

EVERYTHING YOU NEED FOR YOUR BUSINESS, YOU & YOUR HEALTH

Holistic

Therapist Magazine

OCT/NOV/DEC 2016
ISSUE 20
£6.00



AN OFFICIAL SPONSOR

Discover
LT THERAPY

Scared of Selling?

**SPEAKING
IN PUBLIC:**
*building business
and self-confidence*

REVITALISE

Breathe new life into your business

ADVERTISING
Get it right!

**ANIMAL
MAGIC:**
*working with
man's best
friends*

+ DEBATE: VOLUNTEERING – LIFE ENHANCING OR FINANCIAL DRAIN?



Foreword

WELCOME TO OUR AUTUMN NEWSLETTER 2016

Annual Conference and Awards Ceremony

As we prepare to turn the clocks back an hour and look forward to the festive season, we can reflect back on what an amazing first year as CHP we have had. Former AAPA members have been very positive about the changes and all the additional membership benefits we have brought you. We have just exhibited at CAMEXPO for a second time and are now concentrating on the Annual Conference on 29th October. We are adding new partners to our CHP family all the time. Read our review of CAMEXPO to find out more. We have added more courses to our list and this includes CPD opportunities too; most importantly, we have just launched the Crystal Healing Therapy and Sports Massage Diplomas at the exhibition do take a look on the website for full details of course content and start dates. If you missed the Crystal Healing Workshop in August, we will be running it again in 2017 – you might like to read the review on our Facebook page by one of the participants. Talking of Facebook, our social media activity has grown over the year and we regularly post information and research on our page to help you to keep up to date. Our Instagram followers have continually grown all year and we now have over 700 followers on Twitter, so thank you if you are participating and liking our posts.:



CAMEXPO 2016

We met lots of new friends at the exhibition this year as well as caught up with our lovely members. One addition to our

therapy family immediately has been the Emmett Technique UK whose courses are now accredited by CHP. Sue and Lesley from Emmett UK are pictured with us aside. We will bring you more information on our social media channels, in the meantime do visit their website www.emmett-uk.com where you can find out more about the therapy and training courses. We are also delighted that Integrative Health Education have added to their portfolio of courses about gut health and nutrition, you will be able to find out more about these at our annual conference from Emma Lane herself.



ANNUAL CONFERENCE AND AWARDS

Have you booked for this event yet and have you nominated anyone (or yourself) for any of the Awards? If not, it is not too late. To book, go to the website and click on events. If you are a premier member, you can book for free as a membership benefit and for everyone else, including non-members, the fee is £35. The event is fully catered and easy to find close to Liverpool Street Station on Bishopsgate. There is an excellent list of speakers; Denise Tiran will be speaking about Complementary Therapies and Maternity Care and if you buy her latest book, she will be happy to sign it for you.

Jayson Firmager and Vicky Killick of Holistic Therapists Magazine will be giving a lively talk on how you can make your therapy business more successful. Emma Lane from Integrative Health Education will be speaking on Gut Health and she is a leading international expert on parasites. Sarah Yow and Caroline Prudames will be showcasing Inner Energy Healing which is an amazing extension to Chirokinetic Therapy. The full agenda is available on the website - this is an event you definitely do not want to miss.

AWARDS CEREMONY

New for this year, we wanted to give our members the opportunity for recognition as we know what amazing work you all do. There are three categories for the awards, which will be judged and presented by the former AAPA Chair and Secretary: Joyce and Lawrence West who are proud to continue their support for the association they started and ran since 1995. The categories are:

Best CAM Clinic or Business of the Year
Student of the Year
Complementary Health Professional of the Year

To nominate yourself or a colleague, just click on the events page and then click on the link for the nomination form. Good luck!





continued...



We have negotiated some fantastic membership benefits for you over the past year, one that stands out for us is the income protection plan you that is discounted by 20% for the first two years. No other professional association offers this. Here's a little reminder of what it's all about:

DO YOU HAVE A BACK-UP PLAN IF YOUR INCOME STOPS?

Around one in eight (12%) men and women are forced to stop working before state pension age due to ill-health or disability, according to research recently published by the TUC. The TUC report, *Postponing the pension: are we all working longer?*, found that nearly half a million workers who are within five years of state pension age have had to leave the workplace for medical reasons.



What's the answer?

Income protection provides people with a regular income should they be off work due to injury or illness, an income that helps pay the bills and removes many financial worries during recovery. According to research, just 12% of employers support their staff for more than a year if they're off sick from work. And when consumer

association Which asked the public, just 9% said they have some form of income protection, compared with 41% who have life insurance and 16% who have private medical insurance.

Income Protection Plus from PG Mutual

PG Mutual aim to protect people with an affordable plan for those times when it is needed most - a financial safety net should the unexpected happen. Income Protection PLUS helps with the payment of a regular income from the first day of ill health or injury until the age of 65 (or until return to work) and includes an investment element which pays out at maturity of the policy. Plus, it comes with a range of fantastic member benefits giving access to discounts, cashbacks and offers on popular brands and services. For convenience the plan is customisable and can be reviewed at any given time, paying an income at an affordable price for as long as is required.

Isn't it time you gave some thought to your back-up plan?

You might want to consider what would happen if you were unable to work due to sickness. If you're employed, do you know how much your employer will pay you and for how long? And if you're self-employed, do you have enough savings to last you three months, six months, or longer? Do you know what government benefits you would qualify for, and for how long? In short, are you financially secure enough to support your family and your lifestyle? If the answer to these questions is no, you might want to visit www.pgmutual.co.uk/quotation for a quote for Income Protection Plus. Remember to use 'CHP' in the discount code to receive a **20%** discount off your first two years' cover or telephone 0800 146 307 for further information.



FHT



professional[™]
standards
authority

accredited register

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

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

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

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

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

MEMBERSHIP & INSURANCE

THERAPY MAGAZINE

ACCREDITED TRAINING



LAVENDER

(*sp. Lavandula angustifolia*)



AOP Fine Lavender (1400m)

Our lavender is grown at an altitude of 1400 metres in a rare and protected natural environment: the Verdon Valley, in the heart of the Alpes de Haute Provence.

Our Appellation d'Origine Protégée denotes the very highest quality production. Traceability is unassailable with the guarantee of origin and traditional quality.



customer@sanationaturalis.com
0800 566 8060
www.sanationaturalis.com



MEMBER OFFER
£110 early bird tickets
for BANT & NNA members
when purchased online
using code 'Assocmem'



LONDON CLINIC OF
NUTRITION
Specialists in health & wellbeing

CPD applied for
with BANT
and NNA

PRESENTS

INTEGRATED HEALTH

CONFERENCE

Saturday 14th January 2017, London

Improve your patient success rate and build a better practice

Why not make this your best year yet! You will learn how to dramatically improve your patient success rate and thus build a better practice by referral.

Speakers and topics include:

Jonathan Cohen: Create better practice through the use of phenotype results from Blood Chemistry test and Organic Acid test and their combination with nutrigenomics. A case study and pathway presentation

Oliver Barnett: How to get better results with your patients and increase patient outcomes and in turn a busier practice – a case based review

Antony Haynes: Discover the Top 20 Mistakes made by Practitioners in a Consultation & Learn how to correct them to achieve the most effective patient outcomes

“

Oliver's greatest strength is the ability to chase down really complex chronic problems affecting someone's day to day wellbeing beyond the obvious and mundane. Often they are issues which require true broad thinking about an individual

Dr. Ayan Panja GP

”

At this conference you will learn:

- The top 20 mistakes practitioners make with patients and how to avoid these
- How to get results with the patients that have 'tried everything'
- Protocols based on our extensive experience
- How to get better results by working on your own personal development
- Via case studies the most appropriate way to treat seemingly complex cases
- How to refer a patient on and who to refer them on to given their case history.
- A truly holistic approach to getting patients back to optimum wellness with limited focus on supplements
- What tests to use and what tests not to use – we have no allegiance to any particular lab or supplement company.

You will benefit from this unique day of training by using the knowledge presented straight away in your practice safe in the knowledge that there is no bias from the organiser or the lecturers as is the case in the majority of other conferences.

For more information and to book tickets visit:

londonclinicofnutrition.co.uk/health-conference or call 020 3332 0030


WHEN: 08.45–17.30 on
Saturday 14 January 2017

WHERE: Holiday Inn, Regents Park,
Carburton St, London W1W 5EE

COST: £149 early bird before
November 18th. Thereafter £199

Contents

BUSINESS

- 7 **Editor's Letter**
 - 8 **Meet the contributors**
 - 9 **Business News**
All the latest industry news and dates
 - 12 **CAM Coach**
Mark Shields explains how to make more of your customers
- 
- 14 **Case Study**
Is a new apprentice scheme the way forward for herbalists?
 - 15 **Meet the Maker: Ecosoapia**
Steven Chasan on the challenges of reviving his grandfather's soap business
 - 16 **Scared of Selling?**
Elizabeth Ashley is here to remove mental blocks
 - 19 **Opt for organic**
Wendy Stirling makes the case for using organic products in your business
 - 20 **Breathe new life into your business**
Rachel Fairweather offers some resuscitation techniques for businesses in a rut
 - 22 **Volunteering: the debate**
Should holistic therapists volunteer their services?
 - 24 **Looking after yourself**
Guidance from the Federation of Holistic Therapists
 - 25 **New Frontiers**
Our roundup of the latest scientific research
 - 26 **Speaking in public**
Toastmasters International show you how it's done

- 29 **Land a speaking slot**
We discover how to get yourself on the agenda at conferences and exhibitions
- 30 **Animal Magic**
Holistic therapy for our four-legged friends
- 32 **Understanding advertising rules**
CNHC advice to keep your ads on track
- 34 **Technique: LT Therapy**
Founder Sophia Kupse introduces her tripartite therapy
- 36 **Revitalising your business**
Jane Sheehan shares her approach to starting over
- 38 **Reading your clients**
Jade Saffer explores body language
- 39 **Case Study**
Developing your own app
- 41 **Journeys**
Meet Janie Wittemore, whose holistic travels have taken her to Thailand and back



- 42 **Bookshelf**
From practical guides to inspirational images, our pick of the latest releases

YOU & YOUR HEALTH

- 44 **TaiChi and Qigong for the elderly**
Keith Sharp promotes a holistic approach to wellness
- 46 **Seasoned CAMpaigner**
An interview with Professor Edzard Ernst
- 48 **Spiral revival**
Amelia Freer cooks up some new spiralizer recipes
- 50 **History: Ancient Persian Medicine**
Discover this rich holistic approach to health

- 52 **A sting in the tale**
Ed Joy gets to grips with nettles
- 55 **Get your greens**
Confused by chlorella? Paul Hoole sorts the spirulina from the seaweed
- 56 **Are you highly sensitive?**
Ilse Sand on how to thrive as a highly sensitive person



- 60 **Oooh! That's new...**
Spruce up your treatment space
- 61 **Editor's Fix**
Alison visits clinical hypnotist Vicki Rebecca
- 64 **Naturally gifted**
Green Christmas gifts for all ages
- 66 **DIY Gifts**
Liz Badger's skincare gifts to make at home
- 69 **Falling leaves**
Sandy Newbigging meditates on autumn



- 71 **Editor's six: Having a laugh**
Meet Lotte Mikkelsen, Laughter Yoga Master Trainer
- 72 **Back Pages**
All the bits we didn't have room for elsewhere



LitePod
energy for life

Tel: 01844 353 136

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

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

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

www.sad.uk.com

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

10%
Discount
Code:
HT16

Managing Director

Jayson Firmager

jay@holistictherapistmagazine.com

Art Director

Richard Hejsak

richard@holistictherapistmagazine.com

Managing Editor

Alison Daniels

alison@holistictherapistmagazine.com

Web Editor

Lissi Watt

lissi@holistictherapistmagazine.com

Sales Team

+44 (0)1795 479 957

sales@holistictherapistmagazine.com



NOT YET A SUBSCRIBER?

www.holistictherapistmagazine.com/subscriptions

alternatively email us on:

subscriptions@holistictherapistmagazine.com

HolisticTherapistMagazine.com



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

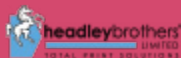


facebook.com/HolisticTMag

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



Printed by leading independent printer,
Headley Brothers: headley.co.uk



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

Editor's Letter



Hello again,

At this time of year, it's tempting to sit back, slow down and gently coast along till Christmas. The combination of darker nights and duller days, comfort food and cold weather, means that the pace of our lives and our businesses often slows towards the end of the year. Rather than go in to hibernation this year, why not choose revitalisation?

By following the guidance from our experts, your business could be refreshed and reinvigorated, ready to make the most of January's influx of new customers with freshly made resolutions and a determination to improve their health. Autumn is a great time to try something new - sign up for a course, think about what you want from your life and work and just plan ahead for a brighter future.

Planning ahead is something we know all about at Holistic Therapist. As each issue takes shape, we get to meet new people and catch up with old friends and we're constantly inspired by the way people make this industry such a caring and sharing place. In this issue, you'll find holistic therapists like therapists Janie Whittemore and soap maker Steven Chasen, who have triumphed over considerable setbacks.

Our line-up of columnists includes some of the most eminent and experienced business advisors and thought leaders in the holistic therapy world. You'll find practical advice on how to speak in public and get a speaking spot at a conference or exhibition, how to revitalise your business, how to make more of your clients, how to sell with confidence and how to extend your practice into working with animals. There's guidance from some of the leading membership organisations, some interesting new techniques and business ideas, the latest scientific research, fascinating interviews, a debate on volunteering, scrumptious recipes, new products, a visit to a clinical hypnotist, Ancient Persian medicine, news and views and even some ideas for Christmas gifts to buy or make yourself.

In fact, just about everything you need to make the best of the next few months... We hope you love reading this issue as much as we did when putting it together.

Love,

Alison x

MANAGING EDITOR

Contributors



MARK SHIELDS (P12-13)
www.lifepractice.co.uk



LAURA CARPENTER (P14)
www.betonica.co.uk



ELIZABETH ASHLEY (P16-17)
www.thesecrethealer.co.uk



WENDY STIRLING (P19)
www.botanicals.co.uk



RACHEL FAIRWEATHER
(P20-21)
www.jingmassage.com



MICHAEL WATSON (P26)
www.cnhc.org.uk



JANE SHEEHAN (P31)
www.footreading.com



JADE SAFFER (P36)



SOPHIA KUPSE (P34-35)
www.themusclewhisperer.co.uk



KEITH SHARP (P44-45)
www.taichi4healthandwellbeing.com



PROF. EDZARD
ERNST (P46-47)
www.edzardernst.com



ED JOY (P52)
www.bionutri.co.uk



PAUL HOOLE (P55)
www.bestcare-uk.com



ILSE SAND (P56-57)
www.highlysensitive-hsp.com



VICKI REBECCA (P61)
www.vickirebecca.com



LIZ BADGER (P66)
www.face-the-world.co.uk

OTHER ISSUE 20 CONTRIBUTORS AND PEOPLE WE'D LIKE TO THANK

TOASTMASTERS INTERNATIONAL, JANIE WHITTEMORE, FHT, DENA SCHWARTZ, MARIE CURIE CANCER CARE, KATE BERRIDGE, NICOLA RAMM, ALANAH LAKE-HOOLE, ANGELA MITCHELL AND SUE KNIGHT OF THE CHO, AMELIA FREER, STEVEN CHASAN, LOTTE MIKKELSEN, NUALA WILKES, SANDY NEWBIGGING

SWITZERLAND APPROVES FIVE HOLISTIC THERAPIES

According to swizzinfo.ch, the Swiss interior ministry has decided to give five holistic therapies the same status as conventional medicine from 2017. This means that they will now be covered under the country's list of paid for health treatments and can be reclaimed through health insurance schemes, provided the treatment is prescribed by a certified medical doctor. The move follows a six year trial period following a vote by two-thirds of the Swiss electorate to include them in the scheme. Under the conditions of the trial, the therapies - Homeopathy, TCM, Acupuncture, Herbal



Medicine and Holistic Medicine - were required to prove their efficacy, cost-effectiveness and suitability, but a statement from the ministry conceded that it was, "impossible to provide such proof for these disciplines in their entirety".

CHECK YOUR BT PHONE BOOK LISTING TO AVOID CHARGES



BT is charging small business up to £185 each year for a classified listing in the phone book. Small businesses are automatically opted in for listings, with the first year being free, but subsequent years are billed at £15.49 per month, plus VAT.

BT publishes 168 phone directories which cover the UK, with updates being provided on a rolling basis. If you run a small business you'll should receive a first letter advising you of your entry details and that the listing is free of charge for that year, giving you the chance to amend the listing if required. You can choose to opt out at this stage or around a year later when you receive a second letter mentioning the £15.49 charge. The letters being sent appear similar to junk mail, so many business owners are being caught out.

GOING UP

POMEGRANATE

Makes salads look more appealing and is now French scientists say that a molecule in pomegranates, transformed by microbes in the gut, enables muscle cells to protect themselves against one of the major causes of aging. Clinical trials are underway in conjunction with a commercial company.



BAD HABITS

You may have been told off as a child, but kids who suck their thumbs or bite their nails are less likely to develop allergies, research has found. If they have both 'bad habits', they are even less likely to be allergic to such things as house dust mites, grass, cats, dogs, horses or airborne fungi



VITAMIN D SUPPLEMENTATION

New Chinese research shows that low levels of vitamin D can act as a predictor of cognitive decline in the elderly. Individuals with lower vitamin D levels at the start of the study were approximately twice as likely to exhibit significant cognitive decline over time. Low vitamin D levels at baseline also increased the risk of future cognitive impairment by 2-3 times. It is not yet known whether a similar effect would be observed in non-Chinese ethnic groups. New Public Health England (PHE) guidelines suggest that everyone should take a daily supplement of 10 micrograms of vitamin D a day from October to March.



GOING DOWN

THE COMMON COLD

A new study shows people suffering from the common cold who took zinc acetate lozenges suffered symptoms for three fewer days than those not taking zinc. "Common cold patients should be encouraged to try zinc acetate lozenges not exceeding 100 mg of elemental zinc per day for treating their colds," said Dr. Harri Hemila, lead author of the British Journal of Clinical Pharmacology analysis.



HIGH BLOOD PRESSURE

A team at Japan's Tohoku University has shown that blood pressure can significantly drop by applying 20 minutes of 500 kHz ultrasound to the forearm of type II diabetes patients with treatment-resistant hypertension. High blood pressure is estimated to cause 7.5 million deaths worldwide. It has been suggested that ultrasound treatment may suppress sympathetic nerve activity, responsible for the fight or flight response, by means of nerve pathways from the forearm to the cardiovascular system, thus lowering the blood pressure.



NOT YET A SUBSCRIBER?

holistictherapistmagazine.com/product-category/subscriptions

NHS HOMEOPATHY PRESCRIPTIONS FALL AGAIN

Homeopathy in the NHS continues to decline, with prescriptions fulfilled in community pharmacies falling a further 13% in 2015, according to the latest statistics from the NHS in England. The figures show that just 8894 prescriptions were issued last year, down 95% from around 172,000 prescriptions issued in 1996. The average cost of each prescription has risen

from £5.32 in 1996, to £10.60 in 2015.



USA'S WASHINGTON STATE CONSIDERS BANNING FULL CHEST AND BREAST MESSAGES

The Washington Department of Health, based in Seattle, is consulting massage businesses on new regulations which would make providing a full body massage which includes the chest or breasts, illegal. Several local massage therapists are trying to force a rethink, arguing that the regulations would prevent both men and women who need care from receiving it.



Under the new rules, which the authorities say are designed to prevent unwanted touching, partial breast or chest massage would be allowed. This could lead to further confusion and allegations of improper behaviour. A full massage of the area would require the client to provide a prescription from a doctor.

Speaking to a local TV station, Aubrey Lesicki, a highly experienced massage practitioner at Breast Remedies Seattle, whose clientele includes breastfeeding mothers and cancer patients, commented, "We're trying to promote that this is a normal part of the body there's no reason for it to be over-sexualized."

Enjoy a yearly subscription to our magazine for just **£24!**
holistictherapistmagazine.com/subscribe

Try this... CINNAMON

Turmeric may be turning up everywhere from lattes to face masks, but the latest research shows cinnamon also has considerable wellbeing benefits and tastes much better on an iced bun!



A sprinkling of cinnamon can improve learning ability - in mice at least. Mice deemed poor learners enhanced their performance in maze tests when fed ground cinnamon. The research team reported that the hippocampus of poor learners has less CREB (a protein involved in memory and learning) and more GABRA5 (a protein that generates tonic inhibitory conductance in the brain) than good learners. The mice metabolised the cinnamon into sodium benzoate, a chemical used as a drug treatment for brain damage. When the sodium benzoate entered the brains of mice, it increased CREB, decreased GABRA5, and stimulated the plasticity (ability to change) of hippocampal neurons.

The same research group at Rush University Medical Centre previously suggested that cinnamon can reverse changes in the brains of mice with Parkinson's disease. Mass spectrometry studies showed that Ceylon cinnamon was purer than Chinese cinnamon, as it does not contain coumarin, which can damage liver cells. The study of cinnamon and learning ability was supported by grants from National Institutes of Health, the U.S. Department of Veterans Affairs and the Alzheimer's Association.

MOLTEN LAVA STONES LAUNCHED

The company behind the Lava Shells massage has launched Molten Lava Stones. The non-porous stones, which are made from black lava rock, seashells and porcelain, retain their heat for up to 60 minutes, allowing for more hands-on time with the client to create a completely relaxing, seamless massage experience. Molten Lava Stones are heated by placing a sachet containing a blend of food grade minerals inside the stone which is then activated with a saline solution. The stones become warm in around eight



minutes. The stones are available to all existing Lava Shell clients with immediate effect and to new clients on application. www.sharedbeautysecrets.com

MUNCH YOUR WAY TO A HAPPY DAY

A new study from the University of Warwick suggests that eating fruit and vegetables can boost happiness levels. The research, which appeared in the American Journal of Public Health, concluded that people who changed from eating almost no fruit and veg to eight portions of fruit and veg a day would experience an increase in life satisfaction equivalent to moving from unemployment to employment. Happiness was boosted with the consumption of each additional portion of fruit and veg up to eight a day. Lead researcher Professor Andrew Oswald noted, "Eating fruit and vegetables apparently boosts our happiness far more quickly than it improves human health. People's motivation to eat healthy food is



weakened by the fact that physical health benefits, such as protecting against cancer, accrue decades later. However, well-being improvements from increased consumption of fruit and vegetables are closer to immediate." The team hopes to further explore a potential connection which shows a correlation between levels of optimism and carotenoid in the blood.

GERMAN DOCTORS RECOMMEND CAM TREATMENTS



Researchers at Blankenstein Hospital in Germany surveyed 582 paediatric doctors and found that 99% had recommended CAM treatments for children. In general, the doctors agreed they associated these treatments with a lower risk of side effects than

pharmaceutical treatment. Given that NHS prescriptions for homeopathy have declined dramatically in the past two decades, it is surprising to discover that 76% of the German doctors in the survey had also recommended homeopathic remedies for children. Natural remedies were often suggested for disturbed sleep, upper respiratory tract infections and teething. 53% of the doctors surveyed had used natural remedies themselves, with 66% using dietary supplements or vitamins and 43% using homeopathic preparations in the two years before the survey.

