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Foreword

CHP Newsletter Winter 2020

This is our first newsletter of 2020 and it has started as a very crazy year! Since we came back to work after the festive season it has been a whirlwind of activity, which those of you who follow us on Facebook and Instagram will have no doubt seen. We are so proud to be the official sponsors of National Complementary Therapy Week and if you have visited the website recently, you will have discovered the banner and clicked through to all the information we have available for you to make the most of this new annual event and help you to further promote your practice. This has been available since the second week in January. Read more about this below.

Special Dates for 2020:

For us, the most important dates are those in March and our conference in October as we are directly involved! **National Complementary Therapy Week** is advertised nationally and links directly to our website. In there you will find a long list of how you can get involved to support your profession, and to help promote your practice and services. These sorts of events are incredibly helpful to get you seen by your potential new clients and this year, we have linked with the Mulberry Centre at the West London University Hospital who offer complementary therapy to people with cancer to help raise funds for their services. Linking with a charity is very helpful when promoting your local events as you can get free advertising in local papers and on local radio.

The reason we wanted a **Complementary Therapy Week** is because we wanted to celebrate all complementary therapies, including the less well known ones that therapists use with amazing results. We accredit some of these, such as Neuroskeletal Re-alignment Therapy, the EMMETT Technique and Spiral Stabilization. This year, we are also celebrating the amazing work done to support those who have cancer and find complementary therapies help them during what is an incredibly traumatic time in their lives. Each

year we will focus on a different area where complementary therapies help bring relief and comfort to those in need.



As you know, we accredit a fantastic **oncology massage** qualification offered by **Susan Findlay**. As we are focussing on cancer care this year, Susan will be offering a free webinar on oncology and massage for CHP members so please check out her website www.susanfindlay.co.uk for details. You can use this for CPD too. If you have any questions about oncology massage, Susan will be very happy to speak with you. If you know anyone who has cancer in the Bristol area or in London, there are free massage sessions for oncology clients available on the 8th March (Bristol) and 22nd March (London) and they can be booked via info@susanfindlay.co.uk

All important dates are as follows:

- 23rd March - 29th March 2020 - National Complementary Therapy Week**
- 3rd June - 9th June 2020 - Massage at Work Week**
- 8th June 2020 - Aromatherapy Awareness Week**
- 11th - 13th September - The European Congress for Integrative Medicine**
- 21st September 2020 - World Reflexology Week**
- 1st October 2020 - National Massage Day**
- 17th October 2020 - CHP Annual Conference**

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

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continued...



The European Congress for Integrative Medicine (ECIM)

CHP is an official supporter of this event and it takes place from the 11th - 13th September, and aims to raise awareness of the health and wellbeing benefits of integration of conventional medicine, lifestyle, complementary and traditional therapies. CHP members will be able to access a discounted delegate rate and we will post more information about that in due course. ECIM 2020 will feature a wide range of exciting presentations, discussions and networking opportunities with healthcare practitioners, academics, researchers and experts in the field of integrative medicine. With the shift towards a more integrative approach to healthcare gaining momentum, the ECIM Committee encourages all those working in the field of integrative medicine to play a part in this movement by contributing an abstract for oral or poster presentations. If you would like to submit an abstract, the deadline is 23rd March. For more information visit www.ecimcongress.com/submit_abstract

CHP Annual Conference - 17th October 2020

Another date for your diary is our annual conference, which will be at a new venue! The details of the new venue will be discussed in our next newsletter as we are still finalising the details at present. As you can imagine, finding a better, more suitable venue in London with breakout space for the very popular workshops has not been easy, especially as we like to cater it for you. However, Julie has been hard at work and on the case looking at lots of

places! What we can tell you is that the theme this year will be Musculoskeletal and we will have a case study again that will be the theme for each speaker and workshop, which each therapist speaker demonstrating how they would approach the presenting symptoms. You really liked this approach last year and also asked that the workshops were repeated during the day so that you could attend more than one - so yes, this will be available!



Therapy Awards 2020

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

Courses & CPD 2020

As well as our wonderful annual conference, we have listed all our accredited schools'

courses now, month by month on the events and courses page of our website, which you can easily access from the home page. Remember that there is also a guide to what constitutes CPD on the CPD Policy page (found under the membership list at the top of the page in the dropdown menu), along with helpful information on how to decide on what CPD would most benefit you and your practice and how to record CPD from things you have read. It is great to read articles and research but you need to show how this information has benefitted your practice in order for it to count as CPD. The CPD logbook helps you record a couple of sentences on this. Carole Preen is offering quality online CPD through her school at Natural Therapeutics for aromatherapists and massage therapists and Sue Lincoln of the Therapy Training Centre is offering Webinars, so if you find it difficult to travel to venues, there are other options for you. We also have other online provision if you find it difficult to travel from Jing Massage and Natural Balance Holistics so there is really something for everyone.

25th Anniversary Booklet:

If you missed last year's conference and did not get your printed booklet, we now have a PDF version from the printer that you can download, which you will find in the member's area of the CHP website - along with a complete treasure trove of other information and benefits! This booklet




contains a page from each of our accredited schools with not only information about the amazing courses they offer but also their top tips as a therapist and some exciting recipes that you can try.

Complementary Therapists!
Planning your CPD for 2020?
We have the perfect solution with a month by month listing from our accredited training providers

Members can also download our CPD log sheet and CPD Planning Tool
<https://www.complementaryhealthprofessionals.co.uk/events>

A woman with dark hair tied back, wearing a bright green hooded sweatshirt with the Weleda logo on the chest, is smiling and holding a small green product tube. She is standing in a kitchen, with white cabinets and a countertop visible. On the counter, there are several other Weleda products, including bottles and containers. In the foreground, the back of a person's head with short blonde hair is visible, looking towards the woman. The overall atmosphere is warm and professional.

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*References: * Memophenol - Bensalem, J., Dudonné, S., Etchamendy, N., Pellay, H., Amadiou, C., Gaudout, D., Dubreuil, S., Paradis, M., Pomerleau, S., Capuron, L., Hudon, C., Layé, S., Desjardins, Y. and Pallet, V. (2018). Polyphenols From Grape and Blueberry Improve Episodic Memory in Healthy Elderly with Lower Level of Memory Performance: A Bicentric Double-Blind, Randomized, Placebo-Controlled Clinical Study. The Journals of Gerontology: Series A.*

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Editor's Letter



Hello again,

Well, here we are at the start of a new decade. It's a time when everything around us seems to mired in confusion, disinformation and negativity. We have ecological disasters, politicians from every party who serve only themselves, business uncertainty, precarious democracies, rising levels of violence, unwarranted entitlement and social divisiveness. It's not really how we want the world to be.

So how are we to cope with this increasingly dystopian environment? Are we just to sit back and accept that the world is a pretty grim place for most people? No. I don't think so. Most holistic therapists I know trained and set up their businesses because they wanted to help other people enjoy better health and a better quality of life, because they cared. Really cared about people and the planet and felt part of a bigger picture – a planet-wide ecosystem that was accepting of different values and beliefs.

What we need is to find a kinder way of living and being. A way of living that respects and cares for other people and the species we share the planet with. It's about treading lightly, being mindful of the resources we are consuming and finding greener alternatives. Being kinder to ourselves, our friends, families and clients.

A new decade brings change. People change the way they think, drop old modes of being and move towards achieving new goals. What our clients want, how they think and who they are will change. Lifestyle diseases and resource allocation will continue to dominate the health agenda. We'll face challenges from allopathic medicine and the pharmaceutical industry, we'll face individuals and vested interests who are out to discredit holistic health and wellbeing and others who use people's desire to feel healthier to take advantage, selling false hope and false cures. We'll face campaigns of disinformation, opinion disguised as fact and, increasingly, fake products.

It's clear that we will need to recognise that health and wellbeing is politicised and that we will need to speak for ourselves through our membership associations and through evidence-based proven benefits. We need to regain a sense of positivity and to recognise that holistic therapy offers an effective form of helping people to become better, to return to health and to put the brakes on the rise of lifestyle diseases. What the world needs is a holistic therapist!

Love, Alison and everyone at Holistic Therapist x

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FORT WORTH ZOO TREATS ANIMALS WITH ACUPUNCTURE

A Texas Zoo with more than 500 types of creature has started to treat some ailments with acupuncture. Dr. Tara Reilly, a vet with qualifications in acupuncture has treated a king snake with eye problems by inserting needles into nearby nerves, helping to heal and retain vision which might have been lost during surgery. Dr. Reilly explained, "Most people call it an alternative therapy but I like to think of it as an integrative or complementary therapy. All it is, is you're accessing the nervous system and you're accessing the blood flow and the blood system in the body in a very non-invasive route. She added, "I've actually had many patients including a burrowing owl who have fallen asleep during their acupuncture



treatment so it actually feels very good to them," Reilly said. Other patients have included an arthritic Komodo dragon named Dante. "He probably got another six years out of life that he otherwise wouldn't have had where he was enjoying life, happy, and diminishing pain and helping all the inflammation that comes along with arthritis," Dr. Reilly said.

STRESS PROTECTION MOLECULE ACTIVATES THE SAME RECEPTORS AS MARIJUANA

A team from Vanderbilt University Medical Centre has discovered that a molecule produced by the brain activates the same receptors as marijuana and protects against stress by reducing anxiety-causing connections between two brain regions.

This could help explain why some people use marijuana when they're anxious or under stress, or lead to treatments which stimulate production of the molecule known as 2-AG to



regulate anxiety and depressive symptoms in people with stress-related anxiety disorders. **Ref:** [10.1016/j.neuron.2019.12.024](https://doi.org/10.1016/j.neuron.2019.12.024)

COURT CASES HIGHLIGHT THE GROWING PROBLEM OF MALE SEXUAL ASSAULT BY UNQUALIFIED THERAPISTS

Two recent court cases make it apparent that sexual predators who set themselves up as massage therapists are both undermining the industry and causing distress and emotional trauma to those they have sexually assaulted.

In Edinburgh, a sports therapist named Matthew Priest has admitted sexually assaulting 15 male clients. Mr. Priest had previously been given a five year sexual offences prevention order in 2018 for sexually assaulting six male clients in a makeshift clinic in his living room in the city, but publicity about the case led other victims to contact the police. Most had believed that the massage therapist had touched their genitals by accident. Mr. Priest charged £45 per hour-long appointment. Mr. Priest will be sentenced in February.

In the second case, in Plymouth, Christopher Fallon, aged 71, was found guilty of four counts of rape, ten of sexual assault and four of



causing a person to engage in sexual activity. All of the counts cover between at least four and 12 incidents of similar abuse and concern a vulnerable, disabled man who received massages two or three times a week. The prosecution alleged that Mr. Fallon coerced the client into engaging in sexual activity because otherwise client would be charged £300 for each massage. It is thought that the victim may have been assaulted up to 150 times over four years, including being raped with a vibrator. Again, Mr. Fallon will be sentenced in February.

THE DANGERS OF CHEMICAL DISINFECTANTS

While everyone recognises the importance of a clean practice room, new research from INSERM, the French epidemiology and public health organisation suggests that respiratory risks are raised in healthcare settings and particularly amongst women exposed to chemical disinfectants.

Although investigators have previously focused on asthma, the irritant properties of many chemicals contained in disinfectants support the study of a broader range of respiratory effects, such

as chronic obstructive pulmonary disease (COPD). The study looked at data from over 73,000 female registered nurses enrolled in the US Nurses' Health Study II, followed for approximately six years (2009 to 2015). Those who used chemical disinfectants at least once a week had a 38% increased risk of developing COPD. Potential safer alternatives include emerging nonchemical technologies for disinfection (eg, steam, UV light) or green cleaning. **Ref:** [10.1001/jamanetworkopen.2019.13563](https://doi.org/10.1001/jamanetworkopen.2019.13563)

TRY THIS... JACKFRUIT

Jackfruit has become a vegan hit over the past couple of years. Jackfruit is the largest tree-borne fruit on the planet and is related to breadfruit, figs and mulberries. Unripe, it lends itself to savoury dishes and the stringy texture is often used as a vegan equivalent to pulled pork. Ripe jackfruit is best kept for desserts, and has a taste profile that's somewhere between mango and pineapple with a hint of banana. Nutritionally, jackfruit contains Vitamin A and C, protein, fibre, riboflavin, magnesium and potassium.

We tried Upton's Naturals Thai Curry and BBQ flavours which come in handy pouches and tasted great. Stockists available from www.uptonsnaturals.com/where-to-buy.



CHERYLE TAKES WELLBEING MOBILE

Cheryle Britton has set up YOLO Wellbeing to bring massage and meditation to workplaces. Cheryle was on holiday in Sri Lanka, when she was inspired by the relaxing effect of an Ayurvedic massage. She now takes her custom-fitted van to workplaces and events, offering 15 minute

massage treatments based on Fusion Massage techniques with visual aided meditation. When onsite, the van is powered by solar batteries.

Speaking to her local paper, Cheryle said, "Stress is one of the main contributors to mental ill health and workplace absence. YOLO Wellbeing has been designed to improve both the mental and physical health of employees, whilst providing an experience that will significantly boost morale in the workplace."



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AGE-RELATED CHANGES IN CARTILAGINOUS TISSUE OF THE SPINE COULD CAUSE UNEXPLAINED LOWER BACK PAIN

80% of people will suffer a lower back pain at some point in their lives. Those with unexplained lower back pain are often accused of faking their pain or simply imagining it, but new evidence suggest that the vast majority of low back pain in people may be rooted in an overgrowth of pain-sensing nerves into spinal cartilaginous tissue.

Mouse studies, published in Nature Communications, reported that the soft,



cartilaginous tissue in the older mice's spines became hardened and resembled diffuse bone with a Swiss cheese-like structure.

Ref:10.1038/s41467-019-13476-9

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GOING UP

Skimmed milk

A new telomere study from Brigham Young University found adults who drink low-fat milk experience several years less biological aging than those who drank high-fat (2% and whole) milk or who abstained from cow's milk completely. *Ref: 10.1155/2019/1574021*



Beauty Sleep

University of Manchester researchers have used a mouse study to show how the body clock mechanism boosts collagen's ability to provide the body with structure. They discovered two types of collagen fibrils which get knitted together when we sleep. If our body clocks are disrupted, the two types were amalgamated randomly. They hope, eventually, the findings will help provide deeper insight into wound healing or aging. *Ref: 10.1038/s41556-019-0441-z*



Being in nature benefits the environment

Recent studies have confirmed the mental and physical benefits of being in nature, but now the University of Exeter has shown that people who live in more built up areas and spend less free-time in nature are also less likely to take actions that benefit the environment, such as recycling, buying eco-friendly products, and environmental volunteering. *Ref: 10.1016/j.envint.2019.105441*



GOING DOWN

Kid's packed lunches

Parents often think that packed lunches are better for their children, but the Food Standards Agency says just 2% meet nutritional standards. Most contain too much sugar and a lack of vitamins and minerals due to a lack of fresh food. Just one in five meals contained any vegetables or salad.



WORDS OF WISDOM...

Do the one thing you think you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire. This is your moment. Own it.

Oprah Winfrey

DIARY DATES

DATES FOR YOUR DIARY

Large exhibitions in major venues may take some getting to, but they offer a great snapshot of the way health and wellbeing is developing. Make time to discover what's new at one of these events...

MARCH

Allergy & Free From Show
7 Mar - SEC Glasgow

APRIL

Natural and Organic Products Europe
19-20 Apr - London ExCEL

MAY

CBD Show
1-3 May - London Olympia

Beauty UK, Hair UK, Barber UK and Holistic Health
3-4 May - NEC Birmingham

Mind, Body and Spirit Wellbeing Show
22-25 May - London Olympia

FEBRUARY

The Get Well Show
21-23 Feb - London Olympia

Hemp & CBD Expo
29 Feb - 01 Mar - NEC Birmingham



METABOLIC SYNDROME: HOPE FROM HOPS?

Compounds from hops may combat metabolic syndrome by changing the gut microbiome and altering the metabolism of acids produced in the liver, new research at Oregon State University suggests. Approximately 35% of US adults have metabolic syndrome and it is thought to affect around 1 in 4 adults in the UK.

Xanthohumol, a hops compound often abbreviated to XN, and two hydrogenated derivatives, DXN and TXN, were found to reduce the amount and diversity of microbes in the gut, reduce inflammation and change bile acid metabolism by reducing secondary bile acid



production and an increasing conjugated bile acids levels.

The hops compounds have previously been shown to have antimicrobial properties and it is thought that they may kill harmful gut bacteria while preserving helpful species.

A large, close-up photograph of a hand holding a tablet. The tablet screen shows a smiling woman with short brown hair, wearing a blue top, who is waving her hand. The background is a soft, out-of-focus light blue. The text is overlaid on this image.

REMOTE COACHING: *a new revenue stream* FOR 2020 & BEYOND

Mark Shields shares why remote coaching could help keep your therapy business thriving in 2020...

PEOPLE in the UK are now much more comfortable reaching out for advice in all areas and aspects of their lives. So there are many different forms of therapists and coaches nowadays; we have sports coaches and personal fitness trainers, psychotherapists, life coaches, business mentors and personal stylist fashion coaches. Lifestyle coaching has been growing steadily over the past few years and is set to burgeon in the decade ahead. The demand for life coaches, psychologists, psychotherapists, nutritional therapists and health coaches

has never been greater, but it is vital for all coaches to ensure that their services stay current and remain competitive, keeping up with the industry changes as we move into 2020.

As life seems to get tougher, many more of us are employing the services of a professional coach. Whether it is to help coach our attitude and performance or simply get our priorities in order physically or mentally. The success stories are growing daily. Nowadays whatever magazine or newspaper you pick up will tell of the success someone has experienced and the life changes they have made with the advice of a professional coach. This, combined with the developing array of coaching services available, means it is advisable to look at these different offerings in more depth and decide whether they are all as good as each other and, most importantly, do they help the client get to where they need to go?

There are a number of delivery methods available when providing coaching services. Face to Face Coaching, Tele Coaching (coaching over the telephone), Webinars where live coaching seminars are delivered via the internet, or computer coaching directly online perhaps using a video service such as FaceTime or Skype, or via sites such as www.liveyourlifetothefull.com. Most coaching is done in person or by phone, but this is changing rapidly and remote coaching is likely to gain the majority of the delivery market within the next few years.

Whether you are delivering a coaching service in person or online, both the coach and the coachee need to feel they can work well together, so trust is of paramount importance. Also it is important the two get along together so respect and rapport are important ingredients of this relationship.

Keeping up with the competition in 2020

As we move into 2020 and the competition increases, I want to share the biggest change I have experienced in the modus operandi of coaches / therapists throughout 2019 which is the inclusion of tele coaching I.E. coaching over the telephone.

With the introduction of so many excellent tools to help us coach from a distance, every new coach is including tele coaching within their coaching proposition. These tools are free in the main and include SKYPE, ZOOM and many others. The main benefit of course is opening your market up from your local practice to an international audience.

We are today privy to much more marketing intelligence and coaches are actively marketing tele coaching sessions into such locations as Dubai, UAE, USA, Nigeria, Ireland and the Channel Islands. All these locations having something in common. They either have a lack of specialists in their respective location or they want to hire and can afford the best. They love having the choice.

When I first appraised the differences between telephone and face to face coaching I would have opted for face to face coaching anytime. However, following experience and research my view is completely different. The results of a recent survey I completed amongst CAM Practitioners confirmed over 90% of successful coaches currently conduct most of their client

sessions over the telephone and here are the reasons why.

The survey confirmed the success of launching tele coaching into your coaching business comes down to the mindset of the coach themselves. Those that didn't buy into the concept of remote coaching wouldn't use it although of those that were up for trialling it in their practice nearly all of them changed their minds and included it moving forward.

I suspect in 2020 nearly all top coaches and therapists will include remote coaching within their programmes.

The benefits of remote coaching

You are not limited by logistics. You can coach clients from anywhere in the world without geographical limitations.

Neither you nor your coach will be distracted by physical appearances of each other or the surroundings where you would meet.

The cost for remote coaching and online programmes can be the same, sometimes even more than conventional face to face sessions.

Remote coaching is very relaxing and convenient. You are able to partake in your session from any location that you wish without the hassle and delays of travelling.

Clients can gain direct access to world leading experts whilst coaches open up their market to an international audience.

It is proven people are far more comfortable on the telephone. Telephone coaching is done in complete privacy. Nobody knows what you are doing. You are simply on the telephone. To some, privacy is of utmost importance.

You will be able to enjoy the session without the fear of anyone watching or listening.

Remote coaching is much more popular from a time management perspective for both clients and coaches. Clients don't have the stress of worry of travel time, getting parked, journeying to and from the coach's location. For coaches it is the same and they can fit many more clients in their diary.

So there you have it. This is my top tip for 2020. The argument coaches and therapists have over the advantages and disadvantages will continue. We have seen this first hand in the world of training courses and online coaching programmes. Despite the continual debates we are witnessing a massive shift from face to face to online and remote services. My advice is give it a go and see how you get on. I'm sure you will be pleasantly surprised. ■



MARK SHIELDS is regarded as one of the UK's leading NLP and

Coaching experts. Mark is known as the CAM Coach and is the author of a book of the same name. Mark and his team have set up the Life Practice Academy to provide qualifications in Life Practice Transformational Coaching Methodology and proven CAM COACH success in business strategies. Find out more about Mark and the courses at www.courses.thecamcoach.com/p/home



DRIVING BUSINESS *forward with* **Facebook** advertising

Most holistic therapists use Facebook to connect with their customer base, but it can be more difficult to master micro-targeting, messaging and campaign planning to create an effective Facebook advertising campaign that brings in new clients and encourages past clients to return...

AS the world's largest social network, with over 40 million regular users in the UK, advertising on Facebook allows businesses to reach potential clients without the wastage associated with direct mail or newspaper ads.

Facebook in the UK

On average, UK internet users are on social media for an hour and 50 minutes each day, with 38 million accessing Facebook and other social media sites via mobile devices. Figures suggest that 77% of users actively contributed or engaged with social media each month, whether it's liking a post, retweeting or

providing comments and content of their own. An impressive 71% of adults can be reached through Facebook ads, 52% are women and 48% men. So how can you narrow down that audience to those who live within your geographical sphere of influence and would be interested in your services?

The first step is to understand who your existing and ideal clients are. Are they mainly male or female? What age range do they come from? How far do they travel to visit your practice? Are they working full time, part time, students, retired? What kind of jobs do they do and what are their reasons for coming to see you?

Once you have this information, you can start to build a micro-target profile that matches your customer base. This helps keep costs manageable and means you're not bombarding people who are unlikely to become clients with ads.

Facebook offers several different ad types, so you will need to decide what would work best for you. Image ads are often a good starting point. You're really just boosting an existing post from your Facebook page by adding an

image. Facebook may even prompt you about boosting a post that is doing well and getting a higher level of response than usual.

Video ads can be used to show a technique in action. They can be placed in your target audience's news feed or stories sections. You can also make video ads using ready-made footage animations to engage your audience. Other options include Carousel ads, which offer a rotating selection of images, which can work well if you want to show off different

from, but three are more likely to be of interest for an initial campaign:

Reach: exposes your ads to as many people in your target audience as possible

Traffic: drives people to a specific page on your website

Lead generation: brings in new prospects

You will need a Facebook Business page as a starting point, so set one up if you don't already

show you how big your potential daily audience and number of likes is, so keep this to a workable number. There's little point reaching 300,000 people if you can only see 30 each week.

