

Holistic

Therapist Magazine

ISSUE 27
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Foreword

Summer 2018 News from Complementary Health Professionals

Wow, what a hot, hot summer we are having! At the time of writing this, it is 31 degrees outside and the grass is bleached yellow. Working in clinic offering massage and other body work therapies has been a challenge and included the use of fans and copious amounts of water (and ice lollies!!). However, many of you have started to go off and enjoy summer holidays and we do enjoy seeing you having fun if you post on Facebook and Instagram. Thank you to everyone who has likes our Facebook page and enjoys our posts. So what have we been up to in the past few months.....

New Reflexology Core Curriculum

As one of the interested parties, and a verifying organisation for the CNHC, we were involved in the recent consultation for the revision of the Reflexology Core Curriculum. Before now, this was in the hands of the Reflexology Forum but as time has gone by, the CNHC felt they needed to take control of the national core curricula for all the therapies they regulate, so a template was agreed and reflexology is the first new core curricula to be published. This has been circulated to all our accredited schools and colleges who have one academic year to change their syllabus to ensure their courses are compliant. As a result, CHP members who have done one of our recognised and accredited courses will still be able to have CNHC Registration should they so choose.

The next profession to be worked on is aromatherapy and we expect to be consulting on its draft core curriculum contents in the next month or so.

The CNHC is the voluntary self-regulatory body for 15 complementary therapies. It is not a

professional association and its role is to protect the public. Being registered with the CNHC affords you a guarantee of your qualifications to the public and most posts, both voluntary and paid within NHS services require CNHC Registration. The difference between a regulatory body and a professional association is that they do not support therapists, as their role is purely about public protection. They do not offer insurance, conferences, support in the case of a complaint, support for your practice and all the other services we offer you as CHP members. We see the same set up in other healthcare professions; for example, nurses have statutory regulation via the NMC. The NMC's job is to register both nurses and midwives to prove their qualification for employment. Nurses and midwives join their trade association separately, such as the Royal College of Nurses who support and promote the profession.



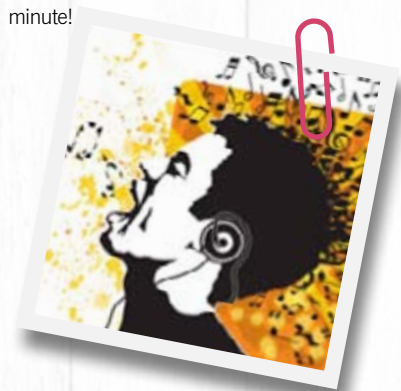
Annual Awards 2018

We have started to receive some applications coming in for Student of the Year from our accredited schools and colleges and some for Therapist of the Year too, so please keep them coming as winning these awards is great for promoting your practice and putting on your CV. We love it as it celebrates complementary

therapists and even though there can be only one winner each year, we think you are all brilliant!

Don't forget to book your ticket for this year's **Annual Conference - 20th October, which is free to premier and student members.**

You can do this via our Facebook page or via our website on the Annual Conference Page. The line up of speakers this year is fantastic and you can find the agenda online on our website, in the member's area and on the website itself. We need to know numbers at least 2 weeks in advance because the event is catered with cooked food and our wonderful caterer, Janet Lee, needs to know number in advance please - so don't leave it until the last minute!



New online course in Song Therapy

We have recently been very excited to accredit the first certificated courses in Song Therapy. It is a course for singers and musicians who would like to create community events that bring people together with song and music to help them feel good. It has proven effects for people with mental health issues and as the recent blog on the subject on the CHP website shows, has helped people suffering speech issues following a stroke.



continued...



The course allows you to set up recreational groups for social links as well as getting involved in singing and music. We all know how good it feels to blast out a song! This is because when we sing, dopamine is released in the brain and that fills us with pleasure, motivation and reward. Through song, people can express feelings that cannot do with words. The neurologist and writer Oliver Sacks once said that “music can lift us out of depression or move us to tears. It is a remedy, a tonic for the ear”. Playing music and joining in with a group is also highly beneficial as it helps heal emotional traumas and personal problems. It is good for helping people with their self-esteem and self-worth, but the community projects brings people together and all the social benefits of being together and sharing experiences is also therapy. There is a whole world of communication beyond language that is universal, that binds us together, whatever our emotional or physical condition, and that world is made of music, beats, notes, melodies, harmonies, rhythms (The Telegraph 2018).

run to best serve our learners but it is an online course but includes two visits to watch you teach, with feedback in between. CHP director Julie Quinn offers this course and you can contact her via www.juliequinn.co.uk or of course email the CHP office. It is perfect if you are thinking of developing your business and offering courses, which of course we can also help you with. Julie also runs our **Reflexology Bridging Course** to help people fill gaps in their qualification, which is very popular and she is running the **CHP Reflexology Diploma**, which is blended learning, with the theory online and practical sessions in South London.

Carole Preen runs the **CHP Aromatherapy Bridging course** and the **CHP Neuroskeletal and Aromatherapy Diploma** courses all via blended learning through www.naturaltherapeutics.co.uk.

She also offers an online diploma as an **“Essential Oil Practitioner”**, which is being taken up by many healthcare professionals at the moment who want to learn about oils but do not want to offer massage. It covers the entire national aromatherapy standards with all the massage elements stripped out. Carole has a very popular online CPD course in **Stress Management**, which many CHP members have successfully completed and has just launched a **Therapeutic Communications Skills** online CPD course that covers NLP techniques. As therapy is 60% communication, this course opens up a

whole new way of engaging with your clients that you will have not covered before that will enhance your practice and client loyalty. Carole is currently working on an online CPD course in **Aromatherapy and Massage in the Care of the Elderly**.

Changes in our Directorship

Finally, some sad and yet exciting news. Some of you will have seen on our Facebook page that Julia Oyeeye has moved into an exciting new development that meant she could no longer serve the CHP as she once

did. Although she remains

committed to CHP, is a Fellow of CHP and an examiner, we needed to release her so that she could have the time she needs to devote to her new business venture. Julia has set up **“My Therapy CPD”** that will be delivering top notch CPD opportunities in London, all accredited

by CHP of course. She has already run some of these in July with an international speaker from Australia giving inspirational talks on a range of topics. Julia is also involved with a company that sells nutritional support products after successfully using them herself.

You can get in touch with Julia on Facebook and Messenger where she will upload her events. We will also list them on the Events Page on the CHP website. Julia's email contact is juliaoye@hotmail.com.



How good are your communication skills?

Online CPD course available at www.naturaltherapeutics.co.uk

New online CPD courses

We have now formally launched the **Teaching Qualification for Complementary Therapists**. There was a slight delay with this as we changed how our courses are delivered and



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Exclusive Premier Membership Benefits:
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- access to our fantastic discounted insurance scheme
- free attendance at our Annual Conference (worth 6 CPD points and normal price £55) and annual Awards Ceremony - this year's date 20/10/2018 in Central London
- use of our logo on your marketing materials
- free lapel badge (worth £4)
- 10% discount off Physique therapy products
- 15% off essential oils and aromatherapy supplies at Base Formula
- exclusive therapy illness insurance cover option with PGMutual that also gives you a lump sum on retirement
- free to call from a mobile therapists advice phone line - there is always an experienced therapist to talk to
- free access to CNHC Registration as we are one of the CNHC verification organisations
- use of MCHP after your name
- directory for public referral
- London Special Treatment Licence exemption
- full support in the event of a complaint
- access to benefits and support materials for your practice in the Member Login area of our website
- regular newsletter with up-to-date information on regulation and legislation as part of a free copy of Holistic Therapist Magazine (worth £24 per year),
- discount accountancy scheme for your accounts and tax return
- unlimited expert advice whenever you need it and free reviews of your marketing materials
- discounts on CPD courses from our accredited schools—see our Events page for course dates
- Regular expert blogs on the website in a range of complementary therapies
- Facebook forum to share information

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Editor's Letter



Hello again,

It's very rarely I find myself annoyed, but the other day when reading a blog entry from a GP on a medical magazine's website, I found myself using several words that would disappoint my mother.

This doctor had a patient with terminal bowel cancer, who had been transferred to a hospice. The hospice's therapy co-ordinator had written for his approval to provide his patient with reflexology during their final few weeks. His response combined ignorance, smugness and a stunning lack of compassion. It also provided me with a timely reminder of the problem that holistic therapists face from some members of the medical fraternity.

After complaining about his burden of paperwork, he wrote that he had refused permission for his patient to be treated, citing quackery, adding that as he did not know about the treatment it was undoubtedly mumbo-jumbo and somehow suggesting that the hospice felt that reflexology would cure bowel cancer.

Naturally, the hospice's letter implied no such thing and the treatment was simply meant to provide comfort and relaxation to a cancer-stricken person. In refusing, he withheld a possible source of comfort to someone who was dying. His beliefs, based in a lack of awareness, were somehow more important than those of the patient, who really didn't matter to him in the least. He simply considered the symptom, rather than his patient's needs and desires.

Had that GP been more bothered about seeking out evidence, he'd had found an increasing body of published work on the way holistic therapies can help improve chronic, lifestyle and mental health conditions as well as improving wellbeing.

It also shows why we need initiatives that help establish credibility with the medical and scientific community. We have to become part of it and to speak their language. It's up to each of us to do what we can. That's why you'll find a feature on getting involved in scientific research studies in this issue and we'll be looking at this in more depth next time.

Anyway, now that I've stopped turning the air blue, I should mention that this issue is packed with interesting and useful features, You'll find lots of guidance on how to grab success by both hands, how to take recognise and take advantages of opportunities, how to start blogging successfully and even how to fund product development using crowdfunding. There are features on unusual essential oils, how to de-stress, the best books and new products and interviews with some amazing and inspiring people. I hope you enjoy this issue as much as we've enjoyed putting it together.

Love,

Alison x

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OTHER ISSUE 27 CONTRIBUTORS AND PEOPLE WE'D LIKE TO THANK

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INTERNATIONAL FEDERATION OF AROMATHERAPISTS SETS A NEW WORLD RECORD

The International Federation of Aromatherapists (IFA) has set a new Guinness World Record in Hong Kong. 297 IFA qualified aromatherapists gave a 30-minute hand massage to 297 elderly people using essential oils. They beat the previous world record of 250. The IFA is an international charity founded in 1985 as the first professional body for clinical aromatherapy. It encompasses 132 schools in 15 countries. Colleen O'Flaherty-Hilder, chair of the IFA, which is based in South Ealing said, "We are



very proud to beat the previous world record by 47, but more importantly we are glad it will help to raise awareness of aromatherapy."

GOING UP

Mindfulness Meditation

People with anxiety begin to feel psychological and physiological benefits after a single hour long session, according to research published in Experimental Biology



Tiger Nuts

Set to be the next superfood according to food trade magazine, The Grocer. Packed with magnesium, potassium and prebiotic fibre.



GOING DOWN

Palm Oil

UK Supermarket chain Iceland, has become the first in the UK to pledge to remove the oil from all own brand products by the end of 2018. Some palm oil plantations have led to the destruction of forest habitats and lumps of the oil washed up on UK beaches have killed dogs.



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TRY THIS... RAW FOODS FOR A MOOD BOOST

A research team at the University of Otago report that raw fruit and veg are better for mental health than their cooked, canned or processed counterparts. Lead author, Dr Tamlin Conner, explained, "Controlling for the covariates, raw fruit and vegetable consumption predicted lower levels of mental illness symptomatology, such as depression, and improved levels of psychological wellbeing including positive mood, life satisfaction and flourishing. These mental health benefits were significantly reduced for cooked, canned, and processed fruits and vegetables. This research is increasingly vital as lifestyle approaches such as dietary change may provide an



accessible, safe, and adjuvant approach to improving mental health".

The top 10 raw foods related to better mental health were: carrots, bananas, apples, dark leafy greens such as spinach, grapefruit, lettuce as well as citrus fruits, fresh berries, cucumber, and kiwifruit. Ref: 10.3389/fpsyg.2018.00487

BOTANICALS MOVE TO NEW PREMISES

Botanicals, the award-winning, Soil Association certified natural, organic skincare brand, moved to new larger premises in Melton Mowbray, at the start of April. Wendy Stirling, founder of Botanicals, explains "In recent years we have outgrown our existing premises. We were in desperate need of more space, primarily to increase production capacity to meet current demands for our products, but also added

facilities to enhance our offering to our customers." The new production and office facilities are in a former hunting lodge set in beautiful grounds. Following a custom renovation, the new location includes production, order fulfilment and a finishing area, as well as a creative studio, administration offices, training room and storage facilities. www.botanicals.co.uk.



SET PROFITING FROM FITNESS TRENDS

Each year the American College of Sports Medicine publish a report on the latest US health and fitness trends. Many of these find their way to the UK after 6-18 months, so it's worth seeing if you can capitalise on what's popular. The survey attracted over 4000 responses, with High Intensity Interval Training taking top spot. Group training increased in popularity as people moved away from the expense of a personal trainer, while wearable technology, such as fitness trackers and smart watches came



third. Body weight training, using the body's own weight as a form or resistance proved more popular than the fifth placed strength training.

EDUCATION KEY TO A LONG AND HEALTHY LIFE

New research suggests that the key to a long and healthy life is education, so it makes sense to continue learning throughout your life. Wolfgang Lutz and Endale Kebede have shown that the level of education a person has is a much better predictor of life expectancy than income. The researchers posit that better education leads to improved cognition and in turn to better choices for health-related behaviours. The better educated tend to be more aware of health issues and take action to avoid



negative lifestyle factors which can influence the development of chronic diseases.
Ref: 10.1111/padr.12141

NOM NOM IS LOOKING FOR PRE- AND POSTNATAL PARTNERS

Jayne Russell, a massage therapist specialising in working with mums and babies, created her award winning, Soil Association certified organic pregnancy and baby skincare range Nom Nom in 2013. She's now looking for more pre- and postnatal practitioners to partner with her. Nom Nom offers a low cost starter set, online training, commission, promotional material and support. They've just launched a professional size organic pregnancy massage Relax



Oil, too. Find out more at www.nomnomskincare.com.

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TRY THIS... PLOGGING

Plogging is a Scandinavian form of exercise that combines jogging with cleaning up the environment as you pound the pavements. Just pick up any plastic litter you find along your jogging route using a plogging stick. This is just a broom handle with a nail in the end for spearing rubbish. Bending to collect litter not only helps keep your environment cleaner and saves animals from eating plastic, but it also tones muscles and gives you a glow from doing good.



UK'S FIRST NHS-APPROVED COMPLEMENTARY THERAPIES SCHOOL LAUNCHES IN HARROGATE

The first ever training school in the UK approved by the NHS to offer training in complementary therapies to help people with a diagnosis of cancer has been launched. NHS Natural Health School is based at Harrogate District Hospital's Sir Robert Ogden Macmillan Centre.

Courses include Level 3 ITEC diploma courses in Reflexology, Aromatherapy and Holistic Massage, as well as a unique NHS Certificate in Complementary Therapies. The core skills taught are not specific to patients with cancer. The school also offers Continuing Professional Development and short courses in Palliative Care, Daoyin Tao



(a unique blend of Chinese acupressure and Western massage techniques), Pain Management, the Bowen Technique, and Self-Care.

Full details of the courses offered by the NHS Natural Health School can be found by visiting www.nhsnaturalhealthschool.co.uk.

WORDS OF WISDOM...

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

Albert Schweitzer

DIARY DATES

DATES FOR YOUR DIARY

A selection of festivals, courses and interesting events planned from July to September. Find out more at www.Eventbright.co.uk

JULY

BEER YOGA

10th Jul - Nirvana Brewery Leyton | *Tickets £20*

WORLD YOGA FESTIVAL

19th Jul - Beal Park, Reading | *Tickets £0 up to £186.94*

SEASONAL HERBALISM

22nd Jul - at Meadsweet Organics in Cupar, Fife | *Tickets £25*

WORLD MUSIC FESTIVAL WOMAD

26th - 29th Jul - Charlton Park in Malmesbury. See the line up at | www.facebook.com/womadfestival

TEA AND TOUR OF ONE OF EUROPE'S BIGGEST MOSQUES

28th Jul - organised by the London Muslim Centre | *Free*

AUGUST

GONG BATH AND SOUND HEALING RESIDENTIAL WORKSHOP

3rd - 5th Aug - Somerset | *Tickets £65.27 - £391.91*

MIND BODY AND SPIRIT SHOW

18th Aug - Gloucester Guildhall | *Tickets £2*

MINDFULNESS AND CREATIVITY RETREAT

18th Aug - Helmsley Walled Garden, North Yorkshire | *Tickets £70 - £145*

LAUGHTER YOGA LEADER TRAINING

18th Aug - Allingham House, Durham | *Tickets £175 - £200.*

SEPTEMBER

SHAMANIC EXPERIENCE FESTIVAL

8th Sept - The Ancient Technology Centre, Cranbourne, Dorset. | *Tickets £11.37 to £68.*

SPACE CLEARING RETREAT WITH KANINA WOLFF AND SUE ALLEN

14th Sept | *Tickets £105.39*

WORLD PEACE PUBLIC MEDITATION

21st Sept - Royal Concert Hall, Glasgow | *Tickets £5.83*

PILATES GATHERING

22nd Sept - Edinburgh | *Tickets £21.08*

AURICULAR ACUPUNCTURE MASTERCLASS WITH JOHN HOWARD

29th Sept - Lancaster Gate Hotel, London | *Tickets £297*

NATIONAL MASSAGE CHAMPIONSHIP

30th Sept - Olympia, London | *Tickets £101.56 - £127.12*





TAKING CONTROL

for Success

CAM Coach Mark Shields share his approach to being more successful. He calls it the difference that makes the difference...

As a professional therapist or coach, life can be tough, especially if you are self-employed. In 2011, when researching the Complementary and Alternative Therapist market for the business book I was writing, I found that many therapy businesses come and go. I calculated in every main town in the UK three health and wellness businesses appeared every year. Very few of these remained just 18 months later. In fact back, then 1 in 10 new therapist/coach practices survived less than 12 months. The question is, what do you need to do to be one of the successful businesses – one of the survivors?

Business sustainability is key when setting up as a private therapist. You may have a passion for your craft but you must think like a business person in order to stay ahead of the competition; staying in touch with your target audience and staying in profit when the going gets tough.

This issue focuses on 'success in our hands' so it feels like the right time to give some thought to the successful therapist businesses amongst us and what exactly do they do to manage to survive and thrive year after year.

As a mentor, I've had the privilege over the years to work with some of the most successful therapists and coaches in the country. They all have a number of things in common. I call it, "the difference that makes the difference".

This sentence describes brilliantly exactly what successful therapists have, notice I said have and not do. The reason for much of their success is down to strategies that are not visible to the naked eye. You cannot see what successful therapists think, feel, believe and value. It's all of these wonderful qualities that remain a mystery to most of us and a secret to but a few.

Let us take a look at the difference between successful therapists and unsuccessful therapists – ask yourself which one are you?



Successful	Unsuccessful
Believe they create their own results	Believe success may happen to me
Strive to be the best	Strive not to be the worst
Are committed to success	Want to be successful
Achieve what they want	Are unclear about what they want
Focus on opportunities	Focus on obstacles
Charge what they are worth	Charge what they think their client will pay

I would like to share with you what I have seen therapists put into practice that has been the difference that makes the difference to their businesses.

I call this the Big 5 Secret Strategies and if you model the following and take action in your own private practice, I promise you, you will see a transformation in your own private business.

AN ACHIEVER MINDSET

All successful therapists take full responsibility for their own performance. They do not make excuses and completely own the action they need to take to ensure their success. They have an “achiever mindset” where nothing is out of reach. With this comes a congruence found in the right balance of confidence and competence. Successful therapists think differently to unsuccessful therapists. Successful therapists make things happen whilst unsuccessful therapists wait for things to happen.

Anything is possible and everything is achievable. Everything comes back to this achiever mindset. If we could strip that back we would find a strong set of personal beliefs, a focused vision, a set of goals and an action plan to match. Developing an achiever mindset is key to the success of therapists and coaches.

EMPOWERING BELIEFS TO SUSTAIN ACHIEVER MINDSET

Therapists with an achiever mindset use a set of empowering beliefs to stay positive. They accept that they need to work on themselves and have a can do approach. As an example, I have listed a number of empowering beliefs. There is a similarity with the NLP Presuppositions used by NLP practitioners. Often therapists use NLP and beliefs like these to maintain an achiever mindset. The important thing to note here is that successful therapists accept that they need to work on themselves to sustain

their success. Perhaps it is becoming easier to understand what is required to ensure that business sustainability that seems to elude 90% of therapists.

AN EXAMPLE OF EMPOWERING BELIEFS

There is no such thing as failure only feedback

It is what you learn from any given situation rather than what you achieve that matters.

Success comes from achieving the right balance of confidence and competence

We are totally responsible for our own performance.

We can control our behaviour and what we achieve but how we think

We can achieve any outcome we desire as long as we test and operate our strategy until we understand what works

Everybody has a different perception of reality and because this perception is learned it can be unlearned in the same way.

Keeping as many options open and being as flexible as possible will enhance our opportunity and subsequent results and success.



ACTION FOCUSED – THE POTENTIAL MODEL

Success breeds success and action brings results, which in turn drives success. The more action you take the better your results tend to be, this impacts on your confidence so you take more action and so

it goes on. Part of the success mindset is to have a continual list of rolling actions, which represent the short, medium and long term. 80% of your effort should go on the short-term plan, which is the next 90 days. Ensure you have a minimum of 5 high impact actions reviewed weekly based to increase performance over a 90-day period.

