com
 Or for a FREE brochure call 01530 838358

Aromatherapy Trade Council Member, (ATC)
 Member of the BUA, Not tested on animals.

FOR PROFESSIONAL COMPLEMENTARY AND ALTERNATIVE PRACTITIONERS

Holistic
 Therapist Magazine

Be your own brand

The disappearing client: learning from those who leave

INSPIRING PEOPLE and fresh ideas

Technique: Discover EFT

Getting your website right

DEVELOP

FIND YOUR
 Great ways to get more jobs
 your business a

YOUR TIME TO SHINE: ENTER THE HOLIS

4 issues for just £24!
 (plus your free gift upon subscribing)

AUTUMN SUBSCRIPTION OFFER

Holistic Therapist Magazine is collectable, and will guide you in business, as well as provide you with stories and features especially for you and your health... so to guarantee your copy delivered to your door each quarter, simply subscribe using the easy payment method on:

Enjoy a yearly subscription to our magazine for just **£24!**



A Perfect Trio...
You - The Professional
ABO - The Product
SWAMI - The Tool

Bread is one of the hardest foods for people to give up – ABO has the solution – this is the sort of bread you want your clients to eat! Organic – gluten-free – no Xanthan gum! Why not become an ABO affiliate? See website for more information.

Stand out and upgrade your practice. If you are a practitioner providing weight-loss, wellness and nutritional advice to clients – we would love to partner with you. Earn extra income by adding genetic testing and specialised nutritional supplements and more for your clients. Visit our website for more information about SWAMI...

www.artisanbread-abo.com
www.sowhatami.co.uk

A natural way to treat stress and anxiety in pets

- Helps all pets with firework phobias and other stress or anxiety related issues
- Works with pet's own natural calming mechanisms
- Clinically proven and fast acting
- Made from natural ingredients including Valerian root, Vetiver, Basil, and Clary Sage essential oils



Available from your vet, local pet shop, (including Pets at Home and Pets Corner), or direct from www.petremedy.co.uk t: 01803 612772
 Visit our social media pages for hundreds of reviews

AMETHYST
HOLISTIC TRAINING

Nationwide fast track accredited training in holistic and beauty therapies



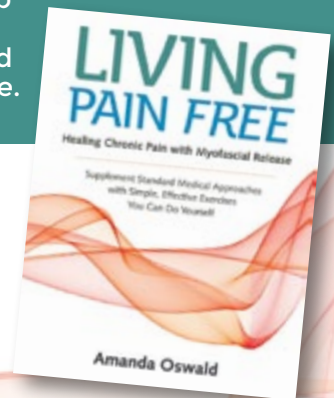
- Massage
- Facials
- Aromatherapy
- Reflexology
- Manicure
- Crystal healing and many more

Tel: 01642 649712 or 07725 261252
rachel@amethystholistictraining.co.uk
www.amethystholistictraining.co.uk

NEW FROM lotus PUBLISHING

LIVING PAIN FREE

An essential self-help guide to treatment of chronic pain based on myofascial release.



This indispensable self-help guide is for anyone suffering from chronic pain and struggling to understand why standard medical approaches have failed them.

Buy from amazon.co.uk for £14.99
 ISBN: 978 1 905367 81 8 | lotuspublishing.co.uk

Upledger CranioSacral Therapy



An extraordinary set of tools to bring a new dimension to your treatments.

Start exploring here:
www.upledger.co.uk
 01934 863600
mail@upledger.co.uk



Bach Flower Remedies and Flower, Gem & Crystal Essences for Personal & Spiritual Growth

Crystal Herbs offers a wonderful range of handmade Essences promoting gentle & natural harmony at all levels of your being



- From gentle acting Bach Flower Remedies to deeper acting Single & Combination Essences
- All of our Essences are handmade with Love & Care and are ideal for individuals and practitioners
- Therapist discounts available

01379 642374

www.crystalherbs.com

Place an order, request a free catalogue or call for help or advice

Crystal Herbs
Your Flower Essence Shop & Resource



Harness the power of aromatherapy

100% pure essential oils | hydrolats | carrier oils
 pre-blended massage oils | cosmetic bases

Up to 15% off for registered therapists*

www.baseformula.com



*Visit website for more information.