DIARY DATES



WISE WORDS...

The art of healing comes from nature, not from the physician. Therefore the physician must start from nature, with an open mind.

Paracelsus

OCTOBER

MIND BODY SOUL EXPERIENCE

21-23 October 2016 -
Alexandra Palace, London
www.mbsevents.co.uk

OM YOGA SHOW

21-23 October 2016 -
Manchester
www.omyogashow.co.uk

ILKLEY COMPLEMENTARY MEDICINE FESTIVAL

29-30 October 2016 -
Kings Hall, Winter Gardens,
Ilkley, West Yorkshire
www.ilkleyfestival.co.uk/festival

NOVEMBER

HOLISTIC FAIR WITH TASTER TREATMENTS & STALLS

12 November 2016 -
Wood Green Central Library,
High Rd, Wood Green,
London
www.weatherstonetherapies.co.uk

PUDSEY HEALTH & HEALING FESTIVAL

Pudsey Civic Hall, Dawson's
Corner, West Yorkshire
www.healthhealingfestivals.co.uk

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

holistictherapistmagazine.com/subscribe



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

alternatively email us on:
subscriptions@holistictherapistmagazine.com

ARE YOU GETTING THE MOST *from your* **Clients?**



CAM Coach Mark Shields investigates the importance of not only attracting quality clients into your practice but also retaining them, increasing their business value as their needs change and evolve...

Imentor therapists all over the world, helping them to build their businesses. One of the most common desires my clients express is to be able to build stronger, longer term relationships with their clients. We'd like to convert clients who come for a single session, or who drop out midway through a course, into reliable repeat business. We'd also like to have clients with greater commitment, who don't call to cancel or rearrange sessions at the last moment. I am delighted to say there are some simple strategies that can help.

As competition increases and technology continues to change, it is important to be able to keep up to date with the evolving needs of your client and to communicate with clients in the ways that best fit in with their lives. More and more client interactions are today being conducted via Skype and it's probable that many of your clients discovered you on Facebook, Twitter, LinkedIn, or other networking forums and social media, so it's important that you reach out to them regularly. If you don't, your competitors will.

INCREASING THE VALUE OF EACH CLIENT

Those of you from a business background may recognize the term "wallet share". It's not a term normally found in the world of alternative medicine, but is often used in business when discussing an individual client profile, or their income value to a particular business.

"Wallet share" describes the measurement of how many needs an individual client may have and how many of those needs you are able to satisfy with your services or products. In addition, wallet share also looks at the buying potential of every client and links nicely into strategies of upselling to clients working on the proven principle, "If they have purchased your services in the past the likelihood is that they will do so again in the future".

It enables you to look at maximising your earning potential from every client you see, retaining them for longer, building stronger relationships and keeping the competition at bay. This is in addition to why you are there in the first place, which is to satisfy your entire client needs with a sensible, fair and affordable set of solutions.



That's why one of our most important and popular Practitioner Proficiency courses is called, "Unlocking and maximising client potential" – not only ensuring we have a robust process in place to satisfy all of our clients' needs, but also to ensure we derive as much income as possible from every client. So what are the best ways to manage this?

OFFER STRUCTURED CLIENT PROGRAMMES

When coaching practitioners, I find that most have clients that come between one and three sessions. Now it may be that the therapist is doing a fantastic job and has effected a complete cure very quickly, but generally the practitioner feels that a longer, more structured relationship is needed. Consider that you've already made the marketing effort to attract the client, so if you can increase the average number of sessions from three to four, you've added considerably to your income, with no additional expenditure.

My solution has always been to offer and market structured programmes for each individual problem. Package the programme at a set price which includes all your consultations, any sessions by business partners and includes the associated support materials. For example, you could run an "Into Shape Weight Loss Programme", and you would set this up to include six consultations with a qualified nutritional therapist, six consultations with a motivational NLP coach, weekly food diary analytics, diagnostics and recommendations, and a copy of the Into Shape Weight Guide and recommended reading list. It also includes all email and telephone support and guidance. Total price: £1495.00. The principle is the same whether you are a nutritional therapist, holistic therapist, herbalist, naturopath, acupuncturist, bodyworker or any other type of therapist. Research possible programmes online by looking at spas, gyms, health farms and other therapists' offerings. Since all programmes will be payable in advance, you have a guaranteed income stream.

CLIENT CONTRACTING – ANNUAL MAINTENANCE APPOINTMENT

Motivation, inspiration, confidence and belief are the key four emotional drivers in any successful relationship. When forming a new relationship with a client, an effective way to begin is to form a written contract with the above four principles in mind. Outline the roles of both parties, the commitments and expectations of each other. Agree a review process and how you are going to record and action results and progress.

You expect to service your car once or twice a year, or put it in for an annual MOT and you have a

dental check up every six months, so why not offer your clients a similar check-up session? One of the most successful therapists I know always books an annual maintenance appointment in the diary in 12 months' time whenever finishing a programme with a client, ensuring they maintain their relationship.

BUILDING LONG TERM CLIENT RELATIONSHIPS

A lot of the results we get with our clients are based on the relationships we build together. To inspire and motivate our clients into action, we must have our client's full attention, co-operation and the client's will to succeed. Remember, we just provide the tools; the client facilitates the change in their health and wellbeing. My principles ensure that you build such strong long term relationships that you gain repeat business and the client views you as their life-time coach. Use tactics such as phoning instead of emailing, sending on meaningful articles you feel may interest your client even after sessions have finished, or sending on details of appropriate courses that may help them, even if it is months down the line. Sending your own monthly newsletter to all your clients works very well and keeps you in the mind of your client long after your initial relationship seems over. As your product range and services expand you can proactively market these new products and services into your database

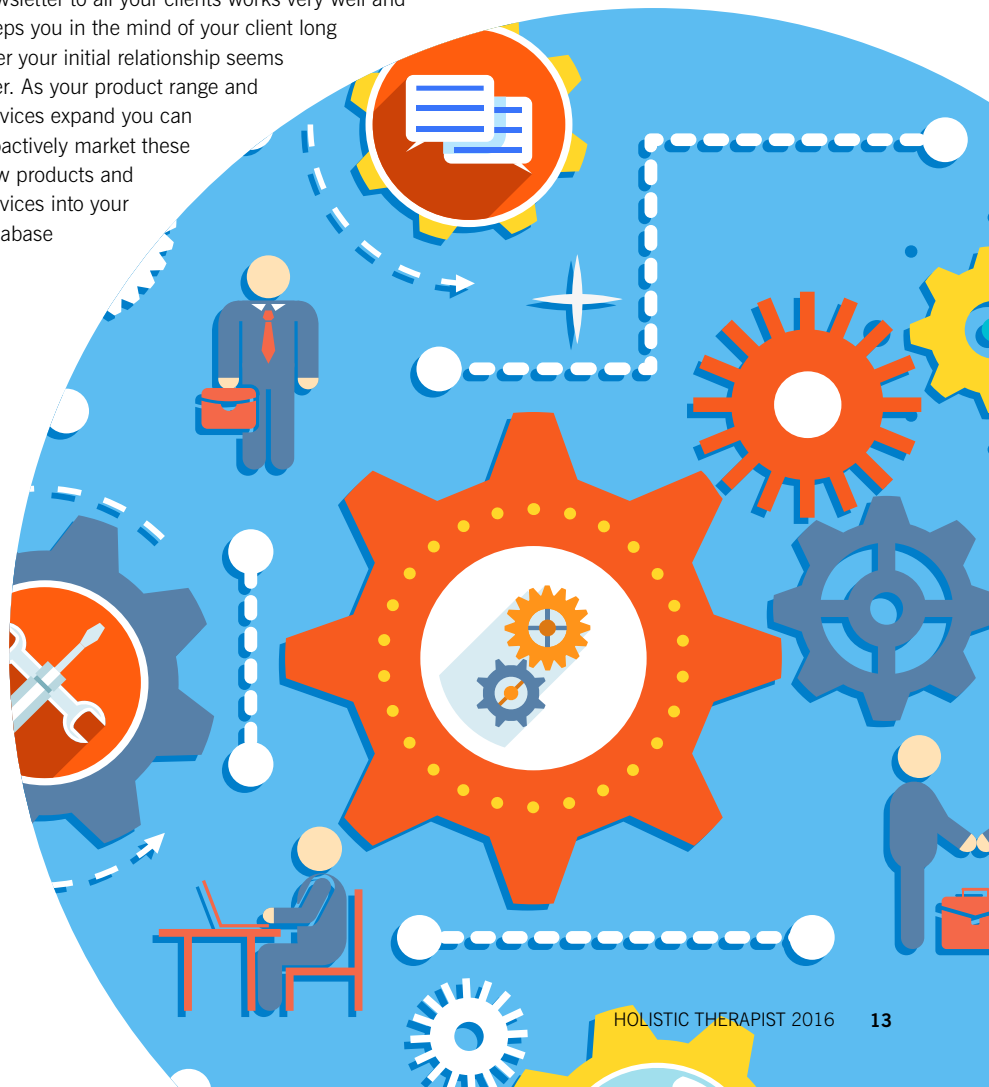
UPSELLING PROACTIVELY TO OUR CLIENTS

These days most therapists and practitioners have a facility on their website whereby they offer something for free to incentivise new clients into signing up to their newsletter. This is all done with a view to build a reliable database of potential clients. Existing clients also are incentivised to join up and sometimes when a client starts working with a new practitioner, part of the induction process is an automatic sign up to this newsletter.

This is all done of course with a view to build rapport with your client regularly from a distance. More importantly as your range of products and services expand you will create many upselling opportunities which will help you to sustain the future success of your practice. ■



You can find full details of Mark's new online programme for holistic therapists at www.courses.thecamcoach.com.





CASE STUDY

A fresh approach to medical herbalist training

Medical herbalist **Laura Carpenter** shares her thoughts on why a new apprenticeship scheme may be the way forward for those wanting to practice this most ancient of professions...

Many people would love to become medical herbalists, but over the past decade a number of factors have combined to make training more expensive and less accessible. Several degree courses have now closed, leaving only Westminster or Lincoln universities. Many people come into medical herbalism as a second career, so they may not be able to uproot themselves for three or four years to study away from home, nor be able to afford up to £9000 a year in fees before living expenses.

Traditionally herbalists would have had a shop as well as a clinic. Apprentices would learn over several years, eventually becoming fully trained and perhaps taking over the business from their teacher once they retired.

The community clinics side of the apprenticeship really came from working as a medic in the refugee camp in Calais.

The Betonica apprenticeship scheme was born in response to student demand. I already offered distance learning courses of varying levels in herbal medicine and my students wanted to know how they could train to become medical herbalists. Our herbal apprenticeship is a four year course, with the first year as a stand-alone course for those wanting to learn more about herbs and health. The seminars are taught by expert medical herbalists one weekend a month throughout the academic year, with an intensive week at our June summer school. Before an apprentice qualifies, they will have completed at least 500 hours clinical training, as well as undertaking a final project and passing a clinical exam before a panel consisting of a doctor and two medical herbalist examiners.

The teaching takes place in Somerset including days spent at Elder Farm, an off-grid organic herb farm. Another feature of the Betonica approach is that our students share our "ground to dispensary" approach. The plants we grow, gather and prepare are used in the community clinic, so students understand the entire process. Clinical training is undertaken in a variety of settings including primary care and first aid, private clinics, herbal teaching clinics and at the Betonica Community Clinic.

The community clinics side of the apprenticeship really came from working as a medic in the refugee camp in Calais, working alongside nurses and doctors to diagnose and treat a wide range of conditions. It was the first time I'd worked in that way and it opened my eyes to the fact that there are a lot of people who require treatment and would like to take herbal medicine but, for whatever reason, cannot afford to see a herbalist. Most community clinics operate a sliding scale so that everyone can access herbal medicine regardless of their background, so apprentices meet a very wide range of people during their training.

The apprenticeship scheme means we can offer the best of both worlds. We can look to ancient texts for their herbal wisdom, as well as to our elders within the herbal medicine community and we can also look to modern science and the research trials that are available. We are currently working towards accreditation with the National Institute of Medical Herbalists, the biggest and oldest herbal regulating body in the UK (www.nimh.org.uk). ■



Laura Carpenter (MNIMH) is the

Betonica Herbal Apprenticeship

course leader. She has a private practice in Somerset.

You can find out more about the apprenticeship course at www.betonica.co.uk. To find out more about Elder Farm, please visit www.elderfarm.co.uk.

Steven Chasan of...

Ecosoapia

Steven Chasan's family have a long tradition of Castile soap making, but problems with a manufacturer meant his company almost went down the plug hole...

"MY grandfather, Neville Chasan, was a Castile soap maker in the 1930s. Back then, soap was made without the harsh chemicals that are used so often today. He used to supply Fortnum & Mason and Harrods, so he must have known what he was doing!" Steven explained.

"When I discovered a box of his recipes, I was keen to bring his products back into production, but when I approached manufacturers, their chemists were surprised when they saw the formulations. It is usually very hard to keep a product fresh without using any synthetic preservatives but after several attempts we had a stable, toxin-free, product that felt great and worked well. The art of soap making had been forgotten, but we had revived it and I felt proud to be using my grandfather's recipes," Steven added.

"At first Ecosoapia enjoyed a meteoric success. Within the first year, we had sixty trade accounts and exported to five countries, but then things started to go wrong and we were forced to terminate the relationship with our manufacturer in 2008. Our brand was almost destroyed overnight. The manufacturer used a batch of essential oil that was past its expiry date and we started to receive complaints. I recalled the



whole batch, but the manufacturer simply refused to replace the faulty stock or return our money.

"This was really difficult and stressful, as you can imagine. It took us many years to recover, particularly when the bank turned down a loan application and potential private investors turned out to be quite difficult or rapacious. It took us a while to refinance the company, but we've done it on our own. There were times when all our money was going into the business and we had very little to live on. I don't regret it as now we can control what happens to our products. When you make something with love you can't neglect anything."

"We decided to take the opportunity to change Ecosoapia's packaging. I persuaded David Smith, a good friend who normally works on album covers and who's best known

for the calligraphy on the Harry Potter books to redesign our labels. The new artwork is fantastic and has just won first place in the FINAT International packaging awards. Ecosoapia has also

won a Natural Products Best Body Care Award and a Sunday Times Best Organic Body Care Award.

"In the future, we hope to add to the Ecosoapia range. We have lots of my grandfather's formulations ready to produce, but we'll be taking it slowly. We're rebuilding our distribution network and set up arrangements with ten shops and websites during our first month alone. We're about to take on someone to build our social media account and we are working to establish a relationship with the press.

"Looking back, the biggest mistake I made was in not having a spare manufacturer. I'd advise anyone with a small business which makes products to do this. They say never to put all your eggs in one basket, and I've learned from my past experience. It is a good idea to create a niche product as it is hard to compete with the bigger companies. Lastly, I'd say always keep going, even when you hit a rough patch." ■



You can find out more about Ecosoapia at www.ecohip.com



SCARED OF Selling?

Don't fret, **Elizabeth Ashley** is here to help you learn to become a natural salesperson...



LIKE our physical muscles, our selling muscles soon lose their strength if we don't exercise them a little each day. We start to become apprehensive about selling and put mental blocks in the way. I've been selling for thirty years, so I've seen every possible mental block. Do any of these seem familiar to you? I can't sell... because sales is too pushy. I can't sell... because I don't have enough time. I can't sell... because I am just not a natural sales person. I can't sell...because I'm afraid of rejection. The truth is that you can sell. You just need to find an approach that feels natural to you. Let's look at some of these mental blocks:

SALES IS PUSHY...

A consultative sales style is more effective than acting like a double glazing salesman! Customers know when they are being sold to and for the most part, people don't like it. Don't be afraid to chat, asking open questions and gathering information through a conversation about the customer and their needs. Practice with a friend until it feels comfortable.

Let's say you sell a custom skin treatment. Ask questions like, "How long have you had this problem? What have you tried before? How did that work for you? How long did you use it for? What did it cost? What were the problems with it?"

Notice how the conversation is about them. It is not about your product. Not yet. You want to understand exactly what the solution that they are searching for looks like. Use questions that begin with who, why, what where when, how, and which.



I DON'T HAVE ENOUGH TIME

Selling is the only thing in your business that contributes to profit. Everything else is a cost. Scary isn't it? But it is the truth. There is not a single other thing in your business that warrants as much of your attention. You need to get over this. If you are not selling, your business will fail.

I AM NOT A NATURAL SALES PERSON

Would you let your business be run by a load of spotty sixteen year olds? No? Yet that's what McDonald's do and it's not doing them any harm. It proves that to sell successfully, you need a system and the discipline to stick with it. "Would you like fries with that?" may be a simple approach, but it sells a lot of fries!

I'M AFRAID OF REJECTION

Rejection is not personal. A good sale is about offering someone the right product at the right price just at the time they need it. "No" often means, "No... not yet". On average, a customer may say no seven times before they say yes. The key to getting the sale is finding a way to ask for the sale in eight different ways over a period of time. Essentially we are asking how a person is, how they are feeling today...eventually, they'll decide the time is right to buy.

CREATE A SALES STRATEGY

Once you have explored why you are reluctant to sell, you need to create a sales strategy. Be aware of the difference between strategies and tools. In my own business, my aromatherapy course is designed for therapists of other disciplines who want to introduce essential oil healing to their practice. I use tools like Facebook to communicate about the course, but the strategy is to keep communicating with therapists through mediums like these. I use tools like Facebook ads, YouTube videos and my books as a means to do this.

Know who your customer is and focus on courting them and only them. Don't be afraid of striking off people as being a waste of your efforts. People who can't afford what you have on offer don't become customers. Focussing on your strategy is incredibly empowering because you realise how many things you can get rid of because they don't move you forward.

Think about the 80/20 rule. You will find that 80% of your successes come from 20% of your efforts. Work out where those big wins are coming from and focus on these. Ditch anything that is unrewarding and drains your energies.

When you're trying to become better at selling, the best approach is to look for "low hanging fruit" on your sales tree! I'll bet you have a few easy sales that you are leaving on the tree every single month. Are you getting everything you can out of the customers you are already serving?



Don't be afraid of striking off people as being a waste of your efforts. People who can't afford what you have on offer don't become customers.

Visit a department store make up section to see how this is done. Look at what are they offering their customers to get an extra few pennies out of their hands. How many times have you bought something extra so you can take home a bag of goodies that stay in the bathroom cabinet?

When you are offering an Indian head massage, are you talking about a hair oil for home conditioning, or mentioning your facials or eyebrow tinting? Our conversational, consultative selling style will move you a long way towards that. When you understand that, all you have to know is how to tell them what you've got.

Another essential is to get a thorough understanding on how much money you have invested to get a person through the door. Marketing, power, rent, rates all add up and it makes sense to get the best return on that investment, by making sure they feel really great about spending more and more money with you.

YOU'RE SPECIAL. LET THEM KNOW ABOUT IT

Even if you feel jaded with selling just now, there must have been a time when you believed that you had something bigger and better to offer people. We need to get that back. How are you going to change your customer's life? What benefit do you offer? Describe the transformation they will experience by using your product.

Revitalise your sales script. Get your ideas down on paper to galvanise exactly what you will say and when. Ask yourself why someone would lift your product off the shelf. Think of every reason they might have for having an interest in what you do and brainstorm every problem they might be hoping you will solve. Be truthful, concise and enthusiastic. Always remember that people are, for the most part, disinterested in the features of your business, only the benefits.

Lastly, understand what people want to know about you. Your customers want to be sure they are spending their money with the right person to ensure the results they want. Position yourself as an expert but don't be boring or boastful. Briefly describe your accreditations, then move on. The only ME any customer is interested in is themselves! ■

i **Elizabeth Ashley** is a vastly experienced aromatherapist and the author of the acclaimed Secret Healer series of 15 Aromatherapy manuals. She offers a beginner's aromatherapy course and is the UK Director of the National Association of Holistic Aromatherapists. Find out more at www.thesecrethealer.co.uk.

Discover why therapists say our delicious blends outperform, with their stimulating aromas.

'Reach out to your customers with highly effective, affordable, organically derived skincare products. Don't settle for anything but the best'



No Synthetic Perfumes

NO PARABENS

NO PETRO-CHEMICALS

VEGETARIAN/VEGAN

Contact us today for a trade pack & FREE sample kit.

T: 01299 253994

Email: john@naturalelementsskincare.com

www.naturalelementsskincare.com

Please quote Holistic Therapist Magazine



Opt for organics

Wendy Stirling of Botanicals Natural Organic Skincare believes that using organic products offers both business and holistic benefits...

YOUR clients will have many reasons for choosing your holistic services, but they are almost certainly seeking a treatment that's natural, effective and safe. So it makes complete sense that the skincare products used in holistic therapies should themselves be natural, effective and safe. Since many organic lines are viewed as premium products, it can also enhance your profits without adding to cost of sales. The challenge is in finding organic products which live up to the label.

WHY USE ORGANIC PRODUCTS?

Many skincare products contain synthetically produced chemicals. Only a fraction of these have undergone thorough safety and environmental testing. Usually chemicals are only restricted or banned following incidents involving injury or environmental damage, such as the current move to ban micro-plastic beads which harm marine life. With many chemicals, it's simply not yet known how safe or dangerous they may be. Some cosmetic ingredients have been linked to allergic reactions, leading concerned consumers to seek a safer, natural alternative.

Up to 60% of what is put on the skin, the body's largest organ, can be absorbed into the body. This has led to the development of skin patches to deliver hormones, drugs and even nicotine. While some chemical ingredients are absorbed only in tiny amounts, others can reach the blood vessels to be transported in the bloodstream around the body. The cumulative effect of applying such products over a period of time can be a cause for concern.

NOT ALL ORGANIC PRODUCTS ARE EQUAL

Surprisingly, a skincare product may legally be labelled as organic if it contains only a tiny

amount of organic ingredients and even if it contains non-organic ingredients which have been linked to health scares and which are prohibited under organic standards! My advice is to choose products which are approved by The Soil Association, Europe's most well-respected organic certification body. Any products which carry the Soil Association symbol have been independently checked and meet the strictest standards for organic purity and integrity.

To achieve Soil Association accreditation, organic products must contain a minimum amount of 95% organic ingredients. If a product is labelled 'made with ***% organic ingredients', it must contain a minimum of 70% organic ingredients. The remaining ingredients must be proven not to be genetically modified and may only be used if an organic version is not available. The Soil Association also carries out annual inspections to ensure good manufacturing practice, with minimal ingredient processing is used and that any packaging minimises environmental impact.

For many clients, their treatment may be an introduction to organic products and the benefits they bring. This may be particularly beneficial for people who suffer from skin conditions, such as eczema or psoriasis. Many people with skin complaints have reported that organic skincare products work better for them. Soil Association certified organic products have met the strictest standards for organic integrity and offer pure skincare which befits a therapist's caring ministrations. Using properly certified organic products help us heal as nature intended, giving peace of mind without compromising on efficacy or economy. ■



Wendy Stirling founded Botanicals in 2004.

Using the pure power of plants, Botanicals produces Soil Association certified 100% natural and organic skincare products which provide clearly visible results.

For further information, you can contact Botanicals Natural Organic Skincare on 01664 464472, info@botanicals.co.uk or visit www.botanicals.co.uk.