Refine your audience further using detailed targeting. A remedial sports massage therapist, for example, might choose to target men and women over thirty and under fifty, living within a certain radius, who are training for a marathon or 5K, but exclude those who go to a gym which might already have a massage therapist on site. You can also choose to include or exclude those who have an existing connection to your Facebook page or their Facebook friends.

Where to place your ads, budgeting and scheduling when they appear

Now that you have tightly defined your audience, you need to decide where your ads will appear. You can select device types, and whether the ads should appear in Facebook users' feeds, stories or within articles, as well as external sites.

When it comes to setting a budget, you may want to try a short term campaign first, so you can see how Facebook ads work for you. Alternatively, you can choose a campaign lifetime budget or set a daily cap on your spending. There are a number of advanced budget controls that can help your budget go further such as running your campaign in the evenings only, but this requires setting a lifetime rather than a daily budget. You can also set a start and end date, which is particularly useful for special offers tied to events such as Mother's Day or Christmas.

Creating your ad

Now that the budget, schedule and audience have all been defined, the next step is to create your ad. As we've noted, it's best to start with a simple ad using an image and text and including a call to action. Facebook provides guidelines on the amount of characters you can use in headlines and body text and lets you preview the ad you have created, so try out several options. Use your own imagery or choose good quality stock photography, depending on your aims. Once you're happy, click confirm and Facebook will come back to you to let you know your ad has been approved and you're all set to bring in new business. ■



facilities or treatments. It's probably best to start with something simple in a tightly defined geographical area and consumer demographic.

Another option that can be cost-effective is to use Dynamic ads. These are the almost spooky ads that pop up shortly after you have visited a product page or placed something in your shopping cart, but not completed a purchase. Dynamic ads can be used to prompt a further action, perhaps by offering a discount, or reminding a potential client of an introductory offer or free postage.

Facebook offers several different ad types, so you will need to decide what would work best for you

How to create a Facebook ad campaign

As with any ad campaign, using any form of media, you first need to figure out what it is you want to achieve before you set out. The more precise you can be, the better your chance of achieving the desired result. Facebook offers a range of marketing objective options to choose

have one. Go to the Ads Manager page, selecting Campaigns and then Create. You now need to decide what you want this campaign to do, keeping in mind that there are different payment methodologies for conversion-related marketing objectives and exposure-related ones.

After you've chosen your objectives, you can name your campaign. You can also choose whether to run two campaigns to see which is more effective, using a split A/B test, but again, it's probably simpler just to dip your toe in the water with a straightforward campaign.

The next step is to set up your ad account. Here you will select a number of options including your time zone, currency and country. Depending on the type of campaign you are running, you might also need to add in where Facebook should direct interested prospects to, like a particular page on your website.

Now, you will begin to define the audience demographic you want to reach. The temptation is to tick every box, but this will add to your costs without necessarily bringing in more new customers, so try to keep it tightly defined. You can select a custom audience of people who have already interacted with your business, or select by age, location, gender and language. Facebook will



Aromatherapy

SCENT *of change*

Elizabeth Ashley looks back over 25 years of change and forward to new developments in aromatherapy...

AUGUST 2018 marked 25 years since I qualified in aromatherapy. I'd worked in aromatherapy for a long time before qualifying, helping on my mum's stand at craft fairs since I was 11. My mother, Jill Bruce, was one of the first aromatherapists in the country, one of the founder members of the IFA and ran one of the largest aromatherapy schools in Britain. The mainstay of her business was visiting craft agricultural shows to sell medicinal pots of cream.

Back then, taking a tablet to cure any health issue was so deeply ingrained in the public's psyche, that people would look horrified at the suggestion they rub something on their forehead

to get rid of headaches. These were the days before medicine's control laws. I recall our organisations' very real panic when it came in. Without licences in place, 130 different products – all labelled with "arthritis", "bronchitis" had to go back to development stage. Having one to one consultations meant we could then treat the conditions we saw in front of us and simply label the products with the essential oils they contained, rather than the conditions they were for.

Around the same time, excitement broke lose that Melaleuca oils was killing MRSA in petri dishes. Recognised as a wonder oil in Australia since before WW2, tea tree went from virtual obscurity, to being on every English supermarket shelf. Oils were everywhere, then disappeared as quickly as new medicinal claims laws began to be enforced. The public had been exposed

to plant medicine and the natural medicine revolution had begun.

The internet bought a new wave of interest, but most pages were written by American essential oil vendors, not aromatherapists. British aromatherapy training always encompassed the healing power of touch in massage as its core tenet since physical pain was usually accompanied by some sort of emotional distress. Mind Body Spirit connection was at the heart of what we did. Many websites focused on solely physical aspects and ignored massage. Profit-focussed Multi-Level Marketing companies empowered amateurs wanted to use the medicine for themselves, so qualified aromatherapists became entirely focused on the safety aspects. Gradually essential oils divorced themselves from healing and became an



alternative prescription to pills.

Coincidentally, a subculture was taking pace that would force aromatherapy back into the limelight. There was a frenzy surrounding HIV and AIDS in the gay community. Many of those affected relied on alternative therapies while governments and charities ploughed a huge amount of resources into developing drugs that might provide a cure or ameliorate symptoms.

One person focused on drug creation was Dr Candace Pert, head of the neuroscience department at America's prestigious NIMH. Dr. Pert had previously identified the opiate receptor that responds to morphine and heroin. She had been fascinated to understand why a drug given to help pain, would also make you so laid back that you cared little about what was going on. Eventually, she found the receptor, and subsequently the endogenous ligands-endorphins and enkephalins were found. Focused on demonstrating the body-mind connection she lectured across the East coast of America about her discoveries of what she called "The Molecules of Emotion".

Back at home, her husband ran their lab creating a drug called Peptide 8, which is portrayed in the film Dallas Buyers Club. The peptide, along with strict regimens of vitamins and healthy foods and stress relief seemed help AIDs suffers for a while. Sadly, the patent for drug was never approved, but the underground movement to buy it, evangelised the beginnings of understanding that looking after yourself emotionally would have an impact on your immune system.

Sadly, Pert died in 2012 but not before she was able to see the dawn of two new disciplines of medicine: *Psychoneuroendocrinology* (PNE) the science of how the emotions affect hormones and neurotransmission and *Psychoneuroimmunology* (PNI) how emotions affect immunity.

Already investigating the antimicrobial effects of essential oils, laboratories now had analytic techniques helping them discover the mechanisms whereby essential oils might make someone feel happier by monitoring receptors and neurotransmitters. Although quite a lot of data exists, the number of research experiments on essential oils remain small. This is a matter of economics. As natural commodities, it will never be possible to secure a patent on an essential oil preparation, because their chemistry relies on things like soil quality and rain fall. The research done is more about the effects of essential oils on the human body than on the properties of the

oils themselves. This presents some problems. Rodents are used in experiments because they are evolutionarily similar to humans, but large concentrations of oil injected intraperitoneally into a mouse are very unlikely to offer complete information about how the same oil diluted to 3% in carrier oil will act on a person. That said, experiments are commissioned in response to people being healed and the scientist wanting to know why.

Aromatherapy has come full circle. It seems to finally be leaving behind its "replacement for a tablet" image, as people realise how good it is for managing stress. Fragrant molecules travel to the mind, altering the way we think and feel, which then sends messages to the physical body. We calm, we relax and physical pain eases. Inhalation, now by far the most commonly used application by therapists, is also being used in hospitals to calm patients before operations. One drop of lavender on a tissue slows breathing and heart rate, preventing blood pressure spikes in surgery, reducing the risk of postsurgical nausea and thus speeding healing times.

New tools of the trade

Aromatherapy evolves and advances constantly. The rise in stress-related and lifestyle diseases will continue to drive the industry forward. Amongst the developments that will shape aromatherapy practice in the coming decade are the emergence of hydrolats and CO2 extraction and reducing the environmental footprint of the industry.

CO2 extracts smell closer to the real plant than an essential oil does. Waxes, lipids and some of the larger molecular components can find their way into the product, offering potential benefits, similarly, hydrolats, the floral waters left behind from distillation of essential oils are now being used as a primary product, offering gentler and subtler products particularly useful for animals, children and oral use.

During my *Beyond*

The Essential Oil Recipe summit last year, most advanced therapists seemed to grow at least some of their own plant material. No waste, no carbon footprint from transport and happier bees. Over 1% of the world's farmable land is now given over to the growth of plants for essential oils. Our resources are pressured, distillation is a wasteful process and some essential oil plants are threatened with extinction in the wild. Making better use of our resources, reducing waste and achieving a balance are essential. Aromatherapy changes all the time, luckily conferences and CPD offer opportunities to develop and move our industry forward. ■



ELIZABETH ASHLEY is a professional aromatherapist, UK

NAHA director and the author of the best-selling *Secret Healer* essential oil manuals.

Her new course *The Professional Pain Practitioner* not only looks at advanced aromatherapy techniques to manage pain syndromes but also how to build a robust and profitable business model around it. Find out

more at www.thesecrethealer.co.uk



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GETTING THE MESSAGE OUT ABOUT NEW SERVICES

If you've just qualified in a new therapy or advanced in your current modality, how do you go about launching your new services and letting people know? Jane Sheehan shares her approach...

HOT PROSPECTS: Start by contacting your existing and past clients with either an email shot or post a leaflet. Email is cheaper but receiving something in the post is a rare treat these days and may just increase uptake, especially if you include an enticement such as a money off voucher or an additional treatment/item/gift on production of the leaflet. Existing and past clients already know you and love what you do. If you can get them to try your new service and they like it, you can also incentivise them to tell a friend and spread the word for you.

SEE THE SIGN: Next, put a sign outside your venue. You will have to check the local planning permissions for your area but usually it is ok to put an easel on your property and an A4 sign in a window to inform anyone who passes your business.

SOCIAL MEDIA: What sort of people would benefit and enjoy your new service? Are there any Facebook groups already set up where this sort of person would hang out? Join those groups and enter into any discussions where you can mention in passing this sort of service. Even better, get someone else to do it and when asked where they can learn more, they can recommend you. It's easier for someone else to say how fab you are, rather than you to say it yourself. You could pay someone to do this for you or you could ask a close friend or family member.

Don't forget to add the new service to your website, Facebook page, your personal page and



any other social media or directories that you use. You can use software such as "Canva" to add words to a photograph to create a suitable advert.

OPEN DAY: Have an open day. Hand pick the existing clients and friends who you know will sing your praises and spread the word about your services. Some people are natural networkers. Invite them to an open day, where they receive a free trial of your new service, or you wine and dine them whilst telling them all about it. You could also offer commission for each person they recruit to try the service.

Team up with another therapist who offers synergistic treatments for an event so that you can both benefit from each other's client database.

RE-BRAND: There's a beauty salon near me who used to just offer massage and manicures. They've retrained to do microblading and cold laser skin correction. They have re-branded calling themselves "Ormskirk's first medi-spa".

This is genius. When you want to do good PR and get a newspaper or magazine to take up your story, if you can position yourself as "biggest", "best", or "first" then your press release is more likely to be used as it will be considered news.

TESTIMONIALS: Whatever you decide to do, don't forget to collect testimonials from happy customers and use them in your advertising copy, website and social media campaigns. ■



JANE SHEEHAN is the UK's leading foot reader and Amazon

bestselling author of *Let's read our feet*, The foot reading coach and Sole Trader: The Holistic Therapy Business Handbook. She teaches foot reading internationally and is opening a reflexology school in Lancashire this year. Find out more at

www.footreading.com.





Advice for new THERAPISTS

*Just starting out? **Magda Lorynska** offers some advice for new therapists that more experienced practitioners can also benefit from...*

DURING a recent massage treatment in a local spa, I asked my therapist, "Do you enjoy your job?" This therapist has been working in the leisure industry for nearly six years and, like many relatively inexperienced therapists, she already seemed to be struggling with burnout. Eventually, after a long pause, I received a hesitant "Yes" to my question.

I've worked in numerous local spas and I've learned that many therapists quickly become overworked and burnt out in a spa environment. Some are fortunate and move into successful self-employment. Others leave to work in a salon or take a normal 9-5 office or industrial job, because it is less stressful.



Should new therapists work in a spa?

After qualifying, new therapists often feel lost and unsure where to work. Working for a spa can be an invaluable experience and would suit anyone who has a lot of energy and learns fast. Working in a spa can mean learning new modalities and gaining valuable qualifications while learning how to run a business successfully.

It's about learning how to deal with the life's little

dramas, like not having enough clean towels before your last client; discovering your supplier didn't send the new batch of massage oil on time; or that your client potentially has an allergy to all of the products that you stock. No business is 100 % emergency free, but by experiencing these situations, you will learn how to deal with them in a calm manner - a manner that's going to keep your client calm and relaxed during their treatment.

Not every spa is the same and you should always check conditions and environment before you start working somewhere. Things worth asking during your job interview with a SPA manager are:

What are the time gaps between treatments?

These are usually between 5 and 15 minutes, but if they are 5 minutes long you will need to change the bed and prepare for the new client within this time, or risk running behind your schedule.

How many consecutive massages you will have to do? In most places this is changing so a therapist doesn't have to complete five hours of massages in a row, however in some locations you can still be asked to do this.

What continual development is offered e.g. training outside and inside of the spa?

What is the progression route?



What they don't teach you at school

In the UK, massage schools are not regulated by the government which means that standards vary from provider to provider. In some schools you will learn more about customer service, in other schools, more about running the business. In other instances, you will learn one massage routine and complete a quick compulsory business unit. Whatever the training is providing, many of the gaps can be covered by CPD courses and reading books. I strongly recommend the following reads to new therapists:

The Educated Heart: Professional Boundaries for Massage Therapists and Bodyworkers (available on Amazon). This book will answer most common ethical issues massage therapist may have including tipping, working with your family and friends and relationships with clients.

Basic Clinical Massage Therapy by James H. Clay (available at World of Books). This is a beautifully illustrated book describing massage movements in detail.

Finally, a good business book such as ***An Introductory Guide to Business*** by John Mann (Available on Amazon)



Embrace technology

Something that is rarely covered in a massage or beauty training school is technology. We live in the twenty first century - mobile phones make us available to clients at any time and any place. There is no excuse for a therapist not to be connected and available for new enquiries. This is different from being glued to your phone and not having a life of your own. Take advantage of automation. You don't have to be an IT guru to add automated reply to your emails, letting your clients know when you will be available to respond to their email e.g. within 24 or 48 hours. I also strongly recommend you record a professional voicemail. If you use the same number for business and private contacts, keep your recording short and professional.

All new therapists should learn about software which can help you build a business that runs itself. Some of these are free, while others will recoup their cost through added efficiency. Suggested software you can explore:

Scheduling applications: acuity, massage books, schedul

Appointment reminder software, some scheduling software can do that for you

Mailing app – Mailchimp

If you choose to use social media, make sure you post consistently, and you use a mixture of informational and sales messages.



When things are going wrong

MONEY It is hard to note when things are going wrong if we are not

monitoring. Thus, my suggestion would be to always look at your monthly figures and make sure you are on top of your finances. If you struggle, make sure you get advice from your mentor and bookkeeper before you enter into any form of debt.

CLIENTS There are many issues you can experience with clients. Good advice on how to deal with many of them can be found in The Educated Heart. Establishing strong boundaries and being ethical can often help us not only be the best therapist that we can but also save us from having problems with clients.

YOU – THE THERAPIST If you feel like you are overworked and undervalued, it most likely you are suffering with some form of burnout. Often, regular self-care and looking at your timetable can help solve this problem. If you are working for someone, speak to your manager. Searching for a new job is not always the best

option. Whatever you do, make sure that you do not struggle alone and ensure you get some advice from a more experienced colleague.



Advice from other therapists and teachers

When writing this article, I asked some experienced

practitioners for their advice for new therapists. Here's some of the key advice that was offered:

Don't think that you 'fix' everyone

Don't attempt to work with clients who would not take responsibility for their own health

Be yourself. It is your uniqueness that sells your business

Keep notes on customers likes and dislikes as not everyone is the same.

Remember birthdays or special occasions

Have regular supervision from the beginning

Always keep learning. Do not be afraid to examine what you were taught to be sure it is still relevant and up to date.

Keep this advice in mind and you'll enjoy success as a newly qualified holistic therapist. ■



MAGDALENA LORYNSKA s

a massage therapist, business coach and massage tutor in Cheltenham where she runs a massage therapy school focused on teaching new therapists in massage therapy and business skills. For more information, please visit

www.wellnessinmotion.co.uk/

CASE STUDY

Using point of sale materials to drive product income

Wendy Stirling, Founder of Botanicals Certified Organic Skincare shows how to make the most of your product sales through attractive point of sale materials...

We all know that it's vital to create the right ambiance for clients when conducting treatments. Clients need comfortable, safe surroundings that instil calm and tranquillity. A place of peace to rest, relax and recharge, far removed from their busy, rushed lifestyles and interference from the outside world.

Part and parcel of a holistic treatment is choosing the right décor and furnishings, with relaxing colour themes and soft tones. The reception area, whether this is a separate room or part of the treatment room should be warm and welcoming and convey confidence and professionalism. Treatment areas should be clean, functional spaces that are peaceful and free from visual and audible distractions.

Equally important is the stimulation of your client's senses throughout their treatment experience - sight, sound, smell and touch. Soothing music, comforting aromas, attractive visuals and products that can be felt and smelled pre and post treatment - they all help create the right environment for a successful treatment. It also helps build the therapist/client relationship, creating trust and confidence and ensuring return business.

Why use point of sale materials

The right point of sale materials, in the right setting, can help enhance this holistic haven for your clients rather than detract from your carefully

created relaxing ambience. Canvas or framed prints and photos of treatments and the products you're using can subtly inform and educate. Eye-catching displays of retail products create visual stimulation and point of sale displays that can be picked up, smelled and talked about.

Interactivity is key! Encouraging your clients to touch, smell, feel, as well as look at what you hope to sell creates engagement and involves them in their treatment choices, in addition to making it easier for them to ask questions about a treatment or product. It's also an opportunity for a therapist to pass on their passion about their brand choice. If a client hears, sees, feels the benefits of the products used in their treatment, this can create belief that the whole experience is benefiting them and this can be inspiring.

Above all, point of sale materials can help increase sales of retail products post treatment. For instance, with Botanicals, therapists could double their margins with retail. It encourages clients to try products used during their treatment at home. Point of sale materials help clients buy products whether it's Kinesiology tape, exercise bands, an essential oil blend, massage oil or a skincare treatment to continue the benefits of treatment at home.



Where to position point of sale

If there's a reception area, product displays and point of sale materials can be used in this location. However, I believe the best place for point of sale materials is in the area where therapists have their initial discussions with their clients and bring their clients back to post treatment.

If space is limited, wall shelves can house attractive product displays and framed posters can hung on walls to save desk space. The key to good point of sale displays is to keep them clean and uncluttered – remember less is more! They should also be easily seen and accessible. Do remember to consider health and safety when deciding where to locate

product displays; ensuring they are away from access areas and not over seats.

The treatment area should be dedicated to a relaxing experience. During the treatment the client will unwind, close their eyes and immerse themselves in the experience. It is a peaceful time, with very few words spoken, and definitely not the time or place for point of sale visuals to distract and detract from their enjoyment.

What to consider when looking for point of sale materials

When deciding on which skincare, massage oil, essential oils or physiotherapy aids brand to use in your treatments, there are many factors to consider. These include the cost-effectiveness of a brand, their ethics, the ingredients used, their benefits and whether products have certification, are natural, organic, vegan, cruelty-free, etc. It's also important to find out about the company's therapist and retail packages and what point of sale materials are available.

Also do check availability of product samples. Samples are an excellent way of encouraging retail sales, especially with new clients. They can be built into the overall price of the treatment and given 'free of charge' to take home afterwards. This helps engagement with your client, makes them feel valued and that you care. It also encourages their return and hopefully retail sales on their next visit, once they've tried and liked the product.

Finally, check whether the package suits your needs, where you'll locate the displays and above all, whether it looks professional and enhances the treatment environment.

It's also important to dust your displays and update the materials regularly. No-one will want to buy products that have been sitting there for years. It can also help not to have a full display rack. Missing products suggest people have bought them already.

How we create our point of sale packages at Botanicals

Our point of sale materials are specifically designed for use in practice spaces. They include brand booklets, therapist cards, handled paper carrier bags and attractive A4 and A5 posters featuring products from the range, key facts about the brand and a retail price list. Also available are a choice of clear Perspex or wooden free standing frames, window display transfers and product samples. Everything is designed to create a calming ambience and

help clients interact with the products with all their senses, helping drive sales, without any hard sell.

We've recently introduced a new Aromatic Body Oils Sensory Test Kit (price £45). This contains one of each of the six essential oil blends, so therapists can now offer their clients a choice of oil prior to treatment. The line-up includes Deep Peace, Indulgence, Muscle Ease, Spa Detox, Revitalise and Harmony, our newest blend.

The samples are housed on an attractive, compact display plinth, and the therapist can encourage clients to make a personal intuitive choice based on sensory selection that resonates with their current mood and feelings and which will benefit their individual needs. This in turn helps therapists personalise treatments for optimum results and the client may well buy a bottle of the blend take home for use in a diffuser.

Look for a supplier that offers a range of different Therapist Starter Kits. Botanicals also produces boxed gift sets, which can provide attractive displays and encourage clients to make larger purchases for themselves or others at key sales periods. ■

The key to good point of sale displays is to keep them clean and uncluttered – remember less is more!



WENDY STIRLING founded the award-winning

UK beauty brand Botanicals in 2004. Botanicals

uses elements from earth to produce handmade artisan

organic skincare that smells divine, is aesthetically pleasing

and produces clearly visible results. All products are Soil

Association certified organic, vegan-friendly and cruelty-free.

For information on stocking or using Botanicals' products,

contact Botanicals' Sara Jane Smith, Client Relationship

Manager on 01664 464472 or visit www.botanicals.co.uk.





IS YOUR HOLISTIC THERAPY **PRACTICE**

protected from **Cyber-attacks?**

*Cyber-attacks can damage your reputation and your business. Redsquid's **Mike Ianiri** suggests ways of protecting your business from online fraud and malicious attacks...*

THERE will be very few holistic therapists who have not suffered some form of cyber-attack or cyber scam attempt. From the problems with your account, to fake deliveries, dubious requests to complete an online form or your account

will be suspended, to direct assaults on your server, e-mail system or website, cyber-attacks are aimed at everyone!

Holistic therapists are frequently targeted and whilst you may have some protection from financial payment scams, not all banks are helpful, so you need to protect yourself as much as possible.

Take action

Let's look at what you can do to protect your practice...

The weakest link in any cyber security protection plan is human. Impersonation emails are one of the biggest cyber threats and most people will do what it says in the email. We know of companies which have lost £100,000 because a scammer impersonating their supplier emailed them with a change of bank details.

The key to reducing the threat is training. Make sure that you and your team know what to look out for. Here are a few 'red flags' to look out for:

Check email addresses carefully. The fraudsters use addresses and URLs that are very similar to the legitimate person.