The Children's Reflexology Programme

www.kidsreflex.co.uk



Train to be an instructor in our award-winning, fun, interactive workshops enabling anybody to make use of simple, gentle reflexology to strengthen bonds and help at times of difficulty.

Not just for babies!



2017 Course dates
 Instructor
 Oct Wales
 Oct Derbyshire
 Nov Exeter
 Nov Birmingham

Additional Needs
 Oct Exeter
 Dec Exeter

2018
 Feb Dublin
 Mar Exeter

New courses added all the time.

Training covers everything you need to start running your own courses, from teaching skills to marketing, with complete on-line support and resources. Open to non-reflexologists too.



Susan Quayle

Would you like to profitably augment your existing portfolio of skills & qualifications?

JACQUELYNE MORISON HYPNOTHERAPY TRAINING

HYPNOTIC ART THERAPY PRACTITIONER

4 DAYS/2 WEEKENDS OCT/NOV 2017

HYPNOTHERAPY PRACTITIONER

20 DAYS/10 WEEKENDS SEP 2017/JUN 2018

TEACHING & TRAINING SKILLS

6 DAYS/3 WEEKENDS FEB/MAR/APR 2018

SUPERVISORY SKILLS

2 DAYS/1 WEEKEND MAY 2018

WWW.JMHYPNOTRAINING.CO.UK
01451 820441



NEAL'S YARD REMEDIES

School of Natural Health, Covent Garden

10 Month Essential Oil Science & Therapeutics Diploma

As one of the UK's leading trainers in Aromatherapy and Essential Oil Science, Neals's Yard Remedies have developed a new diploma course that is specifically tailored towards existing qualified practitioners and body workers who want to integrate Aromatherapy into their current practice.

- Enhance your current practice
- Gain additional professional training
- Learn the therapeutics of over 70 essential oils

CONTACT US TODAY

020 3119 5904 courses@nealsyardremedies.com
www.nealsyardremedies.com/courses

See our website for full course details and upcoming dates



LitePod
energy for life

Tel: 01844 353 136

Using a lightbox for as little as 20 minutes a day can help with the symptoms of S.A.D.:

- lethargy and fatigue, which are worse in winter
- craving for additional carbohydrates
- feeling antisocial
- sleep problems, hard to stay awake during the day and disturbed nights.

Supplied to hospitals, sleep disorders clinics and research projects within the NHS

www.sad.uk.com

Discount valid until 29th Jan 2017
Cannot be used on sale items

10%
Discount
Code:
HT16



FLORAIS DE SAINT GERMAIN

FOR NEIDE MARGONARI

Christmas is coming and feelings of gratitude, happiness and love are here to awaken us on this special date.

But for some, Christmas brings feelings of loneliness and sadness.

To minimise these feelings during the holiday, we suggest transform them.

And to support you, we offer two special formulas:

Courage and Balance: for those who are experiencing feelings of sadness, the formula can help you to feel better, promoting balance.

Family's Formula: can support integration between the family members, forgiveness and harmony.

Let the power of Nature transforms your life!

Florais de Saint Germain flower essence.



Exclusive distributor in the UK

Land of Reiki & Aroma

<https://landofreiki.co.uk>

saintgermain@landofreiki.co.uk

Phone: +44 (0) 7967195400

www.fsg.com.br

Accredited Massage Courses

www.accreditedmassagecourses.co.uk
info@accreditedmassagecourses.co.uk
 Tel: 020 8340 7041

1 day CPD courses:

Throughout the year, we run a selection of 1-day courses, aimed at qualified therapists wanting to extend their range of therapies.

- Myofascial Release
- Deep Tissue Massage
- Trigger Point Massage
- Sports Massage Techniques
- Pregnancy Massage
- Cupping Massage



Our next ITEC courses are in 2018:

Mon 19 Mar **ITEC Massage L3**
(Fast-track, exam in Jul 2018)

Sat 7 Apr **ITEC Sports Massage L4**
(Run over a series of weekends. Exam in Dec 2018)

Thu 27 Sep **ITEC Sports Massage L3**
(Slow-track, exam in Jul 2019)



Thinking of becoming a Massage Therapist? This course may be just what you are looking for..

The course is an intensive route to a level five qualification in Soft Tissue Therapy. The course is run over 12 months, through a mix of home study/practice, and attendance on practical weekends.