HOW TO BREATHE

NEW LIFE INTO YOUR BUSINESS



Has your business become a bit routine? **Rachel Fairweather** shares how to restore your excitement, fun and passion...

REMEMBER when you first started your therapy business? If you are anything like me you probably had a swirling mix of emotions, including excitement, apprehension and uncertainty about the future. The one thing you undoubtedly had was enthusiasm. You felt passionate about your therapy, what it could do for others and how you could develop a new career path.

But now it's one year on, or three years, or maybe even five. How do you feel now? Is that excitement and enthusiasm still bubbling away? Has your business become...well...a business? Maybe you feel discouraged about the clients who don't get better despite your best efforts. Perhaps your heart sinks a little at the idea of all those endless administrative jobs - the client notes, the invoices, the changes to the website. Isn't this starting to feel a bit like the 9-5 job you fought desperately to get out of?

Just like relationships, we can all develop the equivalent of a business "seven year itch" where things just stop being so much fun

Just like relationships, we can all develop the equivalent of a business "seven year itch" where things just stop being so much fun. Yet these low times can also be seen as pockets of opportunity for you to breathe new life into



your business. With two decades of running my own business behind me, I have been through this cycle many times! These low times have generally heralded a period of growth and innovation that I believe has kept my business, Jing Advanced Training, at the forefront of massage innovation.

Here's what I find works:

TAKE A BREAK!

Time away from your business is really important and most therapists don't allow themselves the time to do this properly. Resist the urge to check your emails or indulge in routine admin work during this time. Put your mind to rest about losing potential clients by putting an auto reply on your email and changing your voicemail. See your break as a time to dream and to re-focus without the need for a specific agenda. Time and time again I find that if I am starting to slow down at work, taking a holiday brings me back energised and bursting with new ideas.

REFOCUS YOUR VISION:

Do you have a vision for your business over the next year, 3 years, or 5 years? Is your vision the same as when you started out or has it changed? Setting a clear vision can enable you to achieve your business goals.

Setting a vision does not have to be a complicated and time consuming exercise. To get started simply clear an hour in your schedule and allow yourself to daydream about how you would like your business to be in a year's time. Jot down key words, draw pictures or create yourself a mind map of the important elements. Make your vision a living document; carry it around with you, meditate on it, add to it, alter it – don't file it away and forget it! This is your blueprint for the next year of where you are going – literally your road map to stress free success!

REVIEW YOUR PRICES:

Does your pricing still work for you? Therapists typically undercharge leading either to an inability to make a living or ending up exhausted from seeing too many clients in an attempt to make ends meet.

Many years ago, a wise herbalist friend with many years of running her own business said to me, "Money is just a unit of energy. If you are not charging enough for what you are giving out, then you will end up feeling tired and resentful". Time

and time again I have found this to be true. Ask yourself, "Am I giving out more than I am getting back?" If you feel that the scales have become unbalanced, you may need to put your prices up!

TIME FOR TRAINING AND INSPIRATION:

How many training courses have you been on recently? In my experience, the best way of breathing new life into your business is getting 'out and about'. Most therapists are inherently social beings yet then find themselves in a career where they are alone in a room with a client in silence for most of the day! This leads to a lack of new ideas and needed relationships within the complementary therapy community.



ideas, research and thinking in your chosen therapy field. Have you neglected this important area recently? Training feeds us as therapists and means that we meet other like-minded souls and come back feeling refreshed and re-inspired.

FIND A MENTOR:

Mentorship is defined as 'a relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. It is a learning and development partnership between someone with vast experience and someone who wants to learn'

Most successful people don't get there by themselves and seeking out a mentor can be a wonderful way to gain new insights into your business. The key here is seeking out a mentor in the area in which you want to learn new skills. Want more business skills? Do a web search for

local business coaches. Not sure what direction you are going in life? Seek out some sessions with a life coach. Want to know how to get ahead in your chosen therapy field? Find a teacher you admire and see if there is way you can gain more experience with them. For example, at Jing we offer a 2 year teaching training mentorship which enables passionate students to enjoy personal mentorship from myself and Meg (the other director of Jing).

Help is out there – you don't have to come up with all the answers yourself!

BREATHE IN, BREATHE OUT!

I leave you with the wise words of the Buddhist monk Thich Nhat Hanh. Making any kind of business change takes clarity of mind and focus. So don't ever forget the power of the breath and simple meditation techniques to literally help us "breathe new life into our businesses"

"Breath is the bridge which connects life to consciousness, which unites your body to your thoughts. Whenever your mind becomes scattered, use your breath as the means to take hold of your mind again."

Thich Nhat Hanh, *The Miracle of Mindfulness: An Introduction to the Practice of Meditation*. ■

ABOUT RACHEL FAIRWEATHER AND JING

i Rachel Fairweather is co-founder and director of **Jing Advanced Massage** and author

of the best selling book "Massage Fusion: The Jing method for the treatment of chronic pain". Jing run a variety of hands on and online courses in advanced techniques including trigger point therapy, myofascial release, pregnancy, hot stone fusion and a part time degree level course in Advanced Clinical Massage. www.jingmassage.com



Should holistic therapists offer some of their time on a voluntary unpaid basis? We sought a variety of opinions...

HOLISTIC therapists are, almost by definition, caring people. We care about our families, friends, clients and communities. We care about the world. Although we care about our businesses, most of us don't make a fortune from our vocation. Unlike other professions, we are being increasingly being asked to provide our skills on an unpaid voluntary basis. Yet the majority of employment opportunities available to holistic therapists are part time or on a self-employed basis, so our vocation is generally not well paid. In fact, Payscale.com suggests the average hourly wage for a massage therapist is just £8.12 per hour. Given that these salaries fail to reflect the amount of training and expertise the role requires, why do some organisations assume that holistic therapists are willing and able to work for nothing?

Sue Knight, Chief Executive of the Confederation of Healing Organisations, feels the argument is

finely balanced, saying, "With volunteering, I can see advantages for purely altruistic reasons. It's about practicing compassion and caring and being of service to the community. Yet there are disadvantages, too. Always giving services free means that they may not be valued. Paying money for a service is an energetic exchange and certainly healers believe in an exchange of energy. I know that some healers see what they do as a gift from God and therefore feel it cannot be charged for. If a practitioner can afford to give their services for free that's great. However, practitioners have to live: they have utility bills to pay, they have training, CPD and insurance to pay for. Whilst they are treating a client for free, they are not earning money by other means.



Sue continues, "It's down to the individual to make their own decision. Within my own Healing practice I charge for my services but I also offer healing by donation at charity events and at a reduced cost for some of my patients. I'm certainly not going to turn away someone that can't afford to pay".

Michael Watson, CNHC Chair concurs, "We know that all practitioners on CNHC's register have trained in clinical practice and rightly expect to earn a reasonable living from what they do.



Unfortunately, because many complementary therapies are perceived as a 'nice to have' rather than an essential part of health and care services, funding is not being routinely used to fund services."

Charities and similar healthcare organisations do not generally offer those who are not fully qualified the opportunity to volunteer in order to

"Our hospices offer specialist round the clock care for people living with a terminal illness, and their families. Where we have the support of complementary therapists, lots of families tell us they've benefited from the experience."



When you're caring for a loved one it's very important to be able to take time for yourself and popular therapies like head massages and reflexology can often help. It might not be something that they've had the opportunity to try before and they appreciate what tends to be a very positive experience."

build up their case notes and clinical hours. Recent graduates and those without insurance are also not considered, meaning that the volunteer therapist often has to meet considerable overheads in order to offer their time. This can be particularly galling when working alongside paid healthcare staff who are salaried but have fewer qualifications.

Many charities are heavily reliant on volunteers, who far outnumber their paid staff and who provide a huge range of services that ultimately benefit the charity's clients. Debbie Hill, Marie Curie Head of Volunteering elaborates, "We're very grateful to each and every volunteer for the time and skills they contribute. Many volunteers choose to support us because they want to give something back in return for the support we gave a loved one. Many donate their professional skills which enables them to further their career by expanding their abilities or experience. We couldn't offer the care and support we're able to without our volunteers.

Volunteering may also offer intangible advantages. Recent research from the University of Southampton shows that volunteering in mid-life and beyond, confers considerable mental health and wellbeing benefits. Michael Watson, CNHC Chair, also stresses that volunteering may offer career advancement for some therapists, "We know that there can be benefits to volunteering. Where these services are well organised, volunteers gain access to high quality CPD and experience which often leads to paid positions. So whilst ideally we would want to see all practitioners being paid a fair rate for their work, we do encourage people to take on volunteer roles if their circumstances allow it, as it may lead to other things. It is always easier to push through a door that is already opened."

A VOLUNTEER'S PERSPECTIVE:

Angela Mitchell qualified in clinical aromatherapy in 2001. She also offers Indian head massage, psychotherapy and is currently studying to become a naturopath.



As a mother of twin twelve year old girls, she combines her work as a mobile massage therapist working with her own clients in the evenings with volunteering at a hospice in Glasgow.

"Each Monday afternoon, I spend two hours massaging patients and their families at the hospice," Angela explains. "During the school holidays, my in-laws make this possible by taking the girls. I find that volunteering for just the two hours is very manageable for me, as it means I don't get too stressed and transmit this to my clients at the hospice.

"I find volunteering is very rewarding. Working in a hospice has meant I get to meet many interesting and inspiring people and it gives me a deep sense of satisfaction.

"I suppose the very fact that therapists are viewed primarily as caring people seems to perpetuate the notion that we are willing to work for nothing! I also work for a company that provides support services for people with learning and other disabilities and I have to admit I find it difficult bringing this topic of money up there too. Where caring is seen as a low waged occupation, I think massage and other holistic therapies are often seen as a leisure pursuit or non-essential treatment. If massage is regarded in this way, it's a lot easier for companies and organisations to expect therapists to work voluntarily, especially when there's a lot of demand on limited healthcare resources". ■

i Find out more about Angela's mobile services at www.topnotherapiesandcrafts.weebly.com

<http://www.the-cho.org.uk/membership/> or contact admin@the-cho.org.uk

The Confederation of Healing Organisations has membership offerings for individual healers and therapists as well as for organisations. Check out <http://www.the-cho.org.uk/membership/> or contact admin@the-cho.org.uk

For more information about CNHC visit www.cnhc.org.uk, email info@cnhc.org.uk or call 020 3668 0406. You can discover more about volunteering with Marie Curie at www.mariecurie.org.uk



TAKING CARE OF YOU

Paul Battersby, President of FHT, reminds holistic therapists of the importance of taking care of their own physical and emotional health...

As a complementary therapist, there is no better testimonial than seeing the smile or relief on a client's face at the end of a treatment. While it's deeply rewarding to support and help other people, it is equally important to look after your own health. By its very nature, therapy work can be physically and emotionally demanding. Taking some basic measures to protect yourself will not only ensure you can keep doing the work you love, but also it means your clients continue to receive the best care possible.

So what are the simplest ways of protecting your health and prolonging your career?

DOWN TO TECHNIQUE

If you are performing physically demanding treatments, or the same treatment on a regular basis, you may be at an increased risk of developing an injury or strain. In many cases, holistic therapists find their fingers, thumbs and wrists are most likely to suffer.

A number of courses are now available that teach therapists how to use different parts of the body, such as the forearms and elbows, to help distribute pressure more evenly and protect vulnerable joints. The training may also address postural issues, which if left unchecked could lead to musculoskeletal problems of your own, such as shoulder or back pain.

Alternating the type of treatments you provide in a day and exercising your body and joints in between clients may also help to prevent any aches or pains arising.

TOOLS OF THE TRADE

While positive touch is obviously an important aspect of holistic therapies, massage tools can be a very useful way to enhance treatment outcomes, while at the same time reducing the physical stress placed on

your own hands and wrists.

There are lots of different massage tools available to choose from, many of which are hand-held and made from natural products such as stone, bamboo or shells. Some of these can be heated to help relax soft tissue and improve circulation, while others can be cooled to help reduce inflammation and pain.

SUPERVISION AND REFLECTIVE PRACTICE

Supervision and reflective practice are excellent ways to explore any unique or challenging situations that may have cropped up during treatment sessions, with the aim of turning these into something positive that will be of value to your future work.

Supervision can be formal or informal. Formal supervision involves talking to an appointed supervisor – from your own profession or another – and is usually available to therapists working in healthcare settings, such as hospitals or hospices.

Informal supervision, which might be more accessible if you are in private practice, can include speaking to other therapists at a local networking event or attending a relevant workshop. Reflective writing, in a journal or diary, can also be a very useful exercise.

EMOTIONAL PROTECTION

Many therapists find basic mindfulness and visualisation techniques a useful way of protecting and strengthening their emotional health. This might be as simple as a short meditation or focusing on preparing and drinking a cup of herbal tea between clients. Others find it useful to visualise putting on protective clothing before seeing clients, or walking somewhere beautiful and serene.

TREATMENT SWAP

Finally, consider buddying up with another holistic therapist for a treatment swap. What better way to look after your own health than to 'walk the walk'? ■



Paul Battersby is president of the FHT, which offers a range of membership benefits to holistic therapists and runs the largest independently Accredited Register for complementary healthcare therapists. For further information, visit www.fht.org.uk or call 023 8062 4350.



NEW FRONTIERS: RESEARCH ROUND UP

There are an increasing number of scientific studies which provide evidence that holistic therapies make a positive impact on health and wellbeing. Here's our pick of the latest findings that are worth sharing with your clients...

ACUPRESSURE HELPS FIGHT FATIGUE FOR BREAST CANCER SURVIVORS

Around a third of female breast cancer survivors report fatigue as one of the most common long-term effects of treatment, but a new study, published in JAMA Oncology, found acupressure has a beneficial effect.

After just 15 minutes training, participants who practiced either conventional or relaxing acupressure each day for six weeks reported their fatigue levels fell by between 27 percent and 34 percent. Two-thirds of women in the study achieved normal fatigue levels.

At the end of the trial, both acupressure treatments resulted in significant sustained improvements in fatigue, but only relaxing acupressure also improved measures of sleep quality, such as disrupted sleep, and overall quality of life. The researchers are now developing an app to teach acupressure.

RADIOCARBON DATING SUGGESTS JOINT CARTILAGE CAN'T RENEW

Many holistic therapists will see clients who have cartilage damage. Improvements are often slow and incomplete compared to other recoveries. The underlying reason for this may have been discovered by a team of researchers using radiocarbon dating. The scientists discovered that human cartilage rarely renews in adulthood, suggesting that joint diseases may be harder to treat than previously thought. The team detected virtually no formation of new collagen in cartilage, even in disease or under high loads, suggesting that the tissue is an essentially permanent structure. The findings help explain why human cartilage has poor healing capacity after injury and present new challenges for treating osteoarthritis and other joint diseases.

WHEAT SENSITIVITY MAY BE EXPLAINED BY IMMUNE SYSTEM ACTIVATION

Many of us have clients who complain of the bloating, cramping or irregular bowel movements associated with food intolerance, yet they are not diagnosed with coeliac disease or a wheat allergy. An important new study in the journal Gut confirms that people with non-coeliac wheat sensitivity have a weakened intestinal barrier, which leads to a systemic immune response after ingesting wheat and related cereals.

Researchers from Columbia University Medical Center (CUMC) and the University of Bologna have determined that exposure to the offending

grains somehow triggers acute systemic immune activation, rather than a strictly localized intestinal immune response. This Non-Coeliac Wheat Sensitivity (NCWS) is thought to affect about 1 percent of the US population, roughly the same prevalence as coeliac disease.

The study also found that those who excluded wheat and related cereals for six months were able to normalise their levels of immune activation and intestinal cell damage markers. These changes were associated with significant improvement in both intestinal and non-intestinal symptoms, as reported by the patients in detailed questionnaires.

INJURED MUSCLES COULD BE SHOCKED BACK TO HEALTH

A new study suggests that acoustic shock waves could speed up a muscle's healing process. A team from The University of Salzburg discovered that applying low-frequency shock waves in a therapy called Extracorporeal Shock Wave Therapy (ESWT), which is already used in treating ligament and tendon damage could also accelerate the healing of muscles.

ESWT works by mechanically stimulating the tissue, which recruits stem cells to kick-start repairs. The shock waves are believed to increase the levels of chemical signalling factors in muscle tissue. These factors wake up 'satellite' progenitor cells which gradually become new muscle fibres.

It is felt that ESWT has good potential as a non-invasive therapy complementing or supplementing existing recovery regimes, with treatment taking around 15 minutes and no side-effects being noted. ■



Speaking *the word*



Aaron Hanway of Toastmasters International shares how to build your business through speaking in public...

TODAY it has never been easier to start a business from nothing. The internet and smart-phone technology give holistic therapists access to a global audience at little to no cost. In a matter of moments, you could be spreading your holistic therapy business across the world, reaching markets that people only dreamed of 20 years ago. Even service led professions that were once limited by geographic borders, with the aid of cloud computing and apps such as Skype and FaceTime, are open to anyone around the world.

But with these new opportunities comes a problem: reaching a global market means

competing in a global market. As a result, most markets are saturated, and consumers are overwhelmed by the in-your-face tactics of those desperately trying to be heard above the rest. Nowadays, more so than ever, it is important to be able to deliver your business message with skill and precision.

Nowadays, more so than ever, it is important to be able to deliver your business message with skill and precision.

Engaging in public speaking is the best way to learn and develop the skills to do this, as it puts you in situations where you have to engage and share your message directly with others. Not only will this will force you to think objectively about what you are going to say and how you will say it, but it will help increase your knowledge and confidence, benefitting all areas of your business.

DEALING WITH THE FEAR OF SPEAKING

Even the thought of speaking in public paralyses many people with fear and apprehension, preventing them from taking that first step and giving a talk that could bring





in new clients or establish your expertise. Being afraid is normal. Don't think that in order to be able to speak in public you have to have no fear, even the most accomplished speakers in the world have to deal with fear. Ability and confidence grows from knowledge and putting yourself out there.



To begin, start small. One of the best ways you can do this is at a fair, convention or event like a Mind, Body and Spirit Fair. These platforms give you the opportunity to set out a table or stall and engage one on one with potential clients. You may be nervous at first, but as you talk with people, these interactions will be increasing confident. All the while, you will be refining your message and improving your ability to deliver it.

Even if you don't feel you are ready for this type of interaction there are ways you can start speaking, and promoting your business, without doing it one on one with potential customers: start a YouTube channel; create a podcast; write a blog. These platforms can help you get comfortable thinking about your message and delivering it, while still indirectly engaging with people. When you feel ready, then you can look to promote yourself more directly. Find a platform that you are comfortable with, start, and go from there. Before long you will feel ready to speak in front of audience.

CRAFTING AN EFFECTIVE TALK

Speaking in front of an audience is very different from interacting directly with people, but it is where you and your business will get the most benefit. You will have to consider exactly what you are going to say and exactly how you will say it. Your goal is to construct an effective talk that people can understand and relate to, while holding their attention for the entire time you are speaking.

A talk is not like any other medium; your audience have to be able to hear what you're saying and understand what it means immediately. Don't talk about something in an abstract way or in general. Ground what you are saying in a very literal way. If you are trying to introduce a new way of thinking, or a new treatment, it may be necessary to introduce this concept in general terms, but make sure to follow your explanation with concrete literal examples of what you mean. If you don't do this then you're expecting the audience to do the mental work, to make the connections themselves between what you are saying and how it relates to reality and they will lose interest very quickly.

People may well forget what you said, but they will remember how you made them feel. One of the best ways to get people to connect to a talk is to use a real story to convey your message. This is even better if it's a personal story so don't be afraid to inject emotion into it as this will help others empathise with you. Empathy is a powerful persuader as it allows people to relate your talk to their own experiences and emotions by putting them in your shoes or your client's shoes. Using real stories is one of the most powerful ways get people to connect and relate to your message and a sure fire way to ensure they remember you.

If you try to speak to everyone, you will end up speaking to no-one. Don't dilute your message in order to please everyone. If you proclaim your views and speak with conviction, those you reach will view you as someone of knowledge and ability. Having a point of view means excluding those who don't agree with you. Try to appeal to everyone and you will appear to lack conviction and in the end appeal to no-one. Don't be timid or modest about your views, profess them with confidence; remember, in a global world there is a niche market for everything. No world-leading business started in the middle, they started on the fringes and the middle moved to them.

The more you put yourself in situations where you are speaking either directly to clients or in front of an audience, the better you will get at delivering powerful, precise and persuasive messages that speak effectively to your target audience. What's more, the skills you develop through these actions will filter into and elevate all other areas of your business. It will help you refine and focus your advertising as your message becomes clearer and sharper. It will increase your knowledge of your sector and what people are looking for, helping you spot new opportunities. It will demonstrate your conviction, knowledge and ability and it will increase your confidence and assertiveness in all of your other interactions. With the technology of today and your new speaking skills, there is no limit to how far you could take your holistic therapy business. ■



Aaron Hanway is a member of Toastmasters International, a non-profit educational organisation that teaches public speaking and leadership skills through a worldwide network of meetings. There are over 300 clubs in the UK and Ireland. To find your nearest club, please visit www.toastmasters.org



For all your **therapy essentials...**

10%^{*} OFF

Exclusive to Holistic Therapist Magazine readers
Enter code **HTM10** in the discount box online

PhysiQue.co.uk

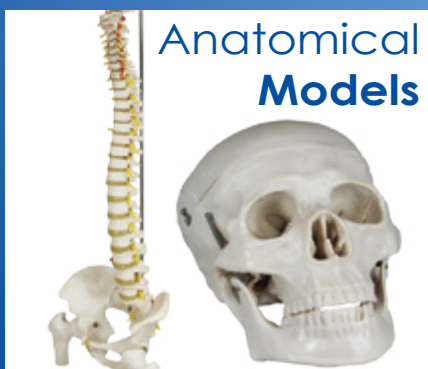
or call 02392 471346

Our range also includes...

- Sports Tapes
- Supports & Footcare
- Electrotherapy
- Hot & Cold Therapy
- Fitness & Rehab
- First Aid Treatment

*10% discount applies to non-promotional items only.

HOLISTIC THERAPY PRODUCTS



TALK YOUR WAY

INTO A **SPEAKING** SLOT

If you want to reach a large number of potential clients, speaking at a specialist show or exhibition can be a great way of building your reputation as an expert. But how do you land a coveted speaking slot? We asked the people who put the programmes together...

THE first step is to find the right show or conference for you. This means choosing events where the visitors match the profile of the customers you want. Use the show's media pack or ask the organisers for a demographic breakdown. If possible, visit the show or exhibition to discover more about the style of talks and demonstrations, the facilities and people who attend.

Next, contact the show organisers to discover the speaker selection process. Many show organisers start looking for speakers almost as soon as the previous show has ended. Some shows feature regular speakers and demonstrators, so new speakers need to offer something interesting, as Kevin White of the West Midlands Vegan Festival explained, "I try to ensure that there are a wide range of speakers and demonstrators, to cater for all visitors to the fair. I use visitor feedback to determine which types of talks and demonstrations people want and find exciting. I'm constantly on the lookout for good speakers and demonstrators, but only really get stuck in to approaching people about 4 months before the event."