- Query requests for large, or urgent, payments. It's not in our nature to query those in authority or officials, but doing so will protect your business. Emails from Finance Directors requesting an immediate payment is made are a common form of cyber-attack.
- Don't open emails you don't recognise or if the topic is worrying. Cyber criminals want to worry you – that's how they get you to act. They will say your website has crashed, your emails aren't getting through or you've run out of Microsoft licenses, for example. All are fake. They hope you will open attachments or click on links designed to infect your machine and your network.
- Be watchful of new contractors, even if they say they are from your IT support company. Whilst most will be legitimate, some cyber criminals will simply walk in off the street and try to infect your machines. So, if you are not sure, or the visit is unexpected – stop and check.
- A good way to check how well your team is absorbing the training is by using simulated phishing attacks. Regular, controlled, attacks can identify just who is following their training and who needs a little more. When we did this internally at Redsquid, we reduced click-throughs from 54% to just 4% in only three months.

Protect your network

Your network protection can come in many guises:

FIREWALLS

You should have a robust hardware firewall with intruder prevention capabilities in place. If your firewall is a few years old, it's time to update it as the threats to your network will have increased. Sophos is a good provider of such devices.

PATCHING

Keep your PCs fully patched. Patches are security updates to protect against the latest cyber threats

which are issued by your operating system provider regularly. By not patching, you run the risk of not being protected. The time for patches to be installed is usually not more than 10-15 minutes, unless you've not done it for a while, but surely it's better to lose the time and be protected? It will take you far longer to recover if you are attacked.

WINDOWS 7

Microsoft stops supporting Windows 7 on January 14th 2020. If you are still running Windows 7 after that date, you are at risk. You must upgrade to Windows 10. We recommend you upgrade your hardware too, to benefit from the physical security and performance enhancements built into new machines.

VULNERABILITY AND PENETRATION TESTING

There are many different ways to get into your network and the data it contains. Vulnerability Scanning is the intelligence driven deployment of scanning engines, updated with information from the latest threat intelligence feeds. These help to ensure the security of your systems, services and applications from a number of common attack vectors, exploited by both automated and manual attackers. Vulnerability testing should ideally be done continuously, but at least every month.

A penetration test is an authorised simulated cyber-attack on a computer system, performed by a suitably qualified third party. It is designed to evaluate and ultimately to fortify the security of a target system through the identification of security vulnerabilities. We recommend these are done at least once a year. The investment, in an independent body rather than your own IT provider is worth it for the peace of mind it provides.

These tests also mean you are adhering to GDPR by protecting Personally Identifiable Information (PII) you hold on your clients and staff. If a breach does happen and you cannot prove you have taken reasonable steps, the Information Commissioners Office (ICO) can fine you up to four times your annual global turnover.

GATEWAY PREVENTION

Email gateways are a great way to reduce the opportunity for people to make mistakes. By passing all your email through a gateway, such as Cyren's email security (<https://www.cyren.com/products/email-security-gateway>), you block the

malware, phishing and spam emails that threaten your network.

APIs AND WEB APPLICATIONS

Most businesses use web applications and APIs, such as online booking systems to improve productivity, but have you checked whether the ones you use have been tested for intruder prevention? They can easily become a back door into your network for cyber criminals.

MULTI-FACTOR AUTHENTICATION

Multi-factor authentication (MFA) uses multiple devices to protect your network. Your phone can act as confirmation you are who you say you are, when logging into your laptop or into an application. By using multiple layers of security, you make it harder for unauthorised users to get into your network.

CYBER INSURANCE

Protecting your network is always the first step, but we also recommend you insure your practice against cyber threats. Whilst it cannot replace what is stolen, cyber insurance will help you recover. In the event of a ransomware attack, for example, they may consider which is more beneficial – paying the ransom or paying the costs of getting you back running. Some may even pay any ICO fines. Professional advice pays off here.

By protecting your practice from cyber threats, you protect your livelihood and your reputation. Even if the cyber security breach doesn't damage your business, any damage to your reputation can be equally, if not more, disastrous. If you do become a victim of a cyber threat, remember your GDPR obligations and report the crime. Whilst it may not help the police catch the attackers, it will help prevent others from being attacked in the future. ■



MIKE IANIRI is Sales Director at Redsquid, one of the UK's

leading independent providers of business Voice, Data, ICT, Cyber Security and IoT Solutions. Redsquid helps clients boost productivity, reduce costs, and protect and grow their business by creating bespoke solutions from the best technology available in the marketplace. Find out more at

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TRAINING: AVOIDING EXPENSIVE MISTAKES

Training is one of the biggest investments in ourselves and our businesses. There are now more providers, delivery methods and price points than ever before, but how can we avoid spending our money on the wrong course?

UNDERSTANDING THE TYPE OF LEARNING THAT WORKS BEST FOR YOU

Different people learn best in different ways. Some love reading textbooks, others are auditory learners and many more learn best by watching and doing. Choosing a course that is delivered in a way that suits your learning style maximises your chance of completing the course successfully. www.leadershipeastmidlands.nhs.uk/sites/default/files/Honey%20%26%20Mumford%20-%20Learning%20Styles%20Quiz.pdf has a useful free quiz that can help you discover your learning style.

CHOOSING THE RIGHT PROVIDER

The right provider is one which offers class sizes, learning methodologies and a syllabus that meets your needs, within your budget and timescale. They should also have subject expertise, so think carefully before signing up with a learning provider that offers minimal support or covers an astonishing range of subjects.

EXPLORE THE SYLLABUS THOROUGHLY

It's tempting to assume that if you already have a level II qualification in your chosen modality that a level III course will be made up of more advanced materials, up to date techniques and research and new ideas and material you haven't encountered before. This is often not the case, especially if you change provider. For example, the content in a Master's Degree in Business Administration is remarkably similar to that of an HNC in Business Administration, yet the former will cost many times more than the latter. Similarly, taking a course at a top US university is cripplingly expensive compared to studying at your local college, though you may learn the same things. Sometimes you pay a premium for the connections you make on a course or a prestigious name. Think how many therapists boast about practicing in Harley Street even

though they may just rent a small room for a couple of hours a week.

If you don't want to pay a premium for training that looks prestigious, then checking the course content thoroughly is essential. Any reputable training supplier should be able to share sample course materials and a detailed syllabus before you sign on the dotted line.

DROP-OUT RATES AND OTHER KEY QUESTIONS TO ASK BEFORE YOU PAY

Some courses rely on students paying up then failing to complete the course to enhance their profit margins. Think of it as being like a gym membership; the gym may actually make more money from those who pay for a year's membership upfront then quit after their second visit than they do from those that work out each day, using their equipment, showers and towels. This is particularly the case for low cost online courses, because people find it easier to walk away from something that they haven't invested heavily in. Which are you more likely to abandon? A course that's cost you £20 from Groupon or an Open University degree module that may have put a dent of almost £3000 in your bank balance?

Before you invest in training, ask for information about how many students they have and what percentage complete the course and gain certification. Be wary of providers with high dropout rates as this can be a sign of a poorly designed or poorly taught course. Any reputable



provider will monitor dropout rates, so an inability to provide this information should raise a red flag.

ALL ACCREDITATION IS NOT EQUAL

It's easy to assume that because a course is described as accredited, that this will be acceptable to your professional body and be a suitable basis for you to practice in the UK. This is not always the case. Check if the training supplier is approved by your membership association and your professional insurers and if not, check with them to see if they will accept the qualification. There's little point in paying for a course and studying for a qualification that turns out not to meet the standards of your professional body. This is particularly true for courses in bodywork and hands-on therapies, where practical learning is paramount. Would you feel safe getting treatment from someone who has learned massage or colonic irrigation from watching videos?

Check, therefore, just who is behind the accreditation of your course before you sign up. Just as there are plenty of places where you can acquire a dubious degree or certificate online, so there are companies which provide training accreditation to any course provider who can provide a one page course outline and enter a credit card number.

UNDERSTANDING THE TOTAL COST

Don't be fooled into thinking that the price you see is the price you pay. Other costs, such as course books, equipment, travel and accommodation, not to mention the loss of your free time or reduced availability for paid work can mount up quickly. Take the full costs into account when considering your training options.

OTHER PEOPLE'S MONEY

Sometimes it pays to think outside the box when it comes to training, as high level courses can sometimes be available at a low cost, or subsidised by various government and local business bodies, so it's always worth checking



before you sign up for a course. Similarly, some course providers offer subsidised fees, grants or bursaries that go a considerable way towards meeting course fees. A few simple questions could save you hundreds of pounds.

Sometimes it pays to think outside the box when it comes to training, as high level courses can sometimes be available at a low cost

For example, if you'd like to improve your marketing or social media skills, most local business development organisations offer free classes for new businesses that can also be accessed by existing companies. Similarly, if your business is expanding, they may fund a few days'

time with a specialist who can help you create a marketing plan or structure a website at no cost.

Similarly, there are lots of free or funded vocational courses that may help advance your career. Many of the top universities globally provide free courses on sites like coursera.com, but do charge if you want to take a final exam and be awarded a certificate. If you live in Scotland and have a low income, you can even receive grant funding to take an undergraduate degree part time, including studying at the Open University. There's no age limit, nor do you need to make any repayments.

WHAT TO DO IF YOU DISCOVER A COURSE ISN'T RIGHT FOR YOU

Even after considerable research, sometimes a course just isn't right for you. It may be a matter of timing, in which case, some providers may allow you to defer the course to a more suitable time. Alternatively, you may discover that the subject is not what you thought it was. It can be worth asking if you can transfer to another course, though your chances of doing so are better if you can do this early in a course. If you change your mind before the course starts, you may be able to arrange a refund or a credit with the provider, but this will depend on the contract you have entered into. ■

KERB APPEAL:

Making your business LOOK WELCOMING

Sometimes, we are so used to our own surroundings that we don't see things as others do. Just as poor online reviews can mean that potential customers change their minds about booking, so an unwelcoming practice exterior can prevent clients from crossing the threshold...

WHEN it comes to retail business, people spend thousands on the right corporate image, branding and ambience to entice customers to enter their stores and part with their cash. It's about making sure that your practice rooms or clinic looks as appealing on the outside as on the inside.

Start with the basics. Your premises should, at a bare minimum, look clean, safe, well-lit and attractive. Smearred, dirty windows and flaking paintwork can be easily remedied with a little effort and elbow grease. Have a look at your signage. Is it complete, clean and correct? Does it make clear what business you are in?

Do window graphics accurately reflect all the services you offer or are they out of date? Are your opening hours correct? Does the window graphic include the shop phone number and website? Your frontage should make it easy for potential clients to get in touch even when you are closed.

Colour can have a powerful effect on customer perceptions. Sunshine yellow paintwork, a window full of divination cards and a unicorn door handle can really make you stand out, but would be inappropriate for a specialist sports massage business or a business coach. Green is regarded as fresh and natural, red is rarely used in premises promoting stress-free relaxation and

blue suggests professionalism and reliability. Decide what image you want to project. What does your business say about you? Just as you might choose an outfit to convey a particular image, so you should design your clinic exterior to send a message.

Have a look at some shop window displays in your nearest shopping centre or high street. Consider how they are designed to appeal to a particular demographic. What draws your eye and makes you want to go in? What makes you feel that the shop isn't for you? A children's stationery shop will have a colourful display of products designed to appeal to the impulse buyer, while a high end boutique might have bay trees and a carefully curated selection of outfits on display. Few will have windows filled with fading product containers, or a dusty display of orthotic insoles.

Have a look at some shop window displays in your nearest shopping centre or high street.

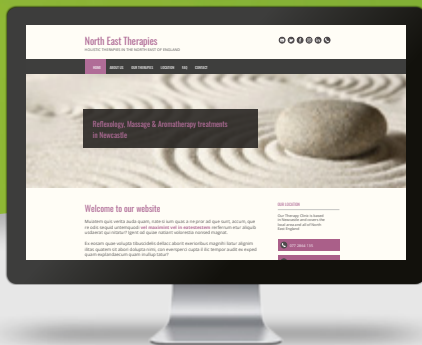
Your window display should convey your enthusiasm and expertise. Consider using pop up banners that can be changed regularly. If you practice a less well known therapy, then consider a window display that explains the treatment. Similarly, ask yourself if your window reflects your USP. It should reflect why customers come to you. If you chose to use a frosted window film, rather than allowing potential clients a glimpse of your premises, then make sure this is designed to show what you do and how well you do it. Perhaps have leaflets and cards in a rack outside for people to take.

Although over 81% of the information we take in when buying is visual, other senses also play their part. If, for example, scent plays a large part in your business, then sprinkling essential oil on your doormat or outside can be used to considerable effect. Travel agents have invoked exotic holidays using tropical coconut essential oil, while the scent of a branch of LUSH is unmistakable. ■

Being more inviting builds business.

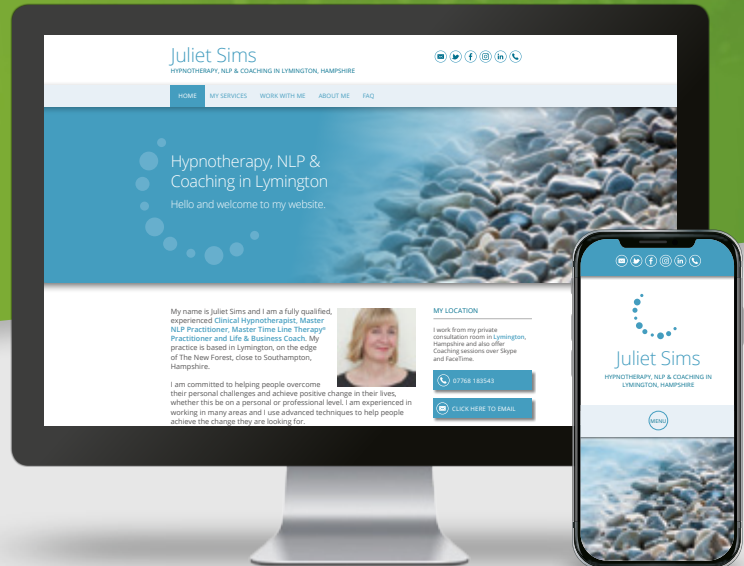
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FINDING THE RIGHT INSURANCE FOR YOUR PRACTICE

Claire Squire of *Balens Specialist Insurance Brokers*, provides a guide to the main types of insurance policy to protect your business...

THINKING about business insurance probably isn't your favourite business activity. Whether you're starting out or a seasoned professional, some time spent on the disciplines of risk management and insurance could save you considerable heartache, inconvenience and financial loss if something goes wrong.

The complexities of insurance can often be daunting. It is therefore advisable to seek professional guidance at every stage of your business development to ensure that you are getting the right cover for your own particular circumstances. The following is a brief guide to some of the insurance policies to consider.

PROFESSIONAL LIABILITY INSURANCE

As an individual practitioner or business owner, you can be held legally liable for loss or damage to other people's property, injury, harm or financial loss alleged to have been caused to your clients, patients or other parties. As such you may require a Professional Liability insurance policy.

Good quality cover will include Professional Liability and Public Liability as standard, but what else should you look out for?

Professional indemnity policies provide cover for advice given in your capacity as a professional. You may also require cover for any treatments you provide that could result in a third party suffering physical harm. It's also worth checking if the policy also covers mental anguish.

Does the policy include cover for the use of manual or electrical equipment used as part of your profession?

Will the policy extend to cover you for other therapies or activities that you are qualified in?

Does the policy cover you for breach of confidentiality, financial loss and Good Samaritan Acts?

What is the limit of indemnity provided by the policy and is this sufficient for your requirements? Is this limit for any one claim, or a limit for all claims that may be made against you during the year?

Is Products Liability cover included? This is important as you could be held legally liable for the sale of a defective product that causes injury or harm to a third party.

Will the policy include cover where you are trading under a separate business name, Sole Proprietorship or Limited Company status?

What will happen after you stop practicing? Will the policy still be in place or will you need to purchase additional run-off cover to protect yourself from any late discovered claims?

It is important to check the policy wording to see what you will actually be covered for, as some policies, whilst the premium may be lower, may not offer adequate protection in the event of a claim

You can see there are many considerations. It is important to check the policy wording to see what you will actually be covered for, as some policies, whilst the premium may be lower, may not offer adequate protection in the event of a claim. Your insurance is like a safety net.



It's there to protect you, but its benefits will only really be tested at the time of need. Time spent considering different eventualities and ensuring that your policy will cover these, will hopefully ensure full peace of mind should the worst occur.

OTHER INSURANCE OPTIONS TO CONSIDER

There is insufficient space in this short article to explore all insurances that you may require, but in brief we would suggest the following be considered:

ALL RISKS COVER – for items you take with you such as mobile equipment and laptops. This insurance may be of particular interest to therapists who travel to various locations as part of their job.

EMPLOYERS LIABILITY INSURANCE – this is (with a few minor exceptions) a legal requirement if you have anyone working for you, including in a voluntary capacity.

CLINIC OR CONTINGENT INSURANCE – This insurance will cover the business name and any claims that are directed towards this. This cover can also include Professional Liability insurance for named employees.

STOCK AND CONTENTS INSURANCE – Take care to value your stock and contents. It's important not to under-insure as claims may be proportionately reduced if you do.

BUILDINGS INSURANCE – this should be considered

if you are the owner or responsible for this as part of any rental agreement. This may also be a requirement of any mortgage agreement that you have on the property.

Never admit liability or promise to pay, this prejudices your insurer's position, and may mean that your insurance becomes nullified

TENANTS' IMPROVEMENTS – for those who are renting and have made any alterations to the premises. In the event that the building is damaged, i.e. as a result of fire or flood, the landlord will only be responsible for putting it back to the level it was at when you rented it from them. Any improvements you have made are likely to be your responsibility to insure.



BUSINESS INTERRUPTION

– this insurance covers the financial losses and/or increased costs your business may sustain as a result of being unable to operate due to property damage arising from an insured peril such as a fire or flood.

PERSONAL ACCIDENT AND SICKNESS –

There are various options that offer either a lump sum or weekly benefit in the event of an accident or illness. This cover may be of particular importance for those that are self-employed and have no alternative income.

LEGAL EXPENSES – Covers Criminal Defence and Legal Advice. May also include Legal and taxation advice lines.

For larger businesses including corporate entities, businesses selling health products or other commercial ventures, there are various other special insurance packages available.

WHAT IF A CLAIM IS MADE AGAINST YOU?

Should you find yourself in a claims situation, firstly don't panic. Contact your broker: they should be able to give guidance and support on how best to deal with the situation. Never admit liability or promise to pay, this prejudices your insurer's position, and may mean that your insurance becomes nullified. There are a list of common claims do's and don'ts on the Balens website, however if you have any doubts, it's best to ask.



You will likely need to provide details to your broker or the insurers in order to allow them to assess and defend any claim as required. This is where good record keeping is required noting the date and names of those seen, together with relevant details and observations.

However, we all make mistakes. It's part of being human, so there may be times when you will be relying on your insurance. With good quality cover you can rest assured that you will not be paying the price of any insured mistake yourself: you can then reflect, learn and move on.

Further information on the different forms of Insurance including a glossary of terms is available on Balens website www.balens.co.uk ■



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Insurance



TAXING MATTERS

Jonathan Amponsah of The Tax Guys explains why not all business expenses can be deducted against tax...

ONE important way to reduce your tax bill is to claim all legitimate expenses you have incurred for your holistic therapy business.

Unfortunately, the general rule that says you can claim all expenses incurred wholly and exclusively for the purpose of your business is not as straightforward as you may think.

Here are some surprising things you cannot tax deduct even if you incurred them for your business.

1. ACCOMMODATION

You get a contract to work at a spa in Spain for two months next summer. You realise hotel costs will be too high. So, you decide you'll rent an apartment. Surely you can claim for the costs of the rent against your profits, right? Well it makes sense, but HMRC will deny the claim on the basis that the expenses were not incurred wholly and exclusively for the purposes of your profession. Why? One of the reasons HMRC will put forward is that there is a dual purpose in incurring the expenditure, namely to meet your

ordinary needs for warmth and shelter as well as your stated business purpose.

2. TRAVEL

Let's say you operate as a self-employed therapist or sole trader rather than limited company. You have a home-based office. You travel to see different clients on a regular basis. Your journey starts from your office (at home) and includes a few itinerant travels from one client to the other client. Can you claim the full travel expenses? I'm afraid not. The tax people deem the travel from your home office to clients as ordinary commuting and therefore it is not tax deductible.

3. CLIENT ENTERTAINMENT

As part of your sales and marketing, you decide to take clients to a relaxed restaurant to discuss

new business. The purpose is to negotiate and generate new business. The income will be taxed so the expenses should be ok to put through the business, right? Unfortunately, the rules specifically disallow these expenses to be claimed against tax. Part of the

reason behind this is that you could have had the same conversation over a cup of tea in the office, plus there is an element of personal benefit in the entertainment.

Should part of your therapy (contractual obligation) be to take existing clients to a relaxed restaurant or atmosphere to get results for them, then the cost of this activity is not classed as entertainment and will be claimable.



4. PROMOTIONAL GIFTS

It's true that nothing ever happens in business until a product or a service is promoted and sold. And when it's sold at a profit, tax gets collected accordingly. However, if you promote your business by spending too much money on promotional gifts to customers and the gifts cost more than £50 per customer, you won't be able to deduct these costs against your income. Even where the gift cost £50 or less, make sure it carries a conspicuous advert for your business.

5. CLOTHES FOR WORK

There is a famous tax case looking at clothes for work. Imagine for a moment that you're a barrister and you've purchase your gown to be worn in court. You don't wear this gown in public. Can you go ahead and claim the cost of the gown against your tax? Not according to



Mallalieu v Drummond. This case established that “no deduction is available from trading profits for the costs of clothing which forms part of an ‘everyday’ wardrobe. This remains so even where the taxpayer can show that they only wear such clothing in the course of their profession.”

However, HMRC specifically allows for uniforms, protective clothing needed for your work and costumes for actors or entertainers. So, if for example you’re an Osteopath, your white jacket with business name and branding should all be ok to claim under uniforms

6. STAFF REWARD VIA TRUST

Do you have any staff? If you do and they are well engaged within your business and you’ll want to reward them. You decide to make payment into a Trust to demonstrate that the money has been earmarked for them and waiting to be paid when they hit their targets.

As the money has been paid out of your bank account to the Trust, can you claim it as a legitimate business or staff expenses? Unfortunately not.

Because of a specific tax avoidance rule, this legitimate expense cannot be claimed.



7. LEGAL EXPENSES

Legal fees can be expensive and whilst they do add value to your therapy business and may save you from making costly business mistakes, not all legal costs are tax deductible. For example, fees in connection with the purchase of a business premises or investing in shares are disallowed.

In addition, fees that have both personal and business elements may fail the wholly and exclusive test. Legal costs associated with breaking the law are also disallowed. For example, where you’ve got a parking fine and you decide to call your lawyer to defend the case and you lose, you won’t be able to claim the legal fees.