MONITOR AND REVIEW BUSINESS PERFORMANCE

Be prepared to forecast your business results a year in advance. Calculate how much income you need to earn and break this down to appointment levels required each week. Ensure you have a marketing strategy that produces the right amount of leads and ensure you have the skills to convert the majority of enquiries into paying clients.

BE BOLD

Research what works and model success, look at other therapists who are successful, talk to them – people love to talk about their own successes. Find a role model pick their brains, match their philosophy on success and get inside their map. Avoid no shows and poor paying clients by running programmes and taking fees in advance. Ensure you use innovation and have a minimum of 5 income streams. Ensure two of these are passive.

So if you mirror and match successful therapists and use my business success tips, I guarantee your current outlook will change, you will take more action and improve your results. The emotion that drives personal motivation is happiness. The happier you are the more motivated you are, the more action you will take, the more you will achieve. Simple isn't it? ■



Mark Shields is a Master Trainer of NLP, Co-author of the CAM COACH book and CEO of the Life Practice Group and NLP Coaching Company. His latest project sees the launch of the new Life Practice Online Academy which offers accredited online courses in business, NLP, clinical hypnotherapy and coaching. These online courses are designed specifically for therapists to learn from the comfort of their own home or work place, in their own time. To find out more see www.courses.thecamcoach.com/

SHOULD YOU USE A PR specialist?

Is PR only for massive companies or can individual holistic therapists benefit too? We put some questions to PR director **Claire Doherty** to discover the ins and outs of using a PR specialist to help build brand awareness and business...

What is PR and how it can help a business? How does it differ from advertising?

PR, or Public Relations, is the way businesses and individuals communicate with the public and media. Advertising is paid for, but PR is an earned media, which means you secure editorial or coverage through a dialogue or relationship with journalists, influencers, etc. It's an essential part of the marketing mix.

PR allows you to communicate your brand message to the public or chosen audience. If you are a start-up, it's the obvious way to announce the launch of your new range or product, which will then introduce your brand to consumers or clients, generating sales. Established brands need an ongoing communications strategy to ensure you are effectively promoting your brand and all the elements involved, along with developing an internal communications programme to successfully communicate with your staff. Brands also need guidance on crisis management, should anything go wrong.





What process will a PR typically follow?

Every PR project is different, but when you engage with a PR practitioner or agency, they will typically ask you to create a brief, to clarify your requirements and the overall business objective. The PR team will go away and research more about your brand, then feedback with their strategy and creative ideas in response to your brief. This should secure the right coverage and bring the campaign to life, as well as making it newsworthy, which is a key issue as media need a reason to feature brands. At this stage, you should also agree Key Performance Indicators or targets, to measure the success of the project.

The PR team will then hone in on the key messages to feature across all communications, which they will then use to develop the press material required and the target media list – detailing which titles, influencers / opinion formers or journalists they plan to target with your brand message. The PR team will then reach out to media using your material and will follow-up accordingly, in order to try and secure the coverage. As the client, you will be asked for approval at all stages, so you can ensure you are happy with the process, the messaging and those being approached. Remember that you are employing a Comms expert for a reason, so do try and take onboard their feedback and suggestions when it comes to effectively communicating with media.

What should people look for in a PR?

As with all industries, you can't always guarantee the quality of the PR or agency you bring in. I personally think gut instinct and chemistry are really important. If you click with the people involved, you are going to feel much more comfortable with them representing you and your brand. They are the media face of your brand, so you want to work with people who are respectful and professional to their staff, media contacts and influencers. The IPR and the CIPR are industry bodies, so

you can always check if people are members of these before progressing, but I wouldn't necessarily say that would make them better at their jobs. Word of mouth is often the best endorsement and a professional freelancer or agency will always be happy to offer references and case studies from previous clients and media contacts, so you are confident about their professionalism and contacts. If you like the way a certain brand is communicating, it's pretty easy to find out who is doing their PR, through social media. If you have no idea where to start, try a company like www.theworkcrowd.com who connect businesses with experienced freelancers.

In terms of your working relationship with your PR, honesty is really important. They need to be clear on what they can deliver for your budget, but you can expect them to give you honest feedback on how the campaign is progressing, so if you need to change tack, you can agree this in a timely fashion. In terms of PR, I would be wary of anyone who claims to guarantee you everything!

In terms of your working relationship with your PR, honesty is really important.

What are the advantages and disadvantages of using a company over a sole practitioner or a freelancer?

The PR specialist you use needs to work for your brand requirements at that point. When starting off and with a limited budget, a freelancer is probably the most cost effective option. As your business grows, you might want to turn to an agency model where you have lots of different people servicing your account, therefore more resource. That obviously increases PR spend. Using a sole practitioner means you have access to someone who can act as an extension of your in house team, but an agency offers you access to wider skill sets, which can be great when

brainstorming or developing create concepts. There are lots of flexible options available, so do look for the method that best suits your business.

What about typical rates and returns?

Fees vary widely depending on the sector, the project and the companies involved. Most freelancers work on a day rate basis, which can be upwards of £300 per day depending on their skill set and experience, although sometimes much more and it obviously depends how much time is needed to implement the campaign. Most agencies work on a retainer basis or have a minimum fee level of £2,000-3,000 per month depending on who is servicing your account, as they charge different fee levels based on seniority and experience.

How can you tell if it's not working?

If your agency isn't getting the results you expect, talk to them about it and they'll feedback with their take or a new suggestion. Earned media can't be guaranteed, so clients should try and be as flexible where possible. Not every agency or PR has the same approach, so it might mean this isn't the right one for you, but I would advise to keep an open mind to other options as PR is really important for your brand. One key thing is to double check contracts, so you don't get tied into a lengthy retainer, try and ensure some flexibility should you need it. ■



Claire Doherty works as a freelance consultant, specialising in fashion, beauty and lifestyle brands. Her previous roles have included overseeing PR strategy for brands such as ASOS, BaByliss, Very and Royal Caribbean. For more information please contact claire@thisisgrapevine.com or visit www.thisisgrapevine.com.

USING RADIO *to build your*

Business

Radio is often overlooked as a way of getting your message across to a wider audience, but there are now more local, community and internet stations than ever before. We explore how to benefit with Johann Ilgenfritz, the founder of UK Health Radio...

THERE are two main ways of using radio to build your business. The first, and more expensive option is to advertise. The second is to appear, as an interviewee, or even a presenter, talking about what you do to the audience.

ADVERTISING ON RADIO

As with any form of advertising and marketing in the wider sense, the starting point is to be clear about your goals for the exercise. If you only need three new clients, who will each typically come for six sessions at £50, bringing in £900 before your overheads, then it makes no sense to spend £2500 on a local radio ad campaign. Where radio advertising can work is where you need to reach many people in a defined demographic, whether that's in a geographical area, or one defined by common characteristics, needs, or interests. Radio advertising can be an effective tool if you are selling a product with a wide application, or products and services for a devoted niche market.



Before committing to radio advertising, get to know your local stations and their audiences. You'll find most commercial and internet stations have a media pack which will provide information on listener numbers and audience demographics. It's worth asking your existing clients what they listen to and when. Many people, for example, have the radio on during their commute, while others may listen all day. It's about finding the right match. If your clients are retired and live in and around Leicester, for example, there's little point on blowing your budget on a national station like Classic FM or a grime station that's popular with teenagers in North Wales.

If your customers aren't geographically restricted, perhaps because you sell products or offer services online or by post, then a specialist internet radio station, such as UK Health Radio may be a better option for reaching those with an established interest in their health and wellbeing. You can find out more about this on page 21.

Prices for radio advertising campaigns varies enormously, depending on the station, number of airtime slots and the cost of making your ad, which is an art in itself. Before approaching a local station, talk to several about what you can get for your intended budget. Ask if they offer an agency discount, and if so, ask that you be given this. It's the reduction an ad agency or media buying company will get automatically and may not pass on to their clients. It's also worth asking for a first time buyer's discount or an enhanced package.

APPEARING ON RADIO

If you don't want to advertise, then appearing on radio might be a useful way to build your business. All radio stations have a need for new content all the time. If you do something unusual, or are good at sharing health and wellbeing information, or willing to treat the presenter live on air, then this may be worth pursuing. Choose your show carefully, familiarise yourself with it and think creatively. For example, an overnight phone-in show might welcome someone to discuss the latest research and techniques for combatting insomnia, while a station with older listeners might want to know more about massage for back pain, herbal

treatments for mild arthritis or ways of improving memory. Do your research and start a discussion.

INTERNET RADIO

Johann Ilgenfritz is the founder of UK Health Radio, which reaches around 300,000 listeners in the UK and round the world. He became interested in health when he had a heart attack aged 46 and was then diagnosed with terminal cancer in 2012. Despite being told he had 12 months to live, he took control of his own health, researching widely and choosing an alkaline vegetarian diet, based on the Nobel prizewinning findings of Dr. Warburg in 1931. His own experience made him determined to bring a wide range of quality health information - both mainstream and alternative - to the public, and so UK Health Radio was born.

"UK Health Radio has the most in-depth information on the widest range of health and wellness topics available anywhere. All aspects of health and wellness, fitness, diet and nutrition, illness prevention and environmental issues interest our listeners. We present our information through 27 presenters, doing 31 shows that air 24/7, with a steadily growing audience which is now over 300 000. Our audience is very dedicated. Over 90% of our listeners are aged between 25 and 64, in almost equal parts and only 4% are past the current retirement age for males. We average a 70-30% split between female and male. Across our network of Twitter accounts, we average a 100,000 followers and a steadily increasing number of Instagram and Facebook fans.

"There is a Listen on Demand section where you can catch shows you have missed on the radio, an extensive article section and then our enormously popular digital monthly health and wellness magazine called Health Triangle Magazine on www.ukhealthradio.com. The latest addition to our website is called Wiki Health and this is exactly what the name

says it is, a wikipedia for health. Over and above the shown symptoms it also features six treatment options for each condition.

"I have often been asked why radio? Well I believe that radio is the most intimate of all media, especially internet radio. 'With radio the message goes in your ears and the information stays in your head.'

"When I started UK Health Radio (UKHR) just over five years ago, I was told that internet radio is just like traditional radio. The truth is that with traditional radio, the audiences are forced to accept topics/content that really are not always what they want. With

internet radio listeners do have a choice

and they exercise it. Every single person who listens to UKHR is more interested in health than anything else. They are interested in finding a solution to a problem they have and don't want, or in a result they want and don't have. This choice of detailed content and value-adding content means a more meaningful connection, a personal connection. For example, our Therapy Suite show is about mental health. In the first three months, it had over 7000 listeners and Twitter following of close to 1600. Three weeks ago we launched Our new Diabetes Show is following the same growth curve, so it's great for listeners, therapists, practitioners, health professionals and advertisers or sponsors alike. The show topics are determined by our listeners, their feedback determines the schedule.

"The presenters on UK Health Radio are all dedicated professionals in their fields, committed to adding value to other people's lives in a positive manner and with integrity, expertise and vision. This is what I look for in a presenter when I am creating a new show, or in guests for interview."



To find out more, please visit

www.ukhealthradio.com



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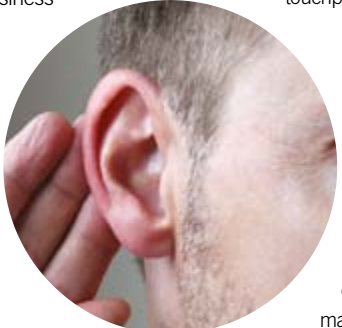


THE SOUND OF SUCCESS

Daniel Lafferty, Director of Voice and Music at PHMG explains why we need to think about what our clients hear when they pick up the phone...

We all recognise the importance of visual branding, whether it's our website or on our business

cards, but what about the impression we make through our audio branding? The telephone remains an important means of contact for a business – particularly holistic therapists, who receive many calls for enquiries and bookings. We know that almost half of survey respondents say they prefer to receive information over the phone than online, demonstrating the importance of the caller experience.



branding production that features creative script, professional voice artistry and exclusive music, you can improve customer service, boost sales and introduce another valuable customer touchpoint.

A key element of an audio branding production is the script, designed to tell callers about a company's products, services and latest news. For holistic therapists, this represents an opportunity to showcase items such as essential oils, offer tips on how to naturally manage pain, and provide details of accreditations – increasing sales, enhancing trust and promoting the general wellbeing of your callers.

Soothing sound

It's easy to choose a popular song as the music for your business thinking it will entertain the listener. But this isn't always the case. Not only does everyone have different musical tastes, but songs are triggers for memories – and not all recollections are positive.

Therefore, it's far more effective to create a bespoke track that's unique to your business, with each distinct part reflecting a different aspect of your personality. This creates an overall piece that's wholly reflective of the brand – and completely free from any preconceptions.

Research has found holistic therapists

tend to lean towards tracks with traditional instrumentation, such as acoustic guitars, strings and light live percussive elements. The arrangements are usually centred around the harmonic parts and melodic lines are kept flowing and subtle, representing the calmness and serenity therapists aim for during treatments.

Talk of the town

Selecting the voice of your business is equally important, and the elements should be considered to match different brand characteristics. For example, masculine and feminine voices will each say different things, and so will elements such as pacing, age and accent.

The typical voice of holistic therapy is feminine, aged between 30 and 50 with a friendly delivery and a warm tone. This is ideal for a business wanting to communicate a sense of dedication and compassion, and combined with the maturity of the speaker, showcases knowledge and dependability.

Just as with a visual brand, audio should be designed to reflect the specific values of the individual company. Think about the main characteristics that define your business and the service you offer, then choose the elements of voice and music that reinforce this image. ■

i **Daniel Lafferty** is Director of Music and Voice for PHMG, working with companies across the globe to help them create effective audio brands. He has studied psychoacoustics extensively, exploring how sound influences and impacts human behaviour.



Reflexologist and business mentor, **Kelly Hainsworth**, shares how to build your business by blogging. . .

THERE'S no doubt that done well, blogging can help your business reach a wider audience, make a deeper connection with clients and bring in business. As a busy therapist, you will be juggling treatments, bookkeeping and posting social media updates, so spending time to plan and organise your blog will help you achieve the best results.

Writing a blog for your therapy business helps you to be seen as a thought leader to your target audience. This underlines that you are an expert in your field. You may ask why you want people to view you in this way, but when potential customers are looking for the best holistic therapist in your area, you want to be the first name on their mind.

Through blogging you can share advice, tips and information with your target audience, and

when they want to use your services, this will help your business be number one on their list.

If you feel blogging is for you and you have decided to write a blog for your business, enjoy my top tips on how to develop it, and get the best out of it for your business.

What is your aim and who is your audience?

When you first start your blog, it is important to take some time to decide why you are writing a blog? Are you writing it to share a story, provide helpful information, make money, or promote your therapy business? Write for them.

It is important to establish your aim and audience at the beginning to allow you to develop your goals and get the most from it. Remember that your goals should be SMART. Specific, Measurable, Achievable, Realistic, and

Time-bound. Revisit and evaluate your goals quarterly, tweaking as needs be.

Where Shall I Blog?

Traditionally many bloggers use their website to post blogs, and this is one method I use. It's a great way to drive traffic to your website and improve your Google search ranking.

However, social media offers other forms of blogging for businesses, for example you may choose to micro-blog on Twitter, photo blog on Instagram, vlog on YouTube or use Facebook Notes. All offer a great way to reach your target audience. If a webmaster updates your website, you may prefer to blog via social media, as it may be quick, cheaper and easier for you.

How Often Should I Blog?

Top bloggers post at least every day and sometimes several times a day, but as a practising therapist is this practical? Decide how much time you realistically have to blog alongside your treatments, and ask yourself is



awarenessdays.com for great blog inspiration.

Choose your images

Think about the type of images you would like to use for your blog. Look for something relevant



and striking. If you are not great at photography, there are lots of websites you can use to download royalty-free images from, such as pixabay.com and istockphoto.com. Some charge for images and others offer free content. Spend one afternoon

producing or choosing images for the whole year; it saves so much time.

Establish a Social Media Presence

A crucial way to grow your blog readership is to have a great social media presence. Before you start writing your blog, decide which platforms you want to develop. Only use platforms your clients and target audience use. Once your posts are ready, you can then use these social platforms to promote your blog. Don't forget to include your social icons on your blog's homepage and each blog post.

It's helpful to get advice and support from fellow bloggers and therapists. Ask for their feedback and advice. Having a support system in place will help you to grow in confidence as a blogger.

Your readership and community will be small to start with, but that is fine. It will take time to grow, so look at the data on your website to see

which blog posts work well; engage with your audience and create content they want to read.

Google Analytics and SEO tactics

Google Analytics will play a big role in your blogging career. It will show you how many visitors come to your website each day, which blog posts are being clicked on, how long readers are staying on your site, which search terms are being used to locate your site and much more! Use this information to tweak your goals or even your content plan.

Keyword Density: How often a keyword appears in your blog. For example, if your blog is about stress, make 'stress' your main keyword, and make sure it appears in your blog when you are focussing on how your article can help deal with stress;

Frequent Updates: As you publish your blog and update your website, search engine 'bots' that crawl the internet for activity will pick this up, and index your site more frequently.

Ease the workload with scheduling

Once you have written and published your blog, you can use scheduling tools to share it with the world. Many therapists use Facebook for their business, so here you can schedule posts to share your blog with your followers, at a time when you know they will be online. My followers tend to be online in the evenings, between 6pm and 9pm, so this would be an ideal time for me to schedule a blog post to be published.

If you use a variety of social media platforms for your business, Hootsuite provides a great way of sharing posts across Instagram, Facebook, Twitter and LinkedIn amongst others. It allows users to schedule blogs at a time when their audience is online, and helps you to make the best use of your time, which as a small business owner is precious. ■

it better to produce high quality content which receives great readership than lots of low quality blogs that no-one reads? Be practical, honest about what you can achieve, and make it unique for your business.

Create a Content Plan

Once you have your goals and an aim for you blog, create a content plan for the year, listing topics you would like to write about and that would interest your audience. Jot down initial ideas and thoughts about each topic. This is a great resource for when you come to write, saving time and keeping you focussed.

Come up with blog topics that will keep people coming back for more. The type of content you create will be based on the type of blog you have. Think about your target audience; think about your niche market – make sure your content is focussed at this group of people. Use websites such as www.



Kelly Hainsworth is a reflexology practitioner and maternity

reflexologist based in Leicestershire who also provides business mentoring services. She is the founder of the Love Reflexology community on Facebook and Twitter, an independent support and networking group where practitioners from around the world share best practice, network and take part in live Q&As with health and well-being specialists. 📍 www.kellyhainsworth.com

CROSSING THE LINE: NEGOTIATING THE BOUNDARIES OF TOUCH

Diana Newson and Earle Abrahamson of the Massage Training Institute explain why agreeing touch boundaries with clients is vital...

NEGOTIATING the boundaries of touch is an essential skill in making clients feel comfortable and protecting yourself from legal or professional complaints. A growing number of cases, often bordering on criminal offences, are heard by professional practice panels each year. The latest available UK figures show that a quarter of all disciplinary cases involving massage therapists relate to inappropriate touching or sexual abuse.

Proxemics is the study of the amount of space people feel it's necessary to set between themselves and others. Someone may invite another person into this space, but this is always negotiated by both parties and permission to occupy that space may be withdrawn at any time. Massage actively encroaches upon personal space and requires explicit permission.

These boundaries of touch are unique to each individual, though partially defined by cultural and societal norms. Finding out about a new client's borders allows a therapist to work within professional limits and safeguards both client and therapist. Crossing that border may be construed as uncomfortable, an invasion of privacy or sexual harassment.

Boundaries should be defined from the outset. During your consultation or when taking a medical history establish what both you and the client are there for. A clear verbal description of your proposed treatment defines boundaries explicitly, while agreeing where and how you will touch sets expectations and provides psychological comfort for practitioner and client. It may also turn up something the practitioner won't do, or something the client doesn't want.

Why does inappropriate touch happen?

Most cases of inappropriate touch may be down to mistakes. Touch can be very powerful and instinctive. Practitioners can get so involved that they forget their "distance". A physical boundary like underwear or a towel can remind you to rein in your connection. Practitioners want to "go with the flow", but





someone's modesty is part of them and must be respected even if it interrupts your flow. It is wrong to assume the client is as comfortable with touch as you are and it is possible to exceed boundaries when turning a client, for example.

In some cases, there is an intention to abuse by making a person vulnerable and then deliberately exerting power over them for your own gratification. In other cases, therapists have felt attracted to someone and imagined that they could "persuade" the client with the sensuality of their touch to respond during a massage. Both of these constitute criminal assault.

The most frequent type of inappropriate touching is simply a matter of not doing what the client would prefer, perhaps relaxing stroking when they would prefer petrissage/kneading or painful/high pressure work they don't like. Most people are too polite to complain, they simply never come back. Repeat business is a direct measure of appropriate, client-centred work.

How to discuss the issue of touch

Before the massage: Talk your clients through the treatment, describing covering and uncovering. Clearly explain what clothes to remove and what parts of the body are kept covered by towels. Should you need to work on a taboo area, such as the hips or pelvis, it becomes a negotiated boundary by being raised in consultation. Massage therapy only works if the person is psychologically comfortable. Comfort increases over time, so subsequent massages can evolve.