Completion of the course leads to the BTEC (Level 5) Professional Diploma in Soft Tissue Therapy, and is validated by the Institute of Sport and Remedial Massage (ISRM).

For more info contact ASCT at-
admin@ukmassagecourses.com
www.ukmassagecourses.com

smart DOT

20% OFF
RESSELLER RATES

ENERGY IS EVERY WHERE...
 IN WIDGETS .GIZMOS, GADGETS & BLING
 IT WHIRLS & PINGS & BUZZES & RINGS
 THE SMART IN OUR DOT
 WILL HELP YOUR BRAIN THINK
 BY HUSHING THE FUSS OF WIRELESS THINGS

energydots counteract the harmful energy emitted by wireless & electronic equipment; supporting better sleep, a clearer mind, focus, fewer headaches.

For an overall feeling of boundingly colourful, wonderful energy!, view our range at www.energydots.com
 Telephone 01803 665626, email dot@energydots.com

energydots
 A world of good energy

The Natural gift guide

Once, Christmas meant a stocking filled with nuts, a home-made toy, a tangerine or two and, if you were lucky, a shiny silver sixpence. Nowadays, buying presents for your nearest and dearest, friends and colleagues can mean days traipsing round the shops and a credit card statement – well, let's just say it's more than sixpence! Whether you're looking for a special gift or a stocking filler, here's our guide to some of the nicest gifts with a natural twist...

CHILDREN AND TEENAGERS

The Very Merry Christmas Game

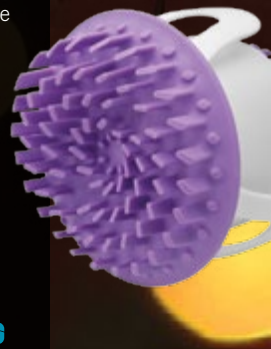
The Very Merry Christmas Game is a perfect distraction for Christmas Eve for anyone with kids of eight or older. Players or teams vie to fill their stocking with the most lavish gifts, but what's under the wrapping stays a surprise till the end. Pull crackers to steal gifts from another player's stocking, sing a carol to save your gifts and beware of the repercussions of sprouts! It's from the makers of The Really Nasty Horse racing Game and costs £19.99 from Amazon or Debenhams.



MEN

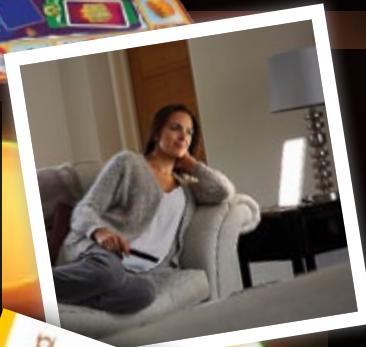
Orb Spa Vibra shower head

A shower head might seem like a strange gift, but the Orb Spa Vibra shower head uses aircore technology to inject air directly into the water stream, meaning the Orb Spa uses 30-40% less water than other shower heads, whilst still giving a powerful shower! Better yet, it comes with a detachable vibrating sonic massager which, when used directly on skin, exfoliates, eases aches and pains caused by arthritis and exercise, and improves the appearance of skin. It's even easy to fit! £89 from www.orbspa.ecocamel.com



Handmade Beauty

This is the perfect choice for younger teenagers who want to make their own skincare and beauty products. The recipes are beautifully illustrated, simple to follow and don't need a lot of specialist equipment. You could even use it if you want to make your own gifts. £16 from www.Quartoknows.com



Banish SAD with Lumie

The new slimline Lumie Vitamin L simulates a UV-free sunlight to improve mood, energy and focus. It has a rippled diffuser to create a soft comfortable light that emits 10,000 lux at 20cm. Typical treatment time is 30 minutes which can be taken over more than one sitting. Just like Lumie's other light boxes, Vitamin L is a Class IIa medical device, which means it's rigorously tested to European health and safety standards. £90 from *John Lewis*.

Yoga for Kids

Kids Yoga is a great pictorial introduction to yoga for small children. It comes from experienced yoga teacher Karin Eklund who wanted a guide aimed at children. It encourages very young children to jump straight in and begin copying the poses illustrated. As they get older, they can read the text to more precisely move into each pose. Great for keeping growing bodies healthy and fit, and young minds engaged and focused. £9.99 from *Amazon and bookshops*.