8. WAGES TO SPOUSE OR KIDS

A great way to keep more of your cash within the family is to employ your spouse and kids. And

there is nothing wrong with this plan. However, where you pay family members over and above the market rate, where they don’t actually perform any task for the business or where you’ve structured this working arrangement incorrectly with no evidence or paperwork to back up your plan, HMRC will not allow their salaries to be put through the business. Do take care with this as it’s currently a hot spot for HMRC enquiries.

9. SPONSORSHIP

Sponsoring an event is another area that might surprise you. HMRC will disallow the cost if they can show that perhaps the sporting field you are sponsoring is a director’s, partner’s or proprietor’s regular hobby or if the party being sponsored is a relative of the business owner, or if there is no proposed or actual return on investment from the sponsorship.

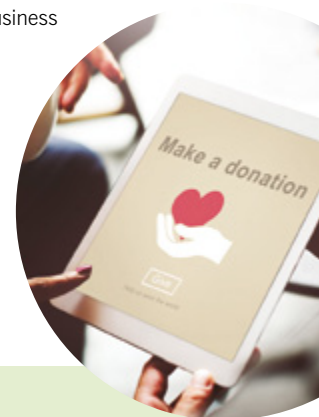
So, the trick here is to ensure that the sponsorship deal is structured correctly and there is a clear commercial benefit for your business.

10. DONATIONS

Donations made to political parties and non-registered organisations outside of the Gift Aid regime cannot be claimed against tax. This is to stop businesses offsetting costs through privately owned ‘non-profit’ organisations.

Remember to review what you are spending and make sure that you can claim all genuine business expenses. Perhaps you have incense or decorations in your therapy room or play music during sessions. These are claimable.

For a small therapy business handing finances and tax can seem a bit overwhelming. I hope these points are helpful. Remember to plan ahead and talk to your accountant. That way tax will be less taxing. ■



JONATHAN AMPONSAH CTA FCCA

is an award-winning chartered tax adviser and accountant who has advised business owners on entrepreneurial tax reliefs.

Jonathan is the founder and CEO of The Tax Guys. For more information, please visit www.thetaxguys.co.uk

CASE STUDY

Good gut health is good business

Discover how a programme designed to reset the gut microbiome helped transform reflexologist **Sarah Crossman's** practice...

Even when we are by ourselves, we are never alone. Each of us is a complex ecosystem. Our bodies act as home for trillions of microscopic creatures. We are only 10% human DNA cells and 90% bacteria, fungi and microflora. Doesn't that blow your mind? Like any ecosystem, our individual microbiome's ecosystems can get out of balance due to a combination of factors such as environment, genetics, diet and lifestyle choices. Even with the same environment and inputs, each of us reacts differently. Some of these factors can be directly controlled, such as what we chose to eat, but others, such as air quality and pollution can only be managed through collective change.

I've been a professional reflexologist based in Somerset for the past six years. I have clients aged from 4 weeks to 85 years of age from all walks and stages of life. Increasingly, I find clients are presenting with symptoms and issues caused by an imbalance in the microbiome.

What is the microbiome?

The microbiome is a complex, microscopic, social network filled with cells that aren't human. Most of it lives in our gut, but not all of it. Our bodies act like an entire planet full of diverse ecosystems to these microorganisms. We have a microscopic zoo on our skin with diversity in microbes from the dry arid plains of our forearms to the damp and dark

crease in our bottom. Each area is effectively a separate ecosystem populated by distinct, ecologically adapted microflora. We even have microbiome ecosystems in our respiratory and reproductive systems.

We are each born with a microbiome. We inherit some of our mother's microbiome through vaginal birth, which typically provides a baby with a more diverse microbiome than those born by a Caesarian Section. This microbiome evolves and develops over the first four years of our lives. Just before a baby moves onto solid food, the microbiome starts activating genes that break down the complex sugars and starches in plants. As our diet diversifies, so too do our bacteria. They activate genes that use carbohydrates, produce vitamins and breakdown diverse and unusual chemicals.

Eating a wide and varied diet is essential to help support our microbiome.

Our gut microbiome flora have been linked to virtually every process in our body. Imbalances have been

implicated in countless health issues, some being the deepest chronic health issues of our time like autoimmune diseases, multiple sclerosis, obesity, diabetes, asthma, autism, arthritis, rheumatism and cancer. Some of the most striking research is on the links between the microbiome and the brain - our whole mental and emotional wellbeing is determined by our microbiome. Inflammation also starts in the glorious gut. Heart disease, liver issues, joint pain, hormonal imbalances and obesity are all different ways we can experience inflammation.

The Purify Programme

Unfortunately, living in the modern world is not exactly friendly to our gut. Fortunately, it is possible to improve and restore the microbiome by making lifestyle and dietary changes. A group of scientists and medical doctors took this idea and have been researching a carefully engineered framework, which provides a programme to help protect and support the microbiome and unlocking Elite Health.

I've been using this 21 day programme in my own practice and the results have been impressive.



The Purify programme includes powerful, patent-pending products, which have been clinically validated to give the microbiome the kick start it needs to fuel human performance. The programme begins with microbiome purification, in conjunction with a nutritious diet of proteins and vegetables. The reduced consumption of simple carbohydrates and sugars over a three week period effectively empowers the microbiome to return to optimal performance. The Purify Kit includes: a supply of clinically formulated nutrition for the microbiome, probiotics, vegetable proteins, and many other powerful ingredients combined to promote detoxification, cleansing, and balance. Using these carefully engineered supplements and adhering to the dietary guidelines provided can help your clients begin their journey to Elite Health.

Personally, I have supported clients on their health journey with this gut reset programme and have had some amazing results. Aside from the digestive improvements we would expect, clients report increased energy levels, improved sleep and mood.

Others note an improvement in brain function, memory and concentration, a reduction in aches and pains, better hormone balance and improvements in blood sugar and blood pressure readings. Many find that their weight resets too.

One of my recent clients is an elite competitive swimmer. Since undertaking the Purify Programme, she has had two life time bests in national competitions and has found the energy to run five half marathons since and achieved 2nd and 3rd fastest women positions.

Our gut microbiome flora have been linked to virtually every process in our body



The gut reset has had a positive impact on her life.

Some clients experiences are extraordinary and surprising. A wine merchant client reported his dulled taste palette became more sensitive again. A woman, who had been spending £70 a month to satisfy her craving for chocolate, was able to give it up, resulting in significant weight loss and a total body transformation. The unique nature of our microbiome can change many things and so every client I work with excites me as to what we can achieve together.



As much as we look to protecting the delicate balance of ecosystems on our planet, we must look at ourselves and support these amazing bodies of ours, looking after and rebalancing our microbiome through considered action just as a gardener plants, feeds and weeds their garden for optimal results.

If you are looking to diversify your business and would like to find out more about how you too can help your clients further, through the Purify

Programme, or if you have any specific questions about the Microbiome gut reset, then please get in touch. I'm happy to informally discuss this or other programmes we are coaching our clients through, or to explain how the Purify Programme can add to your business without obligation.

We are a group of caring, warm and resourceful men and women who are passionate about changing the lives of clients and those they love. The support you will receive and free training given is excellent. We have regional, national and international meetings and training sessions throughout the year which you are able to attend. You will be part of an amazing team with big plans for 2020 that could see you and your business blossom. I am passionate about about changing lives for the better both for clients and fellow therapists. How about you? ■



Sarah Crossman discovered Reflexology over

sixteen years ago, when looking for something that would help her relax after a difficult working week.

Her qualifications include a Level 5 Centralia Reflexology Mastership (CRM5), Reflexology Lymph Drainage and Baby Reflex. She can be contacted on 07531 831 553 or email sarah@lifereflexology.co.uk.



SIX WAYS TO BROADEN YOUR SKILLS AND KNOWLEDGE IN 2020 AND BEYOND

Heidi Hinton, the FHT's Education Executive, shares some great ways to add to your skillset...

LEARNING something new has many benefits. As well as boosting mental performance and helping you to adapt to new situations, it builds on your existing skills and knowledge, ensuring that you continue to offer the best service possible to your clients. There are lots of different ways you can boost your therapy and business know-how, many of which can also gain you valuable CPD points and boost your bottom line.

REFLECTIVE PRACTICE

Experience is a great teacher. Case studies are a useful way to look back and reflect on your work with an individual client. This allows you to break down your treatments and look at what you did well and what you can learn from, helping you to develop and improve your therapy service for that client, as well as future ones.

ONLINE OPPORTUNITIES

At FHT, we require hands-on training for hands-on treatments, but there are lots of subject areas that can be covered online, such as courses in anatomy and physiology, first aid, nutritional advice and business development. This is useful if you want training that you can fit round your business and life commitments. Webinars are also a great way to learn something new from industry experts.

QUALIFICATIONS AND POSTGRADUATE COURSES

Businesses need to evolve to thrive. Adding a new treatment to your therapy toolkit or enhancing your existing skills is essential and could offer unique selling point over local competitors. Always check that the course is from a major awarding body or accredited by a professional association, so you can be confident it meets industry standards.

CONFERENCES AND CONGRESSES

Attending a conference or training congress has lots of benefits. You can gain CPD points as you learn from industry experts and the short seminars provide a great introduction to a new therapy or topic before undertaking more in-depth training. Many of these events also include networking opportunities and an exhibition, where you can talk face-to-face with other therapists, training providers and product suppliers.

TEACHER TRAINING

Have you ever thought of going into teaching, so that you can pass on your skills to others? If so, it's possible to gain a Level 3 Award in Education and Training (AET) while you actually teach students in an FE college or private school, under the supervision of a fully trained tutor. This route into teaching would typically mean volunteering your time in return for the college or school funding your teaching qualification, but an added benefit is that you may be hired during or at the end of

the process, if a job vacancy becomes available. Find out more at www.fht.org.uk/article/teacher-training.

VOLUNTEERING

It's a Marmite topic in our industry, but many therapists like to give something back to people in their local community. Volunteering in a hospice allows you the opportunity to learn what it's like to work in a new environment, with a new client group, and all alongside other health professionals, as part of a multidisciplinary team. As well as gaining valuable experience, many hospices also provide training and supervision for their volunteers. ■



HEIDI HINTON heads up FHT's education programme and CPD.

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



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THE IMPORTANCE of reconditioning the gut MICROBIOME WITH BACILLUS SPORES

Microbiome Labs' Clinical Researcher and Microbiologist Kiran Krishnan, discusses Metabolic Endotoxaemia...

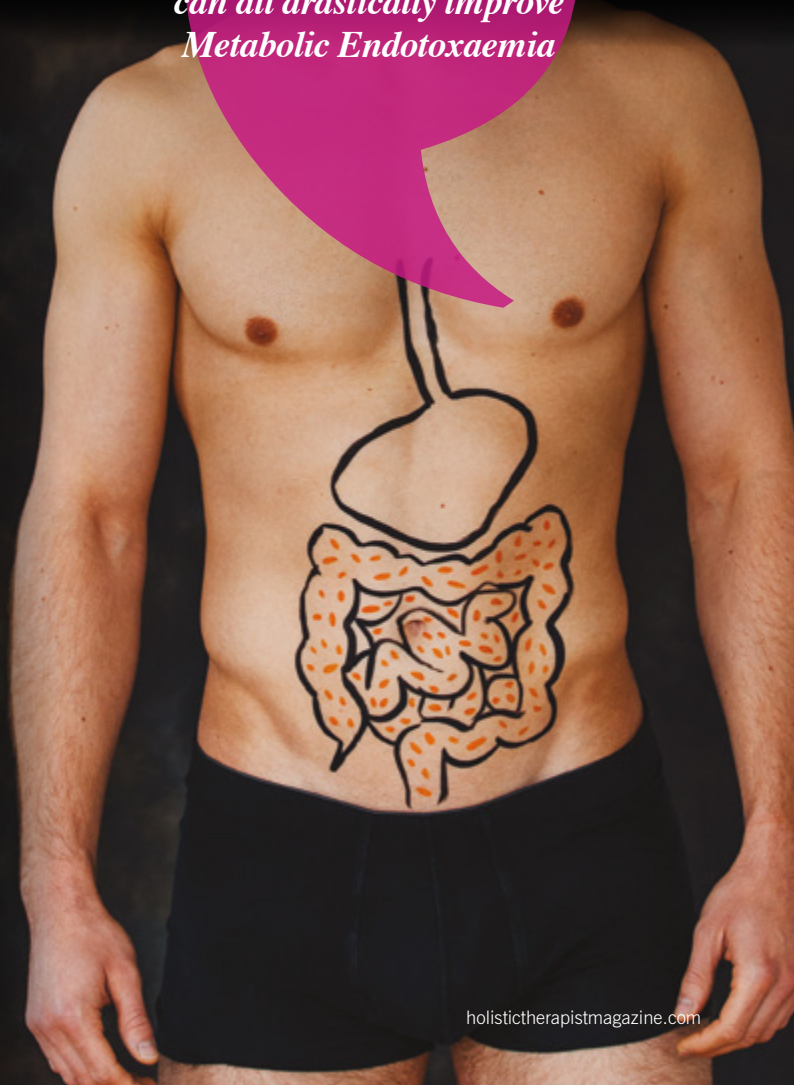
A PPROXIMATELY 50% of the western population suffers from a condition known as Metabolic Endotoxaemia (ME). The condition is characterised by increased serum endotoxin concentration during the first five hours of the post-prandial period after eating a meal. This then triggers systemic inflammation resulting in elevated interleukin-6, interleukin-1-alpha, interferon-gamma, triglycerides and post-prandial insulin levels, many of which have a strong correlation to a variety of chronic diseases. Current studies demonstrate a strong correlation between Metabolic Endotoxaemia (ME) and the risk or onset of conditions like cardiovascular disease, diabetes, obesity, hypogonadism, autoimmunity, and even mood disorders such as anxiety and depression.

What is Metabolic Endotoxaemia?

Metabolic Endotoxaemia is an innate immune response that results in sub-clinical, persistent, and low-grade inflammation due to elevated circulating endotoxins. The primary endotoxin of concern is lipopolysaccharide (LPS), which is a major component of the outer cell membrane of gram-negative bacteria residing in the gut. In fact, the majority of the microbes in the digestive tract are gram-negative bacteria, including clostridium sp., enterococcus sp., escherichia sp., and bacteroides sp. Trillions of commensal bacteria in the gastrointestinal tract contain LPS, and when these bacteria lyse, they release LPS into the intestinal lumen. LPS remains harmless inside the intestinal lumen, but if LPS reaches the brush border and enters the circulation, it triggers low-grade inflammation.

Once inside the circulatory system, LPS can trigger innate immune activation and subsequent inflammation anywhere in the body. LPS can delay gastric emptying, slow bowel motility, disrupt ghrelin function, inhibit testosterone production, reduce serotonin and much more. It's thought that Metabolic endotoxaemia may be the primary driver of most chronic illnesses in the West. The causes of Metabolic Endotoxaemia do not appear to be genetic or congenital, but rather a result of lifestyle choices.

Minimising alcohol consumption, stopping smoking, expanding the diversity of dietary macronutrients, and reducing saturated fat intake can all drastically improve Metabolic Endotoxaemia





Lifestyle choices

Minimising alcohol consumption, stopping smoking, expanding the diversity of dietary macronutrients, and reducing saturated fat intake can all drastically improve Metabolic Endotoxaemia. Meals that are high in saturated fat appear to be more damaging to the gut than meals containing unsaturated fats. Commensal gut bacteria with outer membranes formed from saturated fatty acids produce a more toxic form of LPS. In fact, coconut oil appears to be the most potent stimulator of LPS toxicity in the gut. However, unsaturated fatty acids appear to produce a neutral form of LPS and studies suggest that omega-3 fatty acids appear to protect the intestinal lining by reducing the amount of LPS released into circulation.

In addition to the above lifestyle modifications, Metabolic Endotoxaemia can also be contained by increasing secretory immunoglobulin A levels, strengthening the mucosal barrier and modulating the immune system.

Helpful nutrients

Secretory immunoglobulin A (sIgA) is the first line of defense against free LPS liberated in the lumen of the intestines. This binds and neutralises LPS in both the lumen and mucosa. Essential omega fatty acids, glutathione, glycine, glutamine, phosphatidylcholine, vitamin C, zinc and colostrum have all been shown to have a positive impact on the production and secretion of IgA.

The mucosa is a key barrier that protects LPS from entering into the basolateral layer. When the mucosa suffers from inadequate production of mucin and inadequate viscosity, it fails to perform its barrier function and thus allows for the migration of LPS. Increasing mucin production can help restrict the movement of LPS towards the intestinal epithelial. Nutrients that have been shown to support increased mucin production are L-threonine, L-serine, L-proline, and L-cysteine.

Spore-based probiotics

One of the best ways to modulate the microbiome and protect against conditions like Metabolic Endotoxaemia is with spore-based probiotics. It is clear that dysbiosis drives Metabolic Endotoxaemia, and as a result, a healthy microbiome has the capability to protect the body from the damaging effects of Metabolic Endotoxaemia. Unfortunately, many probiotics do not survive gastric passage to enter the small or large intestines intact and viable. However, spores survive and can enter the intestines completely viable. To date, bacterial spores are the only strains that have been shown to treat Metabolic Endotoxaemia.

Trial results

Probiotic spores in Microbiome Labs product MegaSporeBiotic® were the subject of a university, double-blind, and placebo-controlled trial to evaluate the ability of the product to reduce or prevent Metabolic Endotoxaemia. In addition to assessing changes in dietary endotoxaemia, the researchers also measured transient changes in cardiovascular disease (CVD) risk factors, other novel disease risk biomarkers, and the immune system itself, following a high-fat challenge meal.

Healthy volunteers were screened for an endotoxin response to the challenge meal. If they showed the response, they were enrolled into the study. They consumed the placebo or treatment product for 30 days, with no other interventions or lifestyle changes. After the 30 days, post-treatment response was measured using the same high fat meal and the blood work repeated. The data showed a clear shift to a protective microbiome after just 30 days of supplementation with the spores. The post-test challenge in the treatment group showed a drastic reduction in endotoxaemia. Interestingly, the placebo group progressively worsened. These probiotic spores are likely the most promising therapy for metabolic endotoxaemia, as no other probiotics or compounds have demonstrated this effect. Collectively, the findings

of this study demonstrate a significant blunting of Metabolic Endotoxaemia, triglycerides, and systemic inflammatory markers IL-6, IL-8, MCP-1, IL-1 β and IL-12 following a 30-day period of probiotic supplementation. This study is the first to demonstrate that a short-term probiotic intervention can reduce Metabolic Endotoxaemia / dietary endotoxaemia in human subjects.

Download the published study and full references here: www.microbiomelabs.co.uk/wp-content/uploads/2020/01/Leaky-Gut-Study-Publication.pdf

Gut health as a growth area for holistic therapists

It's clear that in the coming decade, new discoveries will be made which shed further light on Metabolic Endotoxaemia and the impact that this can have on

people's lives, health and wellbeing. The microbiome and gut health look set to become the primary health concern over the next few years and it makes sense for holistic therapists with an interest in gut health and emerging trends to learn more about this area and to be able to offer effective natural solutions to their clients.

Microbiome Labs provides nutritional supplements focused on digestive health that are exclusively available to qualified healthcare practitioners and their clients. Practitioners and students that register with Microbiome Labs get free access to educational information and certain webinars and invitations to

exclusive educational events.

Microbiome Lab's proven approach to total gut reconditioning is based on a three stage supplement programme. Firstly MegaSporeBiotic™, the first 100% spore-based, broad-spectrum probiotic clinically shown to support healthy gut barrier function, effectively reconditions the gut by increasing microbial diversity and encouraging the growth of key health-promoting, commensal gut bacteria. MegaSporeBiotic™ boasts a 5-year shelf-life, does not require refrigeration and maintains efficacy during antibiotic therapy.

Secondly, MegaPreBiotic™ is used to reinforce beneficial microbial changes to promote a strong, diverse microbiome.

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Paradigm shift in Total Gut Restoration



JOURNEYS:

Jo Lenny

There were moments where I felt like a complete fraud.

WHEN I turned 50 last March, my aim was to spend more time with people I love and genuinely appreciate life. As a family, we'd had a difficult few years supporting my younger daughter with extreme anxiety.

I was working for a homelessness and mental health charity as their communications coordinator and photographer. There were moments where I felt like a complete fraud. Here I was raising awareness on mental health and I felt I could do nothing to help my own daughter. She was having up to nine panic attacks a day. We discovered that home-schooling through a distance learning programme helped to reduce her anxiety significantly. I left my job and became a freelance photographer and writer to be more flexible and support her.

We started to explore alternative therapies; mindfulness, homeopathy and talking therapies with some success. I came to acupuncture, which surrounded me with a sense of familiarity and certainty. Unfortunately, my daughter wouldn't try it because of her fear of needles, so she continued with talking therapies. I tried acupuncture myself in the hope that she would see the benefits. I was so busy holding everyone together, that I hadn't paid much attention to my own feelings. To say I was storing my emotions was an understatement.

One day, my acupuncturist asked if I'd ever considered becoming an acupuncturist. I remember thinking, "Please don't say that! I have just set up my photography business. I can't possibly switch now." Although I

Reaching fifty led **Jo Lenny** to a new approach to life and work...

had explored acupuncture as a career option in my early 20s, I had decided on photography. I squashed the thought deep into my soul and enjoyed regular acupuncture over the next year for painful periods, flooding and poor gut health. My eldest daughter and my husband started going too. It helped us to cope with the stresses we were experiencing at home.

Eventually, I couldn't ignore the call. It's taken a while, but I've learned not to squash the small voice in my head! Listen to yourself, the answers are inside you.

I sent a tentative email to the College of Integrated Chinese Medicine (CICM) in Reading to see if they had places on their excellent degree course. Call it serendipity or the stars aligning, but there were still a few places left and an open day scheduled that weekend. I started this incredible learning journey in October last year. I love it. The standard of tuition is mind blowing and the friends I have made are life changing.

My photography and writing help me pay the bills and I also work in a pub. Juggling all three has its moments, but, at 50, studying acupuncture has opened up a world of opportunity. Once I graduate, I hope to set up my own clinic with a focus on anxiety and supporting women through puberty and menopause and everything in between.

But that isn't the best bit. My youngest has finally tried acupuncture. At first it brought out all the emotion and was so difficult for her. Now she loves it. She has a great rapport with her acupuncturist and it's helping her manage her hugely stressful GCSEs. ■



If you are looking for creative business images you can contact Jo via her website: www.story35.co.uk or email Jo@story35.co.uk. To find out more about the College of Integrated Chinese Medicine and their open days: www.acupuncturecollege.org.uk/info/courses/bsc-acupuncture/open-days/

Get set for COMPLEMENTARY Therapy Week

Carole Preen of the CHP introduces the UK's first Complementary Therapy Week and explains how you can get involved this March...

THE first ever UK National Complementary Therapy Week is scheduled to run from 23rd to 29th of March, which is being sponsored by Complementary Health Professionals, the membership body. We feel it is important to celebrate and promote all forms of natural health and the therapies carried out by complementary health professionals everywhere. There are some national days already for aromatherapy, massage and reflexology and these are great but we want to celebrate all the therapies. There are so many that make up our profession - from nutrition and naturopathy through to reiki and crystal healing. There are also less well known therapies such as the EMMETT Technique, Neuroskeletal Re-alignment Therapy and Spiral Stabilization but there are so many others that deserve to be heard about.