Zoe Campbell is the Event Director for CAMexpo, one of the biggest holistic health shows in the UK, which features a mix of seminars, speakers and demonstration workshops. Zoe added, "Our search for speakers starts at the end of the previous show. We have our old favourites but are always looking

for new speakers discussing exciting topics and therapies. We're very fortunate to have a fantastic advisory board and visitor feedback that helps shape the programme and suggests speakers every year.

"My advice for prospective CAMexpo speakers is to try and make yourself different – highlighting some unique points from your session and how our visitors will benefit from attending. Ultimately, it all comes down to what the session includes, as it's always good to have new and exciting content, especially if it is topical and expands on the latest research. We have many more potential speakers than time available, so only the best make it on to the programme".

Kevin White continued, "It's vital for new speakers and experienced ones alike to offer us a compelling pitch for a speaking slot. If this is rambling, inappropriate or incoherent, it's likely that the talk would follow a similar pattern! Other common mistakes that result in rejection include wanting to discuss a subject that will only be of interest to a small number of people, or pitching a familiar topic where the speaker has nothing new to say. Sometimes it's clear that the speaker only wants to

promote their product at the expense of a well-rounded talk on various aspects of the subject. This approach is also unsuccessful. ■

i **Kevin White** organises the West Midlands Vegan Festival, which features a programme of Vegan lifestyle and health talks. This year's event is on 29th and 30th October. A full rundown is available at www.midlandsveganfestival.org.uk.

Zoe Campbell is the Event Director for CAMexpo, which is held each September at Olympia in London and features a full programme of talks, seminars and demonstrations with CPD credit. www.camexpo.co.uk



Animal MAGIC



For animal loving holistic therapists, extending their practice to include non-human clients can offer both a profitable niche business and endless satisfaction...

FOR many years, animal health was the sole province of veterinary surgeons or animal charities like the PDSA. Current legislation means holistic therapists cannot treat an animal without veterinary approval. Fortunately, veterinary interest in holistic canine and equine therapies has been growing, with many vets now providing referrals for hydrotherapy, massage and chiropractic treatment, with some treatments being covered by pet insurance policies. In the case of acupuncture, vets hold a monopoly on animal treatment, while Spiritual Healers must ensure that animals have been under the care of a vet and obtain a signed and witnessed declaration before starting treatment.

Louise Swindlehurst, vice chair of the K9 Massage Guild, believes that if holistic therapies are to become standard treatment options then extensive practitioner training is essential. Louise commented, "I'm qualified to treat both humans and dogs. I'd say working with animals can be more complex than working with humans and specialist training is essential and not just in terms of biomechanics or anatomy. You need to know how to read a dog's body language and understand signs of pain, which an owner may overlook. Animals express pain differently and the information owners provide may be subjective and emotionally tinged.

Dena Schwartz offers holistic treatments, including aromatherapy, to people and animals alike. Like Louise, Dena believes communication is the key to successfully working with animal clients.



"The lack of verbal communication from my animal clients means I have to be super sensitive and responsive to their body language. They are constantly communicating with us and it's for us to be open and observant", Dena said. Experienced healer Kate Berridge added, "When working with animals, you need to consider that the animal will be in a powerless situation. Encourage the animals to express themselves and learn their language. Have respect and empathy for the different, sensitive way animals communicate. Animals use telepathy, with emotions and images, sounds and body postures. These skills can be learned".

Because offering holistic services to animals is a niche market, which requires specialist training, most therapists find they can charge around £35 per session or a higher rate than they charge for human treatments. Louise charges £45 for an initial 90 minute consultation, followed by £40 a session, while Dena charges £30-£75 a session, depending on length and the animal's location. Dena elaborated, "I offer home visits for the animals. Sometimes it's due to logistics, particularly since many of my clients are horses! Often animals feel more relaxed in familiar surroundings. That said, dogs, sheep, cats and even a donkey or two have snuck into my treatment space over the years. The owners explain their issues and the animals guide me, showing me if they need gentle bodywork, plant medicine, healing or a combination of them all".

Kate finds that many of her clients come from recommendations, word of mouth and by having a reputation for ethical behaviour, adding, "My website attracts work and I give talks on animals, ecology and

spirituality. My services include healing, animal-communication, dietary and behavioural advice. I also teach these skills to other therapists, with an emphasis on empathy and respect. The actions of humans are often the underlying root cause of the problem, so you need great diplomacy. Be the animal's ally and speak for them. They are your patient".

Proper training is fundamental to a successful career in working with animals, Louise continued, "There are lots of courses you can do in a weekend, or by distance learning, but all K9 Massage Guild therapists undergo a two year training programme. The guild also operates under a code of conduct and members must seek vet consent before treatment, carry insurance and also undertake 25 hours of CPD each year. We do this so that both the vet and the owner are assured of the highest standards of professionalism, and the animal being treated gets the best standard of care. There are a number of accreditation and registration bodies for holistic therapists who work with humans and the K9 Massage Guild looks to bring the same standards to those working with dogs."

Should you decide to pursue a career in animal holistic therapy, one thing does seem certain, and that is a huge degree of personal satisfaction derived from the work. Kate Berridge noted, "The satisfaction I get from serving animals comes from my desire to alleviate their suffering. Animals communicate honestly and passionately and that is an advantage when treating them. It is a privilege to share in their thoughts and feelings and they can feel the love I have for them. Animal patients want to get well, they have no ego and they live in the now."

Dena agreed wholeheartedly, adding, "I'd definitely recommend working with animals. I thoroughly enjoy every aspect of my work, I love the variation and get such wonderful feedback from my clients, in some

ways the animals say it louder and clearer through their genuine expression of appreciation. I build up strong bonds with my clients over time and take my role in their well-being seriously. We make a team".

TRAINING

Finding the right course if you wish to extend your practice to working with animals may require considerable research. There are many courses on offer which vary in terms of content, quality, accreditation and price. While some introductory level courses are available as online or distance learning packages, practitioner level courses should include modules on subjects such as animal behaviour, psychology, biomechanics and hands on experience working with patients.

Check with bodies such as the Complementary Medical Association and the Canine Massage Therapy Centre to find accredited course providers. Accredited courses should meet an appropriate standard of teaching, content, and support. It may be better to find a training provider that specialised solely in holistic therapies than one which seems to offer hundreds of courses. Should you feel tempted by online courses which are offered at remarkably low prices on deal sites such as Living Social, Groupon or Wowcher, it may be worth considering that you generally get what you pay for.

Ask for copies of the syllabus and details of the learning support offered, so you are sure you will be learning new skills that will be of practical benefit. If you already have advanced skills, look for CPD courses that would help you transfer these to working with animals. ■



Dena Schwartz is based in Elstree and can be reached on 07778 379 879 or through www.theholisticapproach.co.uk or www.animalaromatherapy.co.uk

Kate E A Berridge is based in Lincolnshire and can be contacted on 0751974 4208 or through www.holisticanimaltherapy.org.uk She also offers remote services.

Louise Swindlehurst is based in Worcestershire and also offers regular clinics in Kendal, Banbury and Warrington. She can be contacted on 07764 949706 or through www.keepdogsmoving.co.uk For more information on the K9 Massage Guild, visit www.K9-massageguild.co.uk

ADVERTISING - LET'S GET IT RIGHT!



CHNC Chair **Michael Watson** explains how to make sure your advertising meets legal requirements...

THERE is a lot of confusion about advertising, particularly over what you can and can't say and who decides this. So in this piece, I am going to set the record straight and point you in the direction of some useful guidance and information. I'm also going to describe what we are doing at CNHC to tackle some key advertising issues.

WHAT IS THE LAW ON ADVERTISING?

There are those who say that you can ignore the advertising rules and say whatever you want. However, there are actually some laws that govern advertising. These are the *Consumer Protection from Unfair Trading Regulations*. They state that anyone who is advertising services to members of the public, must not mislead or harass potential consumers of services.

To help businesses understand how to meet these laws, the Committee for Advertising Practice (CAP) has published some Advertising Codes. These set out the rules for advertising on non-broadcast media such as websites, social media, leaflets, newspapers (online and paper) and broadcast media such as TV and radio. CAP also publishes Advertising Guidance.

To put it simply, all advertisers must comply with the Advertising Codes. This includes all complementary therapists whether you are a sole trader or running a clinic with a team of practitioners. CAP provides a great deal of guidance and advice to practitioners about what you can and cannot say and I have included their details in the Advertising Check-list at the end of this piece.

WHAT IS THE ADVERTISING STANDARDS AUTHORITY AND WHAT DOES IT DO?

There are those who claim that the ASA is not legitimate and can be ignored. This is not correct. The Advertising Standards Authority is the UK advertising regulator and is recognised by the government. This is what the government says on its website: *The [advertising] rules are enforced by the Advertising Standards Authority (ASA).*



Anyone who thinks advertising rules have been broken can complain to the ASA within 3 months of an advert appearing. If an advert breaks the rules, it may be withdrawn. If the product doesn't match the description or the advert breaks the law, you could be prosecuted. The regulations are available at www.gov.uk/marketing-advertising-law/regulations-that-affect-advertising. The ASA handles complaints received about advertising and enforces the Advertising Codes set down by CAP. Any prosecutions are handled by Trading Standards, following referral by the ASA, though complaints can also be made direct to Trading Standards.

HOW IS CNHC TRYING TO ADDRESS THIS?

To avoid the risk of complaint, we have produced wording (therapy descriptors) that practitioners can use to describe the disciplines on our Register. We have been pressing the ASA and CAP to move away from their reliance on randomised control trials and to take a broader view which considers the 'best available evidence'. Taking this approach means they could consider research which ranges from systematic reviews to case study reports.

We have also pressed CAP and ASA to recognise



SO WHAT'S THE BIG DEAL ABOUT ADVERTISING COMPLEMENTARY THERAPIES?

You might think that it's fairly straightforward to advertise your services by describing what you do and how it can help people. Well, that is possible but the ASA requires evidence for any claims made about the health benefits of a particular therapy. As evidence they will only accept randomised controlled trials (RCTs) which are expensive and quite rare in the complementary healthcare sector.

For example, if you want to say that massage therapy can help with back pain, there needs to be a randomised controlled trial which demonstrates this. The same is true for any other health condition you want to refer to in your advertising and, in most cases, these types of trials do not exist. This is the main area where practitioners have fallen foul of the CAP Codes and have had a complaint made about them to ASA.

Accredited Registers under their definition of suitably qualified health professional. This would enable practitioners on Accredited Registers such as CNHC's to say more in their advertising about the benefits of the treatment they provide. At the time of writing we are waiting the outcome of a review of CAP's Advertising Guidance which sets out this definition, so it is possible that this may change.

CNHC has also questioned ASA's transparency in its use of experts when dealing with complaints. In May 2016 we publicised details of a question raised in the House of Commons on this issue. Ed Vaizey, Business Minister at the time, said, "It should be the case that the ASA's published rulings make it clear when it has received external advice and that it publishes the details of that advice, and it should be clear from its assessment what influence the advice has had on the ruling. Advertisers subject to rulings should also be told who the expert is and what their credentials are, and they should receive a copy of the expert's report."

The full report of the debate can be seen here: <https://hansard.parliament.uk/Commons/2016-05-23/debates/16052325000002/AdvertisingStandardsAuthority>

CNHC continues to work with the Professional Standards Authority to challenge the ASA's approach to evidence and to ensure proper recognition of practitioners on Accredited Registers. We will provide updates on progress as they happen.

WHAT CAN PRACTITIONERS DO?

If you are a practitioner it is far simpler to make sure you are not breaching the Codes than to receive a complaint and we have put together this advertising check-list to help you. Keep this in perspective! Remember that this only applies to your advertising. It does not affect what you say to your clients when you meet them and does not affect the way you practise.

Check our CNHC Advertising Guidance which practitioners can find on our website under 'Publications' / 'Guidance for Registrants'.

If you advertise any work you do with people with cancer, make sure you read our CNHC Guidance on the Cancer Act 1939, on our website under 'Publications' / 'Guidance for Registrants'. It is a legal requirement to comply with this Act.

For disciplines on CNHC's register use the CNHC therapy descriptors we have agreed with CAP which can be found on our homepage or for CNHC registrants to download at My CNHC.

Check CAP's Advice Online which you can find at www.cap.org.uk for a number of CNHC registered disciplines:

Read CAP's Advertising Guidance which sets out the details of its rules in this area. You can find this at www.cap.org.uk under 'Advice and Training' / 'Advertising Guidance' / Advertising Guidance: Health, beauty, slimming & medical conditions (non-broadcast).

Contact the CAP copy advice team if you want to make statements in your advertising which are not included in the descriptor for your discipline. They provide a free service for checking sections of wording rather than whole websites.

Get involved with research. The more research there is for complementary therapies, the better the evidence. You may want to join the Research Council for Complementary Medicine at www.rccm.org.uk/. ■



For more information about CNHC visit www.cnhc.org.uk, email info@cnhc.org.uk or call us at 020 3668 0406. You can also find us on Facebook or follow us on Twitter @CNHC _ UK



TECHNIQUE: DISCOVER LT THERAPY

Sophia Kupse introduces LT Therapy, which combines essential oils, geothermal therapy and muscle release massage techniques to release back and body pain...

IN 1987 a severe car accident almost cost me the ability to walk again. My subsequent exploration of ways to heal the mind and body led me into holistic therapy and I'm qualified in both Eastern and Western therapies, specialising in Sports, Deep Tissue and Indian Head Massage, Myofascial Release, La Stone, Aromatherapy, and Acupressure.

Over my twenty year career, I began to develop my own techniques, which I named LT Therapy. This is a unique three-way system used to heal Back and Body Pain. LT Therapy specifically resets muscle memory, treating physical pain due to emotional pressure. Its distinctive massage application combines a new advanced muscle release technique, incorporating geothermal therapy through hot volcanic stone and ice marble. Based on the client's consultation, bespoke organic essential oils are blended to meet the client's emotional and physical needs and assist in the natural self-healing process of the mind and body.

LT treats the emotional side through its innovative mapping system, by clearly identifying which muscles hold onto certain negative events, people and challenges in a person's life. In Reflexology the feet reflect the physical body, in LT therapy the whole back represents the conscious and unconscious negative thinking of the mind. To understand this process, you have to understand how muscle memory works.

We use three key elements to reset muscle memory - temperature, manipulation and scent. Volcanic basalt is heated and used to shift negative blockages held in the muscles. These feel like deep-rooted knots to clients, and are a by-product of their negative thinking. A negative state of mind leads to an over-production of

adrenaline and cortisol, which, unused, gets stored as lactic acid. This embeds itself in between layers of muscle, usually in the biggest muscle groups of the human anatomy, mainly in the neck, shoulders, mid and lower back. The gentle heat transcends the muscle layers, discharging tense rigid areas and allowing rapid movement to be restored in the muscle.

Very smooth medical grade Carrera Ice marble is used as the cold element. This stone is able to retain temperatures below zero degrees, which are necessary for resetting muscle memory. The cold marble reinstates the muscle to its soft natural texture. Manipulation is applied, in between working the hot/cold stones, allowing oxygenated blood and nutrients to feed and free the muscle.

There are thousands of sensory nerves that lie under every muscle group of the

These are the shoulders, neck and lower back. When I press certain points in these muscles, they parallel how the conscious and unconscious mind converse. For instance, constant worry about your mother will tighten the muscle that sits below the neck and connects with the top of your shoulder on your right side. Apply pressure using your thumb and fingers in the corner of this



shoulder and you will see how tight it can be.

LT Therapy can be adapted to suit any part of the body. I have successfully used it to treat rotator cuff, frozen shoulder, tennis elbow, sciatica down the legs, hip and knee problems.

Regardless where the issue is, it always comes back to the main body. If muscles in the neck and shoulders are blocked they will often refer pain down the arms and wrist. If there are blockages in the mid to lower back, then the legs, knees and feet will be affected. A tight neck for instance, will have a multitude of referral pain in the head, face, jaw, eyes, ears and sinuses.

One of my favourite parts of the treatment is the essential oil selection. As a qualified IFA aromatherapist, I have spent years blending oils suitable to the client's needs. Two things always have to be considered after contraindications. How the person feels right at that moment and where their physical pain is. Each oil has multiple notes and will have several benefits, but they can contraindicate the client's medical history. Oil selection is done at consultation level, if a person suffers depression, anxiety or stress then

a calming, but uplifting aroma like mandarin or sweet orange will help lift the mood and at the same time assist in calming physical and emotional pain. At the end of an LT Therapy treatment, pain is significantly reduced, emotional pressure is released and the client feels relaxed and energised at the same time.

LT Therapy is effective in helping the client understand how their negative thinking pattern, stress and their constant revisits to their painful past experiences will lead to physical pain in the body and eventually the mind. It allows the client to recognise that by worrying about a certain person, feeling guilty about not being good enough and being undervalued at work, they release the over production of adrenaline which creates pain. LT Therapy is a two-part treatment, it's like psychotherapy with physiotherapy. As the therapist presses on key knots deep rooted in the muscles, he or she relates this to the LT mapping system. If the client wishes to speak about it, they release it verbally and the therapist releases it physically. If they cannot relate to the event or person identified, it still resets muscle memory, however when it is verbally released the results are deeper.

The results are amazing and transformational for many people, just after one treatment clients often feel they can make sense behind their ongoing pain. An aftercare sheet is given to the client to help prevent pain building again and exercises of the mind to engage in daily will help refocus the mind on more positive outlook. If the client needs extended help then further recommendations of CBT therapy, hypnotherapy and psychotherapy can be given.

Currently there are just three therapists qualified to carry out LT Therapy in the UK. There has been a great deal of media interest in the course and I've had many enquiries from therapists, so I will be offering training courses in 2017. ■

body from head to toe which communicate to the cerebellum. We learn through procedural memory of the conscious mind; how to walk, to talk, to sing and once something has been learned, it drops into the unconscious mind, to run the job automatically. This is where muscle memory becomes the star of the show. These sensory nerves act like a giant telephone exchange, enabling the physical body to move muscles automatically, whilst permitting your thoughts to be transmitted down the same sensory nerve pathway. So how you think suddenly become extremely important, as it begins to affect how you feel and, ultimately, your wellbeing.

In order to reset muscle memory as I work, I focus on feeling for key areas that repeatedly become, for most people, the main offenders for pain.



To find out more about how to train in LT Therapy contact

founder Sophia Kupse on 07957 113425, email sophiathemw@gmail.com or visit www.themusclewhisperer.co.uk. Sophia's new book *Pain-Free: Easy Steps to a Happier Healthier You* is available on Amazon (paperback £9.99 and Kindle £4.99)



Building

A CUSTOMER BASE FROM SCRATCH

*Last year, **Jane Sheehan** moved her home and business to Lancashire. Here she shares some of the ideas that have helped her new practice flourish...*

ABOUT a year ago, I found myself moving some 250 miles away from my usual practice. Relaunching my reflexology business, finding new clients and re-establishing a local reputation hasn't always been easy, but it has been a fantastic way to revitalize my business approach.

Having practiced reflexology for years in Buckingham, I discovered that fewer people in rural Lancashire had heard of reflexology or knew

about it. I had to educate them. I contacted a local magazine and offered to write an article explaining what reflexology is. I kept it generic and included scientific research on reflexology's effects on people with insomnia, Parkinson's and pain. I also paid for an advert on the opposite page. Inadvertently, I had discovered a way to attract new clients. Once the article was published, I had calls from sufferers of those conditions.

If you decide to write about your subject, it's important to be specific about how you can help. Sharing useful information can bring new clients to your door. I found when you work in the spirit of helping others, you can become a brilliant sales person by accident!

My next step was to make it easier for clients to find me. I bought a sign to put on the main road indicating where I was and what I do. It's important to consider what first impression potential clients will experience. Look at the outside of your premises. Is it clean? Tidy? Is your business easy

to find? Do your existing signs need cleaning or improvement? Check with your local council planning department website to discover what types and sizes of signs you can use with and without planning permission.

Another method of revitalizing my business is to harness new technology. I have created internet-based eLearning seminars so that I can reach students who miss my live workshops. I have just bought some new software that allows me to create revision quizzes and will be using it to create new products to assist my students (for a fee, of course).

Explore the power of social networking and gather people around you with whom you can discuss ideas. Two heads can be better than one, as I discovered when a stay-at-home mum reminded me that businesses can use Instagram to promote a lifestyle as well as a product.

Having been in business for so long, you can start to feel stale and unexcited about your work. When this happens it's good to set aside time to experience new things. Try a workshop to bring a new skill to your work. Visit an exhibition or Mind Body Spirit event to discover the latest trends in your industry. Join a support group to swap ideas with other therapists. Find a friend who is good at asking questions and get them to quiz you about your business to see if you can be inspired to create a new niche or venture. Often we have lots of good ideas, if only we would ask ourselves what they are. ■



Jane Sheehan is the UK's leading foot reader, practices reflexology in Scarisbrick, Bromsgrove and Garstang, and is author of "Let's Read Our Feet", "Sole Trader: The Holistic Therapy Business Handbook" and "The Foot Reading Coach". For more information see www.footreading.com.

PUKKA

MEET OUR NEW TURMERIC FAMILY

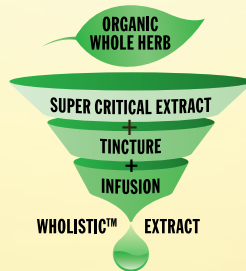


Our unique total spectrum Wholistic™ extraction retains all of turmeric's 200+ bioactive phytonutrients - delivering the full synergistic benefits of concentrated turmeric with optimised absorption.

The power of 3 into 1

Piperine
& Nutrigest™
for enhanced
absorption

86% higher
curcuminoid
content*



Essential oils
containing 75%
bioactive
turmerones

4x greater Nrf2
enhancement**

incredible organic teas & supplements



trade.support@pukkaherbs.com



Organic
Pukka
Quality

*Compared to whole powdered turmeric. **As compared to 10,000mg standardised curcumin extract brand. Nrf2 is pivotal in the regulation of various cellular processes, such as antioxidant defences, redox equilibrium, the inflammatory process, the apoptotic processes.



HOW TO READ A CLIENT

Jade Saffer believes developing your ability to read how clients are really feeling can enhance your treatments.....

IMAGINE a regular client is talking about her thoughts and feelings. She speaks quietly and hesitantly, whilst insisting she is, "Ok with all that". Her eyes are focused on something else, while her fingers fidget and her rounded shoulders, crossed legs and sunken posture in her chair suggest she's anything but okay. When asked, "Are you sure?" she curtly replies, "Yes", whilst her feet start to twitch up and down.

READING SILENT MESSAGES

While clients can often express how they feel verbally, a skilled therapist can also read many of the non-verbal clues which can give us a fuller picture of how a client is coping. As we gather information through our senses, our

bodies respond and react unconsciously through our autonomic nervous system. Sometimes we store this information, particularly if it affects us emotionally, as pain or discomfort. We're all familiar with an emotional-linked stiff neck or shoulders.

By recognising when a person's body language and speech do not match, we can learn more – whether it's the bodywork patient who flinches and is too polite to mention that it hurts, or a repeated gesture which hints at deeper emotional issues. Drawing attention to possible contradictions between verbal and non-verbal can also help the increase awareness of how non-verbal communication is used in personal or social interactions.