Christmas

WOMEN

The PeaceLoveYoga Mat by YogaBellies

For those who start January with good intentions, how about one of YogaBellies' limited edition mats? Each is specially designed for the female form and environmentally friendly. Biodegradable and recyclable, YogaBellies uses natural rubber and water based inks. Prices range from £59-79 including a donation to Women's Aid. Available from www.yogabelliesshop.com

Boody EcoWear

Boody EcoWear makes a great gift for anyone who appreciates quality, but doesn't want fussy clothing. The sustainable bamboo is supportive, soft next to the skin and doesn't lose colour when washed. There's a great range of t-shirts in black or white, underwear or even baby clothing. From www.boody.co.uk

FRIENDS & FAMILY

The gift of a good night's sleep

The perfect choice for the stressed out friends or new parents, Scentered's Ultimate Sleep Set combines their 100% natural Sleep Well aromatherapy balm, with a travel candle, silver silk sleep mask and a cute bag for storing PJs. The therapeutic benefits of Lavender, Chamomile, Palmarosa and Ho Wood are balanced with Geranium and Ylang Ylang. The Patchouli, Cedarwood and Clove base adds a modern oriental twist with calming warmth that's more complex than many scented candles. They have lots of other kits to choose from, too. £39.99 from www.scentered.me

Skincare treats from Isla Apothecary

Christmas just wouldn't be Christmas without some toiletries or bath salts. Isla Apothecary makes small batch plant-based, all-natural toiletries and skincare in London. www.islaapothecary.com has hair care, skin care and body ritual kits. We loved the smell of their Radiance Body Rituals with Neroli Body Oil and a marvellous Blood Orange and Vanilla Sugar Scrub at £38. If someone on your list needs de-stressing, try the Relax and Recover Bath Salts or the Himalayan Salt Soak Detox Bath Soak.

Sweet! Sponsor a hive with Bees & Co.

If you know a keen conservationist, then Bees & Co offers a gift pack which provides annual sponsorship of a beehive. As well as benefiting the environment and the declining honey bee population, the recipient also gets honey later in the year from their very own hive. The British Beekeepers Association www.bbka.org.uk offers a similar scheme.



HOME COMFORTS

Warm and fuzzy

Christmas is the one time of the year when open fires bring a traditional warm and fuzzy feeling to winter evenings. If you know someone who could use a hand getting a fire started, try these little Flamers made of straw. They'll get a blaze going in no time and come complete with an attractive enamel bucket. At £16 for the bucket and 60 Flamers, we thought it was a bit of a bargain! www.certainlywood.co.uk.

A book that takes its time

Possibly the prettiest book published this year, it'd make a thoughtful present for a friend or relative. It comes filled with little postcards, notebooks and things to help the reader on a slow-paced journey of creative mindfulness. Using it is like taking a thirty minute holiday from daily concerns. Buy two and keep one! £21.99 from [bookshops and online bookstores](#).



Cute prints

Perkins and Morley is a small British company with lots of charming printed products including tote bags, key rings, chopping boards, chalkboards, cushions, aprons and tea towels. Designers Jill Perkins and Jan Morley's collections range from endearing animals and collective nouns to seaside images. Sure to please nature lovers. www.perkinsandmorley.com



Eat, drink and be merry

Yumbles.com are the UK's biggest natural food marketplace with more than 600 small-batch, British sellers and over 5000 products, so it's the perfect place for seasonal foodie treats or if you need to feed people with dietary restrictions. Indulge in some seriously good handmade truffles, raw cake slices, and continental gourmet specialities. Put together a selection of your favourites for a hamper or buy one of their well-chosen hampers and gifts like this Happy Healthy hamper which is packed with absolutely delicious little treats from Moral Fibre and is beautifully presented. Just the thing for a healthy start to the New Year. It's also good value at £75 and Yumbles customer service is always great.



Don't forget the pets

The majority of pet owners buy a little something for the furry members of the family. Cats are often disdainful of new beds or toys, but you won't go far wrong with a gift wrapped can of tuna! For man's best friend, have a look at the range from Pooch and Mutt, which includes grain-free snacks including varieties for dental health, joint movement and helping with calmness and relaxation. There's even a Christmas dinner option. www.poochandmuttstore.co.uk or pick some up at Tesco.

All wrapped up...