Whatever form of complementary therapy you practice, the National Complementary Therapy Week is a great opportunity to promote your both your own practice and our profession as a whole. You don't need to be a CHP member to take part.

As part of this celebration, each year we are going to be raising funds for complementary health services. Our first recipient will be the oncology services at the Mulberry Centre at the West Middlesex University Hospital.

There are some downloadable promotional materials, including printable posters and templates for gift vouchers. You might, for example, advertise that £1 from every treatment will be donated to the charity the week supports and you can promote your activities on your social media. Use the hashtag #complementarytherapyweek2020 and please tag us @chp_ltd on Instagram and on Facebook. Ask your clients and social media followers to promote the event too. You can also ask them for specific feedback on the treatments they've received during the week.


The event will have more impact if you can get together with other therapists in your area. Rent a room and give free or reduced priced treatments in

order to promote your practices. Get it advertised on social media and contact your local radio station. As we are collecting money for charity, they should give you a free shout out. Contact your local paper and ask them to come along or better still, write an article advertising the event. You can ask participants to either donate to our charity or you can give a £1 of the reduced fee for each treatment. Use the national week to contact clubs, hospices, retirement homes, midwives, health visitors and offer to come and give taster treatments as part of the celebration.


You may be able to set up a trial of your therapies or give a talk and mini-taster sessions in other settings raising awareness and money for



23rd - 29th MARCH 2020
National Complementary
Therapy Week



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our charity. You could consider local hospitals or a retirement home, or even a corporate setting. Promote the particular benefits of your therapy.

If you volunteer at a local charity, you can organise a fundraising event, such as a raffle, quiz night or a sponsored treatment-a-thon that benefits them as part of the week. A nutritional therapist might offer a cooking class for charity, or host a lunch or supper event.

The more of us that get involved, the more successful the National Complementary Therapies Week will be. The increased awareness benefits us all while raising money for a good cause. ■

 Find out more at  www.complementaryhealthprofessionals.co.uk.

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CASE STUDY: PROFITING FROM POINT OF SALE MATERIALS

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CHOOSING *the right* Massage COUCH

Your massage couch is probably the most important and expensive piece of kit you'll buy when you first start working for yourself. Here's our guide to what to think about before you make your choice...

Budget

Your massage couch will be working the same hours as you are, so it makes sense to invest in the best equipment you can buy for your money. A basic model will cost from around £250, with spa type couches from around £600. If you want a motorised or headed couch, expect to pay over £1000. Just as we might fall in love with an expensive designer red carpet gown worn by a film star, it's easy to fall for a massage table that looks great, but doesn't really lend itself to everyday use. Making a list of your requirements makes sense.

It's tempting to consider ordering direct from a bargain supplier like wish.com or aliexpress.com, as prices seem to be around half what you'd pay for an equivalent massage table from a UK supplier. Unfortunately, the quality of what is delivered may not match the images shown and it can be almost impossible to return the couch for a refund. There's also a chance that the materials used in construction may be inferior or contain chemicals which are banned in the UK, so your couch bargain may be anything but.

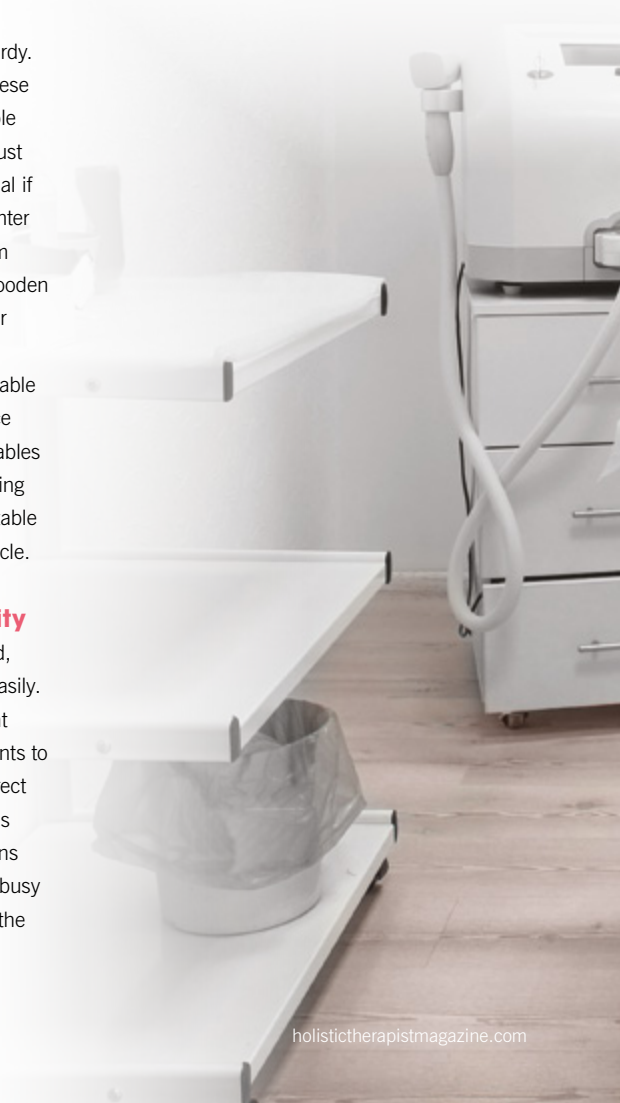
If money is very tight, eBay, Gumtree or commercial auction sites like i-bidder.co.uk may throw up a pre-owned bargain if you have more time and can wait for the right couch to turn up.

Weight

Your choice of massage table needs to be sturdy. It's likely that some of your clients may be obese and a flimsy table means they won't feel stable enough to relax. Look for a design that is robust and should last for years. Weight is also crucial if you plan on offering a mobile service as a lighter table is easier to manoeuvre, so an aluminium frame may have weight advantages over a wooden model. Choose a model with tensor cables for added stability. Most portable tables weigh between 10 and 15kg, but there's a considerable difference in the dimensions of the table surface and the amount of padding. Some portable tables come with trolleys which can make transporting them easier. Finally, make sure that your portable table fits in the boot or back seat of your vehicle.

Height, breadth and adaptability

Look for a couch that is height adjustable and, most importantly, one that can be adjusted easily. Some have an awkward mechanism. A height adjustable model makes it easier for your clients to get on and off the table, but also saves incorrect alignment problems in your own body. There's little point in buying a bargain table that means you need a massage yourself at the end of a busy day. Pay particular attention to the quality of the



height adjustment joints, as these need to be robust. A cheap table may use plastic joints which wear out and have less grip than their metal equivalents. It may be worth investing in a model where you can adjust the height electronically.

You will need your table to be wide enough for client comfort, yet narrow enough for you to work from all areas of the table without due strain. The most common widths are 28 inches and 30 inches. Very short holistic therapists may find a 25 inch table or an hourglass shaped table offers better ergonomics, while those over 6 feet may find a wider table offers more comfort.

Also consider whether you need the head and the feet sections to be able to raise or lower at a range of angles independent of the central section.

Heat and vibration

Some more advanced – and more expensive – models include heated cushioning and some offer vibration. Both options can add to your client's comfort and can help them feel relaxed, so can be worth considering if your budget will stretch. That said, the more functionality your couch has,

the more there is to go wrong and repairs can be expensive, particularly if you don't live in a major city. Ask about repairs and maintenance before buying.

Materials and padding

Look for a table that offers at least 5cm of good quality foam. This will be treated to be flame retardant and both the foam and the outer material can be sources of indoor pollution, giving off volatile chemicals.

The outer covering is likely to be PVC or PU leather, both of which are easy to clean and durable. PU is softer, but is not totally resistant to oil and water, although some manufacturers may suggest this is the case. Either may be advertised as vegan leather.

Table covers are inexpensive, so it's easy to make your massage couch fit your décor scheme in your practice room. Look for options that will stand up to repeated launderings and buy several matching sets if your colour scheme is important to you.

Face hole

This seems to be one part of massage couches that is often less well-designed than it might be. Clients often find lying face down looking at the floor uncomfortable, particularly if there is a seam of stitching round the inside of the face hole near the top, which then leaves a lasting impression. Check the face hole carefully for size, positioning, comfort and seams. It's also worth sniffing the face hole as some table coverings have an unpleasant odour.

Sustainability

A further consideration is the expected lifespan of your massage couch and whether or not replacement cushions and parts are easily available from the supplier or manufacturer.

Always try before you buy

While careful consideration of all the factors listed above will help you narrow down your choices to a few possible options, there's one factor that matters most of all to your clients or future clients and that's their comfort. There's little point buying a massage table that ticks all the boxes but people find uncomfortable to lie on during their treatment. Keep in mind that testing a couch by lying on it for a few seconds is not the same as being on a rock hard or saggy surface for an hour, especially as many of your clients will be in pain. Ideally, take a friend who is a different height, shape and weight with you and both of you can try the couches in a range of positions for a good period of time.

Ask about discounts

One good option is to visit a trade exhibition where you can test a range of massage beds in one place, though you should also be able to do this at a specialist beauty supplies showroom. If you buy at a trade show, they often offer discounts for orders placed on the day, or you may be eligible for a student discount. Make a point of asking, because such discounts are not always advertised and you then have more to spend on other equipment and consumables. ■



LOOKING
into the

FUTURE

A new decade brings new business and personal opportunities. We gaze into our crystal ball to see what could be big in the coming years...

IF you look back to the beginning of the last decade, it's amazing how much the world has changed. We've seen divisive politics, an increasingly polarised distribution of global wealth, rising tides of nationalism and extremist views, a growing acceptance of the science behind climate change in all but the most blinkered and self-interested corners, new technologies, an aging population, a sustained move towards plant-based eating, a new openness about mental health issues and a generation who are unlikely to achieve the levels of financial security reached by their parents. It's not the same world and the next decade will also bring rapid and significant change.

Businesses and individuals thrive when they can understand such sweeping changes and can adapt themselves and their services to meet the changing needs of their markets. So how will things change when it comes to holistic health and wellbeing?

Go with the gut: Nutrition and gut health

Gut health is becoming recognised as the foundation of good health and wellbeing. Tie in obesity, lifestyle diseases, diets and supplements and it's clear that there are several areas of potential here for holistic therapists. The first is to add to your skill base with qualifications in nutritional therapy or appropriate courses for gut-reset programmes and specialist supplements which can restore gut health. You'll find features on several options in this issue as we believe that gut health will be the single biggest change we see in complementary health this decade.

Despite a renewed interest in artisan foods, organics, growing your own and traceable provenance, expect to see food delivery schemes become even more popular, whether it's take-away junk food or recipe boxes. The latter will become more personalised and customised to individual nutritional needs. There are already several plant-based menu delivery schemes, but it's likely that many more options such as restricted calorie counts, vegan, keto, alkaline, flexitarian, DASH, low FODMAP, Nordic and Mediterranean will become available. We'll

return to the traditional notion of food as medicine, Meals will be adjusted to what our bodies need at the time, our circumstances and our goals – and what's best for our brains, hearts and guts.

Despite a renewed interest in artisan foods, organics, growing your own and traceable provenance, expect to see food delivery schemes become even more popular, whether it's take-away junk food or recipe boxes.

You could also approach the problem from the other end and train in colonic irrigation.

Increasing recognition of a need for spirituality

Despite attendance figures in state religions being at their lowest ebb, with only about 800,000 people attending a Church of England service on a Sunday, it's clear that people increasingly want to reconnect with their spiritual side and bring an element of this into their lives.

Some seek it in newer, livelier churches, but most seek spirituality without the obligations of organised religion. At its simplest, this need powers the growth in meditation and co-factors in the increasing popularity of yoga. It's also behind the growth in shamanic retreats, Ayahuasca ceremonies and spiritual courses and apps, as well as a rekindled interest in Wicca, tarot and paganism. Look for

ways to add in a spiritual element into your treatments, such as breathing exercises, guided meditations, the use of traditional healing herbs for space clearing, elements of ritual or using the h'oponopono mantra at the start of a session.

An integrated approach

Over the past couple of years in particular, we've seen a wider acceptance that holistic therapies have a role to play in a medical setting. In some cases, this started with provision of holistic care to terminally ill patients in hospices, but it is increasingly common for aromatherapy to be used to reduce pain and anxiety before surgery and for cancer patients to receive massages and other treatments to reduce the side effects of chemotherapy. Thanks to pioneers like the Sam Buxton Sunflower Trust and the NHS Natural Health School in Harrogate, we now have healers and holistic therapists working as valued members of hospital care teams.

Towards the end of 2019, reports suggested that there were almost 44,000 nursing vacancies across NHS England, approximately 12% of the nursing workforce, but this could rise to 100,000 over the next decade, given the impact of Brexit on overseas and EU recruitment. Becoming more integrated and more accepted into mainstream medicine must be one of the primary goals of the industry. That means working together to provide more evidence based research, bringing existing research to a wider audience and, where possible, training and volunteering or becoming employed in a medical setting. The more we can do this, the more accepted we become and the more people we can help.

Energy medicine

Anna-Cari Gund, Managing Director of global spa and wellness consultancy Raison d'Etre, predicts that energy medicine will be increasingly adapted by the wellness industry to help clients to achieve happier and healthier lives. Expect to see an increased interest in Reiki, healing and other forms of energy work such as crystal healing and those derived from traditional forms of medicine and spirit work such as shamanism. It's likely that distance healing will also experience growth through applications like Skype and FaceTime.

Sleep and natural rhythms

People will become increasingly concerned about the negative health consequences of living beyond the natural rhythms of life. Shift workers suffer considerable health and mental wellbeing issues as a result of messed up circadian rhythms, around a quarter of teenagers don't get sufficient sleep and sleep is shaping up to be a major health problem, particularly for those unable to surrender their technology before bed. Raison d'Etre predicts that hotels and spas will increasingly invest in programmes which are designed to get our natural rhythms back on track, so this may be an area worth designing treatment programmes and courses around. Such programmes could combine massage, aromatherapy, relaxation music, guided meditation and herbal medicines to help clients get adequate high-quality sleep.

Low tech/no tech

The explosion of social media and mobile phone usage in recent years has seen an increase in addiction to instant gratification, a dulling of interest in real-life feelings and emotions and a decline in social interaction. We're already seeing some restaurants and pub chains ban the use of mobile phones so that diners actually interact with each other rather than staring at a screen. Similarly, musicians have issued pleas to their stadium audiences to watch the show directly, rather than recording it using their phones. It's about removing a significant barrier between ourselves and others. Although technology is an incredible advancement in many ways, it's important to regulate our usage for our own wellbeing. Ironically, using technology to limit the use of technology will become more popular,

as will digital detoxes which focus on reconnecting with others, ourselves and our environment. Consider making your treatment room a digital detox zone, or offering low-tech/no-tech treatments.

Sustainability

Most holistic therapists are already pretty aware when it comes to environmental issues, but we can all do a bit more to edge towards sustainable practices. Look towards eliminating dubious chemicals from your treatment products, or looking for more sustainable alternatives.

It can be difficult to get the right balance between client expectation, hygiene, practicality and reducing or reusing materials.

More than ever before, individuals, companies and entire industries are expected to act on commitments to sustainable practices and conservation efforts, rather than simply supporting the cause in principle. In addition to banning single-use plastic and overhauling packaging, the future will see more and more green strategies and innovations to help save the planet.

Back to nature

The benefits of being in nature are clearer than ever, so consider ways in which nature could be incorporated into your treatments. It may be possible to deliver treatments in the garden on sunny days, or have the window open, though this won't work in urban environments. It might be possible to run nature retreats, or simply introduce treatments made from responsibly foraged or wild-crafted plant materials, sounds from nature, houseplants or natural aromas into your practice room.

DIY experience/ Hands on health

Many people now prefer to spend their disposable income on experiences, rather than material goods. Luxury hotels now offer the chance to make your own skincare products, while holidays which focus on some form of skills, from learning Italian cookery to working on your yoga poses are becoming more and more popular. People like to learn more about things that interest them, so consider how such experiences might be incorporated into your practice. An aromatherapist could offer a two-hour workshop on creating a personal sleep blend, while a medical herbalist could offer a herb walk followed by a workshop on using herbs in cookery or making simple products.

Corporate wellbeing

Corporate wellbeing is an interesting one. We're facing a skills shortage in many industries and an aging workforce, which means businesses now recognise the need to invest in the health and wellbeing of their staff. 10% of all manufacturing workers will reach retirement age within the next three years. However, we're also likely to see thousands of jobs lost to automation and the increasing use of robots over the coming decade, which is likely to lead to considerable unemployment. Some experts suggest that around half of all UK jobs could be lost to automation.

The last official numbers from the UK's Office of National Statistics showed 141million days lost to sickness absence in 2018, and over 17 million working days lost to mental health related conditions. Across the whole of the UK economy, sickness absence costs companies £15billion a year.

This should be a huge opportunity for holistic therapists who can take their services into the workplace, but finding business clients who take health and well-being seriously enough to put their hands in their pockets for hands-on treatment rather than an online checklist may be more difficult. Consider building up some statistics about the costs of absenteeism and the benefits you can bring before approaching this market.

CBD and other magic ingredients

There can be few holistic therapists who have missed the surge of interest in CBD products over the last two or three years, particularly since it has been augmented by the legalisation of medical marijuana in many US states, Canada and, to a lesser extent, here in the UK. We've seen hemp products, from clothing to skincare lines and even hemp milk and protein gain a foothold in the market. CBD products are now sold in mainstream health stores like Holland & Barratt and even Boots stocks over seventy different CBD oils, capsules, gels and creams. Ocado even delivers, so CBD has definitely become widely accepted.

According to a recent scientific paper which analysed US Google searches for CBD, the number of searches for CBD rose by 180% in 2019. Compared to other popular alternative health searches, there were 749% more searches for CBD than for acupuncture, 517% more than for apple cider vinegar, 338% more than for meditation and 12% than for veganism.

It makes sense, therefore to discover the benefits that CBD products could bring to your clients and your business. This comes with

the caveat that many unsubstantiated claims are made for CBD and that product research is essential as the majority of products, when tested, were found not to contain the levels of CBD advertised.

In the longer term, the mainstream acceptance of CBD will open the way for a range of other psychoactive substances into the public interests. This will include marijuana edibles – already marketed in gummy bear form – as well as further research into LSD, magic mushrooms, kratom, khat and other hallucinogenic plants. Expect to see wider use of ketamine for depression too.

Short-lived fads

In a world where almost anyone with a bikini and a spray tan can claim celebrity status and where Instagram influencers are well-paid to promote products, we can expect an acceleration of short-lived fads. One week ear seeds will be all over social media, then the trend will have disappeared without trace three weeks later. It's rather like playground trends. Where are loom band bracelets now, or oversized JoJo Siwa bows? Split-pea milk, camel cheese and vaginal steaming are all short term fads. Successful businesses need to be able to identify and invest in long term trends rather than expend resources on fads which do not last long enough to create a return. Of course, if you can capitalise on a fad at the outset and recognise when it is ending you can make a lot of money, but few people have this skill.

Disruptive technology

A disruptive technology is one which essentially kills off and replaces an existing product or service. The

advent of flapper dresses in the 1920's meant the death of corsetry, electric cars will eventually kill off petrol and diesel models. Uber has done the black cab no favours, online flight and hotel booking and Airbnb have seen the demise of the high street travel agent.

Disruptive technologies meet deep demands. Deliveroo and JustEat recognised that people want to have dinner delivered rather than collect it or make it themselves. HelloFresh realised that people may regard cooking from scratch as an enjoyable activity, but find shopping a chore. Disruptor companies try to make things easier for customers.

So what does that mean for holistic therapists in the coming years? Well, research shows that 72% of under forties prefer self-service when it comes to dealing with companies, so products that can be purchased without human interaction, such as apps or online ordering, or services that can be delivered remotely, such as talking therapies or nutritional consultations are increasingly essential. However, these customers also want a personalised solution, so a degree of customisation is also required. One size will not fit all.

So what's our advice to help holistic therapists thrive in the 2020s? It's about understanding the way our customer base and their expectations are changing and about understanding long-term trends rather than being seduced by short-term fads. It's about a return to traditional ways, but delivered in new ways. It's not going to be easy, but if we can recognise these changing needs and take our place in a more integrated approach to health, mental wellbeing and spirituality, we shall thrive as an industry and as individual practitioners. ■



TECHNIQUE:

Tui Na

Rob Aspell explains why the concepts of Tui Na can help improve your bodywork practice...

TUI Na is a bodywork therapy that draws extensively on the constructs of Chinese medicine in its diagnostic and treatment principles, as well as the virtues and qualities of mind that are fundamental to the Chinese Internal Arts. Within the practice of Tui Na, we are taught to consistently apply what are known as the 'Five Virtues of Tui Na' in addition to the acts of Ting and Song in order to apply correct pressure and technique, as well as diagnosis.

Song (松, release) and Ting (聽, listening).

Ting and Song are two concepts within the Chinese arts that are required to engage in practice, and to connect both body and mind. Like Yin and Yang, Ting and Song are mutually

dependant. You cannot develop high levels of Ting without the ability to Song, and vice versa. They develop in balance.

Song is necessary within Tui Na in order to maintain prolonged practice and the correct transfer of Qi. It's also needed to apply the act of Ting.

Song (松, release)

Song is a form of release that comes about through the act of 'letting go' of any tension through the energetic body in order to help release tension stored within the consciousness

or physical body. It is ultimately relaxation with structure, often achieved through correct posture and breathing techniques. Song is necessary within Tui Na in order to maintain prolonged practice and the correct transfer of Qi. It's also needed to apply the act of Ting. When applying Song, the body's major muscle groups begin to disengage and allow the smaller connective tissues to take over. This helps the body to release any unnecessary tension within the tissues and mobilises the tissues and joints more effectively. Applying Song not only allows the practitioner to practice for longer periods of time without tiredness or discomfort, but is also integral for the mind to soak into the tissues and to project to the patient in order to obtain feedback.

Ting (聽, listening)

Ting (聽) is most commonly translated as 'listening', but it refers to a state of awareness and mindfulness that should always be present

during our practice. Ting is the act of being fully engaged in what we are doing at a depth that involves the undivided attention of the conscious mind in addition to using the ears, eyes and touch to 'listen'.

Ting is applied so that our awareness is fully in our body at all times, enabling us to pick up on any tensions, weaknesses, discomforts, movements, or any other diagnostically relevant information that the patient's body is manifesting. Throughout treatment, the patient's body is in constant change, as we release tension in parts and create tension in other parts. Ting helps us to quickly adapt and evolve our treatment to suit the patient's needs.

Song and Ting work in harmony. In regard to Song, it is Ting that enables the mind to stabilise and engage the tissues just enough to not collapse, and to allow the correct lines of tension to be put in place when applying our bodywork techniques. In regard to Ting, it is our ability to Song that allows our mind to soak into the tissues and for us to Ting and receive feedback from the patient. Without Song, there is too much tension within our body, and our mind simply cannot connect or interact with it clearly.

When practicing Tui Na, we expand our awareness through the act of Ting throughout our entire body as 'listen' to the patient's body. It is this quality of awareness, along with the ability to Song that first of all allows our body to create the correct shapes, structures, and postures, and then allows us to establish a correct diagnosis, and perform the correct technique at the correct depth.