Dr. Albert Mehrabian, author of Silent Messages, discovered that only 7% of any message is conveyed through words

Dr. Albert Mehrabian, author of Silent Messages, discovered that only 7% of any message is conveyed through words, while 38% comes through certain vocal elements such as tone, inflection, intensity, volume and clarity. A massive 55% of what it communicated is through non-verbal elements, including facial expressions, gestures and posture. Keep in mind that these

non-verbal clues are often culturally specific rather than universal.

You can find lists of non-verbal signals and their meanings online, but here are a few that every holistic therapist should be aware of.

- Eyes looking right and up** – fabricating information, perhaps in making up a story or lying.
- Biting a lip** – tension, anxiousness or nervousness about a situation or subject
- Hand clamped over mouth** – suppressing thoughts or ideas that may be uncomfortable to deal with, or have been previously hidden
- Nail biting** – aggression directed towards the self often indicating suppression or frustration
- Head lowered while performing an activity** – a sign of loss, defeat or shame
- Arms crossed** – often a defensive posture, perhaps a reluctance to discuss an issue
- Gripping own upper arms** – may be an attempt to reassure the self in the face of unhappy or unsafe feelings. Women often grip one arm with the other when nervous.

Humans have an innate capacity for recovery, whatever memories we hold of past events. This is a fundamental gift we, as therapists, strive to give each of our clients. This can be greatly enhanced by observing their 'truthful' body language. Cues may be subtle or obvious, and they can be contradictory but non-verbal behaviour, being mostly unconscious, is the most crucial aspect of communication. Being in tune with a client's body language can be a powerful source of insight in therapy and lead to a greater understanding of the client. ■

i Jade is dedicated to transforming the lives of today's youth. Jade provides a unique combination of holistic therapy and coaching for young people and their families. Jade's mission is to equip her clients with the desire to reach personal and professional excellence through education, communication and therapy. Jade can be contacted at jadesaffer@hotmail.co.uk



CASE STUDY

Developing your own app

Nuala Wilkes, the English Aromatherapist, shares her experience of developing and marketing her essential oil blending app...

My passion for essential oils that led me into the holistic therapy industry. As I learned more and more over the years, I came to realise that some of the advice I found online was both confusing and inaccurate. This led me to create a blog called The English Aromatherapist, with the aim of providing safe and impartial advice about essential oils and then to write several e-books on aromatherapy.

I decided to create an app that made it easier for people to create their own essential oil blends, as a promotional tool for my blog and latest e-book, *How to Blend Essential Oils*. I'm not a technical wizard, but luckily I knew an app developer. It's best to get a clear idea of what you want your app to do and look like, then ask friends or clients if they know a good developer.

We soon came up with the concept of an interactive blending wheel. Online research proved that existing aromatherapy apps were either poor quality, expensive or affiliated to specific brands. I felt there was a gap in the market for an interactive aromatherapy tool that was impartial and simple to use. After careful consideration, I decided to make it free to download in order to maximise exposure. Although charging for apps is an obvious form of revenue, this can severely limit your potential number of downloads. For this reason, most apps are initially free, with in-app purchases and premium upgrades used as forms of monetization.

Keen to seize this gap in the market, I worked overtime to get the ball rolling on app development. For the initial

version, I kept the functionality fairly simple. It's easy to start thinking, "wouldn't it be great if it did this...?" but this can lead to an overly complex project – developers call it 'feature creep'! Since launching, I've made some tweaks to improve its usability, which keeps me in contact and communication with the user base. The biggest challenge was creating a design that could be easily viewed on a phone-sized screen. This required some experimentation before we hit upon a layout that worked.



My app is based on a proprietary algorithm which scans my extensive database of aromatherapy information, incorporating five stages of compatibility, in order to suggest recommended oils. This makes it a truly unique concept in the app marketplace. From concept to completion, I had the first version up and running on both the iOS and Android app stores within a few weeks. Since its launch in August 2016, my app has been downloaded in over 50 countries worldwide. I've had some fantastic feedback from users, and it's been a brilliant source of traffic to my blog. From humble beginnings around the kitchen table, it's amazing to see so many people downloading my app all over the world.

Featuring on the app store has given phenomenal exposure to my brand. It's been an exciting process and I have plenty of ideas about extra features to be implemented in future versions. If any other holistic therapists are considering developing their own app

– go for it! It's surprising what you can create on a relatively small budget and short timescale. ■

i **Nuala Wilkes** is an experienced holistic therapist who runs the English Aromatherapist blog, offering safe, impartial advice about using essential oils. For further information, please visit <http://englisharomatherapist.com/get-the-app> or explore Nuala's YouTube channel at <http://goo.gl/kSMRYg>



Kefir Complex

Ever since we introduced Ecobalance we have been asked by Practitioners for a simpler and more general use product that would be suitable for their environmentally sensitive clients (whether the internal environment or our polluted external environment), and importantly a product that is suitable for children.

Kefir Complex contains L.kefir & L.bulgaricus with N-Acetyl Glucosamine & Glutamine in a base of Carrot, Banana & Xylitol

For convenience, Kefir Complex is a dairy free soluble powder that can be quickly dissolved in water, juice or milk to make an appetising and pleasant drink for adults or children.



Dairy Free
Available in 7,
14 or 28 daily sachets

Telephone: 0121 628 1901 www.bionutri.co.uk email: info@bionutri.co.uk

The Global Leader in Mushroom Nutrition Products

MRL
Mycology Research
Laboratories Ltd.

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

Website:
www.mycologyresearch.com

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

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



MRL Products

Coriolus-MRL
(Yun Zhi)

Cordyceps-MRL
(Dong Chong Xia Cao)

Reishi-MRL
(Ling Zhi Cao)

Maitake-MRL
(Grifola Frondosa)

Triton-MRL
33% Ganoderma lucidum (Reishi)
33% Cordyceps sinensis

33% Lentinula edodes (Shiitake)

Agaricus-MRL

Shiitake-MRL

Auricularia-MRL

Pleurotus-MRL

Hericium-MRL

Polyporus-MRL

Poria-MRL

Chaga-MRL

► Distributors of MRL products:

Natural Dispensary Ltd
Tel: 01453-757-792

Revital Ltd
Tel: 0800-252-875

Aneid UK Ltd
Tel: 01582-485-209

JOURNEYS:

Janie Whittemore

One day I just handed in my notice, put my stuff in storage and headed off to Thailand!

As a child, I was drawn to exploring the connection between how the mind and body are related and how the spiritual component relates to both. I found my calling when I had a reflexology session with a friend's mother. Her kind hands and gentle touch opened the floodgates for me, providing a powerful emotional release. I wanted to learn more, so I studied Health Sciences then added Reflexology and Reiki.

When a dear friend passed away with cancer, I started to question my life. I was working as a therapist and holding down a job in the City, which left me exhausted. One day I just handed in my notice, put my stuff in storage and headed off to Thailand!

My planned six week trip became an amazing six years. Once I had recuperated in my beachside hammock, I headed north where I fell in love with a talented and enigmatic Thai artist. We built a house together, and I had a beautiful treatment room where people came to me for Reiki. I met my teacher and she attuned me to another form of Reiki, Shamballa Multi-dimensional Healing up to the 4th Master Level.

Sometimes it seemed like a beautiful dream, but reality soon came knocking.

After five years together, I discovered my partner was unfaithful. I was heartbroken as we planned to marry. I was cold shouldered by the locals who had been told our story but with our roles reversed! After a year of going it alone, I decided to come home.

On my return to the UK in 2009, I visited the Isbourne Centre in Cheltenham, a pioneering urban sanctuary for wellbeing and spiritual development. I walked in and had

Janie's life journey has taken her from practicing Reiki and Shamballa healing to Thailand, managing the Isbourne Centre and founding her own business...

one of those flow experiences. They were on the lookout for a manager and the job found me, really. For six years I threw myself into running the Centre, hosting wonderful healers, authors and teachers from all over the world.

Last year, I decided to re-focus on The Healing Company, my own holistic therapy company. I still help the Centre with guest speakers and marketing and see my own clients the rest of the time. I find promoting myself is not as easy, so I think of the business as a third person – this allows me to be more objective. Time management is a constant challenge for me.

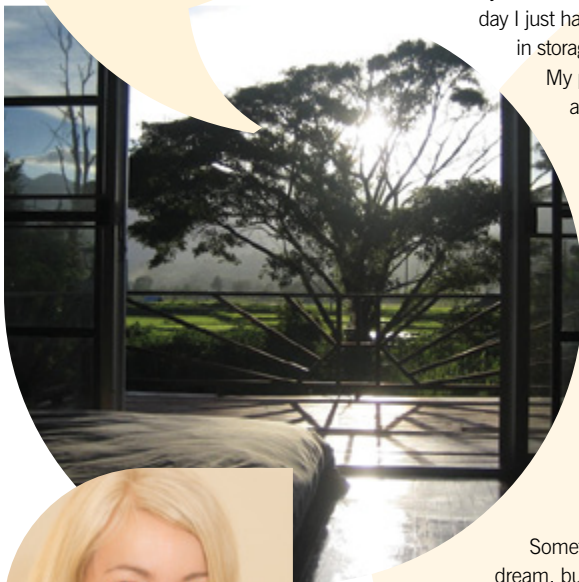
When I'm not working, writing, meditating or practicing yoga, I walk Angel, my rescue lurcher, in the Gloucestershire countryside. I try not to spend too much time on the computer, but it's a battle! I love networking groups, coffee with friends and short trips away.

My aim is to teach Reiki to more people. It's such an empowering tool; everyone should be able to do it. I want to do more talks and collaborate with others. I never stop learning. Right now, I'm one of the first people in the country to be training in Havening Techniques™ which helps people overcome trauma, anxiety and phobias.

The experiences I have at work make me feel so blessed. I can hardly call it work. I've learned that we are all so much stronger than we think. I could have given up and turned my back on everything during the really tough times, but I came through and want to heal people even more now. ■



You can find out more about Janie and her treatments at www.thehealingcompany.com



Between *the covers...*

Sometimes we just want to spend a quiet hour or two absorbing knowledge and looking at inspiring pictures. Snuggle up with our selection of the best thought provoking options this autumn...

On Yoga: The Architecture of Peace

Photographer Michael O'Neill has lovingly documented his travels round the world meeting yogis and other advanced practitioners of yoga for this hugely inspiring, weighty and beautifully produced book. Many of the incredible poses will always be beyond the skills of those of us who've never mastered anything beyond the Downward Dog. Just looking at the pictures in On Yoga is almost a meditation in itself. The book begins and ends with insightful essays and the amazing portraits and poses are organised into chapters based on the five elements, demonstrating the way the practice unites all kinds of people the world over. This lavishly produced tome is published by Taschen and would look good on a coffee table in a spa waiting room or practice space. It's available at under £30 on Amazon, which appears to be a bit of a bargain.



Healing Massage: An A-Z Guide for More Than Forty Medical Conditions

We're not sure why no-one seems to have thought of this before, but Maureen Abson's

book is great for both professionals and home use, allowing you target specific areas and conditions, alleviating symptoms and healing through massage. It's easy enough to follow if you're a beginner, thanks to the profuse and detailed photography and the generous amount of space given over to each topic. Abson has an outstanding grasp of anatomy, coupled with a gift for explaining the fundamental concepts clearly. She has done a great job of covering everything from Ankylosing Spondylitis to Wrist Drop in detail, delving into context, anatomy, contra-indications and specific techniques for each complaint. Buy direct from www.lotuspublishing.co.uk for £18.99 or from bookshops and Amazon.



The New Herbal of 1543 Leonhart Fuchs

I have a weakness for old herbals and leech books, but my budget won't stretch to buying antiquarian originals. Not surprisingly, I was very taken with this gorgeous reproduction of Leonhart Fuchs' herbal of 1543. Fuchs is regarded as one of the first botanists, systematically recording the appearance, growth habits and medicinal properties of plants. Since this is a facsimile, the text is all in medieval German script, which is a bit beyond me. Luckily there's a useful English glossary and index in the back. Unless you use it a revision aid to identify plants just from their appearance, it's best to simply admire the coloured plates showing around 500 herbs and healing plants from Europe and beyond. It's the kind of book

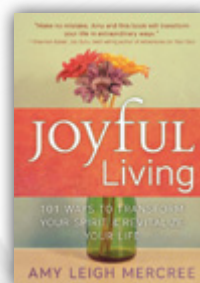


you dip into for a moment then find two hours have mysteriously passed. Around £15 to £20 from bookshops or online.

Joyful Living: 101 Ways to Transform Your Spirit and Revitalise Your Life

I'm normally pretty happy, but Amy Lee Mercree's Joyful Living arrived on my desk in a week when I was feeling rather down. Our dog had just passed away, so the promise of discovering how to feel bliss every day seemed far-fetched at best. Despite this, Joyful Living's collection of affirmations, little stories and exercises did make me feel a bit better and helped me look forward to starting

the search for a new rescue dog. Joyful Living is a practical book, based on a thoughtful and balanced approach which is best for dipping into. You could choose a random



page each day, or select one of the themed collections of ideas to work through, depending on your needs. Available from bookshops or Amazon for £16.50. ■



Botanical Bases

by Quinessence

An advanced aromatherapy delivery system, featuring a range of natural, botanically-enriched Skin Care and Hair Care Bases to produce outstanding results for your clients.

- ☆ Nutrient-rich, revitalizing botanicals
- ☆ Rapidly absorbed and non-greasy
- ☆ Specially for addition of essential oils
- ☆ Non-comedogenic & hypoallergenic
- ☆ No Parabens, MIT, or SLS/SLES

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



Aromatherapy Trade Council Member.



JOINT COMPLEX

A unique combination of specific natural nutrients that deliver ALL-IN-ONE comprehensive support for joint function and mobility.



- SKIN CARTILAGE & BONE
- BEAUTY BENEFITS
- CONNECTIVE TISSUE

NATURAL NOURISHMENT FOR YOUR CARTILAGE, BONE, CONNECTIVE TISSUE AND SKIN.



AVAILABLE IN ALL GOOD PHARMACIES AND HEALTH FOOD STORES
ORDER ONLINE AT WWW.REVIVEACTIVE.COM OR FREEPHONE 0800 901 2152

DELIVERING REAL BENEFITS



Keith Sharp is on a mission to bring Tai Chi and Qigong to the elderly in order to improve health and wellness and reduce healthcare costs...

WE have an ageing population. Over a third of the 65 million people who live in the UK are over fifty and there are 11.4 million of us over 65. As the saying goes, "Old age does not come alone." As we age, our healthcare needs often become more complex and expensive, putting additional strain on the already underfunded National Health Service. I believe that there is a need for individuals to finance their own health regimes covering prevention through to aftercare. In doing so the reduced demands on health services and the obvious financial savings to the National Health Service and Social Care could be immense. One expert with a local Clinical Commissioning Group has estimated that for every £2 million we spend on preventing ill health, we could save £5 million in healthcare costs, allowing limited resources to be used more effectively.

We all benefit enormously from the GPs, surgeons, consultants, physiotherapists, nurses and the many carers who look after us over our lifetime. Yet, we continue to regard prevention as a form of aftercare, preventing further injuries or illness following surgery or treatment rather than implementing simple healthcare programmes which could reduce illness in the first place.

Ideally, prevention should be part of our lifestyles if we wish to avoid or reduce illness. According to NHS figures, around one in three adults over 65 who live at home will have at least one fall a year and about half of these will have more frequent falls. Falls can cause an older person to lose confidence, become withdrawn and feel as if they've lost their independence. In some cases, a fall may result

in broken bones and hospitalisation. When all the associated care costs are factored in, a hip replacement can cost between £20,000 and £40,000, so it makes sense, both economically and socially, to introduce programmes which reduce the chances of falling. I believe sharing Tai Chi Qigong with the elderly is an effective way of doing this.

Some of the elderly participants in my 45 minute Tai Chi Qigong programme may still experience falls, but report that - apart from bruises - the improvements to their balance and flexibility, as well as the sense of relaxation and confidence they get from their TCQ exercises, have prevented serious injury and thus saved on extensive NHS treatment.

Currently, UK health authorities seem reluctant to recognise the extensive body of positive research on fall reduction through TCQ, so I believe we should all take responsibility for our own health and lifestyle. As well as running Tai Chi Qigong classes, which boost my own health, I visit a chiropractor and



complementary practice. Adopting TCQ could reduce falls and prevent numerous ailments, as well as improving recovery periods following surgery, accidents or illness.



and the use of Complementary Therapy and Alternative Medicines (CAMs). Tai Chi Qigong is among the small number of complementary therapies that can work with groups of people, whereas others who offer hypnotherapy, NLP, acupuncture, osteopathy, massage and others generally operate on a one to one basis.

As an Honorary Vice President of the Tai Chi Union for Great Britain, I personally feel that now is the time to encourage the 1,000 TCUGB Instructors to raise the profile of Tai Chi & Qigong with a clear strategy and purpose. We are currently investigating the best accreditation route for TCQ certification which would be acceptable to the NHS and other health providers. In order to achieve this we need to identify appropriate strategies and funding to provide a sound commercial base and have our course programmes accepted by relevant accreditation, groups such as the Office of Qualification, Tai Chi Union for Great Britain, British Health Qigong Association, City and Guilds, CNHC and other reputable organisations.



Although I would not like to see the American approach to healthcare and its reliance on individual private insurance replicated in the UK, I do believe that each of us should take appropriate steps to reduce our reliance on free NHS care.

I believe that future generations will be increasingly have a requirement for a tried and proven programme of complementary wellness exercises. The formation of the Central Southern England alliance will, in coming years, provide the catalyst for greater awareness of Tai Chi & Qigong and the wide spectrum of health and wellness benefits these ancient Chinese exercises provide.

acupuncturist at my own expense to create a real holistic approach to my health.

According to NHS figures, around one in three adults over 65 who live at home will have at least one fall a year and about half of these will have more frequent falls.

I work Dr Roger Jahnke, a leading American TCM Doctor and founder of the Institute of Integral Qigong & Tai Chi in California. We sincerely share the belief of many in healthcare, medicine and research — based on the evidence base -- that Tai Chi Qigong is safe and effective and has the potential to become a cost effective and widely accessible holistic

My goal is to promote Tai Chi & Qigong for our ageing population and I have, in addition to my transatlantic alliance with Dr Jahnke, created a Central Southern England alliance with five highly experienced and qualified Tai Chi & Qigong instructors. The purpose of this particular alliance will be to increase awareness and acceptance of the health benefits of Tai Chi and Qigong to Government representatives, heads of health bodies, community health facilitators, research facilities, universities and the many charitable organisations who provide excellent after care and research for specific ailments. These instructors possess a wealth of knowledge and experience, especially in working with elderly participants who often suffer from multiple ailments. Each instructor and their own team of in house instructors receive many testimonials and praise for their work, especially with older people.

I'm also involved in an initiative at Bristol University, which is researching multi-morbidity

Tai Chi Qigong needs no specialist equipment and can be practiced at home or in classes, making it accessible to people whatever their financial status, age, gender or state of health. It could also help reduce the stress levels of those within the NHS, who currently taken Zumba classes or exercises based on New Zealand's Otago system. To me, this flies in the face of accredited and UK evidenced based logic whereas Chinese and US evidence in support of Tai Chi & Qigong is side lined. ■



Keith Sharp discovered Tai Chi & Qigong while living in Saudi Arabia, and has trained in the UK for many years.

He is an Honorary Vice President of the Tai Chi Union for Great Britain, for his work in health and wellness, having initiated Tai Chi Classes for the over 50s in 2004. Keith can be contacted at taichikeithwellness@gmail.com or on 07771 694923.

Professor Edzard Ernst:

Seasoned CAMpaigner

Professor Edzard Ernst, emeritus professor of Complementary Medicine at the University of Exeter, argues that CAM needs to be more scientifically rigorous if it is to gain wider acceptance...

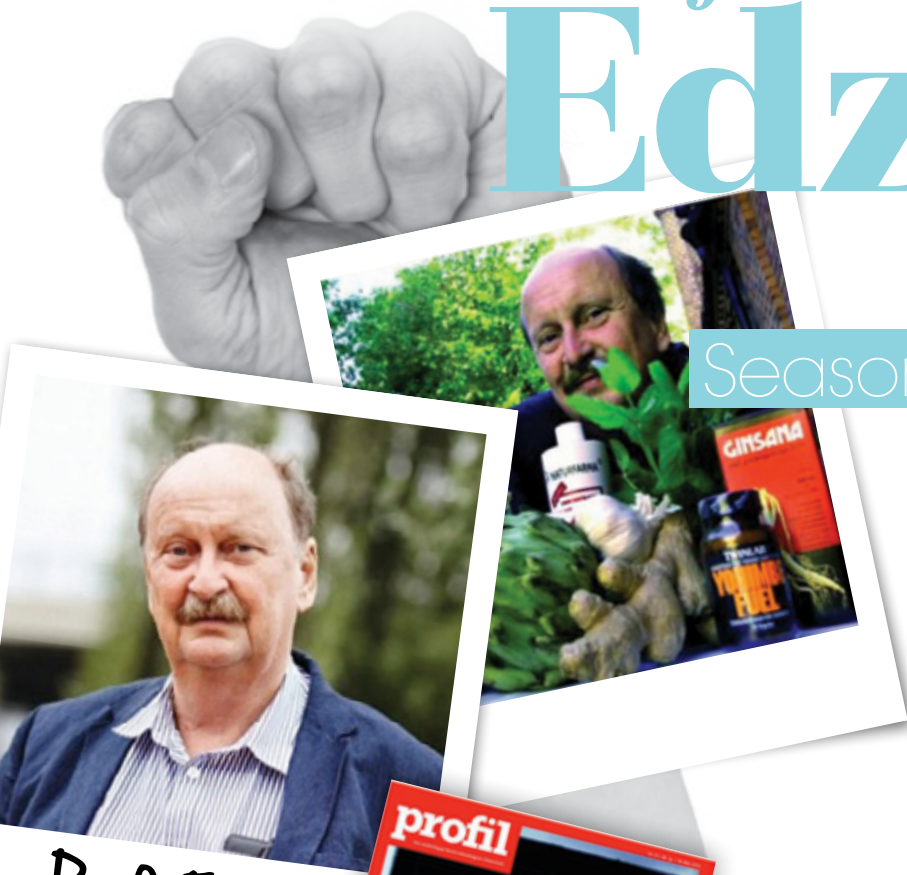
How did you become involved with CAM?

Our family doctor was a homeopath and, when I was young, several alternative therapies were as familiar to me as mainstream medicine. After studying medicine in Munich, my first job as a junior doctor was in Germany's only homeopathic hospital. Later, I followed a conventional career as a physician and I also did a PhD. This made me think much more critically, and I occasionally did some research into alternative therapies.

In 1993, I was appointed to the chair of complementary medicine at Exeter where I built up a team of about twenty researchers. We investigated many aspects of alternative medicine. Our main research questions were, "Is CAM safe?" and "Is CAM efficacious?" We published over 1000 papers, dozens of books, organised an annual conference, delivered around 1000 lectures all over the world and edited a journal called *Focus on Alternative and Complementary Therapies (FACT)* which is still going strong. Last year, I published a memoir entitled *A Scientist in Wonderland* which is available on Amazon.

What do you see as the main strengths and weaknesses of CAM and holistic therapies?