During the massage: As a rule of thumb, the front of the body is a no-go area and you don't touch (or leave uncovered) "the swimming costume area" except for negotiated abdominal massage or in response to specific direction from your client. Occasionally ask if the touch/pressure is okay or if they'd prefer anything different? Take enormous care not to expose your client. Use plenty of large towels. Check regularly that bits of the body aren't in danger of emerging. Joking, "Modesty is always maintained!" lets the client know about the care that is taken. The client may be too embarrassed to put the towel back in case they appear prudish.

After the massage: Ask specifically after their comfort with your touch and towel technique especially with first-time clients. Try saying, "I hope you didn't feel exposed when..." especially if you have used any stretches. To expand the massage, say "I think you would benefit from chest/glutes/hips/etc. massage. I'd need you to take your pants off/uncover you. Have a think." Do not demand or accept an immediate answer.

Clients with a specific issue may leap-frog this general approach. A client with a mastectomy re-construction, or scar tissue from an accident for example, might specifically want the muscles surrounding the reconstruction worked on.

Warning signs - how to tell if a client is uncomfortable

Physical signs of discomfort can vary from person to person, but look out for sighing, throat-clearing or speeded-up breathing, a sharply indrawn breath, shifting uneasily, tension, stillness and freezing. Some clients will chat to distract them from discomfort while others may attempt to re-direct you to another part of the body, for example by saying, "I love having my back done." A few clients may tell you directly they don't like what you're doing.

What if a client is making you uncomfortable?

Your advertising material should weed out any unsuitable clients. However, someone inappropriate may get through so it's worth thinking about this in advance of it happening. Ask yourself could you be in danger? Is help nearby? Would someone hear you if you called? Do you have some kind of alarm system?

If you generally work from home alone, you may feel vulnerable. Some therapists do not take un-referred men as clients, while others take no male clients at all. Some therapists choose to have someone else in the house for first-time clients.

A feeling of danger is not the only way clients may make you uncomfortable. Some may criticise your massage as you're doing it. All you can do is try and respond within your own boundaries, by changing what you're doing. Others might talk about stuff that seems very obscure to you. Try and give them an

effective message

anyway, by getting direct guidance from them.

One client talked about spiritual energy in a way I did not fully understand. She wanted a very light, skin-brushing type of massage which she felt was very helpful. Be strongly guided by your clients. Sometimes clients just won't stop talking during consultation. Try patting the couch and saying, "We're going into your massage time now." You're not a counsellor or psychotherapist and people have come for a massage, not a conversation

How to deal with a complaint of inappropriate touching

You're obliged to contact your insurance company, and your professional body may also need to know. Educate yourself in advance by attending CPD that enables you to better understand your role, remit, and professional responsibilities. Seek some legal help from a recommended solicitor, advice from your professional body, union and employer if you have one. ■



DIANA NEWSON practised

Holistic Massage for 11 years

and is now the Massage Training Institute (MTI) Exams Administrator. Earle Abrahamson is Chair of the MTI, GCMT vice-chair, sits on a CNHC advisory panel, and is Director at Hands-on Training, a North London massage school. Find out more at www.massagetraining.co.uk.

CASE STUDY

Crowdfunding product ideas

Sam Kempf shares how he used Kickstarter to crowdfund the manufacture of his Backrelease self-massage tool...

The idea for the Backrelease was sparked by a number of sports injuries. I was living in chronic pain in my hip joints, the lumbar spine and the thoracic spine including the surrounding muscular areas. At the age of 33 my quality of life was severely affected by these issues, my capacity reduced and my mood gloomy.

During this acute phase with high levels of chronic pain I asked every therapist I visited how to work on myself. By and by the topic of self-massage, particularly in the context of fascia and trigger points, became the most important component of the resolution of my muscular pain.

I tried several tools, but couldn't find anything that allowed me to create targeted pressure on almost all muscle groups including the lower back, reach low-lying muscle groups and which was easy portable. So as a toolmaker, I started to build tools myself. That's how the concept of the Backrelease was born.

I worked with a group of therapists to help me refine the concept of the Backrelease. Team Innovate 40 were working on creating an online platform for self-treatment plans, so they, as therapists, tested the device. I made adjustments based on their experiences. For example, the largest attachment of 35mm (golf ball size) would not exist without the input from Team Innovate40.

I chose to make the Backrelease in hardwood as this combined the strength to meet the demands of the task and is skin-friendly. It also looks great and is more sustainable than plastic. Working with modern CNC woodworking centres guarantees production accuracy, which was important to me.

I think most people who try to bring a product to market struggle

with setting prices. It was difficult to find a manufacturer. I had two offers from Swiss companies and would have liked some EU quotes but factories were either busy, had too high a minimum order quantity for me, or just had no interest.

For any crowdfunding campaign to be successful, it's important to grow an audience and not rely solely on the support coming from the Kickstarter or other crowdfunding platform itself. The most common way of doing this is through a targeted campaign of Facebook Ads. This allows you to address target audiences that should be interested in your product. If you offer an incentive to order the product at a special price on launch day, those interested sign up to an e-mail list and are notified of when the crowdfunding campaign starts.

This is then combined with a series of discounted pricing that rises as the launch day approaches. So you have a Super Early Bird, Early Bird, then the Kickstarter Price, for example. The goal is to have as many people as possible pre-ordering on the first day, which builds buzz and momentum.

Most campaigns average 5-10%, but some reach 30% on day one and the best outcome is to find yourself fully funded on the first day.

In my case this has worked badly, of the 1400 people in my list, about 25 have pre-ordered on the first day. Most likely many were surprised at the price.

In terms of distribution, I intend to use Indiegogo "in demand" after the kickstarter campaign ends campaign. Further pre-orders can be made there. After that, I will use my website for orders and then use a fulfilment centre to

process orders. I'll also establish wholesale channels using therapists as retailers and hope to work with social media influencers to build sales traction.

For me, crowdfunding has many advantages. It's an inexpensive way of establishing whether there's a real demand for your product and getting feedback on the design and functionality. You can also gain publicity and it allows you to build a business without taking on debt.

This approach gave me the opportunity to show the massage tool on the Kickstarter crowdfunding-platform to the world. People who like the Backrelease can then pre-order it within a month. Once we have reached our defined funding goal, that is,



when enough pre-orders have been made, we will go into production and ship the product after completion. If we reach the funding goal, then backers have their payments taken from their credit cards and we receive the money to produce and deliver.

Kickstarter is all or nothing Reward-Based Crowdfunding, but there are other types of crowdfunding too.

There are different types of crowdfunding:

Donation-Based Crowdfunding (Crowddonation)

Reward-Based Crowdfunding

Lending-Based Crowdfunding (Crowdlending)

Equity-Based Crowdfunding



If you can, it's a good idea to use a specialist to help you plan your crowdfunding campaign as you will get better results. I think I'd have concentrated more on the Backrelease's features, rather than explaining the benefits if I hadn't done this. People buy benefits, rather than features.

To do well with crowdfunding, you need to capture the audience's imagination. That means good images, a professional looking product and website and a strong design element. For a functional product like Backrelease, professional videos are essential.

There are four sources of traffic in a crowdfunding campaign, so I made a point of contacting journalists and bloggers who have published articles about similar campaigns. I sent some of these people a sample too. The aim was to get some publications already before launching. After that, it makes sense to wait a little. Ideally until you are funded, because journalists prefer to write about something that becomes reality.

One of the advantages is that with a crowdfunding campaign you have more success and you're more likely to be published. Just as I'm writing this article, I discovered that we had reached our funding goal, which is very exciting. In my home market of

Switzerland, Kickstarter is not well known. Many people do not know how crowdfunding works. In order to combat this, I designed my German website so that I explain everything exactly and send the people who want to order a Backrelease directly to Kickstarter for check out.


Based on the sales figures, I have to say that the process is not going as well as I expected. From a marketing point of view, one knows that the average customer needs 7-9 touches with a product until he buys it.


Despite this, I am satisfied. I have developed a product that should help people to enhance their quality of live thorough self-care, whether it is about getting rid of pain problems caused by muscles and connective tissue, or increasing range of movement and performance, which might be more important for sporty people.


If I were to go through the crowdfunding process again, I'd try and assign more budget to the prelaunch phase to gather more email addresses of interested people. I can also say I would have invested even more time in finding a manufacturer.

My advice to holistic therapists considering crowdfunding for bringing a product to market is to try it. An idea needs a proof of concept. You have to be able to check whether the idea in relation to a physical product also has a market and whether people are interested in a product. There are several ways to do this. The term "minimum viable product" is all about this topic. Also on online portals like reddit you can get feedback for possible ideas. Kickstarter is a way to validate an idea and get concrete feedback and further more pledges from the Kickstarter community.

It's essential to find a manufacturer for your physical product and have samples made. Start to research the topic of crowdfunding and the common strategies for it. There are a lot of resources like podcasts and blogs. I found these especially useful:

PODCAST:  http://www.crowdcru.com/category/podcast/<https://bitli.pro/9utm_7cdd6f7f>

CONSULTING:  http://www.hyperstarter.com/<https://bitli.pro/9utm_4596bb6b>

PODCAST:  https://www.woodshed.agency/<https://bitli.pro/9uto_cf330f30>



Discover more about the Backrelease here:

 www.backrelease.com





REGISTERED PRACTITIONERS RECOGNISED AS AN UNTAPPED PUBLIC HEALTH RESOURCE

CHNC Chair Michael Watson discusses the organisation's contribution to the latest report from the Royal Society for Public Health and the Professional Standards Authority...

THE latest report from the Royal Society for Public Health (RSPH) and the Professional Standards Authority (PSA) entitled, Untapped Resources: Accredited Registers in the Wider Workforce, has recognised that practitioners who are part of an Accredited Register (AR) are an important element in the wider public health workforce.

The report was published in November 2017 and came down firmly in favour of practitioners on Accredited Registers playing a large role in improving the nation's health. The findings in the report highlighted the valuable support and encouragement AR practitioners provide to their clients to make lifestyle changes that could improve their health and wellbeing.

CNHC played an integral role in making this report happen. We flagged up the missing link in an earlier RSPH report which overlooked complementary health practitioners as part of the wider healthcare workforce. In addition, a vast number of CNHC registrants took part in research for the report, which we fed back to the RSPH and the PSA.

This feedback showed that many practitioners on accredited registers already engage in public health-promoting activities to a certain extent. However, it also found that three quarters feel they are under-utilised in this area, particularly as most practitioners work privately rather than through mainstream services. This feedback heavily influenced the report's recommendations on ways to support AR practitioners to further promote the public's health. Several key areas were emphasised, including:

- Employers to consider ways of easing employee's financial barriers to accessing the AR workforce through their employee benefit schemes.
- AR practitioners to be able to refer directly to NHS healthcare professionals

- Public health teams to maintain and disseminate a regularly updated list of services so practitioners on accredited registers are clear about where to send clients for additional services or information.

While these may seem nearly impossible to achieve in the current healthcare environment, much work is being done in the background by CNHC to support these changes little by little. We were able to influence the GMC to update their guidance to confirm that GPs can refer to practitioners on accredited registers. This could become more important if a set pathway was developed from the NHS to AR practitioners. Driving awareness of the ability to refer continues to be a work in progress and was also mentioned in the report. It was also emphasised how important it was for Clinical Commissioning Groups, pharmacists and GPs to become more aware of the benefits that the AR workforce can offer.

The report stresses the importance of utilising every opportunity to improve public health,

especially on health priorities such as reducing obesity and smoking. These persistent health problems show how divided the country still is and how unequally resources are allocated, with people in the most deprived areas of Britain living on average 20 fewer years in 'good health' compared to those in the most affluent.

At CNHC we are really excited about this report and the potential it brings for complementary and holistic healthcare to be more widely accessed. We are extremely pleased that our work has brought this benefit to practitioners on our register, who 'Stand Up for Standards' every day. ■



About the CNHC

If you are interested in registering with CNHC, you can find out more at www.cnhc.org.uk The full report is available via www/professionalstandards.org.uk.



NEW FRONTIERS: RESEARCH ROUND UP

The latest research studies that support holistic health...

AMERICAN SOCIETY FOR CLINICAL ONCOLOGY ENDORSES COMPLEMENTARY CARE

The American Society of Clinical Oncology (ASCO) has published an endorsement of integrative therapy guidelines recently established by the Society for Integrative Oncology (SIO). This means that those suffering from depression, mood swings, anxiety or other conditions associated with breast cancer treatment in the USA may find that their cancer specialist suggests the use of holistic treatments to alleviate associated emotional and physical symptoms. The guidelines were published in the *Journal of Clinical Oncology*. Music therapy, meditation, stress management, and yoga are recommended for anxiety/stress reduction. Meditation, relaxation, yoga, massage, and music therapy are recommended for depression/mood disorders. Meditation and yoga are recommended to improve quality of life. Acupressure and acupuncture in addition to anti-nausea medications are recommended for reducing chemotherapy-induced nausea and vomiting.

The guidelines note that there is no strong evidence for the use of ingested dietary supplements to manage breast cancer treatment-related adverse effects. The compilers of the guidelines note that further research into integrative therapies in oncology is greatly needed. *Ref: 10.1200/JCO.2018.79.2721*

NEUROIMAGING SHOWS THE BENEFITS OF TAI CHI

A small study in the *Journal of Neuroimaging* study provides insights into the biochemical mechanisms by which Tai Chi may provide both physical and psychological benefits. MRI spectroscopy, a non-invasive method of measuring brain and muscle chemistry using MRI machines, tests conducted in 6 older adults enrolled in a 12-week Tai Chi program revealed significant increases in a marker

of neuronal health in the brain and significantly improved recovery rates of a metabolite involved in energy production in leg muscles.

"The benefits of Tai Chi have been well known anecdotally; however recent research such as our study can quantify these improvements using objective measures," said senior author Dr. Alexander Lin, of Brigham and Women's Hospital and Harvard Medical School. *Ref: 10.1111/jon.12515*.

SMOKING CANNABIS MAY REDUCE SHORT TERM LEVELS OF DEPRESSION, ANXIETY AND STRESS BUT INCREASE IT OVER A LONGER PERIOD

A study by a research team at Washington State University has shown that although smoking cannabis can significantly reduce short-term levels of depression, anxiety, and stress but may contribute to worse overall feelings of depression over time. The study, believed to be amongst the first of its kind, was published in the *Journal of Affective Disorders*, assessed how cannabis with varying concentrations of the chemical compounds tetrahydrocannabinol (THC) and cannabidiol (CBD) affect medicinal cannabis users' feelings of wellbeing. The study recruited medical marijuana users in their homes.

The researchers reported that that one puff of cannabis high in CBD and low in THC was optimal for reducing symptoms of depression, two puffs of any type of cannabis was sufficient to reduce symptoms of anxiety, while 10 or more puffs of cannabis high in CBD and high in THC produced the largest reductions in stress. Women reported a significantly greater reduction in anxiety following cannabis use. *Ref: 10.1016/j.jad.2018.04.054*

VITAMIN B6 MAY HELP DREAM RECALL

A quirky study by the University of Adelaide suggests that taking Vitamin B6 can help people recall their dreams. In the study, published in *Perceptual and Motor Skills*, a hundred participants were given 240mg B6 supplements before bed over five days. Those given the supplement showed improved dream recall over the placebo group, but did not affect the vividness, bizarreness or colour of their dreams, and did not affect other aspects of their sleep patterns. The researchers hope that the idea may lead to using lucid dreaming to overcome nightmares, treat phobias and help with physical rehabilitation after trauma. *Ref: 10.1177/0031512518770326* ■



HealthTech provides opportunities FOR HOLISTIC THERAPISTS

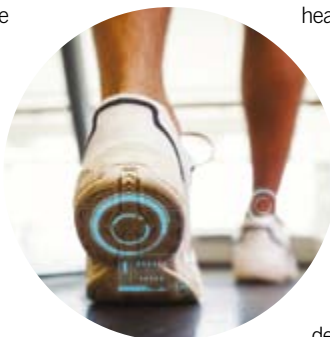
Vivek Patni, COO and co-founder of WeMa Life explains how health technology will offer new opportunities for holistic therapists...

2025 sounds far into the future, but it is just seven years away. By then, the global digital health market will have tripled in size from \$179.6 billion in 2016 to \$536.6 billion. That represents an enormous opportunity for those who understand the way consumers are embracing digital solutions and technology to take control of their personal health and wellbeing.

So what is HealthTech? It encompasses everything from surgical devices and hospital software through to mobile health apps and online platforms for procuring healthcare services. WeMa Life recently commissioned an independent survey among more than 2,000 UK adults, which revealed that 28% of people now use health apps on a weekly basis, up from 23% a year ago. 25% also said they own a piece of wearable technology that is used to monitor or manage their health.

Our research showed just how valuable HealthTech had become in addressing more serious medical issues. 9% of respondents have used apps or wearable tech to detect

a health condition, while a further 12% used them to monitor an on-going medical problem. More generally, 61% of users say health apps help them to incorporate healthier practices, exercise techniques or mental health tips into their daily life. As holistic therapists, you must consider how this emerging trend could help you build business. It might be developing an app to help with aftercare, alleviate anxiety or wearable devices that monitor some aspect of wellbeing. Even making yourself available through digital platforms can bring in more business.



Another possible trend that could impact the holistic market is that, the NHS has announced that it is planning to give more patients access to their own 'personal health budgets' – financial provisions to enable them to source necessary health and care services, so HealthTech will an increasingly important role for those with long-term chronic medical issues.

The general public is becoming more and more comfortable with using technologies to detect, monitor and treat medical conditions. Technologies can also connect patients with

service providers in a far quicker, easier, cheaper and more transparent way.

Take an elderly person with mild dementia, living at home and needing a range of help and support - from companionship through to help with the gardening, cooking or changing a lightbulb. We know that aromatherapy or hypnotism can help with memory and that tai chi or yoga reduces the risk of falls, yet the process of finding, booking and paying for these services can be extremely challenging, either for the patient or their families.

It was this very situation that led to the creation of WeMa Life. By embracing digital innovation, WeMa Life's app and online platform takes the pain out of linking carers with patients across the UK. The HealthTech product helps both the patient and the service provider – whether that is a sole holistic therapist or a large care agency – by providing a safe, secure and effective platform that connects the two parties, as well as enhancing communication and making payments simple. Users can book a massage, find a therapist, or get some help at home, while therapists gain new business and clients without effort. ■



Vivek Patni is the COO and co-founder of WeMa Life a

health technology platform that makes it easy for consumers to find, book and pay for healthcare services. For more information, please www.wemalife.com.

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Get ready for the BIGGEST SHOW OF THE YEAR

Olympia Beauty offers the chance to see the latest developments in beauty and wellbeing in one place. Holistic Therapist Magazine will be hosting Wellness Live at the event, so here's a sneak preview of what's coming up...

OLYMPIA Beauty is autumn's biggest beauty event for professionals, held at Olympia London on September 30th and October 1st. There are 500 businesses and brands exhibiting, around 80 new product launches and a programme of seminars and talks from wellbeing experts of special interest to holistic therapists.

As well as a dedicated Wellness stage, you'll find exhibitors who specialise in aromatherapy and essential oils, weight control and detox, clinic equipment and furniture, training and education provision, massage, meditation and mindfulness, nutrition, supplements, skincare, spa equipment, software, workwear and uniforms and yoga. It's perfect for discovering new ideas and products to give your practice the edge over your competitors. There are also a host of beauty exhibitors showcasing new products and technologies for head to toe treatments.

The National Massage Championship

The show hosts the National Massage Championship with some of the leading massage therapists and bodyworkers coming from all over the world to participate in the first ever National Massage Championship. This is an opportunity for novice and qualified therapists to showcase their technique and bodywork skills in five different categories. This event will bring together judges who are industry experts from recognised massage schools, inspirational tutors and leading figures in the CAM industry from the UK and worldwide. This event is run by therapists for therapists and judged by international judges with extensive professional massage therapy experience. The category winners will each receive a certificate and trophy, accompanied by a wealth of exclusive gifts from leading brands and the recognition from your industry peers. Each competitor will receive a certificate of participation and goody bag from leading industry brands worth £75. Entry details are available on the website.

The Education Club

The Education Club has been specially created for teachers, trainers, educators and demonstrators. Approved delegates have full access to the club and all of its exclusive benefits at Olympia Beauty 2018. This includes access to the Club lounge for delegates plus a guest, with free refreshments including tea, coffee and water all day. You'll also receive a free glass of Prosecco on arrival (or soft drink), free cloakroom use and a 20% off voucher for your meal in the Salon & Spa Owners' Club Restaurant. This is also the perfect opportunity to network with like-minded individuals and offers a great escape from the hustle and bustle of the show floor. All of this can be found by simply following the red carpet.

Why should holistic therapists attend the show?

Holistic therapists have, for many years, played a major role at Olympia Beauty and in 2018 this is even more prominent. Many holistic therapists work in beauty salons, or offer beauty treatments such as facials alongside their holistic menu, so Olympia Beauty acts as a one-stop shop.

Wellness Live is a development of the Nutrition & Wellbeing live stage at Olympia Beauty. Focussing on wellness at work, mindfulness, dealing with stress, embracing natural and holistic therapies and so much more, this gives you the opportunity to experience some of the leading figures in this industry.

Wellness Live offers a programme of thirty minute talks and demonstrations from leading figures in the industry and will be held on

the live stage on the show floor and is free to access for any Olympia Beauty visitors.

What benefits does Olympia Beauty offer therapy business owners?


Olympia Beauty is the perfect place to network with like-minded individuals. Delegates can now use their social profiles to see which of your friends, colleagues and connections are already attending the show, giving you the perfect opportunity to arrange a meeting or two.