The Five Virtues of Tui Na

The five virtues of Tui Na are essentially the minimum requirements that a practitioner should be able to apply to each technique. When performing each technique, whether it is a hand technique, stretch, or joint manipulation, the practitioner should keep in mind each of the five virtues.

Classically, it was considered that a student had only attained Gong (功, skill) once all of the five virtues had been achieved and internalised. It was then important for the student that became a doctor to keep in mind the five virtues during further practice and

during each treatment, and aim to increase their skill further. When practicing and when in treatment, the practitioner should still strive to apply each of the five virtues to each and every technique that they do. By adhering to the five virtues of Tui Na, the practitioner can ensure that their techniques are efficient and effective in treatment.

Virtue: Continuously and Lasting

Unlike many other body work therapies, Tui Na contains techniques that are often performed for long periods of time at the same location on the body. This ensures that the technique reaches the area and level of dysfunction without simply forcing its way in. Practitioners should have the ability perform a technique – particularly a basic hand technique – for long periods of time without loss of quality. Deep-seated conditions require considerable endurance to reach the desired level of the body in order to affect the dysfunctional layer.

Song and Ting work in harmony. In regard to Song, it is Ting that enables the mind to stabilise and engage the tissues just enough to not collapse, and to allow the correct lines of tension to be put in place when applying our bodywork techniques.

One of the key principles behind endurance in practice is the relaxation of the practitioner and the efficiency of the body and structure. By ensuring that the muscles are engaged just as much as they need to be and that the body structure and posture is aligned in order to transfer power rather than store it, the practitioner should be able to perform each technique for a long time, but with minimal effort. Eliminating any unnecessary tension is essential in having endurance for each technique.

Virtue: Powerfully and Strongly

A Tui Na practitioner should be able to apply their techniques powerfully and

vigorously. In order to make change to the body's tissues, there needs to be enough strength behind a technique to enable this change. Tui Na therapy can feel strong and at times uncomfortable, as it should. It is vitally important to distinguish the difference between power and force. Being able to apply the appropriate amount of pressure based on the patient's age, constitution, and body part/area is important. Many practitioners will mistake a forceful massage, for a good, efficacious, massage. Pain during treatment does not mean benefit. The feeling after a forceful massage, other than the relief that it is now over, is mainly a consequence of the release of chemicals within the body such as endorphins, adrenaline, and adenosine that cause the feeling of euphoria and pain relief. This should not be mistaken for feeling better, as it is simply a reaction to the pain and discomfort caused during treatment.

Issuing power through a technique rather than force can again only be done through relaxation. By being relaxed and transferring power into a technique, the practitioner experiences increased awareness and alters the amount of pressure and strength directed into the patient.

Virtue: Evenly and Uniformly

In contrast to the relaxing, sweeping movements of Swedish or Western remedial massage, Tui Na has been described as a bit of a pummeling. However, if performed correctly, the rhythmic compressions of Tui Na can induce relaxing and almost hypnotic effects on the body.

The virtue of performing techniques evenly and uniformly means being able to maintain an even rhythm of pressure and tempo. Techniques should not be performed erratically, as this can prevent the patient from being able to relax the mind as it attempts to predict what will happen next. When techniques are done in a rhythmical fashion, the body can attenuate to the movement and the mind can begin to relax. This will allow further relaxation of the tissues, therefore allowing deeper massage if required.

When training in larger Chinese hospitals and universities, students are required to practice on a pad that is hooked up to a computer.

This measures and records the speed and the pressure of the manipulations or techniques. This data, along with feedback from fellow students and teachers, gives the student a visual guide to the evenness of their technique. Students are encouraged to produce smooth and rhythmical readings as opposed to erratic and jagged readings.

Virtue: Softly and Gently

Being soft or gentle does not refer to a lack of power, but refers to being able to manipulate with ease rather than aggressive force to make changes in the tissues of the body. This will be the case if the Sinew channels have sufficiently been opened before using techniques that require more strength.

If, as a practitioner, I took hold of your arm in a sharp and aggressive way ready to manipulate a joint or perform traction, you will naturally tense up and resist. You'd respond to a perceived physical threat, making it much more difficult for me to create space in the joint as the tissues will

prevent any movement. However, if I took hold of your arm in a gently and relaxed manner, your body would feel no threat and allow me to gently create traction on the joint.

The virtue of performing techniques evenly and uniformly means being able to maintain an even rhythm of pressure and tempo.

You may have experienced or witnessed some bodywork practitioners using brute force in order to perform a spinal adjustment or joint mobilization. This simply is not necessary, and although there are exceptions to every rule, it should generally be avoided.

Virtue: Thoroughly and Deeply

This virtue refers to the ability of achieving the desired depth of treatment. Although we have

discussed the mistake of going too deep, it can also be the case that the practitioner does not penetrate deeply enough.

Many practitioners will only work on the surface of the body and not manage to alter the state of the tissues at a deeper level. Although some techniques should be performed at the Pi Fu (Skin) and Wei Qi layer, most Tui Na techniques are required to work on the Jing Jin (Sinew Channels) later in order to facilitate improvement in the client's condition. ■



ROB ASPELL is an acclaimed teacher and practitioner of Chinese medicine including acupuncture, herbal medicine, tuina, cupping, moxibustion, and Western medicine pathophysiology. You can find out more about Rob and his work at www.leafhealth.co.uk.



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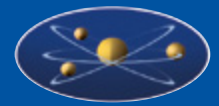
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Education Series 2020

Exploring Health Evolution

Are we going through a process of health evolution, devolution, or both? We explore these issues in two ground-breaking, new and complementary presentations this winter/spring. Each topic is packed full of revision, new ideas and illustrated with real-world clinical protocols. Our events are all free and offer 4 hours CPD, a printed and electronic handout, product samples, access to additional online content AND an exclusive product offer on the day.

Come along to an event near you, to update your knowledge and network with your local colleagues. As our events increase in popularity, we need to expand, and so we are going to be welcoming you to some new venues this year!



Unnatural Selection

Evolution or Devolution?

with Alex Ferretti

Alex Ferretti takes his unique thinking a step further, delving into how our modern culture and lifestyle could be impacting our very evolution. Does it sometimes feel like we're going one step forward and two steps back? Is this a result of the complex, fast-evolving relationship between our inner and outer ecosystems? To what extent does our genetic adaptation help or hinder our relationship with the exposome? Ultimately, how we can support our interaction with the environment to enhance health and wellbeing.

10.00am-3.30pm. 4 CPD hours (BANT/ANP/NNA/NTOI) applied for.

Wed	29 Jan	Bute Park Education Centre	Cardiff
Fri	31 Jan	Hexagon Theatre, MAC*	Birmingham
Tue	4 Feb	Cotton Theatre, Pendulum Hotel*	Manchester
Wed	26 Feb	Mercure Exeter Rougemont Hotel*	Exeter
Thur	27 Feb	Penny Brohn Centre **	Bristol
Wed	4 Mar	Jury's Inn Stroudley Road	Brighton
Wed	13 May	Quy Mill Hotel Stow-Cum-Quy*	Cambridge
Wed	10 June	North Yorkshire Centre for Whole Health, Malton*	York
Wed	24 June	Apex Grassmarket Hotel	Edinburgh
Sat	4 July	Cavendish Conference Centre	London

(Formerly advertised as Sat 27 June)

*New Venue **£7 lunch option

Free



Human Nature

Ancient Drives in a Modern World

with the BioCare Nutrition Team
(Marta Anhelush, Emily Blake & Chris Newbold)

"Man is the only creature who refuses to be what he is." -
Albert Camus

How well does our 'Palaeolithic endocrine toolkit' equip us for the complexities of the modern world? This ancient system of endocrine glands and hormones helps us to manage a sophisticated level of adaptation with our environment, but its subconscious intelligence may be at odds with the complexity of the modern world. In this seminar we examine the endocrine system, using real case studies focusing on the interplay between the AHPA axis, neurotransmission, emotion, cellular energy production, structural integrity and female hormone balance.



10.00am-3.30pm. 4 CPD hours (BANT/ANP/NNA/NTOI) applied for.

Fri	7 Feb	Nottingham Contemporary	Nottingham
Fri	14 Feb	The Circle	Sheffield
Thur	12 Mar	North Yorkshire Centre for Whole Heal, Malton*	York
Fri	13 Mar	Apex Grassmarket Hotel	Edinburgh
Wed	25 Mar	Quy Mill Hotel Stow-Cum-Quy*	Cambridge
Sat	28 Mar	Cavendish Conference Centre	London
Fri	3 Apr	Clayton Liffey Valley*	Dublin
Thur	30 Apr	Thee Connacht Hotel	Galway
Fri	1 May	Silver Springs*	Cork
Thur	7 May	Jury's Inn Stroudley Road	Brighton
Wed	20 May	Hexagon Theatre, MAC*	Birmingham
Fri	22 May	Cotton Theatre, Pendulum Hotel*	Manchester
Thur	4 June	Penny Brohn Centre **	Bristol
Fri	5 June	Mercure Exeter Rougemont Hotel*	Exeter
Wed	17 June	Bute Park Education Centre	Cardiff
Tue	30 June	Park House, Whiteknights Campus*	Reading

*New Venue **£7 lunch option

Facial Gua Sha

Alison calls on an ancient tradition and a new at home ritual courtesy of 001 London's microSculptor kit in the hope of rediscovering her jawline...

S EVEN out of ten women and girls believe that they are not attractive, or fall short of the expected standard when it comes to looks. That's pretty terrible for our collective self-esteem and well-being. We're inundated with images of women with unnatural body shapes, pairing unlikely pneumatic breasts and bottoms that take several seconds to enter a room behind them, with tiny waists that are often narrower than their heads. Facially, a combination of Botox, fillers and several layers of cosmetic products combine to create a smooth, but alien, landscape, with a hard jawline, razor-sharp cheekbones and fake lashes that would make a drag-queen feel underdressed. A world of influencers, measuring self-worth in likes, isn't good for us.

Unlike many women, I've never been overly bothered by my appearance. I've long accepted that, while I have great hair and excellent skin, I have a bone structure that makes me look like a potato. I also have no discernible ankles, just places where my feet join my legs, but I blame my mother for that. Genetics can be cruel, but that's just how things are. My jawline is doughy at best. The last time I treated myself to a facial, the therapist made the catastrophic error of using the word, "jowls", which had an adverse effect on both my mood and her tip.

When it comes to looks, the only thing I've ever felt envious of is that tight, defined jawline, so rarely seen in real life, but which almost every actress or model has in photoshoots. Yes, I realise that it's achieved through Photoshop

rather than nature, but I decided to see if it was possible to achieve a firmer jawline at home, using 001 London's Three Peaks MicroSculptor tool kit, which came complete with their Vit A Repair and Regrow Concentrate and a helpful illustrated card showing their at home ritual which combines elements of the traditional Chinese healing treatment of Gua Sha, with facial lymphatic drainage. There's an online video demonstration too.

Unlike many women, I've never been overly bothered by my appearance.

Gua sha is a TCM massage technique that involves scraping and abrading the skin to promote healing. It's said to promote the flow of chi, improve microcirculation and reduce inflammation. It can also leave the client's skin red, scraped and bruised, but fortunately, 001 London's smooth bian stone microsculpting tool is much gentler. I found my skin became slightly redder after each daily treatment, but with no lasting damage to either my skin tone or texture. If anything, the Repair Concentrate proved a great winter moisturiser.

The ritual involves using different edges of the tool on different parts of the face and neck, down to the collarbones. Many of the movements are similar to facial

forms of Manual Lymphatic Drainage, sweeping upwards and outwards along draining channels. It was easy to pick up and less fuss than facial massage. The tool was versatile, easy to handle and can be heated or cooled for additional benefit.

And the result? Well I can't claim to have developed a jawline that looks Photoshopped, but I do see a tightening and a reduction in the doughy quality that previously existed. I plan to keep using the treatment at home. It's quite soothing and relaxing and makes you spend some time on yourself. I can see this being a popular addition to the service portfolio of any holistic therapist who offers facial treatments, as it offers noticeable benefits. ■



The kit costs £112 and is available from www.001skincare.com.





Whole FOODS: naturally nourishing

Three healthful recipes from **Amy Chaplin**, author of *Whole Food Cooking Every Day...*

LEFTOVER STEAMED VEGETABLE MISO BOWL

Serves 2

Ingredients -

340 g steamed leftover vegetables such as winter squash, radishes, broccoli, cabbage or peas

480 ml filtered water

2 teaspoons finely grated peeled fresh ginger

2 teaspoons finely grated peeled fresh turmeric (optional)

45 g unpasteurized chickpea miso, mellow white miso, or brown rice miso, or a combination

Thinly sliced spring onions or fresh chives

Method -

● Put the vegetables and water in a medium pot and bring to a boil over high heat, stirring to ensure that the vegetables reheat evenly. Reduce the heat to a simmer and stir in the ginger and turmeric, if using. Transfer about 80 ml of the liquid to a small bowl and stir in the miso until dissolved, then stir this into the vegetables and remove from the heat (be careful not to let the miso boil, as that would destroy the enzymes). Divide between two bowls, top with scallions or chives, and serve.

Note - If you have greens like kale,

chard, spinach, or tatsoi on hand, you can stir some sliced greens into the vegetables and cook lightly before adding the miso.



QUICK FRIED TEMPEH WITH GOLDEN CASHEW SAUCE WITH CHILE AND LIME

Makes about 480 ml of sauce and enough tempeh for 2.

Ingredients

1 tablespoon extra-virgin coconut oil

1 medium onion, diced

3 large garlic cloves, finely chopped

22 g fresh turmeric, peeled and finely chopped

22g fresh ginger peeled and finely chopped

1 medium red jalapeño, seeded and finely chopped

1 tablespoon freshly squeezed lime juice

½ teaspoon fine sea salt, plus more to taste

1 tablespoon mirin

60 ml filtered water

130g raw cashew nuts

180 ml boiling filtered water (see Note)

1 teaspoon tamari

Method -

● Warm the oil in a medium skillet over medium-high heat. Add the onion and cook for 6 to 8 minutes, until golden. Add the turmeric, ginger, salt and chili to the pan along with the garlic and cook for 5 minutes, until the garlic is golden and fragrant. Add the mirin and 60 ml water, then raise the heat and bring to a simmer, stirring for a couple of minutes to deglaze the pan.

● Remove from the heat and transfer the mixture to an upright blender, scraping the skillet with a rubber spatula. Add the nuts, lime juice, boiling water, and tamari and blend until smooth, scraping the sides as necessary. Season to taste and serve immediately, or cool and store in an airtight jar in the fridge for up to 4 days.

Note - Use boiling water so that the sauce can be served immediately without having to be reheated after blending. If you want a room-temperature sauce or are making the sauce ahead, use cool water.

QUICK PAN FRIED TEMPEH

Serves 2

Ingredients

2 tablespoons extra-virgin coconut oil, plus more as needed (see Note)

230 g tempeh, cut into ¼-inch slices

Sea salt

Method -

● Warm a large skillet over medium heat. Add the coconut oil and tilt the pan to coat. Add the sliced tempeh in a single layer and cook until golden, 3 to 4 minutes. Turn the tempeh over and cook the other side until golden and crisp, adding more oil if needed. Repeat with any remaining tempeh, adding more oil to the pan before adding the sliced tempeh. Transfer the tempeh to a serving plate and sprinkle with salt; serve warm.

Note - Be generous with the coconut oil when cooking tempeh this way; it will help the tempeh get the golden crisp edges and a delicious flavour.

Serve the sauce over the tempeh, or use as a dipping sauce.

SHIITAKE MUSHROOM, CARAMELIZED ONION AND CHICKPEA BAKE

Serves 4 to 6

Ingredients

3 tablespoons extra-virgin coconut oil

680 g shiitake mushrooms, stems, removed and caps thinly sliced

2 tablespoons (4 g) chopped fresh thyme

3 medium onions, quartered and thinly sliced lengthwise

½ teaspoon fine sea salt, plus more to taste

170 g sliced Swiss chard, tough stems removed

425 g can of chickpeas, drained and rinsed thoroughly

1 tablespoon tamari soy sauce

2 teaspoons balsamic vinegar

60 ml filtered water if using canned chickpeas

2 teaspoons arrowroot powder

1 tablespoon filtered water

Freshly ground black pepper

Method -

For the shiitake layer

● Preheat the oven to 375°F (190°C). Warm a large skillet over medium-high heat and pour in 1 tablespoon of the oil. Add half the shiitakes and the thyme, stir to coat with oil, and cook for 10 to 12 minutes, stirring only every minute or two until the shiitakes are golden brown. Transfer to a bowl and set aside. Repeat with another tablespoon of oil and the remaining mushrooms. Wash and dry the skillet if there are blackened bits on the bottom.



● Add the remaining tablespoon oil to the pan, then add the onions and cook over medium heat for 8 minutes, or until beginning to brown. Cover the pan, reduce the heat to low, and cook for 10 minutes, or until the onions are soft and lightly browned. Remove the lid, add the salt, and cook uncovered for another 5 minutes, or until the onions are caramelized. Add the chard, cover, and allow to steam for 3 minutes, or until tender. Add the chickpeas, cooked mushrooms, tamari, balsamic vinegar, and chickpea cooking liquid or 60 ml water, raise the heat, and bring to a simmer.

● Dissolve the arrowroot in the 1 tablespoon water, stir, and drizzle into the simmering mixture, stirring constantly. When the mixture has returned to a simmer, remove from the heat and season to taste with pepper and more salt.

● Transfer the mixture to an 8-inch (20 cm) square or equivalent baking dish and smooth the surface.

LEMONY ROASTED CAULIFLOWER WITH CORIANDER

For 4-6 as a side dish or topping

Ingredients

1 medium cauliflower, cut into 1-inch florets

60 g raw cashew butter

2 tablespoons filtered water

Grated zest of 1 lemon

2 tablespoons freshly squeezed lemon juice

2 tablespoons melted extra-virgin coconut oil

2 teaspoons ground coriander

1 teaspoon fine sea salt

1 large garlic clove, grated or pressed

¼ teaspoon ground turmeric

Method -

● Preheat the oven to 400°F (200°C). Line a rimmed baking sheet with parchment paper and set aside.

● Steam the cauliflower for about for 5 minutes, or until a knife slides easily into a floret. Transfer to a bowl and set aside.

● Combine the cashew butter, water, lemon zest, and lemon juice in a small bowl and stir until smooth. Add the coconut oil, coriander, salt, garlic, and turmeric and stir to combine. Pour over the cauliflower and use your hands to gently and thoroughly mix, making sure

every floret is thoroughly coated.

● Spread the cauliflower topping evenly over the shiitake mix. Bake for 30 minutes, or until the filling is bubbling and the

topping has begun

to set. Pop under a grill for 3 to 6 minutes, until the topping is golden and browning in parts. Remove from the oven and allow to sit for a few minutes before serving.

● Once cooled, leftovers can be stored in the fridge in an airtight container for up to 3 days. To reheat, put the bake in a baking dish, cover, and warm in a 200°C oven until heated through. ■



Excerpted from *Whole Food Cooking Every Day* by Amy

Chaplin (Artisan Book). Copyright

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BRINGING AN ABUNDANCE *of success into your life*

Sarah Williams, explains how to attract new opportunities and abundance in the new decade...

WELCOME to a brand new decade. Just as a computer needs upgrades to keep it running well, so does the body and every other aspect of our lives, whether it's business and finances, relationships and emotions or mental wellbeing. We can't expect these component parts of our lives to perform well if we run on old operating systems. Old thought patterns need to change so we can reboot ourselves! Like our computers, sometimes we need to try switching things off and back on again. This format seems to create magical transformation.

To swap metaphors, if we seek change and abundance, to manifest, create or make anything, we need to adopt a new recipe for life; we need to add new flavours and ingredients. See your life and body as a new dish in the decade ahead. It requires nurture and attention. Think of yourself as a cake made of four layers. Each layer requires the right nurturing nourishment, blending, and delicious new flavouring.

THE FOUR LAYERS:

1 ■ Physical body: Your food choices will change. This will happen automatically as you evolve during the next 10 years. You may feel that old choices just don't feel or taste right to you anymore, so you feel drawn to different foods. Look at your current exercise regimes and decide what suits you best – perhaps yoga, Pilates, Tai chi, Qi

Gong, running, swimming, physical workouts, or spin classes. Try the 3, 4, 5, breath. Breathe in to the count of 3, hold for 4 then sigh out for 5. Repeat 6 times. This will help you to feel grounded and in your body.

2 ■ Emotional body: creativity will flourish. Set an intent for your day before opening your eyes. I say to myself, "Today will be filled with joy, bliss, beauty and love". Then I open my eyes

breathe, relax, yawn, stretch and begin my day, which invariably ends up like this.

3 ■ Mental body: consider whether you're stuck in an old belief patterns that involve fear, internal and external language and old programming that could be upgraded. Clear your clutter. Never verbally own an illness or painful condition. "My headaches" can be simplified to "this headache".

4 ■ Spiritual body: try the practice of meditation, breathe, mindfulness, prayer. The ho'oponopono mantra is so helpful, and free! Simply repeat the following 4 phrases to yourself when you experience heavy or toxic emotions and situations. "I love you, I'm sorry, please forgive me, thank you." This new recipe can give you a new end result / outcome.

How we live our lives and what we attract in the coming decade is a personal choice. Only you limit your potential. It's not what happens, it's how you react to this that you can adjust, dreaming your perfect world into being. ■

6 SIMPLE STEPS TO SUCCESS

Suggestions and tools:

- 1-** Nature recharges us on every level.
- 2-** Free yourself: Forgive yourself and others
- 3-** Become the observer
- 4-** Don't enter into drama
- 5-** See the bigger picture
- 6-** Avoid knee jerk reactions

I wish you all the most magnificent outcomes this coming decade. 2020 is just the start!



i SARAH WILLIAMS has been a multidimensional healer, masseuse, aromatherapist and intuitive for over 25 years. She now offers Skype, WhatsApp and facetime personal sessions and consultations. Her high vibrational healing tools include the highly acclaimed Soul Harmony Aromatherapy creams and candles. Discover more on her website www.organic-aromatherapy.co.uk.

OOOHHH! THAT'S NEW!

Sometimes the smallest things can have a big impact when it comes to making life a little easier...

► Seaweed crisps

Finding a snack that's healthy, but still tastes bad for you is always difficult. We live in hope that someone invents a zero-calorie multivitamin chocolate, but at the moment, healthy savoury snacks are making all the running. Abakus Food's new seaweed crisps tick all the boxes and taste good. They're made of tapioca starch and seaweed, so they're vegan, high fibre, gluten free and provide iodine. They also come in around 100 kCal a pack. Find your local stockiest or buy them direct at www.abakusfoods.com



▼ Spiceentice spice mixes

Spiceentice.com offers an amazing range of beautifully balanced premixed spice kits that come with recipe cards, making it really easy to rustle up something that tastes delicious without much effort. There are multi-recipe kits for students, and a whole range of global cuisines, offering authenticity without effort. As a vegetarian cooking for omnivorous friends, I found it gave me more confidence in my cooking when I couldn't taste my creations.