If you can, it's nice to support a worthwhile cause by buying charity cards, wrapping paper and crackers. Some charities get very little of the proceeds, so it's better to buy direct. Oxfam have some great cards and wrap this year and we loved these DIY crackers too.

Jing Teas

We get through 160 million cups of tea each day in the UK, so it's a popular favourite. Jing Teas are amongst the most delicious and healthy green teas available. The freshness is ensured since the leaves are picked and sealed at source. They also do some great herbal teas and a one cup "tea-iere" for effortless loose leaf tea making. *You'll find rare teas, beautiful caddies and selection boxes at* www.jingtea.com.

NoNo Superfood truffles

The Functional Food Company make incredibly pretty little truffles with a big difference. Each box contains a selection of superfood truffles with ingredients like MACA, Omega 3, Baobab and Cinnamon. They not only taste good, but they're suitable for vegans, the lactose or gluten intolerant, or those who don't want egg, GMO, hidden sugars, cholesterol or preservatives. Creator Alessandra Bester first made them to help her autistic son get essential nutrients, so NoNo gets a big Yes Yes from us. *Buy from* www.nono-cocoa.com or www.Yumbles.com

INTERVIEW:

Richard Blackwell



Richard Blackwell, Principle of the Northern College of Acupuncture, talks to our editor...

I was studying medicine at the University of Nottingham when I became increasingly critical of the medical profession's reliance on prescribing drugs so prolifically. My father's cousin was an acupuncturist and from talking to patients at his clinic, I knew that many found acupuncture to be effective and free of side effects. I became fascinated by the ability of traditional Chinese medicine (TCM) to evaluate the overall health of each individual. Based on this, it is possible to give effective customised advice on nutrition, exercise and lifestyle to help people to stay healthy and enhance their well-being. A new clinical research undertaken by College founder Hugh MacPherson and his colleagues was recently published in the prestigious journal *Pain*. The study demonstrated that this combination of acupuncture and health-enhancing advice produced improvements that are still there a year after treatment has finished. That's very different to a lot of drug-based solutions.

I studied initially at the British College of Acupuncture in the early 1980s. China was beginning to open up to the rest of the world and it became possible to go there to study and gain clinical experience. I found my time in Nanjing to be a fascinating experience. I think I have always been a natural teacher, keen to explain, and to encourage and support people's learning, and I was soon involved in writing and teaching myself.

As Principal of the Northern College of Acupuncture, the most rewarding part of my job is seeing our graduates complete their practitioner training in acupuncture, Chinese herbal medicine or nutrition. As they leave us with their qualifications I think about how they can now pursue a career that has real meaning and joy for them, and how they will alleviate suffering. These thoughts make me happy - it's a bit like dropping pebbles in a pond and seeing the ripples go ever wider.

The college has grown and now offers a BSc and an MSc in acupuncture. Qualified acupuncturists can also study for an MSc in Chinese Herbal Medicine or an online MSc in Advanced Oriental Medicine. We also provide an MSc in Nutrition Science and Practice, which is an initial practitioner training, and online MScs for qualified practitioners in Advanced Nutrition and Advanced Complementary Medicine.

Our students are deeply committed and passionate about learning and we have a wonderful staff team who are knowledgeable and highly experienced. They provide outstanding support to our students in a friendly, supportive environment.

I have learnt that I can achieve the most by valuing and encouraging the people around me, not trying to do it all myself. Also, Chinese medicine and culture emphasise the value of movement, flexibility and balance, and of self-cultivation by being creative and immersing oneself in nature, and I do my best to follow these precepts. I think I have learnt to notice and value the everyday details – the faces of family and friends, the growth of our garden, the beauty of sunsets – and I like to slow down and take in all this richness.

I have learnt that I can achieve the most by valuing and encouraging the people around me, not trying to do it all myself.

We work on continually improving our courses and are currently establishing a new University partnership. We're also applying for the power to award our own degrees. I am proud of our fantastic overall student satisfaction score of 95% in the National Student Survey, which is better than any of the universities. This is a great source of encouragement for us all. ■



For more information about the Northern College of Acupuncture, please visit <https://chinese-medicine.co.uk>



Back

All the bits we couldn't squeeze in elsewhere...