If you own a holistic or beauty business with one treatment room or more you should also apply to the Salon & Spa Owners' Club allowing access to the Salon & Spa Owners' Club Lounge and restaurant area, early access to the show from 9.30am on Sunday 30th September. There are also some exclusive brand offers to take advantage of and even access to our Salon & Spa Owners' Club Restaurant offering silver service lunch and afternoon tea, which you can book in advance.

Over 40% of the registered attendees in 2017 were business owners or managers. The show is all about helping keep businesses ahead of the competition by showcasing the latest products, services and technologies. You might discover a new product, service or technique that you can bring into your business to make you even more profitable in 2019 than you thought possible! ■



For more information on

Wellness Live go to: 

www.olympiabeauty.co.uk/wellness-live/

New President for FHT

Christopher Byrne takes over the leadership role at the Federation of Holistic Therapists...

THE Federation of Holistic Therapists has announced that Christopher Byrne has been elected as President by the FHT Governing Council. He takes over the role from Paul Battersby, who represented the interests of the FHT and its members for the previous two years.

After a successful 20-year career as a chartered engineer, in the automotive sector, Christopher embarked on a career in professional therapy, initially training in Swedish and sports massage. Christopher then completed an MSc degree in Acupuncture and Traditional Chinese Medicine before gaining clinical experience at the Hepingli Hospital and Beijing Academy in China. Today, he enjoys running a busy therapy practice and training school in Crewe, Cheshire.

"It is a privilege to be the sixth President of the FHT and a great honour to be representing our members," said Christopher. "As a full-time therapist and therapy trainer myself, I understand what a difference our members are making to their clients' lives. I also appreciate the need for further recognition for the work our members do, whatever their therapy specialism, and particularly in the field of health and social care. During my time as President, I will be working hard to promote the safe and excellent therapy services our members have to offer, which benefit not just the public, but also other professionals striving to meet the nation's needs.

"Finally, I would like to thank my predecessor, Paul, who steered the FHT for two years. With an experienced FHT Governing Council and staff at my side, I hope to continue much of the excellent work he initiated, while also looking for new ways to support our members as they support others."





Lights, Camera,

ACTION!

Footreader **Jane Sheehan** regularly takes part in TV shows such as *This Morning* and *Loose Women*. Here she shares her advice on appearing on screen...

IVE appeared on ITV's "This Morning" five times, "Loose Women", "Today with Des and Mel", "Live with Gabby", Channel 4's "Morning Glory", "Big Brother's Little Brother" and Strictly's "It Takes Two" and that's just in the UK. How do you get on TV? Most TV personalities will tell you it's all about timing and luck. They're right - but each time you do it, you get luckier!

In March 2005 I learned that a past-life regressionist was leaving her regular slot on "This Morning" to get her own show. Although a therapist since 1999, I was preparing to leave my day job to do therapies full time. Having worked in PR, I called a former colleague Alison McCalpin and asked to hire her. She asked, "What can I do that you can't do yourself?" I replied, "Sell me!" She made one phone call to the right person at the production company and described our planned vision for the proposed segment. They called me to do a phone interview and then presented the idea for the show at their morning meeting. I was invited on the show just a couple of days later.

Contrary to popular belief, they didn't pay me a fee for appearing, but they did pay for my travel. If you contact them, they don't tend to pay a fee, but if they contact you, it is possible to ask for one but there is no guarantee that they have a budget for it.

So how did I manage to get on TV so easily? It was good timing, a bit of luck, but most of all, having an offering that the TV viewers would find interesting. You must be able to picture yourself on that show, talking to those presenters and having both them and their viewers finding it fascinating. You must be brave enough too. Is what you do marketable and interesting?

Once you are accepted on the show, a researcher is allocated to you to tell you what is expected, liaise with the travel officer, gets you to sign all the paperwork including a non-disclosure agreement, and will keep you posted of any changes. There are always changes. You must know your topic incredibly well because whatever you think you are doing before you get to the studio, it can change right up until the cameras are rolling.

I didn't know what to wear. A style consultant told me that being a foot reader, everyone expects you to look like Gypsy Rose Lee, so meet that expectation and raise it. I wore a gypsy skirt made from velvets and satin.

The TV studio told me to avoid any logos and avoid fussy patterns especially narrow

vertical stripes. It is also best to wear a two piece rather than a dress because the sound man needs to be able to attach a battery pack behind you hidden under your clothing and a microphone to your neckband with the wire hidden under your clothing.

There is a lot of sitting around waiting. I had my hair and make-up done (which doesn't happen on all shows, so always best to ask). Then I sat in the green room with a few other people who would also be appearing on the show. You can see the production team coming in and out, and the researchers talking to their charges. You can have as much tea, coffee and snacks as you like but usually you're too nervous to eat anything.

Having appeared on TV so many times, I prefer to do a live recording so that they can't edit the piece to suit their own agenda.

On future visits, I use the time in the green room to do a bit of celebrity spotting, but on my first visit I was way too nervous. Last time I was on TV I saw Ant and Dec running up a stairway and I saw Sean Evans from Endeavour in reception.

They led me from the green room into the studio which is a massive open space, with a few sets. All the cameras and autocue machines and various studio staff were congregated round the set where Lorraine Kelly and Tris Payne were broadcasting. I was led to a different set where I sat on a sofa with two chairs opposite and told to wait until they came over. Lorraine was talking and I was fascinated by the faces that Tris was pulling, only to realise that we were now going out live and he was reacting to what she was saying for the sake of the camera. I had no time to be nervous.

In preparation, I'd listed all the questions that I thought they might ask me, and any questions that I thought might be controversial and then practiced and practiced my answers until I could say them without thinking.



It proved to be a good idea because I can tell you, your mind can go blank when under pressure, so you need your answers to be almost automatic. You also need to avoid any waffle because you may only get seven minutes for the whole segment. Think about what key messages you want to get over.

After the interview they had hidden three people behind screens, with only their feet on view. I had to do a mini reading for each then the person would be revealed and have a one sentence comment to make about the reading. Again, remember that the time is short so I only picked two or three things on each foot and tried to choose the most impactful for both the person and the viewer.

Having appeared on TV so many times, I prefer to do a live recording so that they can't edit the piece to suit their own agenda. You also need to be aware that your segment may be rushed or your time cut, so flexibility is almost as important as knowing your subject. And finally... always leave them wanting more! ■



Jane Sheehan is the UK's leading foot reader, teaching

around the world and offering an online course. She is the author of *Let's Read Our Feet!* and *The Foot Reading Coach*. Her latest title is *Sole Trader – The Holistic Therapy Business Handbook*.

For more information, please visit www.footreading.com



Kinesiology is an integrative holistic therapy based on using the skeletal muscles to monitor the internal function of the body...

KINESIOLOGY has its roots in the early 1960's with an American chiropractor, Dr. George Goodheart. Dr. Goodheart correlated the relationship between internal organs, acupuncture meridians and skeletal muscle. He realised that the skeletal muscles, not unlike acupuncture meridians, were also a way to monitor internal function.

Muscle testing was first developed by orthopaedic surgeon R Lovett to trace spinal nerve damage. He discovered that weak muscles often had the same spinal nerve damage. Kendall & Kendall then published a book called *Muscle Testing & Function*, which caught the eye of Dr Goodheart. He also studied the work of Frank Chapman. The Chapman reflex points, which are neuro-lymphatic massage points, were associated with specific muscle weakness. When these points are massaged, it

strengthens the associated muscle. He also found the work of Terence Bennett interesting. The applying of light pressure to the Bennett Reflex points, or neuro-vascular holding points, often resulted in major improvements being seen. He found that a muscle response might be affected by more than just neurological damage. Through his research, he found that there were distinct connections between muscles, organs and the Chinese meridians of acupuncture. Nowadays, in the USA, most massage schools and bodyworkers include acupressure within their treatments, massage or pressure being applied to acupuncture points and meridians.

Dr George Goodheart gathered together a group of chiropractors interested in developing these ideas and they developed Applied Kinesiology and founded the International College of Kinesiology in 1973. ICAK endorses the use of its skills by licensed health

professionals only, so although applied kinesiology techniques are taught to lay people they cannot call themselves Applied Kinesiologists.

One of Dr Goodheart's first students was Dr John Thie and he developed Touch for Health (TFH) for people without formal medical qualifications. He brought TFH to the UK and sixty other countries around the world. Most of the modern branches of kinesiology have developed from Goodheart and Thie's work.

Around the same time, other originators were developing their own branches of kinesiology, which were then brought to the UK. These included Three in One Concepts (Gordon Stokes), Clinical Kinesiology (Alan Beardall), Educational Kinesiology (Dr Paul Dennison), PKP (Dr Bruce Dewe), Wellness Kinesiology (Dr Wayne Topping) and Health Kinesiology (Jimmy Scott). Alongside these internationally recognised branches of kinesiology, there also developed a number of branches taught only in the UK such as Systematic, Creative, Classical, Optimum Health Balance, Holistic or Progressive Kinesiology.

The International Kinesiology College (IKC)



have a model of continuing professional development for instructors and procedures for the development and inclusion of new techniques. This may be an important point when looking for a kinesiology



meridian rather than tapping all the meridians.

An interesting website for information on the development of the branches of kinesiology is <http://www.etchforhealth.com/community/tfhtree>. This tree is why we use the phrase branches of kinesiology.

Kinesiology works from a holistic approach to look at emotional, structural or nutritional issues and also works on the electromagnetic area (Chakras, meridians etc.) that can influence a person's wellbeing.

In doing so, Kinesiology combines the ancient wisdom of Traditional Chinese Medicine with Chiropractic knowledge to assess which balancing techniques will be most effective in addressing those imbalances – to effectively and quickly facilitate a change in the way the person feels, or deals with a particular situation and support the body to heal itself. A Kinesiologist uses muscle monitoring to discover what might be causing stresses and imbalances in a person's energy system, so every session is very unique and individually tailored for this client at this specific point in time. ■



training programme. As a vibrant, ever expanding modality it is important that instructors have an awareness of the most up-to-date developments with kinesiology.

Dr Roger Callahan, who developed Thought Field Therapy (TFT), is an Applied Kinesiologist

and Psychologist who studied with Dr Walther and Dr Blaich – founders of the International College of Applied Kinesiology. Dr Blaich assisted Dr Callahan with his work in psychological reversals and Dr Callahan's groundbreaking work with meridians and phobias was incorporated into most of the branches of kinesiology from the 1960s. Three decades later, Gary Craig who was one of Dr Callahan's students, built upon this in the development of Emotional Freedom Technique (EFT).

Dr Callahan used muscle testing to find out which meridian end points were priority to be tapped but Gary Craig realised it took so little time to tap round every meridian end point, that it would be worth experimenting with tapping all the points and therefore there would be no need to spend time learning accurate muscle testing skills. Some EFT practitioners are choosing to add the muscle testing skills back into the work, mainly because if you can find the priority meridian to tap, you can also look at the emotion related to that meridian and with difficult or complex cases it may help to focus on the priority

now holds the rights to Touch for Health and TFH Instructors are trained in 60 countries worldwide. The International Association of Specialised Kinesiologists (IASK) recognised that TFH was the basis of all the other kinesiologies, other than Applied Kinesiology.

In the UK we now have a number of courses based on the applied kinesiology techniques taught in Touch for Health plus additional techniques from many different modalities. Some courses are protected by copyright, but Dr John Thie chose to allow the techniques taught within TFH to be used and taught by everyone. The majority of instructors respect the training programme he put in place and continue to teach under the TFH banner.

We also have a number of innovators, such as Hugo Tobar and Charles Krebs teaching new and exciting courses alongside the more established courses, so the choice of training is continuing to expand in the UK and worldwide.

Most of the established training organisations

TRAINING OPTIONS

Anyone who would like to train in Kinesiology would start with the Foundation course which is covered by TFH 1-4. They can then go on to choose their Kinesiology Practitioner training with one of the above mentioned branches which is usually 12 months of Kinesiology training.

Under the Kinesiology Foundation, students can join from their first day of training in TFH 1 as Student members. Once they have completed their Practitioners training and assessments, they can upgrade to Associate member. In order to become a fully qualified Kinesiologist and be entitled to use the initials KFRP – Kinesiology Federation Registered Practitioner - a rigorous training is required on top of the Kinesiology qualifications: A&P (90 hrs on level 3), Nutrition (45 hrs on level 3), Practice Management (30 hrs on level 3), Interpersonal Skills / Ethics (60 hrs on level 3), 200 client hrs since becoming Associate and 4 mentoring sessions with a KF recognised Mentor.



You can find more information about kinesiology and

kinesiology training at www.kinesiologyfederation.co.uk.

CASE STUDY

How to shine your light without burning out

Life coach, teacher and retreat organizer, **Donna Booth**, talks about recognising and avoiding burn out...

Burn out is the physical or mental collapse caused by overwork or stress. It's surprisingly common amongst therapists. One study in particular, published by the British Psychological Society showed that when burn out happens, therapists are most likely to blame themselves.

As a life coach, mindfulness and yoga teacher, you'd think I'd know exactly what to do. Today, maybe, but three years ago I was in complete denial. My business was successful; I had close and supportive family and friends and I was financially secure, but something wasn't right. Every day was a struggle; I was overwhelmed by other people's pain. I began to dread appointments and I was incapable of making even the simplest decision.

I told myself if I meditated more, exercised more, journaled more, slept more - everything would be fine. It wasn't, and it was only when I accepted what was happening and asked for help that I began to recover.

How do you know you're heading for burnout? Symptoms can include emotional detachment, exhaustion, withdrawal, frequent illness, irritability and feelings of being overwhelmed. If you drag yourself out of bed, dread your appointments and no longer want to spend time with your friends or family, something isn't right.

Sit down with a pen and paper and write a list of the things that nourish you and the things that drain you. This exercise

prompted me to make some major changes. I dropped one of my most popular therapies, cut my working hours and changed the number of classes I was teaching. I shifted the focus of my life coaching practice to contentment. I made space between my clients: it was only 15 minutes, but it was space to breathe. I ate lunch! I walked my dogs and I stopped booking clients into spaces I'd set aside for other things.

We know self-care isn't selfish, but do we practice it? Take care of yourself first, and you will be in a much better position to care for other people. I take time every day to do something that nourishes me – creative activities are great for this - as long as you let go of the need to be good! It is okay for a therapist to have a therapist. I have an herbalist, massage therapist and coach. Before, I thought I could do it all myself.

Be kind to yourself. It is okay not to be okay. Sometimes the most nurturing thing you can do for yourself is to lie on the floor and do absolutely nothing for a few minutes.

Boundaries are important. Set your working hours and stick to them, schedule self-care and switch off your electronics – a digital day off is wonderful and the world will still be there when you reconnect. Routine is your friend – create morning and evening rituals that set you up for the day and allow you to wind down at night.

So ... stop! Are you feeling overwhelmed? Are you starting to resent clients? Do you feel like everything is your fault? Make time for self-care, set boundaries and do something every day that nourishes you. Talk to someone, admit that something isn't right. You are too important not to! ■



Donna Booth has been the owner of Vitality since 2008. She also runs retreats and is the creator of The Practical Goddess course. Donna's mission is to help people to live their most contented life. You can find out more at www.vitality-retreat.com.



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DEFINING *personal* Success

What does success mean to you? Teen Holistic Coach Jade Saffer believes it's about balancing inner and outer success...

TRUE success by any definition is a subjective feeling, something we can only define for ourselves and our own ideas on what we think it means to be successful in life. As a holistic therapist, I measure my success on a personal level mostly by my sense of contentment, inner peace and balance in life; a sort of 'inner success'. Outer success is often measured by our career, finances and social status which in today's world most people are preoccupied with. I believe a balance of both our inner and outer values of success lead to our desired feeling of happiness.

The key to living life to the fullest is balance. I have found that there are some key aspects to consider when measuring our own personal success, and is

a tool that I use with clients in order to help see their lives more clearly and what needs more/less focus. There are four key areas of lifestyle that we can break down in order to go into in more depth; health, relationships, career and spirituality. When we feel the balance between these four areas, we feel most successful in life.

I believe a balance of both our inner and outer values of success lead to our desired feeling of happiness

We can also look at success as a goal, something we wish to attain by achieving certain things we desire. Again, this is completely subjective and one

meaning of success does not disregard the other. For some, just a feeling that one is who and where they want to be in life is enough for them to feel they have succeeded and for others, something tangible is of importance as a measure of success, such as accumulation of wealth, social media followers or job status. Whatever it may be that we define as success is true to us and as long as we establish what it is that we want we are halfway there on our journey.

Once we feel successful however, most of us seem to not be satisfied with what we have. In today's digital media age it is easy to lose track of our own personal value of success when we are constantly bombarded with unrealistic depictions of people who are more successful than us. Our comparisons to others can leave us with a sense of un-fulfilment and it is important to remember that most of these depictions are cultivated to portray a sense of perfection and are not wholly true. We see someone else who has 'more' than us and we then want more for ourselves, in a sense this can instil a sense of motivation for us but we need to keep an awareness that we do not get caught up in the in the trap of an unattainable pursuit to perfection but rather a journey to our own personal version of success.

It's important to think about what both internal and external success entails for you personally, so you will know when you have achieved it, or when it's time re-examine your personal success and life goals. ■



Jade Saffer is a Holistic Teen

Coach, providing 1-1 mentoring and therapy for young people aged 11-25. She also offers parental support and facilitates workshops in schools. Her vision is to provide each young person she works with a desire for personal and professional excellence through education, communication and therapy. Jade can be contacted via her website www.theholisticteencoach.com or by calling 07596 822957.



SURE-FIRE TIPS FOR SUCCESS

*Members of the **FHT**'s Governing Council offer some top tips to help you on your way to running a successful business...*

THERE'S much we can learn from trusty text books, online platforms and formal training, but experience counts. We asked the members of the FHT's Governing Council to share some sure fire tips for success, based on their experience as seasoned therapists, business owners, educators, employers and mentors.

The importance of self-care

"My advice to any therapist is to look after yourself, first and foremost," said Mary Dalgleish. "Although this might feel a little selfish, it's just like the advice you are given on a plane – put your own oxygen mask on first before attempting to help others!"

"Working in the complementary health industry, I feel it's important that I'm an inspiration to my clients, and I can't do that if I don't nurture my own body, mind and spirit. Healthy food, making time for exercise I enjoy, setting healthy work limits, taking time off to relax or be with family and friends, all helps to create a more balanced and enjoyable life.

"As we learn better self-care, I feel that we become not just better therapists, but better people in general. When we are in touch with our own feelings, and are filling our own tanks with self-respect and loving care, we have much more to give to everyone else."

Business arrangements

"Think very carefully before going into business with friends or family," advised Paul Battersby, on a more cautionary note. "The extra support and resources might seem like a good idea at the time, but if the relationship breaks down, things can get complicated, especially if formal agreements are not in place from the outset."

Promoting your business

"One thing I learned very early on is that leaflet drops don't work," explains FHT Vice President, Maria Mason. "It's promotion without personality. You are

the most important part of your business brand. Try to find groups in your community that represent your ideal clients and go and speak to them in person – whether it's new mother and toddler groups, or a local school, charity or sports club. As therapists, we offer a very personal service. People want to know what you look like and who you are before they commit to a hands-on treatment and put their trust in you."

Personal safety matters

"When I'm working from home and my wife isn't in, I have a radio or television quietly playing in another room, which clients can hear when they arrive," explains Herman Fenton. "You can even go one step further, and casually mention something that suggests your partner or parent is in the building. And don't just think about these safety measures when you're treating clients of the opposite sex – clients who are the same sex could also be a potential nuisance."

Remember the three Ws

"It's important to give yourself time to think and reflect", says Helen Chambers. "I use WWW - What Went Wrong and What Went Well. Your therapy skills are an obvious one to reflect on but don't forget your engagement with people you deal with other than your clients, whether that's in person or via email, your website or social media. Also think about your other skills, such as networking, organisation and diary management." ■



The Federation of Holistic Therapists

holds the largest Accredited Register of complementary therapists to be independently approved by the Professional Standards Authority for Health and Social Care. www.fht.org.uk





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JOURNEYS:

Henry Maitland

Henry Maitland, Founder of Evolution Organics, has faced many physical, emotional and business challenges, but continues to grow and explore in all aspects of his life and work...

I'm dyslexic, and that wasn't great when I was at school, but I was very good at hiding it.

I'VE had an interest in health and wellness for as long as I can remember. My mother was a yoga teacher and remedial masseur. At a young age I was learning about yoga and breathing exercises, and also taking an interest in some Eastern philosophies. By sixteen, I was studying as a masseur, learnt about remedial massage and sports massage, and did a lot of studying around the subject. I feel I was very fortunate to be exposed to a field that I had such interest in at such a young

age, then I met Paul Chek, who influenced me enormously. He introduced me to a new world of information about organic farming, consciousness, exercise and yoga. Paul also taught me about organic wholefood supplementation, which wasn't widely available in the UK. When I returned here, so when I came back and started practising, I started to import them.

In my world as it is now, I view the greatest challenges that are presented as also being the greatest opportunities – if one knows how to handle them that is. There are always profound opportunities out there, and the greatest challenges I have faced have allowed me to become who I am now.

I'm dyslexic, and that wasn't great when I was at school, but I was very good at hiding it. I have also suffered from considerable physical injury in my life. This was caused by one of my legs being shorter than the other. I played sports as a teenager with the same intensity and relentlessness I today exhibit in business, but that ultimately caused my serious injuries.