There's also a great gift box that has six different types of chilli powders and

flakes if you want to add some heat to your dishes and some easy to use rubs that make anyone look like a skilled cook.



◀ Green Stem CBD Hand Cream

Given that holistic therapy is often a hands-on job, it's strange that we don't always prioritise their care. They can be subject to some pretty rough treatment and show our age faster than other parts of our bodies as a result. We found Green Stem's CBD Hand Cream to be soothing and great for helping hands heal, softening rough or dry skin. The CBD is said to be anti-inflammatory and the scent of sandalwood, lavender and jasmine make it ideal for use last thing at night, as the gentle scent aids sleep. £20 from www.greenstemcbd.com/cbd-skin-care.html



► Grounded Fountain of Youth Serum

As a product name, it makes a big promise, but this powerful serum contains hyaluronic acid, marine collagen and elastin, amino acids and blue algae which has the effect of banishing blemishes, toning the skin, restoring radiance. It's one to buy if you don't sleep well as it helps reduce the appearance of dark circles under the eyes with regular use. Find it at www.groundedbodyscrub.co.uk



▲ Magnitone SuperNaturals Pure Sonic Cleansing Starter Kit

If pores and skin breakouts are a problem, then Magnitone's gentle soft-touch silicone cleansing brush and SuperNaturals Breakout Knockout Cleanser and Anti-Pollution Moisturiser should be your go-to solution to combat excess skin oils, blocked pores and uneven skin tone, clearing the way for brighter, softer and healthier-looking skin. The cleanser mixes the purifying power of activated charcoal with astringent wasabi and antiseptic tea tree extract, while the moisturiser contains healing magnesium and zinc. £60.00 from www.magnitone.co.uk.





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SOiL Organic Aromatherapy was born from a passion to bring health and balancing benefits of organic essential oils to homes and families across the globe.

From the humble beginning of a small agricultural project, SOiL has been built from a dynamic husband and wife team into an internationally recognised brand, known for the integrity, purity and traceability of all our products. SOiL organic aromatherapy farms, distils and distributes all our products directly from the family farm in Zululand, South Africa. We strive to provide the highest quality of products.

We achieve 100% organic essential oils through the entire growth cycle, from cultivating root stock, to the harvest of the aromatic plants and it extends right through to the bottling and labelling of the final product. More importantly, what we say on our labels is exactly what they contain, no more or no less!

SOiL Organic Aromatherapy products are certified by Eco Cert cosmos organic, are vegan and endorsed by Beauty Without Cruelty. We are also working towards the Fair For Life fairtrade accreditation on all of our products.

Essential oils are at the centre of everything we do. Tea tree (*melaleuca alternifolia*) is a small evergreen shrub with attractive and fragrant foliage. We grow our own organic (certified by Eco Cert) tea tree and steam distil the leaves for the therapeutic essential oil. SOiL organic tea tree essential oil has impressive antiseptic and antiviral properties, making it widely used in treatment for many skin conditions such as reducing redness and relieving painful or irritated skin. Used in a SOiL diffuser, tea tree is an excellent inhalation for congested nasal passages and respiratory infections.

SOiL Organic Aromatherapy includes an extensive range of organic essential oils, formulated with high quality certified organic ingredients, known for their beneficial properties and effectiveness. SOiL's selection of essential oils, carrier oils and blended oil have been chosen primarily for their therapeutic qualities and precious unique fragrances.



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NEW FRONTIERS: RESEARCH ROUND UP

OUR PICK OF THE LATEST HEALTH AND WELLBEING RESEARCH OF INTEREST TO HOLISTIC THERAPISTS AND THEIR CLIENTS...

SOCIAL ISOLATION: HIKIKOMORI EMERGES AS A GLOBAL ISSUE

Previous research has shown that social isolation has a profound impact on physical health, mental wellbeing and longevity. Now, experts in Hikikomori, a Japanese word which describes the condition of extreme social isolation, say the phenomenon is much more widespread than previously thought, encompassing young adults, the elderly and stay at home parents.

A newly proposed definition of hikikomori clarifies the frequency of time spent outside the home, while still meeting the definition of marked social isolation, while noting the possibility of other mental health conditions such as anxiety or depression, distress and feelings of loneliness, but not necessarily including the avoidance of others in social situations, which may be down to individual comfort levels, rather than hikikomori.

The research team notes that, "With advances in digital and communications technologies that provide alternatives to in-person social interaction, hikikomori may become an increasingly relevant concern. Spending time online can be damaging when it substitutes for interacting with people face to face. A person's day-to-day social life is really what brings them meaning and value." The article was published in World Psychiatry *Ref: 10.1002/wps.20705*.

NUTRITION: TEA DRINKERS LIVE LONGER

Drinking tea at least three times a week is linked with a longer and healthier life, according to

a study published in the European Journal of Preventive Cardiology. The study, conducted in China, analysed data from over 100,000 participants over seven years, with the most marked benefits found in those who drank green tea or were long-term habitual tea drinkers.

Habitual tea drinkers had a 39% lower risk of heart disease and stroke, 56% lower risk of fatal heart disease and stroke, and 29% decreased risk of all-cause death compared to consistent never or non-habitual tea drinkers. It's thought that the benefits were due to polyphenol compounds in the tea, which do not persist long in the body, so frequent tea consumption bestowed more marked cardiac protection. *Ref: 10.1177/2047487319894685*

EXERCISE: YOGA ENHANCES BRAIN STRUCTURES

An evidence review of previous studies has confirmed that yoga enhances many of the same brain structures and functions that benefit from aerobic exercise. The study was published in the journal Brain Plasticity. The research team noted that yoga practice increases the size of the hippocampus, which is involved in memory processing and shrinks with age. The hippocampus is one of the first brain structures to be impacted by dementia.

The amygdala, a brain structure that contributes to emotional regulation, tends to be larger in yoga practitioners than in their peers who do not practice yoga. The prefrontal cortex,



cingulate cortex and brain networks such as the default mode network also tend to be larger or more efficient in those who regularly practice yoga. The prefrontal cortex, a brain region just behind the forehead, is essential to planning, decision-making, multitasking, thinking about your options and picking the right option. The default mode network is a set of brain regions involved in thinking about the self, planning and memory. *Ref: 10.3233/BPL-190084*

ENVIRONMENT AND HEALTH: PLASTIC CHEMICAL DISRUPTS REPRODUCTIVE BIOLOGY IN WORMS

A team from Harvard University Medical School and the New York State Department of Health have published a papers revealing that DEHP, a chemical commonly used to make plastics flexible, contributes towards molecular damage in worms. DEHP interferes with proper cell division during egg formation, leads to excessive DNA breakage and alters chromosome appearance. It has also been shown to lead to birth defects and male infertility.

In 2019, the EU widened their restrictions on the use of DEHP and three further phthalates in children's toys and childcare products to all plasticised products that may come into prolonged contact of 10 minutes or more with human skin. Packaging for medicinal products and medical devices as well as food contact plastics were all exempt from the restrictions, meaning food packaging may still contain DEHP and other phthalates.

It remains unclear what exactly DEHP does to the body and how much exposure can be considered safe, although the researchers recognised that not everyone metabolises DEHP in the same way. The route and duration of exposure, a person's age and diet, are just some of the factors that can result in some people being more affected by low-level exposure to a given chemical than other people. *Ref: 10.1371/journal.pgen.1008529*

MEDICINE: AUSTRALIAN GPs WIDELY OFFERING PLACEBOS

A new study from the University of Sidney suggests that the majority of Australian GPs have prescribed placebos for their patients. 77% of GPs had offered an active placebo, such as antibiotics for a virus while 39% of GPs had offered an inert placebo, such as saline spray or a water-based cream.

"Now we need more focus on understanding the role of psychological and social factors in physical health outcomes," Dr Kate Faasse, the study's lead researcher, commented, "There is so much more than just the active ingredients of a medicine, for example, that can help to improve people's health."

"In terms of future research, I think the possibility that we - either as individuals, or in medical contexts - can be harnessing the placebo effect in our own lives by knowingly using 'open-label' placebos is fascinating," Dr Faasse said. "Figuring out the best way to do this, for example what information helps open-label placebos be most effective, in what dose, and for what outcomes, are really fascinating research questions that we're starting to explore."

More than 80% of Australian GPs believe that

giving a placebo openly, without deception, is ethical, but 53% added that doing so deceptively was not ethical.

GPs primarily used placebos because they believed they could provide genuine benefit and viewed themselves as having a strong role in shaping patients' expectations

International studies indicate that placebo use by general practitioners (GPs) is remarkably high, despite criticisms of alternative treatments being characterised as placebos.

Ref: 10.31128/AJGP-11-18-4755

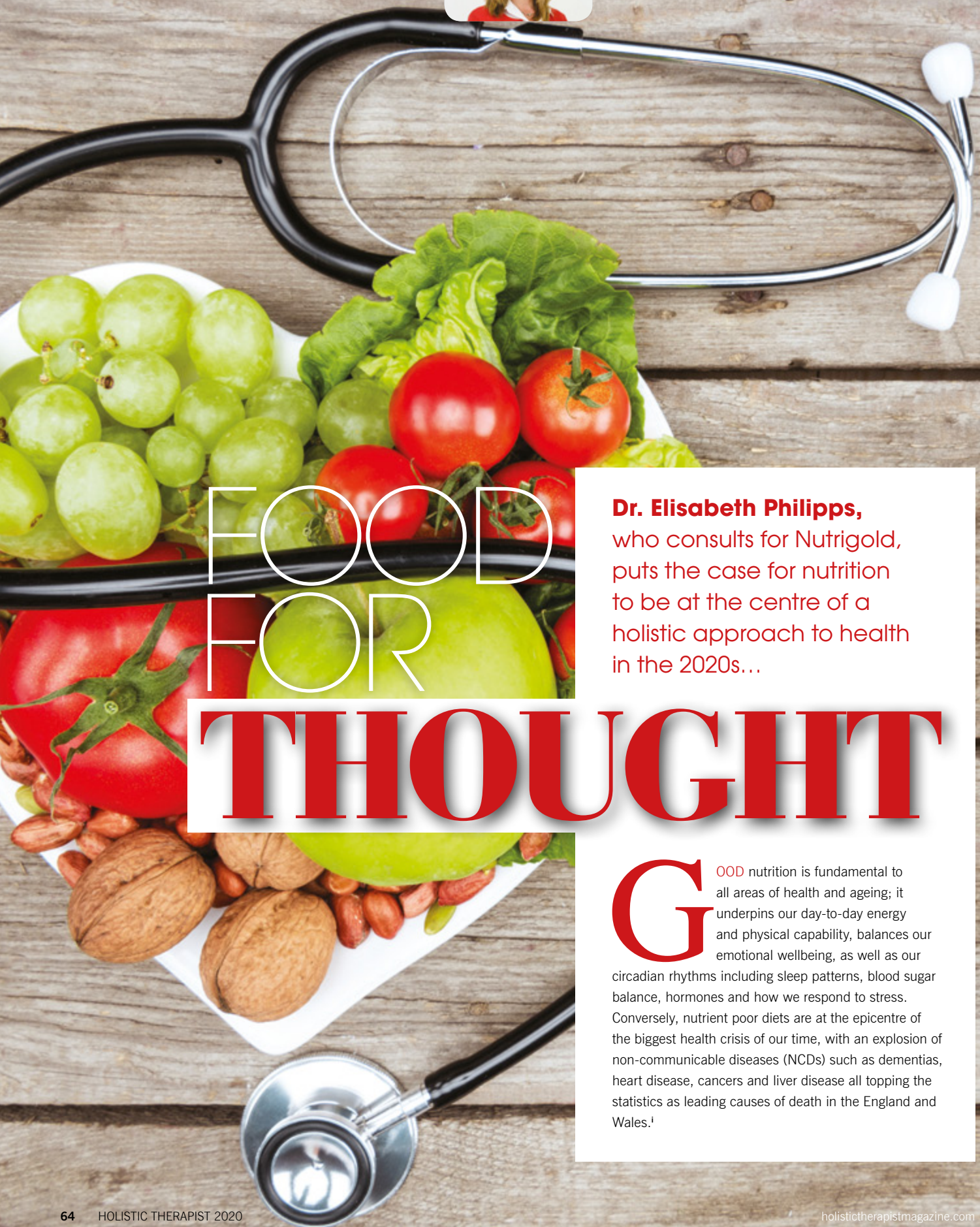
SUPERBUGS: LURKING IN OVER 90% OF MAKE-UP BAGS

It could be time to treat yourself to some new make-up as a new study from Aston University suggests that the vast majority of in-use make-up products such as beauty blenders, mascara and lip gloss are contaminated with potentially life threatening superbugs. Tests revealed colonies of E.coli and Staphylococci thrive on these products because most are not being cleaned and are used far beyond their expiry dates, leading, potentially, to illnesses ranging from skin infections to blood poisoning if used near eyes, mouth or cuts or grazes, were found in nine out of ten of the products. This risk is amplified in immunocompromised people who are more likely to contract infections from opportunistic bacteria.

93% of all blender sponges used to apply skin foundation products have never been cleaned, even when dropped on the floor.

Ref: 10.1111/jam.14479 ■





FOOD
FOR

THOUGHT

Dr. Elisabeth Philipps, who consults for Nutrigold, puts the case for nutrition to be at the centre of a holistic approach to health in the 2020s...

GOOD nutrition is fundamental to all areas of health and ageing; it underpins our day-to-day energy and physical capability, balances our emotional wellbeing, as well as our circadian rhythms including sleep patterns, blood sugar balance, hormones and how we respond to stress. Conversely, nutrient poor diets are at the epicentre of the biggest health crisis of our time, with an explosion of non-communicable diseases (NCDs) such as dementias, heart disease, cancers and liver disease all topping the statistics as leading causes of death in the England and Wales.!

Therapists from all backgrounds are aware that a diet centred around whole foods, including fish, lean meats, vegetables, fruits, pulses, legumes and eggs (traditionally termed the Mediterranean diet or a more current iteration; the anti-inflammatory diet) provides the nutrition we need to remain healthy in both the short and long term. Diets that contain minimally processed foods, such as shelled nuts, or moderately processed foods, including nut butters and canned vegetables, still contain nutritional benefit when eaten in moderation and combined with regular intake of whole foods.

However, a worrying recent article in the British Medical Journalⁱⁱ described a study following over 104,000 people across the last few decades where just a 10% intake of “ultra-processed” foods was associated with a greater than 10% risk in overall cancer.ⁱⁱⁱ Ultra-processed foods include increasingly popular food products such as savoury snacks, reconstituted meat products, prepared frozen foods and soft drinks that are made mostly or entirely from sugar, oils, and fats and other substances not commonly used in culinary preparations such as hydrogenated oils, modified starches, and protein isolates. They also include products that have undergone processing like hydrogenation – all resulting in highly palatable but nutritionally devoid products that are toxic to health.

But it's not just toxic foods that may be contributing to health problems. Low fat diets still hold appeal to some for losing weight, though often unwittingly increase sugar intake, which is used as a fat replacement in low-fat foods. Intermittent fasting can support metabolic and physical health but simply fasting on 2 days and then eating what you want on 5 days, as popularised by the 5:2 diet, may again lead to an inappropriately high intake of foods that in volume are undesirable to health, or a nutrient shortfall on fasting days.

There is also the growing rise in veganism; whilst studies show the health benefits of reducing animal products in the diet^{iv}, removing any food group from the diet without adequate knowledge base may lead to nutrient shortfalls (e.g. Vitamin B12) that can impact long-term health.^v

“The doctor of the future will give no medicine, but will instruct his patient in the care of the human frame, in diet and in the cause and

prevention of disease.” No, this is not a quote from recent times calling GPs to arms to address the current health crisis through diet and lifestyle changes but in fact these wise words were spoken by Thomas Edison more than 100 years ago. Sadly, the last century was in many ways a complete departure from Edison's words.

Many people have moved even further away from an awareness of the health effects of the foods they eat and preventative practices, instead moving toward the Big Pharma paradigm, a sick-care rather than a health care system, which is built around diagnosing a disease and matching it with a corresponding drug. Coupled to this is the preposterous problem of no formal training for UK medical students or doctors about the impact of nutrition and lifestyle in the rise of and ability to treat NCDs.

The doctor of the future will give no medicine, but will instruct his patient in the care of the human frame, in diet and in the cause and prevention of disease.

This article is not knocking all conventional medicine - in terms of acute crisis care, emergencies and surgeries, we have one of the best health care systems in the world, but when it comes to chronic health care and longevity where quality of life is highly valued, the UK is one of the worst industrialised health care systems in the world and conventional medicine simply isn't working for people's health or sustainable for the economy. Alarming projections suggest that future generations may have shorter, less healthy lives if current trends continue unchecked.^{vi} There is also great concern about the current landscape of healthcare for the wellbeing of clinicians, as numbers of GPs are dropping leaving drastic shortages in some parts of the UK.^{vii}

It's no wonder then that holistic therapists are now more than ever in need of sound nutrition and lifestyle

intervention training to support the health of the population! And where better to start within this brave new health world, than Functional Medicine to further your nutrition and lifestyle intervention knowledge base?

Functional Medicine is best described by its founder Dr Jeffrey Bland who uses the word “function” to align with the evolving understanding that disease is an endpoint but function is a process, which can move both forward and backward. The change in function through time is, in part, determined by the unique interaction of an individual's genome and biochemical individuality with their environment, diet and lifestyle addressing not so much the dysfunction or labelled disease but the dynamic processes that result in that state being reached, i.e. a systems-based and person-centred approach to health addressing core imbalances arising from environmental inputs, diet, lifestyle and trauma and how they are processed by the body, mind, and spirit through a unique set of genetic predispositions, attitudes, and beliefs.^{ix}

Functional Medicine is science-based so provides credibility for this movement in the health care arena and is the basis of its growing popularity. A 2019 study highlighted that the FM care model “demonstrated beneficial and sustainable associations with patient-reported quality of life scores” suggesting that functional medicine may have the ability to improve global health in patients.^x



There are a few pioneers of Functional Medicine in the UK health-care arena including Dr Rangan Chatterjee (author of four books including *The Four Pillars* and *The Stress Solution*) who is leading the way by working with the General Medical Council (GMC) for mandatory training in nutrition for all doctors and medical students. But, whilst it's important for doctors and health professionals to have grounding in nutrition, there is now a growing demand for qualified nutritional therapists and Functional Medicine practitioners both in private practice and for networks and collaborations with health professionals and GPs.

So how can you expand your career in Functional Medicine to become part of this exciting and emerging health-care network? Is it feasible to study and train in these emerging health fields around other work commitments?

The prestigious Institute of Functional Medicine (IFM) in the US is the gold standard for Functional Medicine globally. To make training more accessible IFM, along with Clinical Education (a not for profit UK organisation), have brought AFMCP™ training to the UK – a stepping stone into the world of functional medicine training – which is open to all holistic practitioners, GPs and other health professionals providing a chance for new learning and career progression, as well as an invaluable networking opportunity. As the training is held in London, with further IFM Advanced Clinical Practice modules coming to the UK in 2020, this makes training in Functional Medicine a much easier and more feasible training prospect for UK (and European) practitioners.

Becoming part of this global movement is exciting on many levels. Not only does it transform your clinical practice but also training with and joining IFM, you become part of the rapidly-growing movement to implement a strategic plan to accomplish the expansion, validation, and diffusion of Functional Medicine that we know is desperately needed in the UK.

Many holistic therapists may be thinking, “but we already practice holistic functional medicine style principles without the need for further training!” There is often much confusion between the practices of traditional holistic training and Functional Medicine, with the lines between the training and practice often blurred.^{xi} However, holistic therapists who have trained in Functional Medicine agree that this adds another level to your practice that affords more opportunities to advance your career and collaborations with like-minded

therapists, doctors and health-care practitioners.

In this era of evidence-based practice it's important that health professionals and holistic practitioners are speaking the same language and that there are more qualified nutrition and lifestyle experts available, as this is fundamental to changing the chronic health crisis in the UK. These make compelling reasons to support your practice with nutrition expertise and a Functional Medicine approach.

What is the AFMCP™-UK

This 5 day course is an intensive learning experience. It is designed to teach you how to apply the fundamental principles of functional medicine in clinic. AFMCP™-UK is not a typical medical meeting. Now in its 15th year, this five-day course has been rigorously designed, critically evaluated, and continuously refined by an outstanding core faculty, each of whom brings diverse and subject-specific clinical expertise to the application of functional medicine. Applying Functional Medicine in Clinical Practice™ (AFMCP™-UK) teaches healthcare practitioners to more effectively integrate science, research, and clinical insights to treat and prevent disease and maintain health. Established and emerging diagnostics, therapeutics, and prevention strategies are extensively covered, including the use of diet, nutraceuticals, exercise, body/mind techniques, and the adaptation of lifestyle to an individual's genetic risks and environmental exposures.

AFMCP™-UK is a well-orchestrated, comprehensive, patient-centred education program that helps you deepen your clinical understanding and practical application of the Functional Medicine Matrix Model. Topics include:
 Gastrointestinal dysfunction and its links to chronic disease
 Inflammation and immune dysregulation
 Hormonal imbalance including adrenal, thyroid, and sex hormones
 Insulin resistance and cardiometabolic syndrome
 Oxidative stress, mitochondrial dysfunction, and neurological disorders
 Toxins, toxicity, and impaired biotransformation

Food sensitivities, allergies, and intolerances
 Nutrition assessment and the Nutrition Physical Exam. ■

DR ELISABETH PHILIPPS PhD, BSc Hons, BSc Nutr Med is a neuropharmacologist and Functional Medicine nutritional therapist with over 18 years' experience. She runs a thriving health consultancy (www.hartwellnutrition.co.uk) specialising in nutritional neurology. Alongside her private practice, Elisabeth is a consultant for Nutrigold (www.nutrigold.co.uk) co-ordinating their technical and educational team.

i <https://www.theguardian.com/society/2019/aug/06/alzheimers-dementia-leading-cause-death-england-wales>

ii Ultra-processed food and adverse health outcomes
 BMJ 2019; 365 doi: <https://doi.org/10.1136/bmj.l2289>

iii <https://www.ncbi.nlm.nih.gov/pubmed/29444771>

iv Dinu M, Abbate R, Gensini GF, Casini A, Sofi F. Vegetarian, vegan diets and multiple health outcomes: A systematic review with meta-analysis of observational studies. *Crit Rev Food Sci Nutr.* 2017 Nov 22;57(17):3640-3649

v <http://ps://blog.nutrigold.co.uk/2019/02/12/is-a-vegan-diet-healthy/>

vi <https://blog.nutrigold.co.uk/2019/04/02/the-truth-about-b12-deficiency-are-vegans-at-risk/>

vii <https://www.actuaries.org.uk/news-and-insights/media-centre/media-releases-and-statements/longer-term-influences-driving-lower-life-expectancy-projections>

viii <https://www.bbc.co.uk/news/health-48191438>

ix *Integr Med (Encinitas)*. 2017 Feb; 16(1): 22–25. Defining Function in the Functional Medicine Model [Jeffrey Bland](#),

x Beidelschies et al (2019) Association of the functional medicine module of care with patient reported health related quality of life outcomes. *JAMA Comp Alt Med* e1914017. doi:10.1001/jamanetworkopen.2019.14017

xi <https://blog.nutrigold.co.uk/2019/08/08/naturopathy-v-functional-medicine-whats-the-difference/>

WEBHEALER: USING THE SEARCHMAX PAGE

How to get a top Google listing in 2020



THE rules for getting top Google placement have evolved over the years. Getting links from directories and other websites has always been a factor but once people started to abuse this approach by purchasing hundreds of links from "link farms" Google adapted its algorithms accordingly. Being listed on a good quality professional association directory or the WebHealer directory is still helpful but it is now of great importance what is on your website pages.