Therapists tend to have more time, empathy and compassion for their patients than conventional clinicians; this makes them popular and well-accepted with many patients. The weakness



Prof. Ernst



is that much of what they do lacks a solid evidence base; this means we cannot really be sure about the safety and efficacy of much of CAM and it prevents more wide-spread acceptance of CAM in conventional medicine.

You're known as a passionate critic and debunker of false "cures" and unsubstantiated research findings. Do you feel these types of claims are more prevalent in CAM than conventional medicine? Why is this?

Yes, without any doubt! CAM is relatively unregulated, and enthusiasts seem to be able to make claims at will, regardless of whether they are evidence-based or not. Numerous studies have shown that unsubstantiated claims abound in CAM – so much so that I suspect the average therapist is not even aware when he or she makes them. Even worse, bogus claims are systematically being taught to alternative therapists during their training. As a consequence, consumers are being systematically misled into making poor therapeutic decisions. On my blog (edzardernst.com), I make a conscious effort to counter-balance this plethora of misinformation by disclosing bogus claims and pseudo-science for what they truly are.

Do you use any holistic therapies or CAM yourself? If so, what and what benefits do you feel it brings to you?

When necessary, I use medicine that is evidence-based. If administered by a good physician, conventional medicine is holistic. In fact, all good health care is and always will be holistic. Medicine that is not holistic is not good medicine, in my opinion. I get easily irritated by the attempt of alternative medicine fans to hijack holism or other core values of medicine.

How can holistic therapy and CAM become more accepted as part of mainstream health?

Tim Mitchin put it in a nutshell when he said, "What do we call alternative medicine that works? We call it 'medicine'!" The only way to become generally accepted is to provide the evidence that the therapy in question is doing more good than harm. This is partly what evidence-based medicine

is all about. Not to adhere to its principles is neither responsible nor ethical.

In CAM, we see cases where people offer treatments or make claims which are not only unsubstantiated, but are inappropriate and sometimes harmful. How can the industry and its regulators prevent vulnerable people from being exploited by opportunistic and dangerous charlatans?

In conventional medicine, we have ethical codes and regulations as well as professional organizations which make sure that their members adhere to them. We also have educational institutions which teach evidence based healthcare. Hardly any of these features exist in alternative medicine; and where they do exist, there is little or no enforcement of the rules. As a consequence, a doctor who goes off the rails would get struck off – and an alternative therapist who does something unethical – and making false claims is essentially unethical – usually gets away with it. Bogus claims in alternative medicine are therefore so ubiquitous that they seem to be not the exception but the rule.

One of the criticisms of our industry is that there is relatively few published research studies and that it relies on individual anecdotal evidence. How do you think CAM and holistic therapy organisations should remedy this?

More evidence on alternative medicine does exist than the average therapist is aware of. Here are, for instance, the numbers of Medline-listed articles published in 2015 for some major alternative treatments: Homeopathy: 181, Herbal medicine: 1 572, Chiropractic: 314, Acupuncture: 1 784, Naturopathy: 45, Dietary supplements: 5 199.

In my view, it is up to the colleges and training schools in the alternative medicine sector to make sure students are aware of this evidence and – even more crucially – teach them about the importance of evidence. At graduation, they should know what the evidence in their field says, and they should know that using disproven or unproven treatments is a breach of healthcare ethics and in nobody's best interest.

It is the responsibility of 'holistic therapy organizations' to gather and fairly summarize the existing evidence, generate research funds, and complete the body of evidence where it is incomplete. How should they do that? By first creating an awareness about the importance of scientific evidence, secondly by generating funds for research, for instance through membership fees, and thirdly by conducting the research, if necessary with the help of experienced scientists.

Why do you think so many holistic therapists and CAM practitioners draw on "ancient wisdom" from other countries whether this is Traditional Chinese Medicine, Chakras or shamanism? Is it because the traditional western healing was essentially lost when scientific medicine took over?

'Ancient wisdom' is an excellent sales pitch but no substitute for evidence. In fact, it is a classical logical fallacy. To those who disagree with me here – and I know there will be many – I recommend reading up about logical fallacies and about the 'appeal to tradition' in particular – for instance, here: https://en.wikipedia.org/wiki/Appeal_to_tradition.

Scientific medicine proved to be essential and necessary for progress. If you don't believe me, imagine living 200 years ago with diabetes or appendicitis, for example. A diabetic would have had a life-expectancy of less than 30 years, and appendicitis would most likely have killed you within a few weeks! ■



Professor Edzard Ernst, MD, PhD,

FMedSci, FSB, FRCP, FRCPEd,

Emeritus Professor, Exeter University has published 50 books and co-authored The Oxford Handbook of Complementary Medicine. He has authored over a thousand peer-reviewed journal articles. Professor Ernst has never aimed to promote any particular therapy, but to provide objective evidence and reliable information. He maintains a fascinating and thought-provoking blog at <http://edzardernst.com/>



Spiral revival

Amelia Freer, best-selling author of *Eat Nourish Glow*, shares some revitalising recipes designed to make the most of a spiralizer...

Tuna on courgetti

This is ideal when you need to rustle up supper or a light lunch in a hurry. It is also good cold if you're looking for fresh ideas for your lunchbox.

✓ Serves 2

Ingredients - 2 tablespoons of capers, drained, 8 pitted queen green olives, roughly chopped, Juice and zest of half a lemon, Small bunch of mint (around 25g), chopped, 2 tablespoons of extra virgin olive oil, 1 can of good quality tuna, drained and broken into pieces. I use Albacore tuna. 3 medium courgettes – spiralized using the spaghetti cutting cone or blade of your spiralizer Avocado oil for sautéing

Method - This couldn't really be simpler. Just combine the first six ingredients in a bowl. Sauté the courgette in a little oil for 30 seconds, then tip it into the bowl of tuna. Toss, plate up and enjoy.





Garden Salad

This makes a lovely starter, side salad or a really healthy lunch. The fennel starts to discolour quickly, so it's best eaten immediately, rather than being a lunchbox salad.

✔ Serves 6

Ingredients - 100g sugar snap peas, Bunch of asparagus, 1 or 2 beetroots, 1 large carrot, spiralized using the spaghetti cutting cone or blade of your spiralizer, 1 fennel bulb, spiralized using the pappardelle or wide noodle cutting cone or blade of your spiralizer, Juice of half a lemon, A small bag of pea shoots (you can also use rocket or watercress if pea shoots are not in season), A bunch of radishes, sliced or halved

Ingredients for Basil and caper green dressing - Juice of half a lemon, 2 tablespoons capers, drained, A large bunch of basil, 2 tablespoons extra virgin olive oil, Salt to taste

Method - Using a small food processor or stick blender, combine all the ingredients for the dressing until it is thick and a bright green pesto texture.

Lightly blanch and refresh the sugar snap peas and asparagus, drain and set aside. Spiralize the carrot and fennel into thin ribbons using the pappardelle cutting cone. Place the spiralized fennel in a bowl of water with the lemon juice to prevent it from browning.

Assemble the spiralized vegetables on a large platter with the pea shoots, blanched vegetables, radishes and a generous drizzle of zingy green dressing.

Asian chicken pot noodle

You might not think of pot noodles as a healthy option, but these will change your mind! You can prepare these ahead of time, then just add boiling water when you're ready to eat. Great for lunch or a quick supper.

✔ Serves 1, but scales up easily

Ingredients - 2 tablespoons coconut aminos (available from health food shops or you can substitute a good soy sauce), 1 tsp fish sauce (omit if making a veggie or vegan version) ½ tsp honey, 1 tsp sesame oil, Daikon, 6cm spiralized using the spaghetti cutting cone or blade of your spiralizer, 1 carrot spiralized using the spaghetti cutting cone or blade

½ red onion spiralized using the pappardelle or widest cutting cone or blade, Handful of baby spinach, Half a cooked chicken breast, shredded (or your favourite veggie protein) 2 tsp sesame seeds, 1 tablespoons chopped chives, A good squeeze of lime juice, to taste, 1 red chilli, sliced - optional

Method - Spiralize the carrot, daikon and red onion then place the ingredients in the order listed above into a Kilner or other heatproof jar, with a lid. Cover the ingredients with boiling water, give a gentle stir so the honey melts and allow to cool a little, enjoy.

Little vegetable quiches with parsley, sage and rosemary

These are very moreish and always popular with guests for an informal lunch, supper or brunch!

✔ Serves 5, or 6 individual ramekins

For the herb salt - 10g rosemary, 10g sage leaves, 40g Maldon salt

For the vegetable quiches - 12 free-range eggs, ¼ teaspoon white pepper 1 teaspoon herb salt (as above), Handful of parsley, finely chopped, 2 spring onions, sliced 2 medium courgettes, spiralized using the spaghetti cutting cone or blade of your spiralizer 1 large carrot, spiralized using the spaghetti cutting cone or blade, Coconut oil for greasing

Method - Make the herb salt in a small food processor or blender, whizzing until fine. You will have more than you need but save the extra for roast vegetables, or to give a flavour boost to soups or salads. Leave in an open jar to dry out.

Beat the eggs with the white pepper and herb salt, then add the parsley and spring onions. Spiralize the vegetables, then divide them evenly between ramekins. Pour the egg mixture into each ramekin, leaving at least 1cm from the top.

Place the ramekins on a baking tray and cook for 20-25 minutes until a skewer comes out clean. They will puff up tall in the oven but reduce in height as they begin to cool. Serve hot, with a side salad. ■



Amelia Freer is a Nutritional Therapist and bestselling author of Cook Nourish Glow and Eat Nourish Glow. She recommends the Kenwood Electric Spiralizer. This retails at £49.99 from www.kenwoodworld.com/uk or electrical retailers

Holistic healing **IN** Ancient PERSIAN MEDICINE

From herbal decoctions and the medical properties of essential oils, to an understanding of the mind-body relationship and the role of nutrition in health; Ancient Persian medicine has a surprising amount in common with current holistic therapy approaches...

ANCIENT Persia, with its position as a major trading empire centred on modern day Iran, led the way in medicine and health care in the Pre-Roman world. Written around 550BCE, the Persian Zoroastrians' religious work, the Avesta, could almost be regarded as an encyclopaedia of science and medicine. The Avesta suggests the Persians has a remarkably advanced understanding of public health, with washing dirty objects, bathing, urinating or spitting into flowing water being considered improper behaviour. Wild rue and frankincense were burnt to rid homes of insects and bacteria and King Jamshid promoted bathing alternately in hot and cold water for health; a practice still found in many European spas today.

Ancient texts show that healers and physicians in Persia had an amazing repertoire of healing plant remedies to draw on. Garlic was used to reduce blood pressure, while Haoma, the native name for Ephedra vulgaris, which contains considerable quantities of ephedrine, was used in treating cardiovascular and respiratory diseases. The Persians used an extract of the seeds of Indian hemp as an anaesthetic and even performed the first recorded Caesarean section.

Aromatherapists and massage workers will be pleased to note that Ancient Persian medical documents prove herbal oils were used extensively with several extraction methods including distillation available to the herbal doctor. Tools used for extracting oil from seeds and a carving of a figure with an oil jar in one hand and a towel in the other show that oils have been in use in Persian medicine for over 2500 years. One study showed that over fifty different plants were used to make medical oils in Ancient Persia. Although medical oils are now almost exclusively used by holistic practitioners rather than mainstream doctors in western medicine, they are still prescribed for both systemic and topical application throughout Iran. Several of the plants listed in Persian herbals are currently being investigated as potential sources of new drugs.

Interestingly, the Ancient Persians recognised three types of medicinal practice; medicine by the knife, medicine by herbs

and medicine by divine words. Students of medicine were required to cure three non-Zoroastrians before being allowed to practice, as those who practiced the healing arts had to treat everyone, whether friend or foe. One ancient text, the Ordibehesht Yasht, shows that medicine was well advanced, with doctors specialising in public health, surgery, pathology, psychiatry and herbalism. This Persian system of medicine drew on traditions from Greece, Egypt, India and China forming the prototype for European medicine in the medieval period. Thus Persian healers had a rich and diverse knowledge base to draw upon when treating the sick. The Greek idea of good health deriving from the correct balance of bodily humours, for example, meant that there were over 130 different plant based diuretics to choose from depending on the precise nature of the patient's imbalance. There were also many constipation remedies, since Persian physicians believed that constipation led to the harmful build-up of toxins and accumulation of waste which needed to be eliminated for the patient to recover their health.

Many apparently simple Persian herbal remedies are now being at least partially validated by modern research. Shredded apples in rosewater, for example, were commonly used to combat a wide range of heart problems. A number of modern research studies have shown that apples and apple juice can reduce cholesterol, arteriosclerosis and oxidative stress, so reducing the risk of heart disease.

Other techniques that are now thought of as the province of holistic therapists, such as wet cupping, were also routinely practiced in Ancient Persia for problems such as lower back pain. A recent scientific paper published in Iran suggests that wet cupping may be more effective in reducing pain in the lower back than conventional treatments.

The Persians believed that there were six principals – known as the Sette Zaroorieh - that affected health.

These are air (particularly the cleanness, temperature, and geographical situation), nutrition, exercise, sleep and wakefulness, the elimination of unnecessary materials from the body, and finally physiological concepts. Health came from following these principles closely and accounting for personal wellbeing, physical, mental and environmental factors. Even the holistic practice of charging according to means was adopted by the Persians several millennia ago. Fees were based on the client's income, with priests being treated for free in exchange for a blessing.

The Persian approach was one of individual medicine, with cures and recovery plans being designed for each patient, rather than a disease-centred methodology. The great Muslim Persian doctor and scholar Ibn Sina, known to western scholars as Avicenna, was the first to highlight this key role of lifestyle and behaviour modification, known as Mudawa Salookia, in maintaining and preserving health. He was also the first to integrate psychological aspects in medicine, a practice which is often overlooked in today's pharmaceutically orientated health service.

The Persians recognised that proper nutrition was essential for health. Rhazes the physician chose to prescribe certain foods for his patients, saying, "If a physician can treat a patient with food he has been fortunate; if patient was not cured, he should use simple drugs and as last line use compound drugs." Foods

recommended for those who had been fasting or unable to eat for a few days included meat gravy, apples, pears, or quinces. A mixture of 30 garlic cloves mashed to a paste with five fresh limes, then added to a litre of water, boiled, cooled and filtered, and drunk in small quantities before breakfast each day was suggested for heart problems.

Juicing for health may seem like a new idea, but yet again, the Persians were doing it a thousand years ago. Patients with an excess of heat on the heart could be treated with fruit syrups, according to Avicenna; sour orange with rosewater, or pomegranate with apple, lime, rosewater and sugar being efficacious. In a parallel with Traditional Chinese Medicine, patients with a cold temperament were to avoid cold temperament foods and cold water in favour of spicier dishes made with cinnamon, saffron, cumin, clove and cardamom. Those with a moist heart temperament were treated with Sekanjabin, an oxymel of honey and vinegar, familiar to today's medical herbalists. Patients were also advised to sniff aromatic plants and flowers, to eat healthily, to avoid anger, sorrow and obsessive thoughts and to exercise gently and get plenty of sleep – which sounds surprisingly like a recommendation a naturopath might make to a stressed client today.

There are remarkably few books available in English that cover Traditional Persian Medicine, which is disappointing as it offers a wealth of largely untapped remedies and takes a holistic approach to health. If you'd like to discover more about Traditional Persian Medicine, try the 1987 paperback by the late Henry E. Sigerist entitled *A History of Medicine: Volume 2: Early Greek, Hindu, and Persian Medicine: Early Greek, Hindu and Persian Medicine*. ■





A STING IN THE TALE

ED JOY TRIES A NATURAL PAIN KILLER...

I put my back out recently. Much as I'd like to tell you that it happened whilst pulling a muscle playing tennis in the Wimbledon final just as I dived to return an ace, the truth is rather more prosaic. I was carrying my 5-year-old son on my shoulders when I slipped over and my lower back seized up. Fortunately, I was the only one who got hurt.

Unsurprisingly, I'm not a big fan of conventional pain killers. I think they're overused in society and their side effects often overlooked. However, this time my back ached so much that I almost gave in. Following my mishap, I kept active as I've done before when I've pulled a muscle. I believed I was doing the right thing but my long-suffering wife couldn't bear listening to my yelps whilst I was gardening. "Just take some pain killers!" she sighed. "All right, you win!" I finally conceded. So I reached for the most effective pain killer I could get my hands on in my medicine cabinet.

My medicine cabinet is the garden and my heavy duty pain killers were stinging nettles!

At this point I would like to mention that I hadn't just been waiting for my back to get better by itself. After my accident I prepared a concoction of rosehip, ginger, pomegranate and green tea which really went to work on the inflammation when I took regular doses. I find this combination far more effective than using turmeric which can easily be taken in too large a quantity and can have a negative impact on the gut because it is such a strong tannin. This rosehip combination has a great effect on pain and inflammation, not least with menstrual cramping, rheumatoid arthritis and sciatica. It tastes good too and provided a good deal of relief already, but it was time to reach for the serious pain relief.

My medicine cabinet is the garden and my heavy duty pain killers were stinging nettles! My wife

seemed suspiciously keen to massage my lower back with the nettles but she did show some concern as the little white stings started to show up as another dose of formic acid rushed into my back. Despite my yelps, I was sure this would pay off and it certainly did.

I don't know of anything, whether picked from the garden or from a pharmacy shelf that acts so quickly on acute muscular or nerve pain as locally applied stinging nettles. Yes, it hurts and yes, for a time you think the pain is just diversion from the real thing. Sensitive individuals should approach this remedy with caution and the person applying them needs a good pair of gardening gloves.

As my body responded to the sting by opening the pathway to treat the inflammation, I experienced a profound sense of relief and a complete recovery by the end of the day. It's not the sting that reduces the inflammation, it's us ourselves and our response to the sting. Which to my mind is herbal medicine and naturopathy at its best, exploiting the body's power to heal itself. ■



Edward Joy works for Bionutri, a naturopathic

supplements manufacturer based in the Birmingham. He gives talks around the UK on Herbal Nutrition. If you are interested in attending one of these talks then please contact Bionutri through info@bionutri.co.uk or phone 0121 628 1901. www.bionutri.co.uk





Just 1
small capsule
a day!

Collasense with vitamin C* and undenatured type II collagen (UC-II)

Keep on moving!

Collagen is the main structural protein in joint cartilage and exists for 85-90% out of type-II collagen.

The patented manufacturing process to make Collasense, ensures that the specific structure of undenatured collagen type II remains intact.

This makes the collagen in Collasense more bioavailable than other forms of collagen.

Collasense is not suitable for vegetarians.

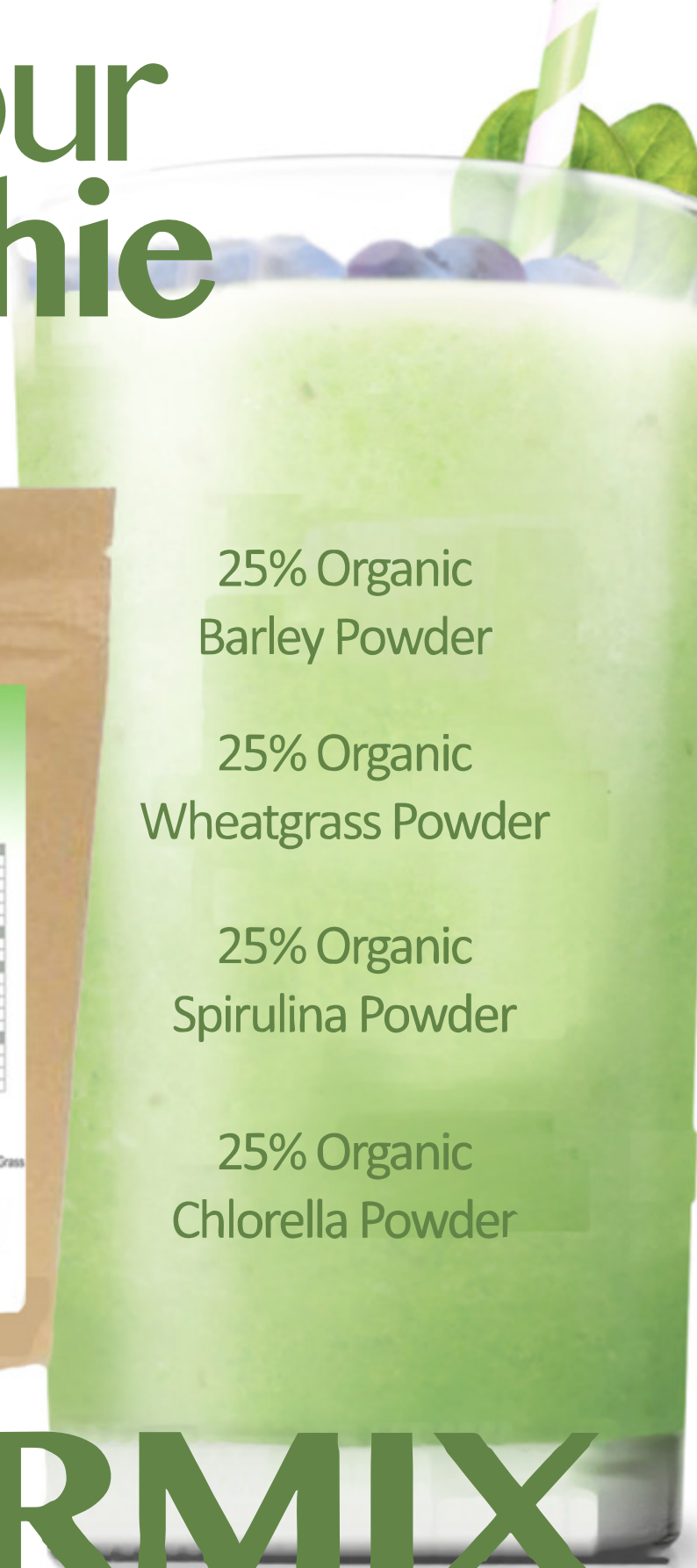
*Vitamin C contributes to normal collagen formation for the normal function of cartilage.

Collasense provides 40mg UC-II with 10mg total collagen.

Recommended use is one capsule a day. Preferably half an hour before a meal.

30 V-caps. £ 19.95 / 60 V-caps. £ 36.95 - Available at Natural Dispensary.

Give your Smoothie a boost



25% Organic Barley Powder

25% Organic Wheatgrass Powder

25% Organic Spirulina Powder

25% Organic Chlorella Powder



Natural green superfoods for health and vitality

ORGANIC SUPER MIX

Organic Super Mix is a blend of Organic Chlorella, Organic Spirulina, Organic New Zealand Barley Grass & Organic New Zealand Wheat grass. These 4 organic products have long since been recognised for their high concentrations of vitamins, minerals, amino acids, enzymes and chlorophyll.



Suggested use:
3-4g (1 heaped tea-spoon) to be taken with water or juice preferably around meal times.