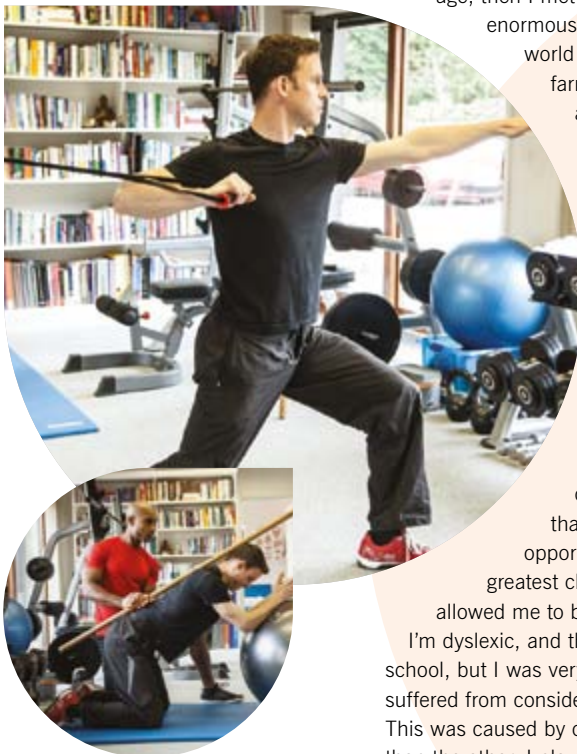
My brother committed suicide when I was 18. That was obviously hugely challenging, but these are the things that allow us to understand and gain higher knowledge and be able to heal in the right way.

These challenges have allowed me to become who I am today. My dyslexia makes me think differently as an entrepreneur. My physical injuries have given me a better understanding of how to heal and to heal others, and my brother's death has helped me to develop a deeper understanding of emotion and how to release emotions from the body.

I do a lot of meditation and mindfulness exercises and have carried out deep inner work to aid my recovery from these issues. I used to think that work and life was a conflict, but I've learnt to harmonise both practices. To do that, you have to become your work. So, for example, it's best to heal others having already healed yourself and gone through that journey.

I am what I teach. I am living the life I choose to lead and enjoying it. I share that with my clients, in my blog, and what we do at Evolution Organics supports that. I not only had a dream of bringing supplements over to the UK market, but I had a bigger dream of having a farm and a healing centre. That dream is always moving me forward. The company has just moved into a bigger office space which gives us temperature controlled distribution facilities and we'll be expanding our product range and offering additional services to our customers.

Next year, I'll take another step on my journey when I head to California to study more shamanic healing and energy medicine. I am really excited about this. ■



Find out more about Evolution Organics at www.evolutionorganics.co.uk

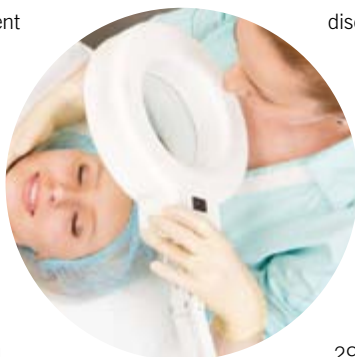
LESSONS from the Beauty market

Ahead of this year's Olympia Beauty, Insurers Hiscox surveyed 2000 people to discover where they spent their money when it comes to looking and feeling good. We look at what holistic therapists can learn from their findings...

WE all know that understanding what our customers want and why they make their buying decisions is often both individual and personal, but statistically, there are often differences between different age groups, regions and other demographic factors such as gender and geography. For example, those living in London have more beauty treatments than anywhere else in the country. According to Hiscox's findings, 35% of Londoners are waxed, 46% are manicured and 24% are botoxed. While the sample size may be skewed, this may mean that those in high pressure environments, where looks matter, feel that spending money on their appearance is essential. Where might these customers be found in your area? How could you help them and how can you let them know of your services? Might there be a market for corporate treatments such as chair massage?

Hiscox also reported that people preferred getting a haircut to any other beauty treatment, while 34% loved having a massage. So, treatments which make it easy for the client to look and feel different are most popular. How could your own

treatment make a greater difference to the way your clients look and feel? People also see the necessity for treatments that cause discomfort but are felt to be worth it, such as waxing, teeth whitening and eyebrow treatments. The message



here is that clients will put up with discomfort provided a treatment is effective, though fewer will remain loyal compared to treatments that don't cause pain. Think about whether you can shift your treatment from the necessary but painful category, to something that works and feels good.

29% of people described their beauty professional as a friend or close friend. We know people buy from people, but what's surprising is that 44% of clients would also seek a treatment like waxing, from a non-professional, so sometimes making a connection with a client outweighs expertise.

Hiscox also found that many people are willing to spend a considerable proportion of their disposable income on looking and feeling good. Londoners splurge the most on beauty treatments, with a median spend of £120 a month. More than a quarter of Londoners claimed to spend over £500 a month. Londoners were also least price-conscious, so it may be

easier to raise your prices or up the perceived value of your treatments. Conversely, Hiscox suggest that Scotland may be an underserved market, with half of respondents from Scotland spending nothing at all on beauty treatments. If this also holds true for holistic treatments, then low cost mini-taster sessions may help reach a new market.

Location remains a key factor when considering where to set up your treatment facilities

Location remains a key factor when considering where to set up your treatment facilities, 19% of people who responded to the survey were not prepared to travel more than a mile for a beauty treatment and in East Anglia, being close by outweighed being well-rated. This acts as a useful reminder that we may well have untapped markets close to home, particularly if the local housing market has a lot of rental homes or a significant turnover. Consider ways to reach new residents and remind locals of what you can offer.

Lastly, motivation seems to be national rather than locally differentiated. People have treatments because they want to feel younger, physically attractive, relaxed, and most of all, to boost confidence. This is something we can all capitalise on. ■



Information provided by
www.hiscox.co.uk



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Step up to volunteering

Liz Badger founder of The Volunteer Therapists Hub UK, believes that volunteering benefits both therapists and those in need. That's why she founded the Facebook Group to provide support and match therapists with opportunities to get involved...

HAVE you ever thought about volunteering your holistic services but have little idea where to find the right outlet for your skills? Would you like to meet with like-minded, heart-led therapists to chat about your business, fundraising events and case studies? Maybe you just need a place to ask questions on how to get involved with local placements in your region? In that case, why not join The Volunteer Therapist Hub (UK) on Facebook? It could be the perfect place to hang out, meet new friends and make a positive change in the world too! There are almost 2000 members who feel the group adds real value and, better yet, it's free.

Volunteering not only allows client groups who might not otherwise be able to access treatment to benefit from holistic therapy, but also helps build the profile and credibility of the industry, particularly when volunteering within charities and the NHS. Therapists get a chance to build their skills, and confidence and may benefit from additional training provided by the host organisation. Volunteering has also been shown to increase the volunteer's own sense of wellbeing, gratitude and contentment as well as improving health in older people.

I realised there was a need for this service – matching therapist volunteers with local demand – over three years ago now. There was no joined up approach, nationally. After putting out some feelers and brainstorming with a wonderful group

of my trusted colleagues and contacts, the original plan was to create a swish website – but sadly – funds, time and resources were not on our side! Rather than delay any longer, the Facebook group was the perfect launch pad for getting things started, proving the need and hopefully the funds and website will manifest! Ultimately, we plan to host the Volunteer Therapists Hub on the Therapist Business Club website.

The scope seems endless. The list of possible services and member benefits keeps growing! We of course have the “match-making” at the core of the Hub, though we'd like to start sharing events, raising awareness, inspiring stories and articles. It's of course a great place to therapy swap and make new friends too. Who knows, we may also have a Volunteer of the Month, newsletter and our own annual conference and guest speakers one day... even arranging CRB/Clearance for therapists so they are ready to go for the organisations that need them.”

So far, many of the members have been matched up with voluntary opportunities in their own areas, including with organisations such as Look Good, Feel Good, Therapies 4 Forces, local hospices and local events and it's growing all the time. She now wants to invite representatives of organisations/end users of the group to join too and post their need.

If you'd like to join the group, simply sign into your facebook account or sign up to Facebook and either search for Volunteer Therapist Hub UK or follow the direct link given below. Click to join the group – and be prepared to answer a few questions if your professional background isn't clear from your profile page. ■

www.facebook.com/groups/608703725929895/

The Hub looks forward to welcoming more new therapists and now end users too.



Feel free to contact Liz directly via hello@therapist-business-club.co.uk.



CALANUS OIL: A NEW SOURCE OF OMEGA-3

*With fish stocks under threat, it's time to find a sustainable source of Omega 3.
Peter van Hogerhuis believes Calanus Oil is the way forward...*

THE availability of omega-3 fatty acids with eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) is under threat. Rising consumer demand, coupled with the tightening of fish quotas have put too much pressure on the supply of traditional sources of Omega 3, such as cod liver. Demand is outstripping supply, so it is imperative that alternative and sustainable sources of lipids containing omega-3 polyunsaturated fatty acids are found. One such source is Calanus oil.

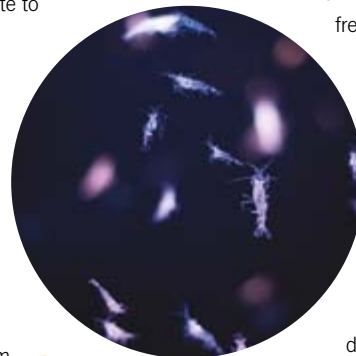
Calanus oil is an unrefined natural oil derived from the crustacean *Calanus finmarchicus*. The organisms floating in the water are part of zooplankton and belong to the class of Copepods. *Calanus finmarchicus* is present in large quantities in the cold water of the Arctic Ocean. Calanus oil also offers a relatively high content of astaxanthin, a carotenoid with anti-oxidative effect.

Calanus' unique composition: wax esters offer extra health benefits

Calanus oil differs from fish or krill oil in that that over 80% of the fatty acids in Calanus oil are in the form of wax esters. These are long chains of fatty acids linked to fatty alcohols. As a result, the oil has specific sanitary properties that are absent from fish or krill oil, or are present to a lesser extent.

Calanus oil is a rich source of high bioavailable omega-3 fatty acids (20 percent). The fatty acids are well absorbed in the digestive tract, leading to a significant increase in EPA and DHA plasma levels. Calamus oil also offer the advantage of a high level of the omega-3 fatty acid stearidonic acid (SDA) that can be converted into EPA relatively quickly in the body. A small study of 18 healthy volunteers has shown that blood EPA levels increased significantly after oral ingestion of

Calanus oil in comparison with fish oil capsules containing twice the EPA dose. It is plausible that the greater increase of the EPA blood level may be explained, at least in part, by the conversion of the SDA present in Calanus oil into EPA. Calanus oil may offer additional benefits over fish oils. A newly discovered mechanism suggests that Calanus oil could contribute to the prevention or treatment of obesity, insulin resistance and low-grade inflammation. These symptoms are associated with the metabolic syndrome but also with chronic conditions such as cardiovascular disease, diabetes, cancer or inflammatory bowel disease. In addition, the wax esters from Calanus oil increase aerobic capacity which is favourable for oxygen uptake and cellular energy supply.



A newly discovered mechanism suggests that Calanus oil could contribute to the prevention or treatment of obesity

The action mechanism behind improved functionality

The difference in activity between omega-3 fatty acids from Calanus oil and fish oil is probably due to the slower degradation and absorption of wax esters, ethyl esters or triglycerides from fish oil.

When wax esters are consumed, the free fatty acids are released further down the intestine, towards the end of the small intestine and the start of the colon. This region is rich in receptors to which free fatty acids, including the omega-3 fatty acids, bind. Researchers suspect that reduced FFA4 function may play a role in the development of obesity, insulin resistance and the accompanying low-grade inflammatory processes.

Calanus oil, then, offers improved bioavailability and additional health benefits over fish oils as well as improved sustainability and an ecologically responsible approach. ■



For further information on Calanus Oil, and full references, please visit www.springfieldnutra.com





Getting involved in RESEARCH

One of the commonest criticisms aimed at holistic therapies is that there is little or no scientific evidence for their effectiveness. Lecturer **Jennifer Barnes-Hill** explains how to get involved in research projects to challenge that perception...

EVIDENCE based practice is seen as the gold standard in practical application of efficient and effective working with clients, patients and services users within the health and care sector. With increasing demands

on NHS resources, people are becoming more empowered and seeking out their own support via private practitioners, private healthcare insurance and accessing charity and NHS therapies for stress, medical, social and psychological issues. Complementary practitioners are at the forefront of support and will often be working alongside or in liaison with a wide range of allopathic, complementary and alternative therapists to provide integrative healthcare.

This gives rise to the question, "How can we work harmoniously alongside other professionals to best serve our clients / patients?" One way is ensure of practice is safe, cost effective and evidenced through referring to research to inform our practice, continually updating our knowledge. Where we can, we should get involved ourselves as a participant, facilitator or researcher.

Our industry predominantly relies on 'word of mouth' advertising and nurturing client loyalty through build trust and rapport. Referring to the evidence base for our therapy or our method of working (such as using empathy) when talking to clients can improve our working relationship with them, show them that we are choosing the best fit holistic approach for their needs and in turn get the best results leading to a long term, profitable and consistent practice.

What types of research could I do?

Quantitative research involves facts, figures, numbers often look at objective information, such as how many people access a service each week and how many treatments they have in a course. This is useful for working out an average or generalisable information for that particular group of participants. This depends on the 'sample size'. For example if you have a very specific research question that applies to 100 local people with that condition from that age range and you interview, question, survey or run a focus group talking to 30 of those people you could generalise the results to say they typical of that specific population.

Qualitative research focusses on thoughts, feelings, values, beliefs and perceptions. For example, how do you think this treatment benefits you emotionally or why do you think this service is value for money. This tends to give longer and more individualised results. A mixed methods approach uses both types of research. You may recognise these styles, perhaps from an online survey from a supermarket asking you how many times you shop there, but also why you shop there.

How can I get involved?

On your own, with fellow therapists in your area or work colleagues make a list of what interests you and ask yourself some questions. What are you passionate about? How much time can you commit? How much money do you need? What type of space do you need to conduct the study? What types of people or organisations locally can help you? Where can you find out about research terminology? What do you know about the procedures in research studies or project management? Take a look at some peer-reviewed, published research articles in journals which are similar to your area of interest.

Research isn't always straightforward.

You may worry that you don't know much about research, or what to do with it. The results you record during your treatments and

feedback from your clients are anecdotal. If you want what is happening within your session to be taken into account by researchers and professional organisations you need to use rigorous methods of recording your information such as a Measure Yourself Concerns and Wellbeing (MYCAW) scale included in your consultation form www.bris.ac.uk/media/library/sites/primaryhealthcare/migrated/documents/mycawv2selfcompletion.pdf

Some clients may choose not to participate in research and it may be hard to recruit the specific types of people you want to consider. Patients may be too unwell, not be able to attend all the sessions due to the time or location or feel that discussing their condition would adversely affect them psychologically. Staff may consider that if they discussed their workplace that their managers may not want them to disclose information about their organisation. So, think about how you might attract people to your study. For example, a flyer on a community noticeboard, an advertisement in a local magazine, promoting via your business social media and talking to your clients.

Some therapies have received negative attention in the media due to a lack of research into the safety or effectiveness of a treatment. As many of our therapies are not regulated compulsorily in the UK, they are open to interpretation and some therapists may be practicing unprofessionally as well as some high-profile members of the public, academics and medics having the attention of the public. These issues may give concerns to people participating in your study.

Top tips for getting involved:

Look out for local studies carried out by your local Universities, NHS, private practice and charities which you can be a participant in, if you meet the criteria for the study. You would see what types of research happen such as surveys, focus groups and physical testing. You would also become familiar with the ethics paperwork involved with safely and ethically researching the behaviours and reactions of people. Check out the NHS Health Research Authority for upcoming studies looking for participants <https://www.hra.nhs.uk/about-us/what-we-do/taking-part-or-getting-involved-research/>

Study a research or complementary therapy/integrative healthcare module, course or a full degree through your local University, online or with the Open University to gain the knowledge and understanding to participate in research.

Visit your local library, or search on e-libraries and search engines such as 'Google Scholar' and Visit <https://www.ucas.com/> or your local University website to discover part time, full time and online undergraduate and postgraduate degree courses.

Check social media posts about your area of interest searching key words on Twitter and Facebook. View publications and research resources on UK charity and professional websites such as the Complementary and Natural Healthcare Council <https://www.cnhc.org.uk/> and links found through the NHS choices A-Z <https://www.nhs.uk/conditions/> and NICE guidelines <https://www.nice.org.uk/guidance> for your service user group e.g. 'maternity' or 'dementia'. Subscribe for email updates from your professional body and those of other subject areas such as music, art and play therapy and Public Health England <https://www.gov.uk/government/organisations/public-health-england>. Also receive updates from therapist research networks such as the Complementary Research Council for Complementary Medicine www.rccm.org.uk/

Becoming involved in research projects not only increases your own expertise and credibility, but also increases the credibility of the entire holistic therapy sector, improving our acceptance by mainstream healthcare organisations. That can only be good for both us and our clients. ■



Jennifer is an experienced complementary practitioner and university lecturer. She is the Director of JBH Training which has training centres in Worcestershire and County Durham. She also travels across the UK to provide spas, clinics and salons with bespoke complementary therapy courses. Contact Jennifer at jennifer@jbhtraining.co.uk or on 07712649091. www.jbhtraining.co.uk.

Make more of a MOOC

Massive Open Online Courses (or MOOCs) offer everyone the chance to learn something new from some of the world's leading universities. Often you can join a course and study for free, or you can pay a fee and gain a certificate to add to your qualifications. We explore what's on offer...



MASSIVE Open Online Courses offer several advantages to learners. Firstly, the online nature of the course means that it is much simpler to fit round work and family commitments than either a short course or traditional academic courses where physical attendance is required. Many courses only take a few hours a week. Secondly, there are a huge range of MOOCs on offer, so whether you're looking to learn to augment your business skills or add to your health or anatomy knowledge or just want to learn something new out of personal interest, you'll probably find just the course you're looking for.

The third advantage is that of quality. Some of the world's leading universities offer MOOCs, so you can learn from leading experts and pick up the very latest findings. While the course formats may be adapted to suit the online platform, you're generally studying the same modules or courses as the university's own students and you can study courses on a global basis, rather than being limited to nearby colleges or universities. Most courses have a new student intake every few weeks, so you never have to wait for the start of the academic year. All you need is a computer.

Lastly, and this is a considerable advantage given the rising costs of university study, many MOOCs are free. It's possible to follow your

interests without it costing anything, though many courses also offer testing and certificates for a comparatively low fee. In some cases, if you plan your studies carefully and pass your paid-for exams, you can even gain a degree.

Where to find courses

There are a number of course providers including EdX, Coursera, OpenClassrooms and FutureLearn. OpenClassrooms seem to specialise in technical courses, while FutureLearn offers courses mainly from UK institutions. There are also websites such as www.mooc-list.com that aggregate all courses which start within the following 30 days, if you

don't want to spend time comparing options.

What's on offer?

More and more courses are available all the time. You can study with a UK organisation or choose a course from leading global centres of learning such as Harvard or Yale. Some courses are part of a series, especially in business topics, but you can either follow the entire series, or simply select module courses which suit your own needs. The Open University offer a series on Business Fundamentals, or a standalone modules on Bookkeeping for Personal and Business Accounting, Career Brand Development and

Self-Coaching and a course on The Digital Economy: Selling things based on customer insight. Leeds University have a great series for on starting a business while Accenture have a MOOC on Digital Skills: Social Media which could be a benefit to many small business owners or you could study the Foundations of Business Strategy with a MOOC from The University of Virginia.

Naturally, there are a fair number of language courses ranging from Korean to Italian, and even some on Mandarin, which could be useful for anyone considering learning more about traditional Chinese Medicine. You'll also find courses on everything from mathematical codes and puzzles to ancient history, creative writing, sciences, the environment, IT, coding, religion, art and philosophy,

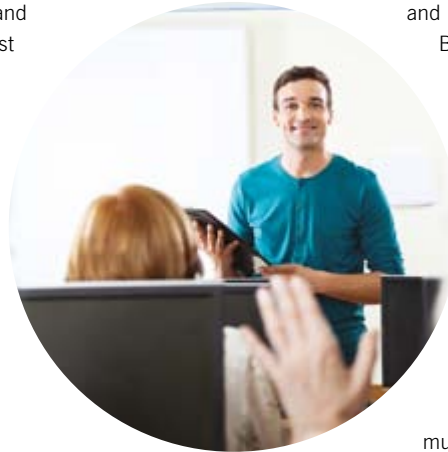
Health and wellbeing is a popular topic for MOOC courses. There are options on everything from Nutrition to Meditation and Alzheimer's to Anatomy. The University of Edinburgh have a six hour course on Social Wellbeing, while Aberdeen offer What Drives the Body?

Monash University's MOOCs include Mindfulness for Wellbeing and Peak Performance, and The University of East Anglia's CBT with older people may be of interest to those working with the elderly or in talking therapies. The University of Leeds are amongst several providers of anatomy courses, with Know Your Abdomen, while Harvard offer Anatomy X: Musculoskeletal Cases and Michigan University have a course covering the anatomy of the gastrointestinal, reproductive and endocrinal systems and another in Neuroanatomy.

Nutrition is also a popular topic, with courses on childhood obesity, global food issues and

Monash University's Food as Medicine series. Wageningen University offer Nutrition and Health: Human Microbiome. Brown University offer an Artful Medicine Course, while Berklee College have an interesting course on Music for Wellness, and Delft University offer Healthy Aging in Six Steps.