Essentially Google looks at your website pages like a human being would. If you want your website to do well on Google you need what any quality journal or newspaper needs – good copy. This doesn't mean you need to be an award winning journalist. As a qualified therapist and human being with life experience, your words and viewpoints are as valuable and interesting as anyone else's.

Google Friendly pages

WebHealer regularly analyses the performance of all our customers and cross-checks this against a number of factors (like being on topic) to help us determine our recommendations. These are the three most important things that we encourage our customers to consider to ensure Google loves their web pages.

1. Remember to mention the words that people searching for you would use, such as reflexology or psychotherapist. Include them in

your copy not just once but several times and in proper English sentences.

2. Write plenty. A few bullets and box featured sentences isn't enough. Google prioritises web pages it thinks are authoritative and have something to say and good start is to get your word count up. Target 500 to 1,000 words on your home page and other important pages.

3. Keep it updated. Google likes fresh content compared to static content, so find something new to say regularly.

SearchMax

We all have busy lives so to make it as simple as possible for WebHealer customers to keep on top of Google friendliness we



offer a tool called SearchMax. This tool is one piece of our overall SearchMax system developed to promote our customers to top places on Google – it's why recent research showed that WebHealer customers occupied more places on page 1 of Google than all of our competitors put together!

Here's an example from the website of a reflexologist working in the Welwyn Garden City area. The SearchMax system is very easy to use. Each time you visit the page it will analyse your website and for each of the three Google Friendly areas it will give you a red, amber or green rating and tell you what changes it recommends to get a better score.

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For more information see our eBook

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InLinks	GOOD	The contents of your website are only half the story. What really puts you ahead of the competition are good links, and that requires linkability.

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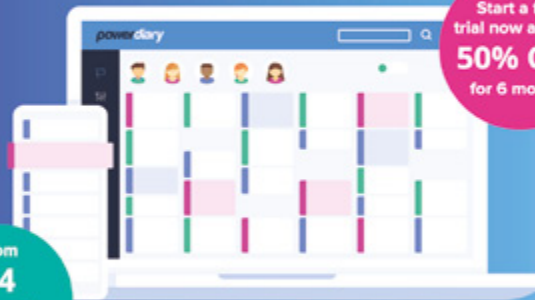
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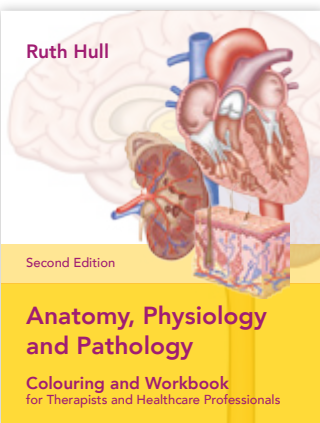
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Anatomy, Physiology and Pathology Colouring and Workbook

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This newly updated and expanded colouring and workbook complements Ruth Hull's companion text, *Anatomy, Physiology and Pathology for Therapists and Healthcare Professionals* but can also be used in conjunction with any other anatomy and physiology textbook.

This comprehensive book covers all the body systems and is the perfect study and revision aid for anyone studying a wide range of complementary therapies from aromatherapy, reflexology and massage to hair and beauty up to level 3. It can be used either in class or as a separate self-study resource.



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



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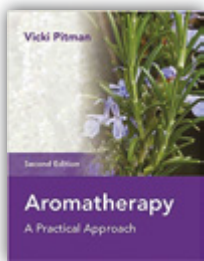
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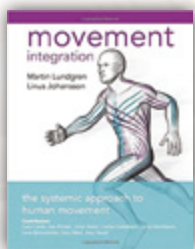
Aromatherapy: A Practical Approach



This is the second edition of Vicki Pitman's wonderfully authoritative introduction to aromatherapy. It's probably the most

comprehensive book available to anyone considering becoming a professional aromatherapist, covering everything from the history of essential oils to molecular chemistry, research studies to health and safety, profiles of individual oils to various methods of application and contraindications. RRP £21.99.

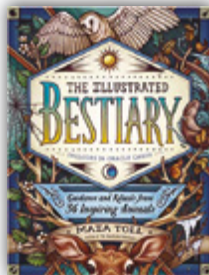
Movement Integration



Subtitled the systemic approach to human movement, this is likely to appeal to body workers, particularly those dealing with the aftermath of injuries.

Authors Martin Lundgren and Linus Johansson have gathered together a host of expert contributors who provide some fascinating in-depth case studies that go beyond the merely anatomical to look at the holistic function of the structures that support movement. The use of models is particularly strong and the book is united by a strong understanding of the physical, mental and social evolution that brings us to our current physical form and the impact that has on our lives. RRP £24.99

The Illustrated Bestiary



Maia Toll has produced an absolutely gorgeous, beautifully illustrated book containing guidance and rituals from

three dozen inspiring animals. Her choices are particularly interesting as people tend to gravitate towards the more glamorous predators as spirit animals, yet you'll find even the humble earthworm has insight to share. The book comes with a set of 36 oracle cards and she also has a companion Herbarium volume filled with plant wisdom. £11.19 from Amazon.

Conscious Confidence

Transformational life coach Sarah Mane has been studying Sanskrit for years. Conscious Confidence is a practical way to use the wisdom of Sanskrit to find clarity and success, rooted in an ancient set of core values



and a unique approach to life. The book provides a pathway to living with the courage and confidence to live your life the way you want. RRP £12.99

Fire Cider!



Renowned herbalist Rosemary Gladstar and her friends have created a lively collection of 101 health boosting recipes using apple cider vinegar

and herbs. You'll find everything from traditional tonics to salad dressings, curries to mocktails, as well as a generous helping of good humour, stories and folk medicine. Even if you never make a single recipe, it's a book that'll leave you with a warm glow. RRP £12.99

We are the luckiest

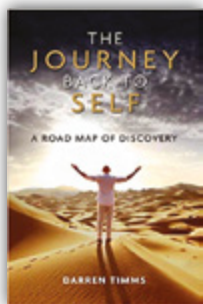


Laura McKowen's moving sobriety memoir is not always an easy read, but could be life-changing for anyone dealing with personal addiction issues

or those of loved ones. There are lots of stories here of how people hit their low points and the struggle of recovery. Without sugar-coating or making light of the struggles of recovery, she focuses on the blessings of an honest life, one without secrets and debilitating shame. £15.40.

The Journey Back to Self

Life coach, NLP practitioner and counselling psychologist Darren Timms' latest book is

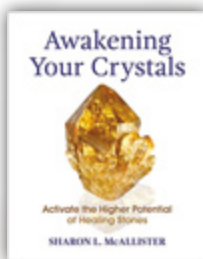


for those who feel that their life is on an endless repeat loop. It provides ways to replace dysfunctional routine patterns with fresh new rituals that have

positive outcomes, including meditation and mindfulness, and dealing with self-limiting beliefs and patterns of thinking. It's a journey of self-exploration and self-discovery led by an expert way-finder. RRP £10.99

Awakening Your Crystals

Holistic therapist Sharon L. McAllister has been working with crystals for over twenty years. In this book she shares how to shift your crystals from a dormant state to being active or ignited. There's a strong section on cleansing negative energies and



recharging your crystals. There's also detailed guidance on how to program your crystals and a great started reference to the healing properties

of many types of stone, so it's a great choice for someone just starting out. RRP £16.99.

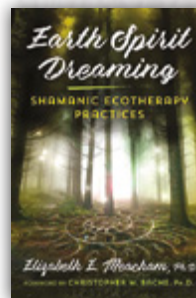
You've Got the Power



The other day, I saw a Vlogger doll in my local supermarket. The set came with various parcels that the doll could unbox and the child

could shoot an unboxing video for their Instagram. It provided a stark reminder that this generation faces pressures that are difficult for adults to get their heads around. Fortunately, Paula Pluck has produced an immensely helpful book that will benefit both parents and their children in a world of online bullying and immense societal pressure to look and behave in certain ways. It's about helping young people find the confidence needed to accept and believe in themselves and how parents can support that journey. RRP £12.99

Earth Spirit Dreaming



Elizabeth E. Meacham is an American Shamanic Ecotherapist with a lot to teach us about reconnecting with the earth. The book

provides a guide to Earth-connecting, Spirit-connecting, and Dream-connecting practices to help us better understand ourselves and our place in the world, in

the context of being a part of a much larger physical and spiritual entity and awakening long-dormant senses within us, including altered states of perception, increased sensitivity to other beings, dreaming and creative visualisation. RRP £12.99

Life Design for Women



Somehow, the Life Design concept has never previously appeared on my self-improvement radar before. Author Ariane Burgess provides

grounded guidance on how to use this change process to consciously live in service to nature and all of life. It's a good choice for anyone who feels they've slumped into a rut, or could be living a different life to their current everyday experience and wants a roadmap for conscious, strategic change that has a lasting impact. RRP £12.99 ■



All titles are available from Amazon, other online

booksellers or can be ordered via your local bookshop. Many publishers also offer their titles directly.



A

For many of us, our hands are not only the first physical point of contact with clients, but also our means of making a living, so taking better care of them makes sense...

HEADS-UP ON HAND CARE

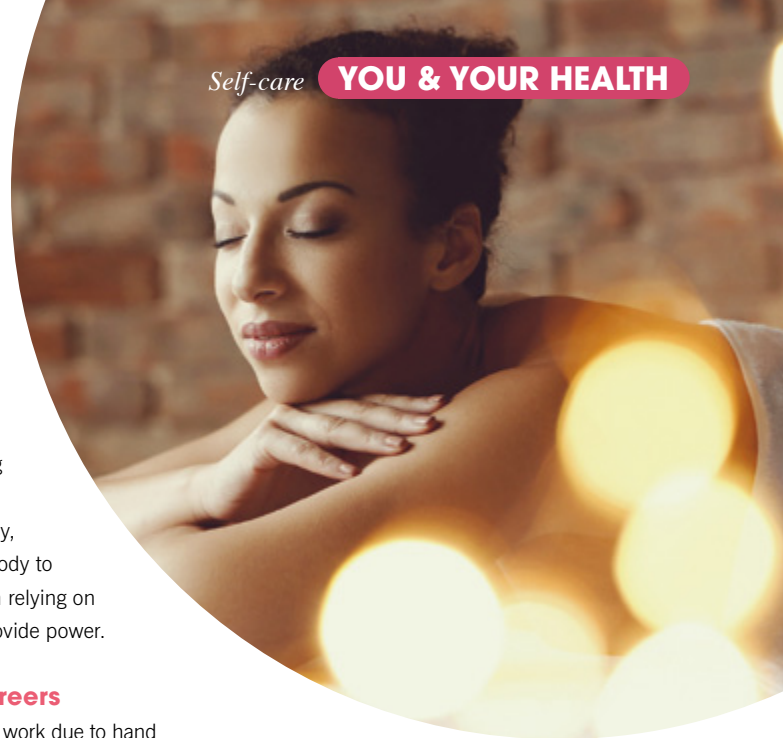
OUR hands are delicate instruments and essential tools. We often don't give them the care and attention they deserve, which is

why the majority of bodyworkers report that they experience hand and joint pain at the end of a long day in the practice room. We're talking about more than cosmetic appearance, though this is important as clients have less confidence in a therapist with rough, uncared for hands or ragged nails, but also about

taking proper care of your tools. A carpenter can replace a worn-out saw, or a builder can buy a new hammer, but a bodyworker needs to take care of their hands because these tools have to last a lifetime.

Structurally, the hands are complex because they have evolved to allow a huge range of refined and precise movement. As well as 27 small bones, the joints of the wrist and fingers are supported by muscles, tendons and ligaments and nerves which relay sensory information back to the brain.





Our hands often feel more painful than other parts of our bodies because we have so many nerve endings in our fingertips – as anyone who has experienced a paper cut or accidentally squeezed lemon juice into an abrasion or tiny cut will confirm!

In some cases, damage and injury to the hands occurs when we use our hands and forearms in an incorrect fashion, misaligning our wrists and fingers, and particularly our thumb as we work on a client. We may bend our wrists, have forgotten the way we were trained, or we may have evolved our own movements and shortcuts as we become more experienced. Taking a refresher course, mindfully auditing your own technique or learning some less stressful moves can prolong our working lives. There are several specialised short courses in massage using the forearms, including options from Jing Advanced Massage Training and AuroraStar in Bedford. A day's investment could add to your repertoire of techniques and save your career.

Another option is to use a massage tool rather than your hands. Again, this can offer a deeper treatment for clients, while saving your fingers and thumb from excessive strain. There are many different tools on the market, so you may have to experiment with several options before you find one you are comfortable with. One option is to visit a trade show and handle a few different tools until you find something that appeals. Again, this is an investment in your future, so it's worth undertaking some research and testing a few products.

The thumb often takes undue punishment, not least because we are tricked by the stabilising muscles at the base of the thumb into thinking it is much stronger than it really is. As we work with the thumb, we can generate 10-12 times the pressure the client receives in our own carpometacarpal joint. Other common problems include tenosynovitis, where the tendon sheath becomes inflamed from hand strain or overuse, and thumb basal joint injuries, which require rest and an anti-inflammatory treatment. At night, many massage therapists experience pain from carpal tunnel syndrome, which may require the use of a specialist keyboard when typing and can result in a loss of grip strength which can mean stepping back from client work for several months during healing. In extreme cases, surgery is an

option, but success is not certain.

Many injuries are caused by repeated movements – there's a reason that carpal tunnel is often referred to as Repetitive Strain Injury, so regularly altering your movements can help reduce the chance of injury, as can using your entire body to make a stroke, rather than relying on the hands and arms to provide power.

Self-care saves careers

Obviously, being unable to work due to hand or wrist problems leads to a short term loss of income and potentially a longer-term loss of clients as they switch to another holistic therapist. That's why taking time for a few self-care exercises and a little hand-pampering makes good sense on both a business and personal level.

- Start with a few wrist rotations and opening and closing the hands to warm your hands and loosen the joints.
- Leave time between clients so your hands and wrists can recover.
- Consider using a wax dip at the end of the day to soften and relax the hands. Paraffin wax creates indoor pollution, so a more eco-friendly wax bath might be an option. This can be laced with a few drops of a relaxing essential oil that also has an anti-inflammatory effect. Alternatively, an ice bath for the hands can help reduce inflammation when they feel over-stretched.
- Do a programme of hand exercises on a daily basis. <https://www.nhsinform.scot/illnesses-and-conditions/muscle-bone-and-joints/exercises/exercises-for-wrist-hand-and-finger-problems> has a selection of six simple stretches complete with video instruction that is easy to follow.
- Practice Self-Myofascial Release using a firm rubber ball on a hard surface. This can be your desk, the floor or a table. Gently press

the soft tissue of the hands, fingers, outer edge of the hand, thumb base, wrists and forearms against the ball, moving it slowly in circles and back and forth. You can also do an active release technique for no more than 15 to 20 seconds by flexing the fingers while the muscles are under gentle pressure from the ball.

- Alternatively, you can use therapeutic putty or resistive foam blocks to help exercise the hands, especially when recovering from over-strain.

Structurally, the hands are complex because they have evolved to allow a huge range of refined and precise movement.

- Once or twice a week, use a rich hand cream all over the hands and wrists as you go to bed. This should be applied in a generous layer and rather than being rubbed in, pull a pair of cotton gloves over the cream, so the hands are soft by morning.
- Swap services with another therapist to receive a manicure, including a hand and arm massage on a regular basis. ■

Back PAGES

All the interesting things we wanted to tell you about but didn't have space for elsewhere...

TOMORROW'S HEALTH 2020 EVENT IN WALES

Holistic Therapists in Wales may be interested in attending Tomorrow's Health 2020, which takes place in Llandudno on March 26th and



27th. Speakers from Amazon, INTEL and Pfizer will be looking at digital innovation, artificial intelligence could revolutionise health and social care in the near future, as well as looking at how people can maintain a high quality of life as they grow older.

The aim is to encourage partnerships between industry and academia to bring economic growth, sustainable employment and health benefits to Wales.

Tickets to the inaugural event are complimentary with limited spaces available. To register your place or for more information about the conference, speakers and programme announcements, visit: www.tomorrowshealth.wales

LYMINGTON NATURAL HEALTH HUB FUNDRAISE FOR AUSTRALIAN WILDLIFE

Lymington's Natural Health Hub held a yoga and meditation fundraiser on January 30th to help wildlife blighted by

the Australian bushfires. The gentle class was held at SenSpa at Careys Manor Hotel in Brockenhurst. The Hub's yoga instructor Hannah Bimpson, who led the class, commented, "It feels as though there isn't much we can do to help but when people come together with a shared intention it can be a very powerful thing". The funds raised were donated to Wires, a wildlife rescue charity that operates in the New South Wales area of Australia.

It is possible to donate by visiting Hannah's JustGiving page: www.justgiving.com/fundraising/h-bimpson.



DATE SET FOR FHT TRAINING CONGRESS



This year's dates have been set for the FHT annual Training Congress. The event will take place at the Holistic Health Show, at Birmingham's NEC, on Sunday 3 and Monday 4 May 2020. There are thirty different hour-long training sessions on offer, all of which carry CPD points. Day passes cost £50 for FHT members or £65 for non-members and the FHT will also have a stand at the exhibition. Seminars can be booked at www.fht.org.uk/congress

CHILDHOOD EXPOSURE TO FLAME RETARDANTS AND PESTICIDES BECOMES BIGGEST CONTRIBUTOR TO IQ LOSS

A new study into the impact on IQ of heavy metals and toxic chemicals shows that childhood exposure to flame retardants and pesticides in particular resulted in more than a million cases of intellectual disability in the United States between 2001 and 2016.



NYU researchers found that IQ loss from the toxic chemicals analysed in their study dropped from 27 million IQ points in 2001 and 2002 to 9 million IQ points in 2015 and 2016. The overall decline is due to strict enforcement of limits on lead and other heavy metals over the past few decades, but the researchers found that the proportion of cognitive loss that results from exposure to chemicals used in flame retardants, called polybrominated diphenyl ethers (PDBEs), and organophosphate pesticides increased from 67 percent to 81 percent during the same study period.

These chemicals are found in household products a huge range of everyday items from furniture upholstery to tuna fish, and can build up in the body, interfering with

the thyroid, which secretes brain-developing hormones.

In their investigation, the researchers found that everyday contact with these substances during the 16-year study period resulted in roughly 1,190,230 children affected with some form of intellectual disability. Overall childhood exposures cost the USA an estimated \$7.5 trillion in lost economic productivity and other societal costs. *Ref: 10.1016/j.mce.2019.110666*

CANNABIS REDUCES HEADACHE AND MIGRAINE PAIN BY NEARLY HALF

Inhaled cannabis reduces self-reported headache severity by 47.3% and migraine severity by 49.6%, according to a recent study from Washington State University.



The study, published online recently in the *Journal of Pain*, is the first to use big data from headache and migraine patients using cannabis in real time. Previous studies have asked patients to recall the effect of cannabis use in the past. There has been one clinical trial indicating that cannabis was better than ibuprofen in alleviating headache, but it used nabilone, a synthetic cannabinoid drug.

The information was gathered from an app called Strainprint, which allows patients to track symptoms before and after using medical cannabis purchased from Canadian producers and distributors. The information was submitted by more than 1,300 patients who used the app over 12,200 times to track changes in headache from before to after cannabis use, and another 653 who used the app more than 7,400 times to track changes in migraine severity.

The researchers also noted that

cannabis concentrates, such as cannabis oil, produced a larger reduction in headache severity ratings than cannabis flower, but no significant difference in pain reduction among cannabis strains that were higher or lower in levels of tetrahydrocannabinol (THC) and cannabidiol (CBD). *Ref: 10.1016/j.jpain.2019.11.001*

YOGA FOR BACK PAIN ALSO IMPROVES SLEEP

A combination of yoga and physical therapy offer an effective treatment for co-occurring sleep disturbance and back pain while reducing



the need for medication, according to a new study from America's Boston Medical Center. Just 12 weeks of yoga classes or individual physical therapy sessions led to significant improvements in sleep quality for a year. In addition, participants with early improvements in pain after 6 weeks of treatment were three and a half times more likely to have improvements in sleep after the full, 12-week treatment, highlighting that pain and sleep are closely related. Previous research showed that 59% of people with chronic lower back pain experience poor sleep quality and 53% are diagnosed with insomnia disorder. Medication for both sleep and back pain can have serious side effects, and risk of opioid-related overdose and death increases with use of sleep medications. *Ref: 10.1007/s11606-019-05329-4*

SURVEY SHOWS POTENTIAL OF CORPORATE WELLBEING MARKET

A survey by Thomson's Online Benefits suggests that while 13% of workers feel that their overall health is poor, an

astounding 92% of respondents felt that they needed to improve their physical health. 37% of employees believed their employer should offer preventative healthcare while 23% thought companies should provide support with curative health.



AROMATHERAPY INNOVATIONS

Two new aromatherapy products demonstrate the possibilities for incorporating essential oils in new areas of



our lives. Lavender scented pillow sachets have long been used to help people sleep, but now SleepAce has introduced an alarm clock which releases scent to help people nod off or wake up in a gentler way, complete with soothing music and melatonin-raising red light.

In the USA, pet product wholesaler PetEdge.com has introduced capsules which hang from a dog's collar and contain an aromatherapy strip which slowly releases a calming scent over time. The aromatherapy scent clips cost \$11.69 each are available in a Rescue and a Calming blend. ■

Words of Wisdom

I feel like it's always about embracing what it is that you think is wrong with you. It's often times your greatest 'flaw' which actually forays into what is also your greatest strength.

Olivia Thirlby

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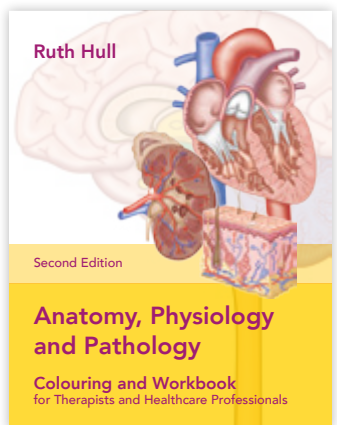

*Visit website for more information.

Anatomy, Physiology and Pathology Colouring and Workbook

for Therapists and Healthcare Professionals, Second Edition

This newly updated and expanded colouring and workbook complements Ruth Hull's companion text, *Anatomy, Physiology and Pathology for Therapists and Healthcare Professionals* but can also be used in conjunction with any other anatomy and physiology textbook.

This comprehensive book covers all the body systems and is the perfect study and revision aid for anyone studying a wide range of complementary therapies from aromatherapy, reflexology and massage to hair and beauty up to level 3. It can be used either in class or as a separate self-study resource.



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



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