PAGES

BUNGED UP? - TRY THIS NATURAL DECONGESTANT

The cold and sniffle season is upon us, so the launch of Kotu baym's new decongestant is well timed. It's made from 90% Organic Shea Butter and 10% plant extract of camphor. In clinical tests, Koto baym cleared nasal airways in just 0.5-1.5 minutes and completely alleviated the blockages in less than a day with no side effects. 10% of the profits go to a charity helping children in poverty. It's suitable for everyone from babies to the elderly and available from www.kotubaym.com for £7.50 plus delivery.



THE END OF BPA?

A US chemistry researcher has found a way of quickly and cheaply removing more than 99 percent of bisphenol A (BPA) from water. BPA can be found in products from DVDs and eyeglass lenses to cash register receipts. People and wildlife are regularly exposed to BPA through contaminated water sources.

BPA is dangerous because it mimics estrogen, a naturally occurring hormone, and can affect the body's endocrine system. Studies in fish, mammals and

human cells have shown that BPA adversely affects brain and nervous system development, growth and metabolism, and the reproductive system.



Manufacturers started making BPA-free products like baby bottles and water bottles back in 2010, but many BPA replacements have similar toxicity to BPA itself.

The new cleanup system involves a group of catalysts called TAML activators, small molecules that mimic oxidizing enzymes. When combined with hydrogen peroxide, TAML activators very effectively break down harmful chemicals in water.

NORTHUMBERLAND COLLEGE OPENS HAIR AND BEAUTY CENTRE IN HEXHAM

Guy Opperman, MP for Hexham officially opened Northumberland College's new hair and beauty centre.

The centre offers hair and beauty training with a salon that is open to the public five days per week that boasts eight hair stations, a beauty therapy



room and nail bar, plus a classroom.

Andy Brown, Head of Academy for Hair and Beauty at Northumberland College, explained, "We offer full-time Level 2 and 3 hair and beauty and have now introduced new technical qualifications at Level 2. We also offer apprenticeships in hairdressing, barbering, beauty therapy and customer service."

IS THIS HOW GUT MICROBES TALK TO THE BRAIN?

Recent studies have shown that gut microbes can influence human health, behavior, and certain neurological disorders. New research suggests that there's a pathway of communication between certain gut bacteria and brain metabolites, by way of cortisol. The research team at the University of Illinois found predictive relationships between fecal microbiota and serotonin and cortisol, two compounds in the blood known to be influenced by gut microbiota. Specifically, Bacteroides was associated with higher serotonin levels, while Ruminococcus predicted lower concentrations of both serotonin and cortisol.

Interestingly, previous findings have suggested



that those on the Autistic Spectrum have abnormal levels of serum serotonin and cortisol, as well as fecal Bacteroides and Ruminococcus levels.

AROMATHERAPY DIFFUSER MARKET GROWTH FORECAST

The global aromatherapy diffusers market was valued at \$1.22 billion in 2016 and is expected to grow at a CAGR of 9.1% from 2017 to 2025, according to a study by Grand View Research. Overall market size in 2025 is forecast at \$2.68 billion by 2025. Ultrasonic diffusers emerged as the largest product segment in 2016 owing to its capability to retain the therapeutic properties of essential oils. In terms of revenue, Asia Pacific is likely to grow at the highest CAGR of 9.8% over the forecast period on account of changing lifestyle and growing consumer awareness regarding physical, mental and spiritual well-being.



AFRICAN HERBS MAY HELP PREVENT STROKE

A recent study by Nigeria researchers in the African Journal of Traditional, Complementary, and Alternative Medicines has indicated that *Antiaris africana* may be an effective recovery aid for stroke and other neurological diseases. The plant, known as Oro in Yoruba or Farin loko to the Hausa people, has been traditionally used for the management of mental and nervous disorder. Different parts of the plant are reportedly used for the treatment of various ailments ranging from



rheumatism, respiratory problem, stomach pain, syphilis, leprosy, purgative and sore throat to epilepsy.

Previous studies have also indicated that pomegranate extract, bitter kola, garlic, folate and five servings of carrots a week can also protect against poor blood flow to the brain and subsequently lowering the chances of a stroke.