Finally, there are plenty of MOOC courses on personal interests, so you could explore art, music, literature, or discover the Kabbalah with Ben-Gurion University, learn to write a novel with The University of California at Berkley, take MIT's Introduction to Philosophy, or study the Science of Wellbeing at Yale. Whatever you choose, it's a fabulous way to learn something new in a relatively short period of time at either a low cost, or for free. ■



Phyto-Epicell

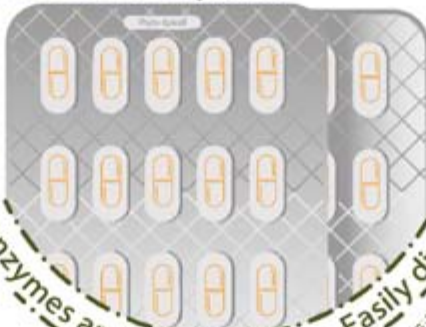


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THE No-Rush hour

Get the morning off to a calm start with our ideas for relaxing morning rituals...

If your day starts with frenetic activity and barely controlled chaos, rushing round trying to remember when your first client's due and whether you remembered to pack your lunch, then take a step back, breathe deeply and learn to make a more mindful and measured start to the morning.

Preparation is key to making a good start to the day, so calm mornings start with a bit of organisation the night before. If you're a wardrobe ditherer, then choose your outfit the night before and lay it out. If you have children, get them used to doing this for themselves, making sure they're packing everything they need for school in advance and have their homework finished. Who needs to start the day rushing to help with a neglected project or find missing trainers, when it leads to a bad mood all round.

If you get up a bit earlier than the rest of the family, then you have some peace and quiet to think over the coming day, eat well, meditate and exercise before the chaos is unleashed. Dry brushing helps exfoliate dead skin cells and improves circulation, so invest in a pair of wooden brushes. Choose an essential oil scrub or shower gel to get the day off to an invigorating start. Citrus scents act as a pick me up, or try Clary Sage for a sense of wellbeing. There are plenty of blended recipes available online.

Rehydrate with water, fresh juice, tea or coffee, trying to be mindful of the process involved, rather than letting your mind race ahead. Try and eat a balanced breakfast that includes protein and fruit, as well as slow-release wholegrains. Once you're ready, now's a good time to undertake a guided meditation, write in your

gratitude journal or try Zazen seated meditation or Yoga Nidra. Take a few moments to be still. This can also be a good time for creativity, whether that's writing, art or colouring in. It's about starting the day with a bit of me-time before spending the day meeting the needs of others.

The morning can also be a good time to do some yoga stretches or go for a run to clear your head and raise your endorphin levels. Rebounding on a mini-trampoline or using an oscillating vibration plate will also help with lymph circulation and put you in a good mood.

Lastly, take a tip from Benjamin Franklin or Steve Jobs. We're told that Franklin would start his day by asking himself, "What good shall I do this day?" It's a superb way to start to focus on the difference you can make to the lives of your clients and those around you, while ensuring you don't get bogged down in unfruitful tasks. Apple's Steve Jobs had a similar approach asking himself "If today were the last day of my life, what would I want to do and am I about to do it today?" If you find that you go through a phase of not being able to say yes, then it's time to re-evaluate your priorities. Remember, there are very few statues put up to people that failed to live their lives to the full.

Make some time to approach your day in a mindful and positive way, taking the time to get off to a good start. That way, you'll be ready to take whatever the day throws at you. ■





ORGANICS FOR THE WHOLE FAMILY

*Pravera's **Rebecca Muir** on why switching to organic and natural products matters...*

WITH more people becoming increasingly aware that there may be something sinister lurking in their family's everyday products, there's growing demand for more transparency from brands as well as for more natural and organic alternatives. Thankfully, there are now plenty of brands to choose from, it is just a case of learning to separate the good from the not so great and knowing which ingredients you and your family should avoid.



In almost all conventional products, you will find some form of artificial preservative. Whilst these increase how long products will keep, they are one of the main causes of skin irritation and allergic reactions. Some are also known to release small amounts of formaldehyde which is an irritant and a carcinogen. Parabens are probably the most well-known preservatives. Whilst some are more potent than others, they can all be absorbed by our skin and blood-stream easily and can be disruptive to our hormones.

Many of us, whether adults or children, love a bubble bath, however the commonly used foaming agent Sodium Lauryl Sulphate (SLS) is a known skin irritant and can be very drying – especially when used on young, delicate skin! SLS can be found in most shampoos, shower gels, bubble baths and hand soaps, and considering that we use these products throughout our day it makes sense to avoid those containing this ingredient.

Another common additive to products we should be cautious about are fragrances. Fragrances are another leading cause of skin irritation and allergies. These are often listed as “parfum”, which is usually a mix of synthetic chemicals. Again, these can be




particularly harsh on young skin – though with as many organic and naturally scented products on the market you have plenty of options if you do not wish you use a neutral and unscented variation.



Arguably one of the biggest ingredients you should be avoiding – no matter what age you are, are Mineral Oils. Mineral Oils can be found in an abundance of our everyday products, especially those targeted at babies and young children such as baby oil.

Mineral Oils are often listed as petroleum, paraffin or other variations of these and are a colourless, odourless oil. These oils are made from petroleum as a by-product of the distillation process whilst making gasoline. Not only does this sound unappealing, but they can be very damaging to your skin as they work as a giant barrier – suffocating the skin and stripping it of its natural moisture.

So, how can you purchase products for your family whilst being sure they are not harmful? Only buy from brands who have been given accreditation by a recognised body! By looking for symbols such as Natrue, ICEA, BDIH, ecocert or the Soil Association, you absolutely can trust that the products do not contain any nasty ingredients and that they are natural & organic. There are many strong brands to choose from such as ORGANii who have fun scented and colourfully packaged goods which make them great for kids – not only that but they also carry neutral options too. Other brands include Lavera who carry items specifically targeted to babies so that you can ditch the chemical-filled alternatives. Making the switch has never been easier! ■

i For more information on natural and organic skin care and bath products for the family, please visit 

www.pravera.com



THE JOY OF ORCHARD FRUITS

Ed Joy talks about natural ways to support the microbiome...

ONE of the hot topics amongst nutritionists, naturopaths and indeed all holistic healthcare practitioners is gut health and most especially probiotics.

Probiotics have certainly proved their worth. There's little doubt that a few extra billion of the friendly bugs kicking round the gut makes for a more dynamic and healthy microbiome.

We can argue that the extraordinary rise of antibiotics in the past half century has held back our understanding of the microbiome and its nutritional needs. A little over a 100 years ago, Professor Metchnikov at the Pasteur Institute in Paris was making huge steps forward in understanding the role of certain bugs and our health. Metchnikov was particularly interested in the peasant families of eastern Bulgaria, who, in spite of their poverty, enjoyed extraordinary health into old age. Their diet consisted of little more than fermented milk products.

It's important to understand when talking about the microbiome that we realise it is not an integral part of ourselves, but co-exists symbiotically. It benefits us when it's well-nourished but we definitely get second dibs on the nutrition that passes through the gut. This is fine because our gut microbiome works to ensure these nutrients are better processed for us to absorb and utilise them.

Taking probiotics, such as lactic acid organisms, will definitely improve the health of this third party friend inside us. Don't think the probiotics you're taking are going to become part of your microbiome; they'll colonise whilst you're taking them and some will keep colonising for a little time after, but that's it! Whilst there, they'll stimulate our immune system and help boost the existing microbiome.

"But hold on," I hear you say, "Surely there must be foods and herbs that can do this for us?" Of course you're right. The diet, when well constituted, primes the microbiome better than any bottle of live yoghurt. Soluble fibres and polysaccharides are needed by the gut microflora. They act as a substrate for our microbiome organisms to feed upon and to colonise during gut transit.

I think arabinogalactan is the best. This is found in foods like carrots and bananas but can be found in its most pure form in larch. The fibre of larch contains 98% arabinogalactans, which, whilst priming the microbiome will also boost the immune system and undermine pathogens. This process can be supported by the pectins we find in apples, or the fibres and sugars found in pears. Pear

and apple are pretty underrated foods but hugely powerful in influencing the order of the gut, they help to generate smoother digestion whilst assisting the formation of softer stools that are easier to pass.

Finally, we shouldn't forget our fundamental friend in the fruit bowl, pomegranate. The juice of this incredible fruit is a great anti-oxidant and immune support, but beyond this, pomegranate juice can work with microorganisms to generate Urolithin-A, a metabolite that can stimulate mitophagy, a process that supports the healthy generation of our cells and prevents premature degeneration in the tissue, more specifically, aging.

Personally, I'm a fan of probiotics, I've been taking them one way or another for over twenty years, but to my mind good lactic acid bacteria is best complimented by the fibres, polyphenols, polysaccharides and flavones that make up a really good fruit bowl. ■



Ed Joy works for Bionutri, the naturopathic supplements

manufacturer. He gives talks around the UK on Herbal Nutrition. For further information please contact info@bionutri.co.uk or phone 0121 628 1901. 🌐 www.bionutri.co.uk or follow [@EdJoyHealth](https://www.instagram.com/EdJoyHealth).



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Weleda UK's Jayn Sterland



Is running the natural products specialist the best job in the world? Jayn Sterland thinks so...

I think of myself as a professional juggler! I'm mum to two boys, wife of a micro-brewer entrepreneur and I'm Managing Director of Weleda in the UK! It's the best job in the whole world as it really isn't a job at all. I grew up in a farming family and my mum was a doctor so you could say my childhood was the perfect apprenticeship for joining Weleda!

The company is almost a hundred years old and is regarded by many as the original 'green' beauty company. Back in 1921, the Austrian philosopher Dr Rudolf Steiner and a Dutch female doctor, Ita Wegman, set up a laboratory to produce medicines and wellbeing products from plants and minerals. Weleda is now a global company employing over 2000 people and operating in fifty countries.

Dr. Steiner produced a

huge body of work covering healing and social care, organic agriculture, education and the arts. He called it anthroposophy which derives from the Greek words for human and wisdom. In essence Anthroposophy has always existed - Steiner just gave a name to it - it combines our philosophies, our insights as human beings and our beliefs into a way of being.

In the beginning Weleda customers and patients came from all walks of life. Steiner's view was that Weleda medicines were a gift from nature and should be made widely available at moderate prices. This is still our core focus - creating functional products, of the highest quality, to be sold at an affordable, sustainable price. Over time, our holistic approach

became marginalised and squeezed by big pharma so our customer base became more niche.



Today, because of the high demand for quality organic skincare we are seeing a broadening of our customer base from the 'deep-greens' through to anyone who wishes to lead a more sustainable, holistic lifestyle.

We only launch new products when we have also developed the whole sustainable supply chain. For example, this year we have launched a sun care range using mineral sunscreens made without nano technology and this has taken years because the lead plant for the range is Edelweiss and this is a very slow growing plant that has to be well established before it can be harvested. It's a protected species in the wild. We're always looking for more environmentally-friendly packaging such as Forest Stewardship Council accredited paper and cardboard and materials made with post-consumer recycle.

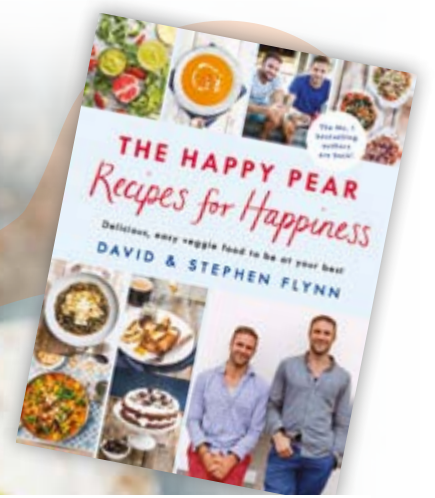
We seek to establish at least one new global sourcing project a year, working in the long-term with farmers and producers to grow a particular crop organically and sustainably in partnership with Weleda. I think many businesses would benefit from Steiner's wisdom which is that to be successful you need to consider 'people, planet, profit'.

The most important lesson for me has been to be a human being at all times and in all situations. Weleda is founded upon strong values and these underpin our actions. It's really simple - act with an open heart, open mind and open will at all times. This means acceptance without judgement; treating co-workers, suppliers and customers with respect; making sustainable long-term decisions and acting responsibly. ■



For more information about the company and their products, please visit www.weleda.co.uk

RECIPES FOR HAPPINESS



A selection of scrumptious summer recipes from the *Happy Pear*, ideal for eating outdoors. They're designed to taste good and make you feel great...

ULTIMATE 15 MINUTE BURGER

Makes 3

Quick, easy to make, super-tasty, moreish – these burgers will deliver! If possible, make your own breadcrumbs. Just whizz a few slices of decent bread into the food processor until they turn to crumbs. The nutritional yeast, as it gives a nice distinct flavour, and a couple of slices of cheese or vegan cheese, takes these burgers to the next level.

Ingredients -

1 x 400g tin of kidney/black beans
1 red onion, 2 cloves of garlic,
150g oyster mushrooms (or other mushrooms), 3 tablespoons oil
3 tablespoons tamari/soy sauce,
100g breadcrumbs, 2 tablespoons nutritional yeast

Method - ● Drain and rinse the beans. Peel and finely chop the onion and garlic and the mushrooms very finely.

● Put 2 tablespoons of oil into a frying pan on a high heat. Once hot, add the onion and garlic and cook for 1–2 minutes, stirring

regularly. Add the mushrooms and cook for a further minute. Add the tamari, and fry for 2 minutes. Remove from the heat.

● Put the breadcrumbs, beans and nutritional yeast into a bowl and mix well. Add the mushroom mixture, mix and cool for a minute, then use your hands or a wooden spoon to mash and mix everything together. Shape this mixture into 3 burger-shaped patties, making sure to really compress them so as to remove as much moisture as possible.

● The patties are now ready to cook. Pan fry in a tablespoon of oil for two minutes on each side, until golden, barbecue or oven bake for 10 minutes at 180°C/350°F/Gas Mark 4 for 10 minutes, or throw them on the barbecue.

● Serve in toasted burger buns your choice of salad leaves, tomato slices, hummus, cheese, ketchup, avocado or onion slices, relish or coleslaw.

PIZZA

makes four generous pizzas, takes 30 mins

Pizza that tastes great and is a little healthier, with a no-yeast recipe that is super-quick. To be gluten-free, try buckwheat flour instead. The tomato sauce is full of flavour, balancing the dense wholemeal base. Our topping suggestions are pretty out there, but really delicious!

Ingredients - For the base

200g white flour, 200g wholemeal flour, plus extra for dusting, 2 teaspoons baking powder, ¾ teaspoon fine sea salt, 2 tablespoons oil, 220ml water

Ingredients - For the tomato sauce: (makes 500 g)

8 sun-dried tomatoes, 2 cloves of garlic, 1 x 400g tin of chopped tomatoes, 2 tablespoons olive oil
1 tablespoon maple syrup, ½ teaspoon sea salt, pinch of freshly ground black pepper, 1½ teaspoons balsamic vinegar

Method - ● Preheat the oven to its maximum temperature.

● Sift both flours and baking powder into a bowl, then add the salt and oil. Mix well in a circular motion, using your clean hands held in a claw-like shape. Make a well in the middle and slowly add the water. Coat your hand with a little flour and mix until all has come together. Divide the dough into four equal-size balls.



Ultimate 15 minute burger

- Roll each portion out using the rolling pin. Make it as thin as you can (no more than 5mm thick), to ensure a crispy thin base.

- Sprinkle a little oil and flour on a baking tray to prevent sticking, then gently place your base on the tray and bake in the preheated oven for 8 minutes, without any topping, to ensure a crispy base.

- Meanwhile, in a small pot, boil the sun-dried tomatoes for 5 minutes, until they become soft and easier to blend, then drain. Peel the garlic. Add these and the other sauce ingredients into a blender, and whiz until smooth.

- Each topping is enough for four pizzas



Pizza two ways

POTATO, RADDICCHIO, CHEESE AND WALNUTS (30mins)

Ingredients:

1kg waxy potatoes, 2 tablespoons oat milk, 3 tablespoons olive oil, ¼ teaspoon sea salt, 1 teaspoon ground ginger, 1 head of radicchio 100g vegan cheese, or other cheese, 25g walnuts

Method - ● Boil the potatoes until soft. Mash with the oat milk, olive oil, salt and ground ginger until the mash is thick but has a nice creamy taste.

- Chop the radicchio in half, remove the firm core in the centre and bottom that is holding it

together, and cut the rest into thin, small bite-size pieces. Grate the cheese. Lightly crush the walnuts.

- Slather a quarter of the tomato sauce on your precooked pizza base. Gently spread over the mashed potato to give a decent base layer. Next, sprinkle on about three-quarters

of the radicchio, the lightly crushed walnuts and a good handful of cheese.

- Transfer to a warmed baking tray and bake in your hot oven for 8 minutes, until the base is nice and crispy and the topping is turning golden. Bake for longer if the base is still soft. Sprinkle with the rest of the radicchio to give it a nice pop of colour.

CHOC JAFFA BALLS (Makes 25, takes 20 mins)

Light and chocolatey, these make a great treat and are perfect for kids' lunchboxes or for that mid-afternoon slump when you are looking for something sweet. Lovely on their own, or even spread on toast!

Ingredients -

200g pitted dates, 75ml orange juice, 80g oats, 120g cashew nuts 2 tablespoons cacao powder zest of half an orange

Ingredients - For the coating

(choose your favourite)

50g desiccated coconut, 100g dark chocolate, melted, 25g desiccated coconut, zest of ½ an orange, 1 tablespoon freeze-dried raspberry powder

Method - ●

Chop the dates into small pieces and soak them in the orange juice for a few minutes, mixing so they are all submerged in the juice.

- Pulse the oats and cashew nuts in a food processor for 30 seconds. Add the soaked dates with the orange juice, then add the cacao powder and the orange zest. Blend all the ingredients until the mix has a smooth texture – about 2 minutes.

- Roll the mixture into small balls about the size of a small Brussel sprout, and coat each one in your favourite coating. Roll the balls in the coconut for the first option and dip them in melted chocolate for the second (leaving them to harden). For the third option, mix all the ingredients in a bowl and cover each ball for a fab hot pink colour! Store in the fridge for up to a month.

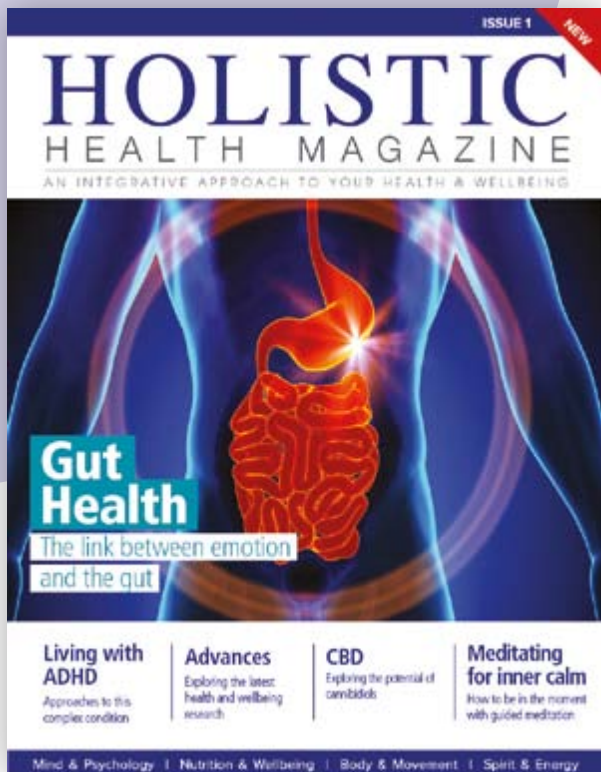


Choc Jaffa Balls



David and Stephen Flynn

live in County Wicklow, where they run the Happy Pear café and food business. The Happy Pear: Recipes for Happiness was published in May by Penguin. It is available from good bookshops and online sellers.



HTM IS HAVING *a little* Sister

We're incredibly excited to announce that Holistic Therapist Magazine is expecting a little sister.

We're launching Holistic Health Magazine this autumn. Holistic Health Magazine will be an online magazine designed for anyone who's interested in taking control of their health, living a kinder, more mindful lifestyle and undertaking the journey towards being their best self.

Over the past few years, we've often been asked why we can't do a version of Holistic Therapist Magazine that's not just for therapists, but for everyone. So, we're going to do it.

Holistic Health Magazine will blend the latest health research with great advice, entertaining and informative features, personal stories, interviews with leading therapists, introductions to different holistic therapies, home remedies, recipes, exercises and the best products and services for a healthier lifestyles. ■

i If you'd like to find out more, or would like to contribute, please get in touch with us at alison@holistichealthmag.com.

FIRST EVER INTERNATIONAL FOOT READING CONFERENCE SET FOR SEPTEMBER

Six of the world's best known foot reading experts are joining forces to hold the world's first International Foot Reading Conference in September.

The Conference, being held on 20th September in Kegworth, Leicestershire, features HMT columnist and world renowned foot expert Jane Sheehan with Sue Ricks from the UK, Sam Belyea, the American foot whisperer, Christine Stormer Fryer from South Africa and Israel's Mauricio Kruchik.

The Conference is aimed at health therapists and practitioners including reflexologists, body workers, health and fitness coaches, chiropodists and podiatrists. It will add value to anyone who works with people and their feet or hands in any location, including spas, salons, gyms and shops.