Distributed in the EU by:
Chlorella Europe
Unit 7, Hilldown Farm
Tayford Lane
Wychcross RD117 2DR
United Kingdom

Typical Nutritional Values

General Composition		per 100g
Protein		25g
Fat		5g
Saturated Fat		0.5g
Dietary Fibre		3g
Carbohydrates		3.5g
Energy		200Kcal
Phytonutrients		per 100g
Chlorophyll		100mg
Beta-carotene		4.10mg
Vitamins		per 100g
Vitamin B2		2.87mg
Vitamin B3		6mg
Vitamin B6		1.3mg
Vitamin C		191mg
Vitamin E		6.8 IU
Minerals		per 100g
Calcium		100mg
Magnesium		100mg
Phosphorus		400mg
Potassium		4000mg

Store in a cool, dry place out of reach of children

Ingredients: 100% pure Organic Barley, Chlorella, Spirulina & Wheat Grass
Last updated: 2015

Food supplements should be used as part of a balanced, varied diet and active lifestyle.

Powder - 250g e (OSM250)
Batch Number: OSM21097B Best Before: Mar '17

www.chlorella-europe.com

Organic SUPERMIX

Bestcare

www.bestcare-uk.com



Get your Greens

Confused about chlorella? In a spin over Spirulina? Paul Hoole unravels the mysteries of green food supplements...

GIVEN that we live in such a technologically advanced society, many people are surprised to discover that much of what is in the supermarkets is of almost no real nutritional value. From ready meals packed with sugar to baby veg flown halfway around the world, we're encouraged to choose artificial convenience over natural nutrition.

That's why people are increasingly including green wholefoods in their diet. These allow us to get all our supplementation through real food sources, but it can be difficult to know what to choose when you're faced with a wall of options in your local health food shop.

Green foods, such as chlorella, spirulina, wheatgrass and barley grass have been harvested for many years. They are increasingly recognised and valued as a rich source of highly nutritious bioavailable wholefood. I think of them as the body's own choice of take-out food. It's quick, it's easy and you get the nutrients your body needs to function at an optimal level.

These plants are packed with hundreds of macronutrients, micronutrients, minerals, vitamins and protein, which work in natural synergy to exert their significant nutritional benefit. In an era where lifestyles are stressful and a normal diet consists mainly of the consumption of highly industrialised processed foods depleted of any goodness - not to mention the synthetically manufactured artificial supplements - I regard these green wholefoods as nature's way of helping us face the challenges and stress of a modern lifestyle.

Some of the top greens to consider:

Spirulina: nutritionally packed powder or tablets with one of the highest amounts of plant protein and a host of naturally bio-chelated minerals and vitamins. This means they are wrapped in amino-acids, which allows



for excellent assimilation by the body. Spirulina is one of nature's richest and most complete sources of whole natural nutrition containing over 100 synergistic nutrients.

Chlorella: Similar to Spirulina in nutrition content and format although the levels of protein and B vitamins are lower. Chlorella is a single celled plant, so we can digest it quickly and easily. It's rich in Omega-3 and Omega-6 and offers 16 vitamins and minerals as well as trace elements.



Seaweed: Seaweed is an excellent all-rounder with a unique balance of micro-nutrients including Essential Fatty Acids, vitamins, and an amazing number of trace elements from antimony through to zinc. Available as granules, capsules and culinary formats



Barley Grass: Rich in antioxidants and a good source of Vitamin E and K which help maintain a good balance of hormones in the body. The protein in barley grass has 18 of the 22 amino acids, including all of the eight essential amino acids that the body can't make for itself, so it's great for vegans and vegetarians.



Wheat Grass: High in fibre, high in chlorophyll and containing 19 amino acids, wheat grass is rich in vitamins, including B1, B2, B3, C and E. Powdered Wheat Grass is favoured for detox



So which should you choose? The best thing to do is to have a look at the nutrient spectrum each product offers and select the one which matches your needs. All of them are highly nutritious, balanced and natural, so you whatever you choose won't go far wrong. ■



Paul Hoole is Managing Director of PAC Corporate which brings together ethical brands and specialised dietary supplements, including Bestcare; MicOrganics, Jentschura and Robert Gray's. For more information call **01342 410 303** or visit www.bestcare-uk.com.



ARE YOU *highly* **sensitive?**

In today's fast-paced society, we're pressured to juggle work schedules and a large network of friends. We're encouraged to seize every moment and live each day as if it's our last. So, what if you struggle to enjoy these never-ending social expectations? You may be a Highly Sensitive Person. **Ilse Sand** explains more...

THE CHARACTERISTICS OF BEING HIGHLY SENSITIVE

Current research suggest that one in five of us is highly sensitive. Highly Sensitive People (HSP) have a very delicate nervous system, registering more nuances and reacting to these more deeply than most. We have a great imagination and lively inner world, which means that the inputs and impressions we receive from the outside can trigger a multitude of concepts, associations and thoughts. In this way our 'hard drive' is quickly filled and we will feel over-stimulated. Recent scientific evidence has confirmed that the region of the brain which processes sensory information is different in people who are highly sensitive.

Nobody likes being over-stimulated and overwhelmed. If you are a delicate soul, you will reach your limit of what feels like pleasant stimulation a lot faster than other people. You will then need to withdraw when too many things are happening around you.

If you are highly sensitive you may recognise yourself in some of these scenarios: Do you feel overwhelmed by loud music, fireworks, amusement parks or supermarkets where you are bombarded by noise, colour, activity and too many stimuli to process effectively? Would a visit to a nightclub or a karaoke session in a noisy pub make you miserable? Do you cry easily and feel more deeply than those around you, worrying about what others think of you and that you may have hurt them? Do you feel deeply hurt when someone makes an offhand remark, then spend hours analysing what they may have meant by it? Are you more intuitive than average? Do you take longer to reach a decision because you are considering every factor, however insignificant it seems to others? Do you feel upset if you realise you've made a bad decision or done something wrong? Do you notice small details that others overlook? Do you find it difficult to ignore things and just tune out?



If you are highly sensitive, you probably already know how difficult it can be to distract yourself from unpleasant sounds, sights or scents. You may experience being disturbed and irritated by things you have not chosen and cannot filter out. Sounds that other people may experience as normal you will experience as highly intrusive noise that throws your nervous system off balance.

Many highly sensitive people report that they detect when there is conflict in their surroundings. To witness a row can be exhausting – even just being in a place with tension in the air can sap your energy. Similarly, scenes of violence and suffering, whether on the news, a horror film or an advert for a donkey sanctuary, can quickly overwhelm a highly sensitive person.

The upside to this receptiveness is that highly sensitive people can be deeply compassionate. We are able to offer empathic listening. Many highly sensitive people find jobs in care work or holistic therapy and are incredibly appreciated by the people they look after.

Both men and women are equally likely to be highly sensitive, and studies show that different cultures treat highly sensitive people in different ways. In the US and UK, for example, highly sensitive men are likely to be teased, as their emotional reactions, such as crying at Disney films, are often perceived as being unmanly. By contrast, in India and Thailand for example, little teasing occurs. Around 30% of highly sensitive people are extroverts, confounding the idea that highly sensitive people are simply shy

or withdrawn. In fact Dr. Ted Zeff, a leading HSP researcher, has pointed out that because highly

over-stimulated more or less all the time. When highly sensitive people struggle to set boundaries, it is often because our tolerance thresholds are lower than other people's. What will be quite easy for a more resilient



sensitive people are good at listening and empathising with others, they are generally popular.

STRATEGIES FOR HIGHLY SENSITIVE PEOPLE IN AN INSENSITIVE WORLD

To get the most enjoyment out of being highly sensitive, you need to realise the importance of creating space for your sensitivity. Having to say no to something you would really like to do is a painful loss. If you do not create enough space in your life to relish the benefits of being sensitive, those losses will become unbearable.

Each of us has individual preferences for creating this space. It may be as simple as taking the time to sit and philosophise, spending time with animals or nourishing relationships that feel meaningful and have depth. Creativity is also important. You may enjoy appreciating or making art, keeping a journal, writing poetry or a book, dancing or spending time enjoying the great outdoors. Perhaps spending time with nature or doing something beneficial for your body, such as running or having a massage. If you are highly sensitive, try doing something pleasant for your senses – buying yourself some beautifully scented flowers, eating something tasty and delicious, listening to music you like and having things around you that you enjoy looking at. It's important to find ways of insulating yourself from an overload of sensations.

It is advisable to become good at saying no, otherwise you will end up walking around feeling

person to handle can become problematic for us.

Generally, I believe it is beneficial to tell people who you are close to what it means to be highly sensitive. Some people have had good experiences of telling people in the workplace. They have found that their manager became more understanding and thoughtful. But others experience not being taken seriously, and their sensitivity is perceived as something pathological and a way of avoiding doing their share of the workload.

I very seldom use the term 'highly sensitive' to describe myself. I tell people what I need, what I am good at and what doesn't work for me. It is not important that people know that my particular talents and limitations are part of being highly sensitive. What is important is that I know it – and that I know that other people have similar experiences to me. Knowing this gives me the courage to be myself – even among people who may perceive my way of functioning as strange. ■



Ilse Sand is a therapist from Denmark. Her book, *Highly Sensitive People in an Insensitive World* was published by Jessica Kingsley Publishers, in June, priced at £9.99. It has now been translated into 16 languages. If you believe you may be highly sensitive, there are several tests available, including one in Ilse's book.



Antibiotics

AND ALTERNATIVE SOLUTIONS

Few people would argue that antibiotics offer valuable, often lifesaving, treatment for serious bacterial infections. Yet antibiotic resistance, caused in part by over-prescription, threatens their effectiveness and poses the medical community with a real problem. Nutritional Therapist, Susie Perry Debye suggests some natural alternatives...

ANTIBIOTIC resistance has become so problematic that the NHS and PHE (Public Health England) have established an Antibiotic Awareness Campaign to encourage the responsible use of antibiotics by GPs and set out guidelines for the public to take them in the right way – the right antibiotic, at the correct dose, at the right time, for the right number of days. The more we use antibiotics the greater the chance bacteria become resistant to them making their ability to treat future infections ineffective.

Before antibiotics, our ancestors relied heavily on plant medicine. Herbs, tree barks, resins, mushrooms and flowers were made into teas, extracts, tinctures, oils and poultices. It makes sense, therefore, to reserve the use of antibiotics for serious infections and to explore natural alternatives to treat common minor complaints.

Water works

Doctors often prescribe a short course of antibiotics for lower Urinary Tract Infections such as cystitis. More than 80% of UTIs are caused by *Escherichia coli* (*E.coli*) originating from the digestive system. Cranberries are traditionally used for prevention and management of UTIs. *E.coli* bacteria adhere to the lining of the urinary tract, causing infection. Cranberries contain proanthocyanidins which prevent *E. coli* from adhering to the urinary tract, actively reducing the infection. While cranberry juice provides protection, a cranberry extract supplement that packs a high punch of cranberry type A PACs can help combat both antibiotic susceptible and antibiotic resistant strains of *E.coli*.

Seasonal coughs and colds

Our white blood cells act like our immune system's internal army protecting us from foreign invaders. These cells engulf and destroy bacteria while the lymphatic system collects waste products from cells transporting them to lymph nodes to be filtered and disposed.

If you tend to be someone who easily catches a cold, cough or sore throat then now's the time to step-up your protection. One way to fire-up the immune system is to include some fiery foods in your diet. Fresh root ginger can be sliced and added



to herbal teas or hot water, lemon and honey, or it can be grated and added to a stir-fry or curry along with chilli and garlic, all of which help to boost the immune system.

Taking a daily vitamin C supplement is also a wise move as it activates, strengthens and increases immune cells (phagocytes and lymphocytes) used to fight infections. During a lung infection, cells in the lungs come under a great deal of 'oxidative stress' causing inflammation and damage to lung tissue, increasing susceptibility to infection. Vitamin C acts as a powerful antioxidant dampening down 'oxidative stress' aiding cell recovery.

When fighting an infection the traditional advice for vitamin C dosage was to take 500-1000mg every hour until bowel tolerance, indicated by loose stools, was reached. Rather than this haphazard method, look for liposomal vitamin C, such as Altrient C, which contains vitamin C wrapped in phospholipids, which helps the vitamin C move swiftly into the bloodstream and be delivered to cells in need, quickly and efficiently. Liposomal forms of vitamin C

are gentle on the digestive system, highly effective even with lower doses and the bowel tolerance factor is removed.

Silver lining

When it comes discussing ways to fight bacterial infections naturally, colloidal silver is worth considering. This natural anti-bacterial agent also increases the effectiveness of some antibiotics and is effective against many antibiotic resistant infections. Colloidal silver contains tiny micro-particles of silver which de-activate the enzymes bacteria use for

oxygen metabolism, starving the bacteria of fuel and preventing the bacteria from spreading. Colloidal silver doesn't taste of anything and it doesn't sting when applied, unlike an antiseptic, so it's easy to spray onto a sore throat, inflamed wounds, infected private parts and can even be used to 'wash out' infected sinuses.

Maintaining healthy gut ecology is one of the most important pillars of health and this is especially true when traveling abroad. Gut infections caused by contaminated water or food can ruin a holiday and resort in a course of antibiotics. It's worth taking some colloidal silver and grapefruit seed extract which both act as powerful antimicrobial agents when taken daily as a preventative measure.

Probiotics

These 'good' gut bacteria make conditions undesirable for pathogenic bacteria to become established. The problem is that 'live' probiotic supplements need to

be kept in the fridge, not always possible in a tropical climate. However, some probiotic supplements contain 'spores' rather than live probiotics. These make a good holiday option since they are not temperature sensitive. Supplementing with a daily probiotic helps reduce the incidence of cold and flu-like symptoms in children by 50% and supplementing with *Lactobacillus acidophilus* or *bifidobacterium* helps reduce fever symptoms, runny noses and coughing. The downside of antibiotics is that they also target good bacteria in the gut so taking a course of probiotics after a course of antibiotics is a smart move.

Get cooking!

Lastly, consider a nutritional approach to cutting the use of antibiotics. Seasoning your food with a variety of culinary herbs can be good for your health! Sage, thyme, rosemary and oregano all have decongestant. Anti-inflammatory or antibacterial properties. You don't need to have a flourishing kitchen garden or acres of outdoor space as these herbs will happily grow in a window box and or you can simply buy packets of fresh herbs from the supermarket.

Horseradish was used during medieval times for coughs and colds and during the 19th century the famous microbiologist Louis Pasteur recognized the antibiotic properties of garlic and used it to treat infections. Natural products containing garlic and horseradish can help with infections like the common cold by relieving symptoms and reducing recovery time.

The oyster mushroom has long been revered in Eastern medicine for its immune-supporting properties. These are accredited to beta-(1,3/1,6)-D-glucan,

which travel through to the small intestine and trigger an immune response. Beta glucans have a direct effect on immune cells called macrophages, white blood cells that swallow up foreign invaders and signal to other immune cells to rush to the infection site.

By using natural alternatives to antibiotics, we can benefit from improved health and conserve the use of these powerful drugs for more severe illnesses, allowing their continued use. www.abundanceandhealth.com ■



Susie Perry Debrace BSc Hons, Dip ION, is a Food Scientist working

with Abundance and Health distributors of Altrient Supercharged Liposomal Health Supplements, and a Nutritional Therapist with over 18 years experience helping women find their way back to better health through diet and lifestyle changes. www.nurturingspirit.co.uk

OOOHHH! THAT'S NEW!

Give your therapy space a make-over with our fresh ideas...



▲ Colour in wallpaper

Colouring in isn't just for children any more. Why not keep your clients entertained while waiting for their session with this colour in wallpaper from Mura Innovations? The range includes fruit, parrots, tropical flowers, monsters and cats. Mura can also produce custom wallpaper murals of any image you like to make your treatment room unique 🖨️ www.muralswallpaper.co.uk.



◀ Blooming lovely

Freshen up the treatment room by filling this bright metal jug with flowers. You'll find it at HomeSense for just £4.99.

◀ Mesmerisingly magnetic

This completely unnecessary timer uses magnetic filings in place of sand, so the bottom bulb has an ever changing sculptural form. It's strangely soothing and perhaps a useful way of grounding or resetting between clients. Available from Oliver Bonas for £18.



▼ Defy gravity

Well, not quite, but this upside down plant pot made of recycled plastic will provide a talking point and bring a little bit of nature inside. £13.95 from 🖨️ www.asplashofcolour.com.



▲ Centre of operations

The perfect place for building your business or just catching up on a bit of admin, this gorgeous wooden desk will help keep you organised and tidy. Available from 🖨️ www.cuckooland.com for £195.



▲ Right on time

Keep your sessions on schedule with this cheerful wall clock. The simple design is enhanced by the cheerful orange shade. £30 from 🖨️ www.cuckooland.com.

If there's something you'd like us to try, get in touch at alison@holistictherapistmagazine.com



Under the influence

ALISON VISITS A CLINICAL HYPNOTIST...



CLINICAL hypnosis suffers from a lot of misconceptions. Several of my friends and family said they'd never see a hypnotist, scared of being put into a deep trance, losing control and even behaving like a chicken. Stage hypnotists have a lot to answer for.

My introduction to clinical hypnotist Vicki Rebecca came when she invited me to the launch of her book. *The Me I Want To Be: Simple Shifts to Authentic Wellbeing* draws on everything from Ancient Egypt to NLP. It's attracting exceptional feedback and five star reviews.

Vicki turns out to be delightfully open, funny and vibrant. Her CV encompasses being a page three girl, heroin addict, lawyer, aerobics teacher, NLP practitioner, psychotherapist and clinical hypnotist. It's not a conventional career path, but it does mean she's unlikely to be phased by clients' issues!

We enjoyed one of those easy conversations that ranges from Einstein and retreats on Lindisfarne to the inner workings of the mind, before settling down to work through the comprehensive questionnaire I filled in before the session. I knew that the only thing I'm not really happy about is my physical wellbeing. Although I'm

healthy, I eat the wrong things and there are sloths who hit the gym more often than I do. Other people may get endorphins from exercise, but mine come from chocolate. There are times when I regard cheesecake as one of my five a day and M&Ms as a breakfast cereal. Since I plan to live to 104, it's something I need to get better at.

It almost felt like I was releasing the residual tension and pain from the accident and finally letting it go

Talking through my questionnaire, two things become clear. Firstly Vicki somehow manages to make her clients feel like they are fascinating and secondly, my neglect of my physical health stems back to a car accident almost three years ago. Someone with several dozen driving charges against him wrote off our car, then left the scene. When caught, he was briefly jailed and I got the rather longer sentence of physio for a year. Basically, I'd never really dealt with the emotional impact and had self-medicated with comfort eating. Being made a victim is something I resented hugely.

Vicki led me through a guided light trance exercise, re-experiencing the crash, processing and releasing my feelings through visualisations. I found it cathartic, particularly when I mentally punched the chap in the face!

Driving home after the session, I became aware of a pain between my shoulder blades and realised that both

my shoulders and arms were sore. It almost felt like I was releasing the residual tension and pain from the accident and finally letting it go. We'll have a follow up session in a few weeks.

So, has it worked? I know I have a lot of work to do to improve my physical wellbeing, but Vicki has helped me see why I was treating myself in a way I knew wasn't good for me and provided encouragement to make the changes towards healthy eating and exercising. The contents of my shopping basket have changed dramatically and I've relocated my yoga pants and ordered up a couple of Tai Chi sword form DVDs. My next challenge is explaining to the neighbours why I'm out in the garden waving a wooden sword in slow motion! ■

i You can find out more about Vicki Rebecca and her work at www.vickirebecca.com. Her book, *The Me I Want To Be: Simple Shifts to Authentic Wellbeing*, which includes exercises, meditations and over 20 recordings, is available from the website or Amazon for £9.99.



BECOME A BIORESONANCE PRACTITIONER IN 2016

LOOKING TO PROVE THIS FOR YOURSELF?

Order a blood test using this device at www.blood-test.co.uk

THE **BICOM OPTIMA** IS A REGISTERED CLASS 2A MEDICAL DEVICE AND HOLDS A CE CERTIFICATION.



Join us in the Lake District for training

Join the growing number of GP's and therapists in the UK that are using the Bicom

The Bicom Optima is used by over 15,000 professionals worldwide. The Bicom has modules for allergies, bacteria, parasites, virus, toxins and many other pathogens. Acupuncture is now being offered in many NHS hospitals and it is our aim to demonstrate the effectiveness of our Electro-Acupuncture modules. New fields of research are opening up in Energy Medicine modalities and the many case and scientific studies conducted by the manufacturers over the last 50 years is creating much interest.



For more information visit www.bioresonance.com

Bicom UK LLP PO Box 386, Leeds, LS19 9HZ
Telephone: 0113 3910428

www.bioresonance.com www.bicomvet.co.uk



WHY INTEGRATE BIORESONANCE INTO YOUR PRACTICE?

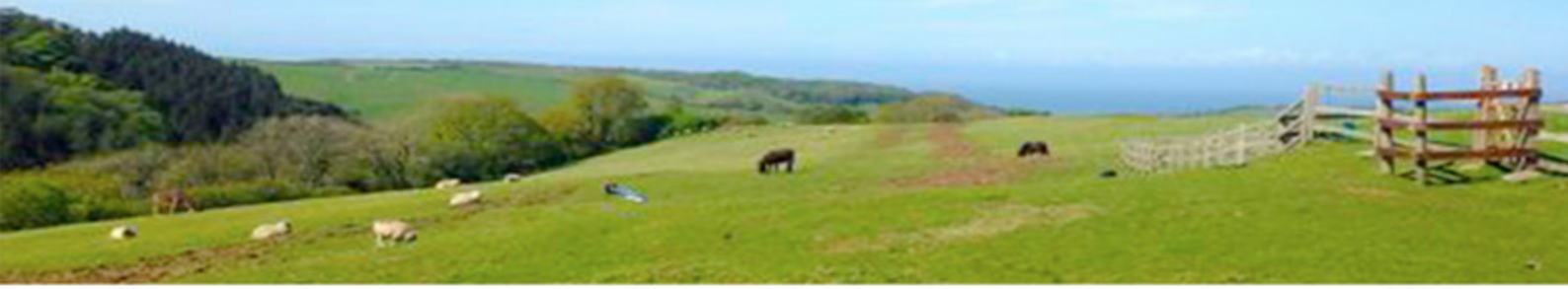
The Bicom machine is used by over 15,000 practitioners worldwide, doctors, veterinary surgeons, dentists and chiropractors have found bioresonance and the methods used invaluable in aiding in diagnosis for allergies, viruses, bacteria, toxins, parasites and many other stressors to the body. The ease of use and the fact that the machine is non invasive has helped many in the complementary field such as acupuncturists, dieticians, herbalists and energy medicine therapists to bring some real science with noticeable results to their business.

Not only is the machine used to test stress on the body but is used to remove the stress too. Many thousands of patients have testified to the effectiveness of the treatment and have contributed to evidence based studies. Getting to the root cause of illness is critical, especially in a system where the focus seems to be on managing symptoms.

SO HOW DOES BICOM BIORESONANCE WORK?

It works on the understanding that all matter emits energy, this energy was first discovered using high powered microscopes that could see light emitted from cells, light can be measured as an electromagnetic frequency. Databases started to be created based on the many frequencies recorded, these are now used to look for matching frequencies in a patient. The Bicom machine uses the information from blood, saliva or other substances and electrodes placed on the body. The frequency of pathogens is inverted in a similar principle to noise cancelling headphones. In a bioresonance session the immune system is being awakened to pathogens and helped to eliminate them. More information and some great videos explaining how it works can be found at www.bioresonance.com

Sura Detox



How can you treat others if you don't retreat yourself ?