CUT YOUR FUEL BILLS

We all love a real fire, but they can be expensive to run and a pain to clean out. If you have a wood burner or open fire, consider investing in a Firemizer. It may look like a giant roadkill Brillo Pad, but it helps fuel burn slowly and more evenly, reducing carbon emissions. You just put it at the base of your fire. It's brilliantly simple and chemical free. Independent tests show using a Firemizer can save you up to 38% on your fuel bill and significantly reduce the amount of ash to clear up! £19.99 from www.firemizer.com.



REVIVE YOUR GLOW WITH BEAUTY COMPLEX

Revive Active, an Irish Company, have launched their Beauty Complex. The skincare supplement combines type 1 marine collagen, phytoceramides and hyaluronic acid in a powder that promises to keep your skin radiant from the inside out. The product has been clinically tested and comes with the backing of Skincare specialist Dr. Anita Sturnham. For more info, visit www.reviveactive.com.



CREATIVE CORNER

Antony Crowley shared some of his poetry with us. His new book, *Stripped Verses*, is available on Amazon. If you'd like to have some of your poetry or creative writing considered for our new creative corner, please send it in. It'll need to be 200 words or less.

SOLAR ANGEL

*Awakening of the sun
embracing the soft innocence of skin
freedom like a bird in flight
I hear the call of the natural wind*

*The evolution of all mankind
My temple of skin
my fortress, my soul
the naked prince upon the land
wings that evade a victimise fall*

*Stronger and stronger
my world is my sun
Born this way for my freedom
I am who I am
a naked soul population
We are one in this world
This is our clothes free nation*

*Winters they fade
Hypnotised sun hanging
above the natural throne
worshipping the protective skin
hibernating from fear of some
cherishing the normality within
We are born naked
I'm an angel, this isn't a sin*

©Anthony Crowley 2016

Portable hand wash basins for your practice

Simple, cost effective mobile hand washing
solutions where plumbing isn't an option -
Our Odyssey Mobile Sinks are your answer



**SAVE
£50***
OFF 1ST ORDER



For more information
Call **0330 088 3628**
Email **info@mobilesink.com**

www.mobilesink.com

***SAVE £50** | For online orders use discount code **HOL50B**

Offer expires December 2017. Single use per customer. Free delivery to UK Mainland postcodes T&C's apply. Cannot be used in conjunction with any other offer and is only applicable to full price items. Code valid online only. E-coupon code **HOL50B** must be quoted when ordering online for discount to be applied.



SHATAVARI

MOTHER of all roots.

Lifted with love and care from organic earth to nurture women through every stage of their life. A thousand years of herbal wisdom gifted to you in Gaia's purest form.

Discover Mother Nature's path to balance.



pukkaherbs.com

pukka



Ultimate Well-being

Unparalleled Immune system Support
& Heavy Metal Detoxification with
three powerful products...



Advanced Cellular Zeolite (ACZ) nano® Extra Strength

- Removes up to 1000x Heavy Metals
- Independently Tested
- Removes Fluorine and Chlorine
- Removes Volatile Organic Compounds
- 6oz Nano Zeolite = 1000kg of Micro Zeolite



Advanced Cellular Silver (ACS) 200® Extra Strength

- The World's leading Silver
- Up to 10,000x more effective
- Independently tested
- Anti-Bacterial, Viral & Fungal (For external use only in EU)
- Patented Technology
- Practitioner Endorsed



ACG Glutathione® Extra Strength

- 95% + Bioavailability
- Increases GSH levels 10-12%
- Independently tested
- Easy to take
- Tastes great

Visit our website at: www.resultsrna.eu

Email us at: info@resultsrna.eu



Evidence based well-being solutions

HIGH PERFORMANCE

LIPOSOMAL

NUTRIENTS

Nothing compares to Altrient™ by LivOn LABS

Available from:



Altrient™ High Performance Liposomal Vitamin C

- Contributes to the protection of cells from oxidative stress
- Contributes to the reduction of tiredness and fatigue
- Contributes to the normal function of the immune system
- May support optimal overall health
- Supports Paleo, Zone and Vegan diets

Altrient™ High Performance Liposomal GSH Glutathione

- Provides 98% bioavailability
- Provides 450mg of reduced Glutathione
- May support optimal overall health
- Supports Paleo, Zone and Vegan diets
- Contains no sugar, yeast, starch or glutens



Get more Vitamin C right where you need it!

UK: +44 (0)20 3239 4907 IE: +353 (0)12 548 889

www.abundanceandhealth.co.uk