Tickets, which cost £125 for the day and include all presentations, live foot or hand reading forum plus unlimited refreshments and a nutritious lunch are available from www.footreading.com/workshops/22-20-09-2018-kegworth

THERAPIES FOR CANCER – CHAMPIONING COMPLEMENTARY CARE

The Therapist Business Club has launched an exciting new project in collaboration with NHS Trust Harrogate and District and the NHS Natural Health School,

To help raise awareness of holistic and complementary treatments suitable for use alongside standard cancer care, they have published over 30 videos, articles and interviews which are available to everyone for free on their website. The aim is to break down the myths surrounding complementary treatments and how they can be

used to help cancer patients.

The Therapist Business Club is a non-competitive, heart-led platform and membership website for the sharing of best practice, business expertise, support and therapy information to the wellness industry – from beauty, holistic and complementary medicine to mental health. To sign up and access the information, simply visit www.therapist-business-club.co.uk/ and register with your name, e-mail and coupon code HTMAG.

OOOHHH! THAT'S NEW!

Summer's a great time to try something new. Here's our round up of some of the latest and most interesting new products out there...

► Lily Cup One

There's a huge debate round the cost of having a period and period poverty, with MP Danielle Rowley stunning parliament by telling them that the average yearly cost of having periods is £500 a year. That's a lot of money and we can certainly all think of things we'd rather do with it than buy sanitary products, especially since many aren't biodegradable. It might be worth trying the Lily Cup One by Intimina.

The menstrual cup costs £19.99 and is made from body-safe, hygienic medical-grade silicone which can be worn for 12 hours at a time. The cup also lasts up to 10 years, so if it works for you, then that's a saving of £4980 over the ten year lifespan.

Find it at www.currentbody.com.



◀ Kypwell

Kypwell is new to us, but well established as a premium wellbeing line in Cyprus, where it's made. Kypwell offers herbal teas and a range of natural skincare products. We were impressed by the company's focus on getting back to a simple lifestyle, making products from the local herbs in Cyprus and donating 10% of profits to local projects. We were even more impressed by the products, including a great gently foaming herbal facial cleanser with phyto saponins, calendula, cypress, plantain, chamomile, elder, geranium and lavender for holistic action on the skin. The hydrating mist and 24 hour multi-action herbal cream are both lovely, gentle, yet effective too. Get it at www.kypwell.com

► Khadi Face Masks

Ayurvedic hair and beauty specialist Khadi has just launched a range of facemask powders. You just mix the powder with water, milk or rosewater and you're good to go. We liked that you didn't have a lot of wastage and that the masks smelt great – particularly the rose, orange and sandalwood versions. The range includes Rose for mature or dry skins, Orange for oilier or combination skin, Sandalwood for everyone including sensitive skins, Neem for normal to oily skin and Vetiver for oily or problem skin. Each costs £12.90 from selected retailers or www.khadihair.com



◀ Incognito Factor 30 Sunscreen and Insect Repellent

We're all in favour of multi-tasking products, so we were intrigued by Incognito's new sustainable Factor 30 sun cream, which also contains a moisturiser and an insect repellent. The triple action cream is COSMOS Natural Certified, offers SPF30 UVA and broad-spectrum UVB protection and repels mosquitos for up to five hours. Even the plastic packaging is based on renewable sugarcane and the company donates 10% of profits to charity projects. It's available from wholesalers to the health store and pharmacy trade. Find out more at www.lessmosquito.com



▲ BakkerElkhuizen S-board 840 Design Keyboard

One of our writers was suffering RSI and had resorted to using speech to type software. Then she tried this keyboard and the problem has disappeared. By removing the number pad to the right of the keyboard, which 90% of people don't use anyway, it improves the ergonomics and reduces strain on the shoulder and forearm. Our writer described it as life-changing and she found it so comfortable that she bought the company's special mouse too. A great buy if you have RSI, or a superb practical recommendation for any clients with the problem. At £61.99, it's an inexpensive solution to a debilitating problem. Find out where to buy from www.bakkerelkhuizen.co.uk/ergonomic-keyboards/s-board-840-design-usb/

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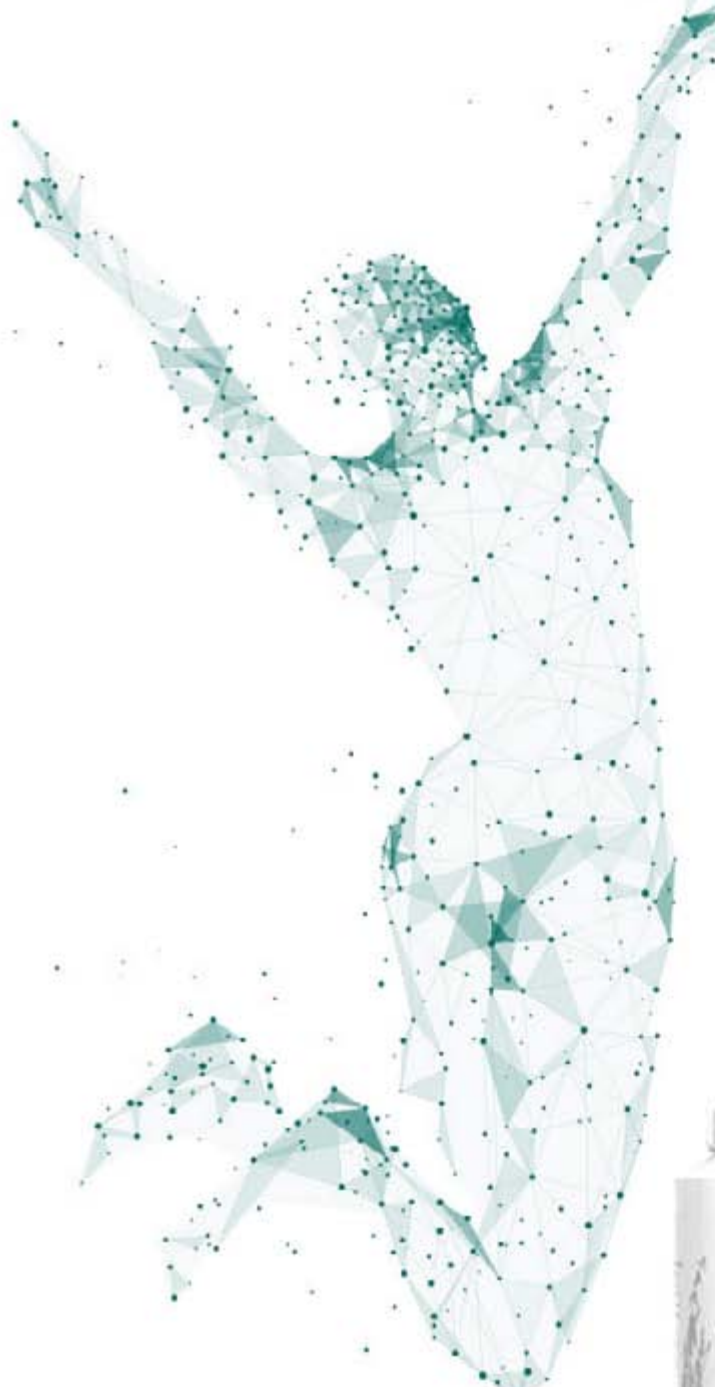
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FOUR ROUTES *to aromatic* tranquillity

Renowned essential oil researcher, *Elizabeth Ashley*, sings the praises of some lesser known oils...

AS therapists, our bread and butter is relaxing people, but how many of us step outside the usual essential oil trinity of lavender, camomile and geranium and find different mechanisms of healing? Here are four aromatic routes to calmness, which all work in very different ways.

Monarda

Monarda fistulosa, is known by some as Bee Bergamot and grows like a weed in the United States. It's an incredibly pretty flower with leaves which are aromatic from the moment they shoot through the earth.

Traditionally, Monarda was used in Native American medicine. The Lakota tribe bathes their new born babies in water infused with Monarda leaves to strengthen and protect their newest additions and it was also used in sweat lodges. The Native Americans use it to loosen catarrh, ease congestion, to heal respiratory complaints. Monarda is also to detoxify the spirit and using it feels almost like a dandelion seed floating from a fairy's finger.

In Chinese medicine, we talk about how someone's constitution may be very yin: soft, passive and cool, as opposed to being hot, hard, aggressive and yang.

If someone has a very yin constitution, they drift through life without a care in the world. To begin with that's incredibly healthy medicine, but after a while can lead to a weakened constitution, the inability to concentrate at work, and often losing a job., Traditionally, we become more Yin as we get older. On the good side that means we become more tolerant and less likely to rise to an argument, however it also means we become more brittle, feel the cold more, memories tend to lapse, and we get tired more easily. The energy of monarda essential oil is incredibly yin. So, we choose very carefully.

If we have a client who already drifts around on fairy wings, this medicine will blow them away on a feather. However, a client who is driven, cannot submit to relaxing, pushes themselves to their ultimate extreme and subsequently crashes down with infections and a poor immune system, simply through exhaustion, then Monarda is most extraordinarily helpful.

Monarda essential oils smells like Bergamot (*Citrus bergamia*) and has the same uplifting and relaxing quality as the citrus has. It differs chemically, obviously, but the upside of that is that unlike the citrus it has no concerns with phototoxicity and so is a fantastic oil to be using through

the summer months, without having to worry about your client going sunbed or out in the sun.

But, what if we have someone who is the opposite end of the scale? What if our person is so exhausted, so worn down by life, so downtrodden by everything happening around her... how do we help her relax and let go?

What the answer is, we would use the opposite. We would use yang medicine. Personally, I use two specific oils for this, the first is sweet basil (*Ocimum basilicum*) essential oil and the second is Vetiver (*Vetiveria zizanoides*).

Vetiver

Vetiver's angel hair roots plunge up to 8m down into the earth and needs burning sun to mature it. Somehow it seems to harness that heat, that deep grounding, steadying energy, into the essential oil.

When you use vetiver oil there's no resisting its sedative nature, but you become aware that your energy is being drawn down into the earth, anchoring you and steadying you in one spot. It makes you aware of your inner confidence and what you're capable of in life. Somehow its rich deep voice reminds you that you have purpose, but more importantly you have rights, quietly empowering you to find your voice to stand up for yourself and take control of your life.



Vetiver is slow - sometimes painfully slow - medicine. Anyone who has waited to get a drop out of a bottle can attest to that.

Sweet Basil

By contrast, there's nothing passionate, passive, gentle or restorative about Sweet Basil. Administering a swift kick up the behind, she demands you quit contemplating stuff and get on and do it! So, where vetiver says Hang on.

Let's think about this. Let's just regroup, assimilate information and check were coming from a cool and decisive place...

Sweet Basil says: *"Screw that, let's blow it up!"*

While Sweet Basil might not seem very calming, there is great power in just...dealing with stuff. Interestingly, both sweet basil and vetiver make fantastic aphrodisiac blends, again working from their relative healing personalities. Vetiver switches off the active mind, to stop you from being disturbed by invasive thoughts, but also slows the energy down into Tantric bliss, being a perfect choice for men who are struggling with premature ejaculation, for example. Sweet

basil comes from the opposite dimension demanding a rise to the occasion.

Holy Basil

Holy Basil (*Ocimum sanctum*) is also associated with tranquillity. In Ayurvedic medicine Holy Basil is believed to be the embodiment of the goddess Lakshmi, and is considered to be sattva.

This Ayurvedic term means "pure tranquillity", but anything sattvic is also considered divine and can have no associations with sexual activity. So, where Vetiver and Holy Basil are both extraordinarily peaceful oils, quintessential to prayer and meditation, Holy Basil has a nun-like quality.

Do not mistake that as being gentle and be tempted to overlook her.

In the 1960s, Russian scientists were tasked to create elixirs to fortify the Siberian army, help astronauts excel within the space race and to ensure Russian athletes dominated the Olympic Games. They investigated plants that had what was known as an *Adaptogen* quality and were regarded in some way as "kingly". These security superior plants all had extraordinary

healing reputations, quickly restore the body after stress, protecting it physiological changes. As an adaptogen, Holy Basil returns blood pressure, blood sugar and respiration to normal levels after periods of stress.

Like Monarda, Holy Basil is incredibly yin. Peaceful, prayer-like, it feels like a blanket of being protection is being wrapped around you. You'll note how incredibly different the personalities of the two Basil oils are. Where the fragrance of Sweet Basil is pungent, filling your car with fragrance on the journey from the supermarket, Holy Basil is subtler. One might imagine the reassuring nature of knowing someone is quietly waiting and praying outside your house. Not waiting for you, waiting with you until you need them. Holy Basil can be the gentlest and most supportive friend. ■



If you are interested in learning more about these plants, each has their own book associated with it which you can find on Amazon. Elizabeth Ashley is the author of 20 aromatherapy manuals, an international speaker for the IFA and the UK Director of NAHA

DIY SOCIAL Prescribing



Social prescribing is becoming more popular as doctors advise their patients to get out in the open air, to reconnect with nature in order to improve health and mental wellbeing. I decided to write my own prescription for a week...

I'M one of those people who is healthy, but not very fit. At least, I assume I'm healthy because I rarely need to visit my doctor and nothing has fallen off yet. I can tick the boxes for most of the lifestyle factors which impact negatively on health. I don't smoke, there can be months between one bottle of cava and the next and I've been vegetarian for the majority of my life. So far, so good. Of course, there's a slight problem with my belief that chocolate is an essential contributor to my five a day, and although I'm out with the dog a lot, she does all the running about while I throw a Frisbee or her ball. I'd rarely move if she'd bring it back properly. Anyway, I decided I'd immerse myself in nature for a week to see if I felt like one of those annoyingly fit people instagramming their advanced yoga poses and perfect bowls of raw veg. I didn't.

Monday - Despite having the sea quite literally at the bottom of my garden, I rarely go to the beach. I decide to head down the cliff path at the other end of the village, which is steep and eroded. The dog pulls like a small train and is soon happily bounding over the rocky shoreline and sniffing around rock pools, while I sit on a rock trying to spot dolphins. The sea's too choppy, so the dolphins are disobliging. Practice gratitude – there's a bench halfway up the climb.

Tuesday – Wake up with sore legs. I have the aerobic capacity of an asthmatic gnat and decide I should really join a gym. I'm pretty sure I'd go about twice, so I hold off. Take the dog for a country stroll instead. She barks at children on bicycles and I sneeze all the way past a field of oilseed rape. The "nature as healer" idea is starting to seem a bit iffy.

Wednesday – I decide to try forest bathing, since the terpenes secreted by pines are supposed to be good for you. Unfortunately, the organic bug spray I'm using seems to be rather less repellent than I now look, given that my midge bites have developed into blistered hives. I appear to have grown a dozen extra nipples. It's not a good look.

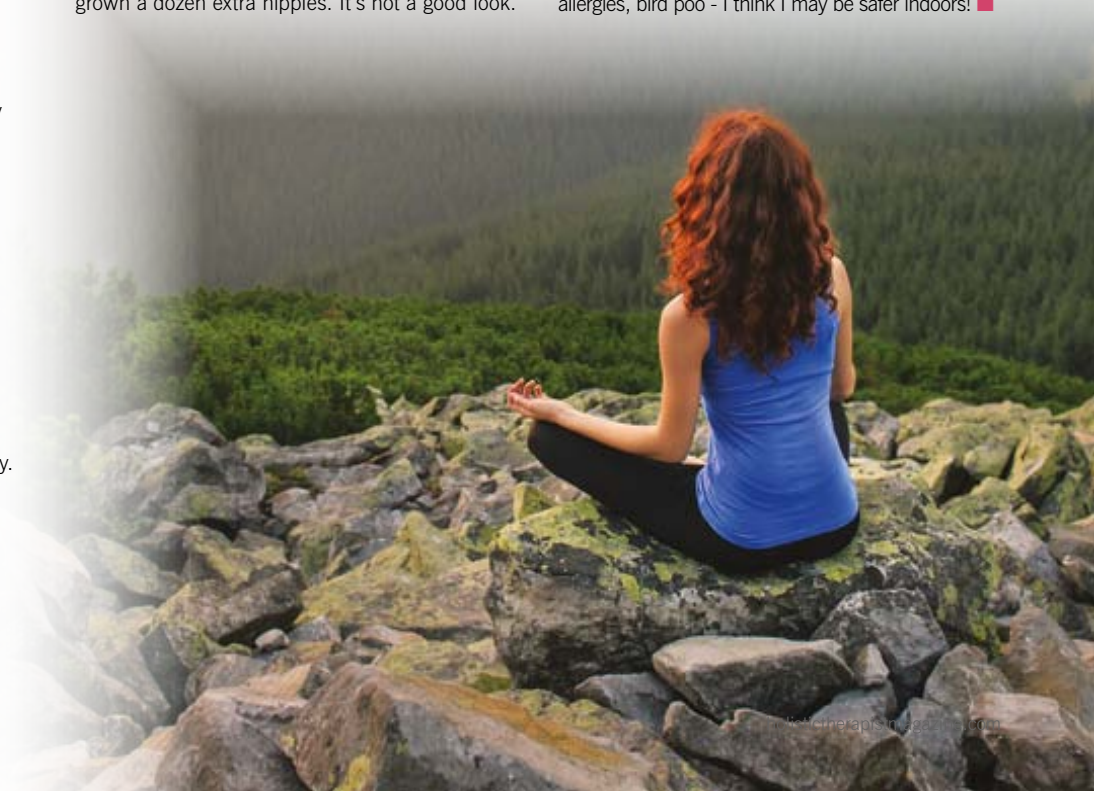
Thursday – I try some mindfulness meditation, sitting under one of our cherry trees as drifts of petals fall to the earth. All very calming and Instagram worthy until it's ruined when a sparrow munching on seeds from one of our feeders decided to defecate on my head. This wouldn't happen in a Disney movie.

Friday - Go shopping. Nothing bad happens all day. Mmm!

Saturday – Help my beloved tidy up the garden pond. We find a toad and then a newt. I'm happy that creatures are being attracted to the garden, before deciding that it's only a matter of time before the toad finds a way to poison me or I develop a strange newt allergy.

Sunday – Take the dog for a walk up along the field path to the next village. Count around thirty varieties of wild flower and develop almost as many blisters from new trainers.

So, after a week, do I feel a tremendous sense of wellbeing? Nope. Do I feel a greater sense of gratitude and appreciation for nature? Blisters, allergies, bird poo - I think I may be safer indoors! ■



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Cornelis Reiman: *from textbooks to* **temple** HEALING



Many of us have switched careers, but few have changed quite as dramatically as **Cornelis Reiman**. So just how did this business consultant and lecturer become a healer at a temple in Thailand?

I considered my life normal before becoming a healer. A normal family. A normal upbringing. I worked for IBM, became a business consultant and taught postgraduate business and economics. Now I heal people from all over the world in a temple in a remote part of Thailand. Thinking back, the change began during my business and academic career. My sense of normality changed. I began seeing colours on people, for example, and it took me a few years to figure this out because there was no one I could ask about that, or trust. It turned out that the colours told me the state of health of a person. Then there were visions that came to me, too.

Once, in a nightclub, a colleague complained of a headache. Imagine her surprise when I reached out and touched that exact spot on her head with the tip of my index finger and the pain went away instantly. Then, when lecturing, I remember dropping off a parcel in the mailroom on campus and chatting. Someone had a backache, which I fixed. I ended up with a reputation among support staff for being able to fix back problems.

Acceptance by others is a crucial issue in all of this. Generally, people have belief systems that hold them in place. These dominate their thinking. Mostly, they are unable to accept any conversation that involves holistic healing, or what they consider eccentric, or esoteric. I'm fine with that. In effect, it's easier to deal with people who come to see me than to bother with people who do not.

I became a temple healer by accident. My wife is Thai, as well as Buddhist and I am neither. I went with her to visit a temple in rural Thailand and she asked me to help a woman who had a stiff neck. I had done that sort of thing in the past, although only occasionally, and I did not consider myself to be a massager of any note.

This woman looked at me a little strangely when I touched her neck, as if sensing something, and she asked me to imagine that I was putting fire into the tense parts of her body. I did this, even though none of it made sense. Then, with great delight, the woman showed how all was fine with her. That was when she asked me I wanted to be a healer. Me? A healer? This seemed so ridiculous. But she was certain of it, as were others in the room who saw how I had fixed muscle tension so quickly.



With nothing to do at the temple otherwise, since I was only there to support my wife, I agreed to this unusual offer. Initially, I treated people who were volunteers at the temple. Everyone was happy about that. Then, I helped monks who lived there. They were happy, too. A few weeks later, I began working on people who were in the healing program at this temple.

Everyone continued to be positive about what I did, which was a surprise to me. Even so, I knew this was right for me for one very convincing reason. It was here and now for me. I had arrived at this way of being many years earlier and it dispensed with any uncertainty. So, I lived according to what came to me, rather than living by preferences and fanciful thinking.

It was difficult at times. Clairvoyance became common, and peculiar things occurred. I saw ethereal beings. I spoke with them. It was

extraordinary in every way. Amazingly, the healing continued. More importantly, with additional patients, my healing skills improved and strengthened.

The temple, Wat Trivisudhidham, is around 200 kilometres out of Bangkok and helps people to become better Buddhists. It also has a healing program. Usually, people stay for nine days at a time. Each day is full of planned activities that focus on meditation, chanting and Buddhist etiquette. People in the healing program are also diagnosed and treated with traditional Thai medicine, massage, acupuncture and chiropractic treatment.

My wife and I are at the temple most days. The day begins with us giving alms to monks and nuns soon after dawn breaks.

If my wife asks, I join in temple activities, otherwise I'll be in a small building of my own where both local people and those from all over the world come to see me. Some stay for hours and a few stay with me for days. In the late afternoon, I sit on a platform in another building on the temple grounds and patients see me there. I treat the sickest people who are in the temple healing program. They might be rural folk living in poverty or rich and famous. It makes no difference to me. I work with people who have a huge range of conditions from heart problems and brain damage, to stroke victims, infertility, mental illness, psychological issues, people who have suffered shocking injuries in car accidents and those with debilitating and inconvenient allergies – anyone from new-born infants to the elderly. People are thankful for what I do. Their lives change permanently.

I heal without thinking about it. When I began, I spent ten to fifteen minutes with each patient, three times in a week.

When not meeting someone during the day, or seeing patients in the late afternoon, I reply to people who connect with me via the internet. I stay in touch with current affairs globally and write, which has led to a few books about my experience as a healer.



I heal without thinking about it. When I began, I spent ten to fifteen minutes with each patient, three times in a week. However, I became stronger and faster. I spent less time working on people until it was effortless. Now, in a matter of seconds, I deal with physical, psychological, spiritual and karmic issues of a patient. People are healed. This is the incredible thing. I don't even touch them to do all of this. It is all about what happens to people because of what I do, and that they know this.

Life taught me that it is possible to attain constant calmness, contentment, stability and happiness. Essentially, this comes from understanding what reality means, which involves living in the present moment. True destiny comes from it. I talk about this to help visitors understand that it is not only possible, but also practical. I reiterate that three things define reality. Specifically, what relates to you, here and now. This means seeing that any other thoughts are unnecessary. Thoughts to do with someone else, somewhere else, or some other time are irrelevant.

This is how it is for me. Life just unfolds, and effortlessly. Frankly, there is no other way to be. I could not have become a healer otherwise. ■



The temple, Wat Trivisudhidham, can be contacted via www.facebook.com/WATTRI2EN/ and yuy7@yahoo.com.

Cornelis can be contacted via reiman@gmail.com



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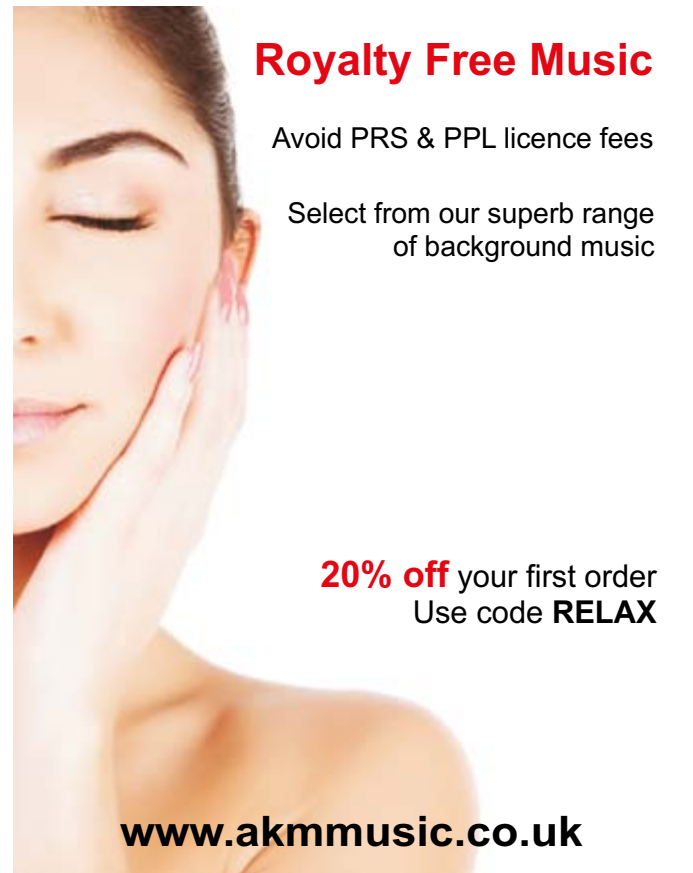
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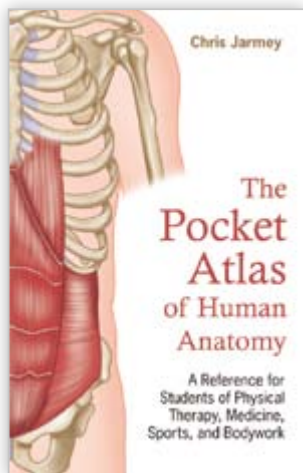


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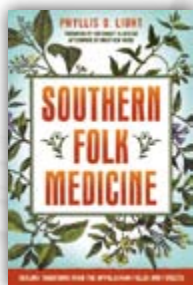
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Southern Folk Medicine

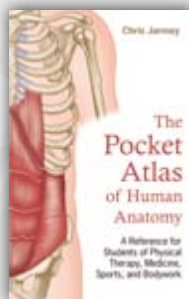
One of my favourite books is a battered copy of *Ozark Magic and Folklore*, which was published back in 1947. It's a home-spun collection of old superstitions derived from Irish and Scottish settlers to the backwoods and mountains of Appalachia and very much of its time. In *Southern Folk Medicine*, traditionally trained herbalist, Phyllis D. Light, covers some of the same ground, combining reminiscence, teaching, traditions, common sense and an exploration of the underlying scientific thinking and knowledge of this dying form of medicine. The people may have been dirt-poor, but the traditional folk medicine approaches are rich in associations, drawing on ancient Greek, Roman, Ayurvedic and many other traditions. It's a lifetime's wisdom distilled down and served



up with a shot of sarsaparilla. From www.northatlanticbooks.com RRP \$21.95 or £17.99 from Amazon

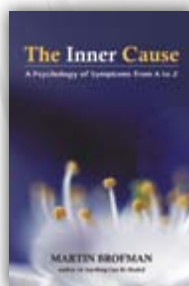
Pocket Atlas of Anatomy

Lotus Publishing have just issued a new edition of this essential little guide to anatomy for students and less experienced practitioners. The handy size is a boon, since it fits into a desk drawer or bag unobtrusively. We like the clear illustrations and good summaries of anatomical terms and structures. The final chapter mapping the fascia and myofascial meridians is informative and should improve our knowledge for effective movement training and manual therapy treatment. Find it at www.lotuspublishing.co.uk for £12.99.



The Inner Cause

Few of us would deny that individual psychology has a huge impact on both physical health and mental wellbeing, so *The Inner Cause* makes interesting reading. It offers a guide to about 800 physical symptoms matched to author Martin Brofman's views on their psychological genesis and the way that understanding these physical messages from the body can help people take charge of their own health. It's a synthesis based on Brofman's thirty years' experience of working with



various personality profiles, chakras, the body-mind interface, and the connections he discovered when developing his Body Mirror System of Healing, which postulates that we create our own symptoms through the way we respond to conditions within our lives. £11.50 from online sellers.

The Book of Herbal Wisdom

Matthew Wood's hefty tome comes in at 580 pages, each pretty much packed with a beguiling mix of folksy tales and practical information and scientific studies. After a fascinating section of herbs and dreamtime, there are detailed chapters on forty different plants, many of which can be found in UK gardens. Each starts with how the plant has been used historically, how it joined the herbalists' repertoire and how to prepare and use it. The use of both Latin and folk names makes it easier to ensure you have the correct species, should you wish to follow some of the recipes provided. £15.58 from Amazon.



Everyday Gratitude

When you're feeling swamped, this little book will help you refocus on what's really important in your life. We all take too much and too many people for granted. Beautifully designed and perfect for dipping into a couple of times a day,



it's would also make a charming gift for anyone who needs a bit of a boost. Each of the colourful pages has a quote followed by a question prompt to help us think more deeply about both gratitude and attitude. From the people at www.gratefulness.org, you can find it at bookshops or online for £9.99 or less.

The Body Deva

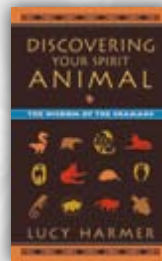
In many ways a companion to The Inner Cause, Mary Mueller Shutan's *The Body Deva* reminds us that we are not our pain, we are not our illness and should not own it nor allow it to define us. We must look at the individual and all aspects of that being, rather than regarding someone as the embodiment of their symptoms. Shutan's work as spiritual healer draws upon Traditional Chinese Medicine, CranioSacral Therapy, energy work and Zero Balancing to teach us how to engage in a meaningful internal dialogue to help unblock unhelpful patterns and support healing from within. Available from www.innertraditions.com or www.findhornpress.com £12.99



looking to master Reiki levels one and two while providing a great grounding in the traditional foundations of practice, stressing the importance of diligence in practice. This is especially useful given the considerable number of modern variants. £13.88 from Amazon.

Discovering Your Spirit Animal

I've always suspected that I'd end up with a maggot as my spirit animal, something deeply unglamorous at any rate, rather than a wolf or an eagle. Therefore, I was a bit hesitant to have a look at this compact little guide. It's a good starting point offering several methods for finding your spirit animal including shamanic journeying, creative visualisation and dancing. All are best attempted in solitude. There's a useful index of animals at the back and ideas for working with your guide. I particularly liked the resource section, which covers both the UK and USA. Available from Amazon.co.uk for £8.56. www.northatlanticbooks.com RRP \$21.95.



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The Foundations of Reiki Ryoho

Subtitled A Manual of Shoden and Okuden, Nicholas Pearson's book provides a well-structured introduction to this fusion of Eastern and Western traditions as both form of healing and a spiritual practice. It's a great introduction to the history of Reiki as well as providing a grounding in initiations and core precepts. It's a comprehensive handbook for anyone



Clinical Assessment for Massage Therapy

David Zulak's weighty and practical guide to assessing clients for massage therapy should be essential reading for bodyworkers. It's impressively comprehensive and should help students build their knowledge and provide additional insight to help even the most experienced massage worker home in on the exact nature of a client's problem.



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SAY goodbye to Stress

Dr Farzana Rahman and Dr Farhana Rahman are sisters and founders of Happywisewell.com. Here they share the latest research and their approach to destressing...

AS doctors, we see stress come in every shape and size. Sometimes patients will just come out and say it. "I have no energy". "I'm constantly on edge". "There's no time". "I can't sleep". "I feel low". "I'm just so...tired". But very often, it just lurks there like a shadow, casting its shade onto every facet of daily life. That's when people start experiencing other phenomena related to stress. Low energy, anxiety, mood disturbance, listlessness, poor sleep and problem eating are just some of the stress-related problems we see on a daily basis.

Of course, there is a role for investigation and treatment when we hear these concerns. We find that when the blood work comes back normal and we've explored anxiety and depression, it's time for us to talk honestly about the elephant in the room: lifestyle and the unsustainably high levels of stress that is carried around every day.

It comes as no surprise that we're all running on empty. Yet, the sheer volume of stress-related health issues we see is alarming and demands urgent attention.

"Stress is causing some of the biggest public health crises of the 21st century."

When it comes to stress, the facts speak for themselves. In 2015/16 stress accounted for 37% of all work-related ill health in the UK. Stress affects almost every aspect of our health. Nearly every branch of medicine has disease processes that are caused or exacerbated by stress. Somehow, I had never quite put two and two together (which seemed absurd when I really thought about it). Because stress can affect anyone of any age and has proven links to heart disease, insomnia and poor immunity.

FIVE STUDIES THAT SHOW HOW STRESS AFFECTS YOUR HEALTH

- One study found that stress-inducing activities such as exams and public speaking led to impaired immunity, due to a reduction in the number of certain white blood cells which help maintain cell count.
- Work stress has been associated with an increased risk for cardiovascular disease in a study due to an increase in systolic blood pressure and heart rate during and after work. These factors can contribute to cardiovascular disease.
- A study of 3079 middle-aged working-men found that work related stress was directly related to sleep disorders including insomnia, sleep deprivation and daytime fatigue.
- It has been suggested that chronic stress contributes to obesity by increasing food intake and increasing abdominal fat deposits.

HOW TO DE-STRESS

The first step is taking a long, hard look at your lifestyle, being real with yourself and admit that it's probably time to make some changes.

Let's break it down with our six point plan:

WHAT CAN WE DO?

SLEEP - Aim for eight hours of good-quality, solid rest. That means prioritising it – skip that last drink to get home earlier, set an alarm an hour before bed-time to remind you to stay on track and don't take your phone or tablet to bed. Let your bed be your sanctuary, where you can melt the day's stresses away as you snuggle down for the night.

FOOD - What are you putting on your plate and into your mouth? You already know you should nourish yourself with goodness, but take a moment to assess how you are eating. Inhaling your lunch at your desk? Fork in one hand, Facebook feed in the other? Dinner whilst you veg out on the couch? **STOP!** Literally, stop to look at your food when you eat it. Think about what you're eating and take time to enjoy the tastes and flavours. Whether you eat with people or alone, use mealtimes as an opportunity to fuel your body and your soul.

DEVICES - Your phone doesn't come with a health warning, but it should do. A recent survey showed

the average Brit checks their phone 28 times a day. That's more than 10,000 times a year. The compulsion to keep glancing, scrolling and browsing in turn fuels the need for constant stimulation. We are never 'off' – something is always pinging away and when it doesn't, we go looking for more. This affects energy levels and concentration; whilst your battery is being drained, so are you. And let's take a moment to reflect on social media. The likes, the follows and instant gratification go hand in hand with feelings of anxiety, envy and inadequacy. It's an emotional rollercoaster and it's taking a toll on your wellbeing. We're not about to suggest you throw your phone in the bin, but a digital detox through imposing some limits can help regulate phone use and keep stress levels in check.



FREE YOUR MIND - Slow down, enjoy life and smell the roses. If it doesn't come naturally to you, it will with a bit of practice. We are strong believers in the power of the mind: give it the time it deserves. Learn to be still and connect with your surroundings, whether it be through practices like meditation, T'ai Chi, Yoga or prayer or something as simple as going for walk.

Spiritual health should be given as much priority as physical health.

HAVE FUN! - Enjoy yourself...you've earned it! Unwinding with friends is always a hit. Exercise is a great way to get the endorphins going, release stress whilst also helping you stay fit. And whilst bingeing on Netflix is fun, spending four hours watching the criminal exploits of a Colombian drug cartel is unlikely to lower your cortisol levels. Instead, pretend to be your granny and unwind with some good old fashioned pastimes like journaling, cooking, crafts and gardening. This has the added bonus of paradoxically making you cool. If you go full old school (e.g. embroidering a tablecloth) you get extra hipster points.

I heal without thinking about it. When I began, I spent ten to fifteen minutes with each patient, three times in a week.

WORK - This is the one that people immediately think of whenever they talk about de-stressing. "I need to work less!" says everyone. But we've intentionally put this at the bottom of the list as people often don't realize that there are many other driving forces that contribute to high levels of stress outside of their jobs. By all means though, review your commitments and make positive changes so that you can effectively manage your workload. Try not to take your work home with you if possible and if you do, set some boundaries to maintain a healthy work-life balance.

Ultimately, stress is a natural physiological response. But as modern life continues to evolve beyond recognition when compared to our ancestors, we must take stock of the fact that our bodies have yet to catch up. We are running at near constant levels of high stress and we are not coping. It's time to re-set the balance.



Dr Farzana Rahman and Dr Farhana Rahman are sisters

and founders of Happywisewell.com. As medically trained doctors, they have over 20 years of healthcare experience. They are passionate about approaching health holistically. For more information, please visit www.happywisewell.com

Back PAGES

All the news and interesting stuff we wanted to tell you about, but couldn't fit in elsewhere...

NEW UK ADVANCED COURSES IN NEUROMUSCULAR TAPING APPLICATIONS

This September, there are two new advanced courses on neuromuscular taping. The first runs on September 17-18 and is on lymphatic drainage. The course is open to medical professionals who work in lymphatic drainage (nurses, tissue specialists, manual lymphatic drainage specialists and physiotherapists). The course is FHT accredited as a short course.

The second course is on Applications of Neuromuscular Taping in Neurology and runs on September 19-20. It is designed for medical professionals working with patients rehabilitating from neurological disorders (physiotherapists, occupational therapists, nurses and medical doctors). Both courses will be taught in Hemel Hempstead by physiotherapist and osteopath Joaquim Coutinho.

The method involves the correct diagnosis of the lymphatic or neurologic problem combined with the specific application of a tape in a "stretched" position. When the body returns to "normal" position, the tape should have "wrinkles". These "wrinkles" signify that the tape is raising the client's skin in a manner that allows for normal blood and lymphatic flow. In the case of neurological applications, the tape will influence the autonomous nervous system. www.aneiduk.com

SMILE! YOU'LL LOOK COOLER

If you've ever wondered if you should smile on your website and marketing material photos, then the answer is yes. Despite sulky looking celebrities and fashion models on magazine covers, looking moody won't bring in business.

Caleb Warren, an assistant professor of marketing at the University of Arizona, explained, "Being inexpressive makes people seem unfriendly or cold rather than cool." The study also showed that participants had a less favourable impression of a brand when the models were inexpressive. *Ref: 10.1002/jcpy.1039*

A CHANCE TO LEARN LT THERAPY

Holistic Practitioner, Sophia Kupse has just launched a new professional course offering training in LT Therapy. LT Therapy, which was developed by Sophia, combines a unique mapping system that identifies why and where



acute and chronic pain is held in the back muscles and then resets and restores the muscle memory pathway by applying a three-step process including volcanic heat and ice marble. The therapy is consistently recognised as one of the top complementary treatments for back pain. For more details visit: www.lttherapy.co.uk

TRY THIS... GET A PEPPER PLANT FOR YOUR OFFICE OR KITCHEN WINDOW LEDGE

Researchers have shown that jalapeno pepper plants can metabolise the anti-biotic triclocarban (TCC), which

is often found in toothpastes, soaps and other toiletries. The use of TCC in such products has led to an increase in environmental levels, with the chemical being traced to water and soil used to grow crops. From here, it can get into the food chain and some scientists believe TCC may act as an endocrine disruptor. *Ref: 10.1021/acs.jafc.7b06150*



HEALTH CANADA INVESTIGATE NATUROPATH

Health Canada have launched an investigation into a British Columbia naturopath who gave a four year old a remedy which includes the saliva of a rabid dog. The health authorities felt that Lyssin, said to include infected saliva, could put patients at risk of contracting rabies. The naturopath, Anke Zimmermann had used Lyssin to treat the child for sleep and behavioural problems, including growling like a dog and being afraid of werewolves.



Although the product is regulated in Canada, the naturopath was alleged to have bought the product from an unlicensed source. The sale of unlicensed products can result in a \$5000 fine or up to three years in prison. The British Columbia Naturopathic Association filed the complaint with Health Canada saying she may have breached their code of conduct, relating to statements and posts made in person and online, even though Ms. Zimmermann is not a member of the organisation.

VOLUNTEERING REDUCES LONELINESS

Volunteering just two hours a week reduces the loneliness that people experience from the death of a spouse or long term partner.



Loneliness is a growing public health and social care issue which has been linked to poorer physical health, depression and even earlier mortality. It's though that the greater degree of social integration offsets the loneliness caused by the loss. *Ref: 10.1093/geronl/gbx092*

SAVOURY FLAVOURS PROMOTE HEALTHIER EATING

Researchers have found that consuming a broth rich in umami -- or savory taste -- can cause subtle changes in the brain that promote healthy eating behaviours and food choices, especially in women at risk of obesity.



In a study published in *Neuropsychopharmacology*, researchers concluded that those people at high risk of obesity could benefit from an umami-rich broth before a meal to facilitate healthy eating and healthy food choice.

OBESITY FORECAST GROWS BIGGER

New research presented at the European Congress on Obesity suggests that UK rates of morbid obesity will



grow considerably by 2035. The number of UK residents with a BMI in excess of 40kg/m² is likely to exceed 4 million, more than double the 2015 rates. If current trends continue, around 13% of Welsh men and 9% of Welsh women are likely to be morbidly obese by 2035, as are 16% of English men aged 55-64. Rates vary enormously by age group, occupation, country and gender. The new estimates indicate that rates of morbid obesity in adults will reach 5% in Scotland (compared to 4% in 2015), 8% in England (2.9% in 2016), and 11% in Wales (3% in 2015) by 2035.

Morbid obesity has a disproportionately greater impact on health and associated healthcare costs, accounting for around 1/3 of all obesity related costs and is associated with a higher risk of chronic diseases such as type 2 diabetes, heart

disease, stroke, mental illness, and some cancers. For further information, www.easo.org.

A FIRST FOR WELEDA

Weleda, featured in this issue's Meet the Maker on page 55, has become the first brand in Europe to obtain the new UEBT certification for sourcing with respect. UEBT (Union for Ethical Bio Trade) is a non-profit organisation that provides a globally recognised standard for sustainable sourcing and the use of raw materials. The new certification and label was unveiled at the UEBT conference in Paris, 20 June 2018, and will start to appear on packs in 2019. Weleda is only the second company globally to be accredited to the standard.



INTERNATIONAL YOGA DAY MAKES THE CASE FOR MASSAGE WITHIN THE NHS AT PARLIAMENT

Over 150 guests gathered in parliament on International Yoga Day, June 21st to make th case for the inclusion of



massage services within the NHS. The meeting was co-hosted by the All-Party Parliamentary Group (APPG) on Indian Traditional Sciences, with the Indian High Commission, and the Sri Lankan High Commission. Bob Blackman MP, co-chair of the APPG on Indian Traditional Sciences, noted that yoga is to some extent now recognised by the NHS. During the event, Jose Rodriguez from Nerja in Spain and Dr Gopakumar were awarded "Outstanding Commitment to Traditional Sciences" by Prof Tony Nader.

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