Sura Detox is the UK's original juice-fasting detox retreat.

Nutritional talks, coaching, colonics, Tai Chi, Dru Yoga, stress workshops, sauna, pool, country walks, deep relaxation sessions, and endless massage options.

20 years of wholistic approach will give you a bigger context for your work, and your own clients will definitely feel the difference.

You may also be able to claim the retreat as a part of your CPD hours.

Once you have seen the changes a detox retreat brings, you will want your clients to benefit from a supported fast with us.



Healers come to rejuvenate

Practitioners come to replenish

Teachers come to learn

Energy workers come to recharge

Regain vitality and energy in daily life, and refresh your relationship with food. Chronic illness, weight issues, IBS, colitis, arthritic conditions, blood pressure, inflammation, myalgia, energy levels can all be helped.



www.suradeto.com

01822 25 90 01

Naturally *gifted*

Yes, it's that time of year again! If you're one of Santa's little helpers, why not look for natural, eco-friendly gifts this year? Here are some that made our wish list...



Fonseca Port

A glass of Port is perfect by the festive fireside or with a cheese board. Fonseca's 1998 Guimaraens Vintage Port is fleshy and rich with sweet plums and spice wrapped up with velvety tannins to give it weight and texture. It's grown using the same sustainable viticultural methods to Fonseca's Organic Terra Prima Port. Available from [Waitrose.com](http://www.waitrose.com) for £27.99.



Reiki notebook

This is great cheerful stocking filler from Re:Mind. Notebooks are always useful and we like this Reiki version which comes with gorgeous Japanese calligraphy and one of the five principals of Reiki on each page. They also a version with positive affirmations, so it's a nice gift for a colleague or therapist friend. Available from www.rmind.co.uk, for £6 each.



Little Tikes Go Green Playhouse

We never thought we'd include something plastic in our list of natural gift ideas, but Little Tikes's Go Green Playhouse won us and our mini-testers over. The Go Green Playhouse combines endless role-playing fun with a caring approach to the environment. It comes with recycling boxes, flower bed, solar panel and solar-powered door bell. There's even a water butt connected to a tap, so children can learn to do the washing up! It's suitable for children over the age of two and costs £269.99 from www.littletikes.co.uk and major toy retailers.

Yumbles.com

Yumbles has an amazing selection of foodie gifts for anyone who loves artisan produce, organic, vegan and vegetarian delights, fabulous cheeses, posh porcelain, small batch spirits, make it yourself kits, beautiful wooden accessories and even hand-knitted tea cosies. We can't imagine anyone being unhappy with a gift from here. It's probably the best curated collection we've seen anywhere online and the prices aren't bad either. We liked the Godwinster cheeses and the Himalayan salt block with stand and grater. www.yumbles.com.

The Godiva Advent Calendar

This one's a gift to yourself. Surely you deserve a little something? Smuggle it into your therapy room, squirrel it away in a drawer and indulge in a sublime moment of chocolatey selfishness each day in the run up to the holidays. £23 from [Godiva stores or www.godivachocolates.co.uk](http://www.godivachocolates.co.uk).





Oteas Gift Box

We loved the idea of this gift box, which has the twin merits of being simple to personalise and under a tenner. Just choose a 24 tea selection box for £8.95 and then select your favourites from Oteas' selection of 30 blends. Try their special Christmas blends for a festive flavour. Available from: www.o-teas.com.



Spice Drops

The perfect choice for keen cooks, Spice Drops are a range of highly concentrated herbs and spice extracts. The culinary equivalent of aromatherapy, a single drop can be added to transform a recipe to add authentic flavour and aroma. Spice drops are completely natural, gluten free and contain no artificial additives or preservatives. They factory in India which produces them provides employment for disadvantaged women who would otherwise be rejected by

society. There are a number of kits available, but we liked the starter kit in a wooden box at £40. Available from www.holylamaspicedrops.com with individual essences from £3.50 upwards.

Pure Thoughts Gift Box

Just the thing for female relatives, this selection of treats from Pure Thoughts is sure to please long after the tinsel's been shoved back in the loft. Pure Thoughts products are made using wholesome ingredients and age-old methods and are free of artificial colours and preservatives, parabens, SLS, SLES and other synthetic additives. They come beautifully presented with a hand tied ribbon at £21 from www.purethoughts.co.uk.



Tarot cards or divination decks from Llewellyn

If you're struggling for an idea for a friend, or even a teenage Goth, www.llewellyn.com must have the biggest range of Tarot and Divination cards available on the planet! There are thousands of books covering everything from astrology to psychology. Fight the temptation to buy your mother-in-law a book of spells! We were particularly taken with the Ganesha Oracle and the superbly illustrated Llinestrider Tarot. Prices range from around \$15 upwards. As this is a US publisher, it's best to factor in a few weeks for delivery, though we found it to be quick and efficient.

Hape Toys

Hape's wooden toys combine outstanding sustainable design and eco-friendly materials with being tremendous fun to play with. They're very sturdy, well-made and surprisingly easy to assemble. Pre-schoolers will love the musical range. One of our mini-testers threw a mini-tantrum when told it was time to stop playing in this brilliant rocking boat and head to the bath. **Hape toys are available from <http://uk.hapetoys.com>, Amazon and leading toy retailers.**



Rocket Gardens

If ever there was a gift that keeps on giving, it's one of Rocket Gardens' instant vegetable, fruit and herb gardens ready to be planted and produce organic, home-grown food. Just select a voucher for the garden of your choice – which range from a compact herb garden at £24.99 all the way up to the four seasons Allotment Constant Garden Voucher at £299 which even includes a free week's camping at Rocket Farm in Cornwall. How great is that? Once the voucher is redeemed, a lovely box full of baby organic plants is delivered, in perfect condition for planting. www.rocketgardens.co.uk.



Pengoloo

This ultra-cute wooden game from Blue Orange, has players rescuing penguins and their matching eggs from an ice-floe. Not only is it great family fun, but each game builds memory skills and lasts about 15 minutes. It's £20 from Amazon or selected toyshops. Blue Orange offsets their carbon footprint and has plants two trees for each one used in the production of their games. Make sure you count the pieces after the game is over. They are so appealing, they often find their way into pockets instead of back into the box.



Make your own Christmas SKIN TREATS



Everyone loves a handmade gift and they needn't be expensive or time consuming to make. Face The World's Liz Badger offers some festive ideas...

EXFOLIATING HAND SCRUB

This exfoliating scrub is ideal for gardeners. Rose petals are anti-inflammatory, uplifting and help combat stress. If rose is too girly, citrus offers a more masculine option and lavender is always popular.

Ingredients:

- 225g sugar
- 50g dried rose petals (or lavender or dried citrus peel)
- 50g ground apricot kernels
- 80ml sweet almond oil
- 10 drops of geranium (lavender or lemon) essential oil

Crush the dried petals or chop the peel into small pieces. Mix well with the sugar and ground apricot kernels in a bowl then stir the almond oil in slowly, add in the essential oil if using, stirring again. Transfer contents to pre-sterilised dark glass jars for storage. You can sterilise jars in the dishwasher. This will keep for two months from opening, so note this on the label. Decorate the jars with pretty labels, ribbons and festive touches like pine cones and baubles!

MOISTURISING BATH MELTS

These brilliant bath melts contain cocoa and shea butter, both of which are easily absorbed and protect the skin. Shea butter is rich in

vitamins and fatty acids, helping to reduce inflammation and boost collagen production while the cocoa helps reduce inflammation and neutralises free radicals. The bath melts dissolve and float on the water, softening the skin. We've listed some ideas below.

Ingredients:

- 50g cocoa butter
- 50g shea butter
- 1 tsp beeswax, grated or pastilles
- 1 tsp carrier oil (such as jojoba, sunflower, safflower, etc.)
- 10g dried herbs (lavender, rose, or other skin-safe herbs)
- 15 -20 drops essential oil
- Silicone ice cube moulds
- Dried flowers or glitter (optional!)

Melt the butters and beeswax in a saucepan, stirring occasionally until the wax melts. Remove from heat, stir in the carrier oil, then add essential oil, drop by drop until it smells as strong as you like. Add the dried flowers or glitter. Place dried herbs into your moulds, then pour in the oil. Cool and harden, then de-mould and store in glass jars. They will last for a year. Label and decorate to suit.

Variations:

- Cinnamon Orange – Add 5 drops of cinnamon and 10 drops of orange essential oils. Decorate with dried orange peel or flaked cinnamon bark.
- Lemongrass Mint – Add 7-8 drops each of lemongrass and mint essential oils. Decorate with snips of dried lemongrass or mint leaves.

- Lavender Chamomile – Add 6-7 drops each of lavender and chamomile oils. Decorate with lavender buds and chamomile flowers.
- Rose – Add 5 drops of rose essential oil. Decorate with rose petals.

OATMEAL LAVENDER BATH SOAK

This soak is great for sensitive skin. Oatmeal is a superb anti-inflammatory and anti-oxidant moisturiser, soothing and relieving itchy skin. Add in the healing benefits of lavender and the vitamin-packed dried milk powder and it's the perfect recipe for a soothing bath soak.

Ingredients:

- 90g rolled or ready oats
- 6 drops lavender essential oil
- 3 tbsp powdered milk (optional)
- A few lavender flowers (optional)
- Glitter (optional)

Mix the oats, powdered milk, and lavender flowers in a medium-sized bowl. Stir in the lavender essential oil. Package the mixture into an airtight glass jar, adding in a few sprigs of lavender. Add a pretty fabric pouch and a scoop in order to stop the oats escaping into the water. This will keep for up to 2 months.



Find out more about Liz and her award winning training courses at

www.face-the-world.co.uk



UK's most popular wholesale aromatherapy, massage candle and oil, lotion and potion and wholesale wheat bag supplier.

Our extensive Aromatherapy ranges includes Essential Oils, Massage Oils, Base Oils, Bath Potions, Aromatherapy Soaps, Wheat Bags, Lotion and Potion and Very popular Ear Candles and much more.

We aim to bring you the best selling and most profitable aromatherapy you can stock and to be highly competitive.

www.AncientWisdom.biz

E: care@ancientwisdom.biz

T: 0114 2729 165



 First Order Bonus **£1 00** at retail value

 FREE Delivery **£1 75** Over UK Mainland

 Minimum Order Just **£50** +vat



Colds & flu

Why pick our Echinacea?



- ✓ Helps relieve symptoms of **colds and flu**
- ✓ Echinaforce® Echinacea drops & tablets are backed by research
- ✓ Made from extracts of **FRESH Echinacea purpurea herb and root**
- ✓ **Award winning for 13 consecutive years**
- ✓ **Pioneer in Natural Health – since 1923**
- ✓ **‘Cultivated with a Conscience’, GACP & GMP licensed**
- ✓ Echinaforce® has stood the test of time as a firm consumer favourite (**5★ feefo rating**)

For more information or details on how to order call our Helpline on:
0845 608 5858

A.Vogel

Pioneer in Natural Health
– since 1923

A. Vogel

Name and list of active ingredients: Echinaforce® Echinacea drops and Echinaforce® Echinacea tablets. Indications: Traditional herbal remedy for symptomatic relief of colds, influenza type infections and similar upper respiratory tract conditions.

Name and list of active ingredients: Echinaforce® Forte and Echinaforce® Chewable Cold & Flu Tablets. Contains Echinacea purpurea extract. Indications: Traditional herbal medicinal product used to relieve the symptoms of the common cold and influenza type infections exclusively based upon long-standing use as a traditional remedy.

Name and list of active ingredients: Echinaforce® Sore Throat Spray. Contains Echinacea purpurea extract and Sage leaf extract. Indications: Traditional herbal medicinal product used to relieve sore throats associated with coughs, colds and flu, exclusively based upon long-standing use as a traditional remedy.

Name and list of active ingredients: Echinaforce® Hot Drink Cold & Flu Echinacea concentrate for oral solution. Indications: Traditional herbal medicinal product used to relieve the symptoms of the common cold and influenza type infections, exclusively based upon long-standing use as a traditional remedy.

Legal category: GSL. Further information is available from the THR PL holder: Bioforce (UK) Ltd, 2 Brewster Place, Irvine, Ayrshire KA11 5DD

www.avogel.co.uk



Meditation Myths

Sandy Newbigging explodes three myths that mess with your meditation...



MEDITATION serves many purposes, from simple stress relief to self-awakening. Personally, I started meditating because I was fed up with my mind working overtime. I just wanted peace. Since meditating regularly, I have become less focused on the movement of my mind and much more aware of my peace-filled conscious awareness that is always present within me.

Despite meditation being so simple and having such big rewards, there are many myths about meditation that stop people getting started or make them quit before they reap the benefits possible from meditating regularly.

MYTH #1 - I must still my mind

"I can't meditate because I can't stop my thoughts" is one of the most common reasons I hear from people who've tried meditation but quit. However, what's important to understand is that thoughts are a natural part of meditation.

When you meditate your body gets rest. When the body rests it heals. Healing is an active process – stress is released and healing is being undertaken. Due to the mind-body connection, activity in your body is reflected by activity in your mind – in the form of thoughts.

Having thoughts when meditating are therefore a sign that healing is taking place in your body. It is not useful to resist having thoughts when meditating. To resist thoughts is to resist healing! Instead, let the healing process happen, as it naturally wants to, by not resisting the existence of thoughts. Let them come and go by being at peace with whatever thoughts want to happen when meditating.

MYTH #2 - If thoughts are okay, then it's good to think

Although having thoughts is OK, I am not recommending you intentionally think your

way through every meditation. There is a big difference between having thoughts and thinking.

Thinking occurs when you stop being aware of your thoughts and you start identifying with them by being your thoughts. When you are thinking you are in the thought stream. Engaged in the story of your mind, you are having an imaginary conversation with your friend, planning what you're going to have for dinner, or whatever.

When you are thinking, you are essentially lost in your mind. You are no longer present, nor consciously aware. Thinking is a habit you learn to do less of through meditation. Be easy on yourself. When you become aware that you've been thinking, simply come back to being gently alert with the intention of 'seeing the mind' instead of 'being the mind'.

MYTH #3 - Meditation is boring

Whether something is boring or not is a matter of opinion, and your opinions exist in your mind. Peace require you to no longer be governed by conditioned mental opinions. By ignoring

thoughts and emotions associated with boredom you can more quickly enjoy a greater sense of personal freedom.

Through allowing thoughts to happen, engaging gentle alertness whenever you notice that you've been thinking and not getting caught up in the judgmental opinions of the mind, you can find meditation becomes much more enjoyable and effective. ■



Sandy Newbigging is the bestselling author of six books and the creator of Calmology, which is the study of self-awareness for problem-free living. He is also the founder of the Calm Clan and Calm Academy, offering Calmology courses for personal and professional use. For further information, please visit www.sandynewbigging.com.



A FRESH APPROACH TO TRAINING AND MEMBERSHIP FOR COMPLEMENTARY THERAPISTS



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



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

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

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



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

0333 577 3340

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

Having a Laugh

EDITOR'S SIX: LOTTE MIKKELSEN



Laughter Coach, Gibberish Advisor and UK master trainer for Laughter Yoga, Lotte Mikkelsen, is dedicated to helping people rediscover their joy...

Tell us a bit about yourself and your background

I'm on a mission to change the face of Britain - one smile and a laugh at a time. In 2000, I attended a World Laughter Day Celebration in Copenhagen. When I moved to the UK the following year, there were no laughter clubs, so I trained to help people bring more laughter into their life. In 2008, I was diagnosed with Multiple Sclerosis and decided to create the Telephone Laughter Club which holds three ten minute conference calls a day. People just pick up the phone and laugh for 10 minutes before hanging up again. It's brilliant and so de-stressing!

I'm now the UK Laughter Yoga Master Trainer which is a real privilege. We have a two day course or a five day Certified Laughter Yoga Teacher qualification which was previously only taught by Dr. Madan Kataria, the Founder of the Laughter Yoga Movement. I've also developed my own

courses in Gibberish, Laughter Coaching, and Accredited Laughter Therapist Training which I am really excited about.

What is laughter yoga and how did you find your way into it?

Laughter Yoga is a really amazing way of bringing laughter into your life. The laughter exercises, which combine deep breathing and playfulness, transform simulated laughter into real, contagious laughter really quickly

Tell me what happens at a session and what benefits it offers?

In a laughter session we make up laughter exercises and move, get eye contact, and laugh - first we may pretend but when we connect with each other through eye contact, the laughter flows naturally. In order to get the full physiological benefits from laughter we need to laugh for 10 to 15 minutes. Therapeutic laughter comes from the belly, using the diaphragm to help breathing deeply and letting the laughter become hearty and loud. It helps us bond more closely with others and become more resilient.

The benefits are tremendous. Your mood lifts and the associated endorphin rush counterbalance stress chemicals, so boosting the immune system and bringing more oxygen to the organs. After a good session, participants feel refreshed and more motivated, and research suggests that participants become more productive and creative in the workplace.

What else makes you laugh?

So many things! I love comedy and laugh at myself in daft situations. I speak Gibberish when I get stuck in traffic. Splinkle doobsy schnirk! Gibberish taps

into the inner spirit of laughter, or the joy we hold inside. Gibberish frees you of stored up emotion without having a go at someone and regretting your words later.

How do you spend your time when you are not working?

I spend a lot of time with my fiancée, our three dogs and sometimes the parrot, in North-East England and Scotland and spend a lot of time with my daughter in St. Albans. I also visit Denmark to see friends and family and I love nurturing my amazing network of students and teachers.

Therapeutic laughter comes from the belly, using the diaphragm to help breathing deeply and letting the laughter become hearty and loud

What are your plans for the future?

I hope to continue spreading laughter, perhaps on an even bigger scale than in the past. My big dream would be to get Laughter Therapy and Laughter Yoga into the NHS and into schools, enabling people to be prescribed laughter instead of painkillers or anti-depressants. ■

i Lotte Mikkelsen can be contacted on 0844 335 1552 or via www.unitedmind.co.uk



The Back PAGES

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

A BRUSH WITH STYLE

Eco, natural and organic beauty brand distributor, Botanical Brands, has added two new make-up brushes to the Living Nature certified natural skincare and cosmetics range from New Zealand – a Foundation Brush and a Kabuki Brush, which is great for loose powder. Both are vegan-friendly, cruelty-free and fantastically soft. They are also available to trade outlets at half the RRP. For the full range see www.botanicalbrands.com.



ALEXANDRA HOUSE BRINGS A TOUCH OF ROME TO YORKSHIRE

Leading Yorkshire destination spa, Alexandra House, has invested £150,000 in two new Roman inspired underground thermal



treatment rooms. A Roman Fort was recently discovered not far from the spa at Outlane, near Huddersfield. The dry heat thermal rooms feature individually heated tiled loungers from Germany and a Himalayan salt brick wall, known for its health benefits. Owner Dr. Maxine Stead enthused, "The beautiful vaulted cellars have been transformed into a peaceful place of tranquillity and relaxation. The rooms are designed to aid meditation, calm energy and create harmony, not only in their look and feel – with their exposed stone work, soft lighting, gentle music, calming aromas and relaxing loungers – but also through the dry heat and air cleansing ability of the Himalayan salt, which is the purest salt on earth and known to significantly diminish the symptoms of respiratory issues such as asthma and seasonal allergies". For further details visit www.alexandrahouse.org.uk

A BITTER PILL FOR WEIGHT LOSS?

New research presented at the European Obesity Summit shows that a New Zealand produced bitter plant extract can suppress food intake by stimulating the secretion of gut peptide hormones involved in appetite regulation. Gut chemosensory mechanisms play an important

role in regulating appetite and food intake. The researchers hypothesised that activation of specific bitter taste receptors which are expressed throughout the gastrointestinal tract by hormone secreting enteroendocrine cells, could also regulate food intake by triggering the release of satiety or 'fullness' hormones, a mechanism referred to by the research team as the "bitter brake."

The team screened over 900 plant extracts for their ability to stimulate this hormone release before identifying a highly bitter, non-nutritive plant derived ingredient they have called Amarasate™ extract to take forward into clinical testing.



WALNUTS – THE NUMBER 1 NUT?

As well as being rich in B vitamins, walnuts offer a tasty way to boost levels of folate, manganese, zinc, phosphorus and magnesium. Recent research also suggests walnuts can boost health by changing gut bacteria in a way that suppresses colon cancer.

Mice that ate 7-10.5% of their total calories as

walnuts developed fewer colon cancers. The effect was most pronounced in male mice, which had 2.3 times fewer tumors when fed walnuts as part of a diet similar to the typical American's. A new analysis also shows that walnuts have a combination of more healthful antioxidants and higher quality antioxidants than any other nut. Researchers suggest that a diet including walnuts may have a beneficial effect in reducing the risk, delaying the onset, slowing the progression of, or preventing Alzheimer's disease and another study found a diet rich in walnuts and walnut oil may prepare the body to deal better with stress.



TRIALS SHOW ELECTROACUPUNCTURE MAY RELIEVE CARPAL TUNNEL PAIN

A study published in the Canadian Medical Association Journal shows that electroacupuncture, combined with night splinting may offer effective pain control in carpal tunnel sufferers. The treatment, administered in random blind trials, showed that using electroacupuncture provided small improvements in symptoms, disability, function, dexterity and pinch strength among patients with chronic mild to moderate symptoms of primary carpal tunnel syndrome when combined with nocturnal splinting. The use of splinting alone provided no benefit. Carpal tunnel syndrome affects about 3% of the general population and can limit daily activities in people, causing substantial work-related issues and resulting in disability claims. Night splinting and local steroid injection are



two commonly recommended treatments for mild to moderate carpal tunnel syndrome.

JAPANESE STUDY SUGGESTS AROMATHERAPY FOOT SELF-MASSAGE REDUCES ANXIETY AND STRESS

Researchers at Okayama University have suggested that aromatherapy massages might provide an inexpensive, simple way of managing anxiety. Eri Eguchi's team at Okayama University, have conducted the first study into the effect of aromatherapy-based foot massage on blood pressure, anxiety and health-related quality of life in people living in the community. Those taught to administer a 45 minute aromatherapy foot massage three times a week over four weeks recorded lower average blood pressure and reduced anxiety symptoms. The research team is cautiously optimistic, reporting, "[although] it was difficult to differentiate the effects of the aromatherapy from the effects of the massage therapy... [the combination] may be an effective way to increase mental health and improve blood pressure."



BOTANICALS ADD TO BODY OILS COLLECTION

Multi-award-winning Botanicals Natural Organic Skincare has introduced a new body oil blend to the company's Soil Association certified Organic Body Oils Collection. Spa Detox offers an aromatic blend of detoxifying essential oils

to help stimulate circulation, eliminate toxins, strengthen capillaries and discourage fluid retention. Spa Detox contains certified organic lavender, sweet fennel, peppermint, cypress and rosemary, blended with certified organic oils of apricot kernel, jojoba and sunflower. Natural vitamin E is also included for its skin-beneficial properties. Spa Detox is suitable for all skin types but is especially recommended for clients with cellulite or water retention.

Spa Detox joins a line-up which includes Deep Peace, Muscle Ease, Nourish, Indulgence and Revitalise. RRP £12.50 for 50ml or £34.95 for a 250ml therapist size with pump dispenser from www.botanicals.co.uk.



AUSTRALIAN LABOUR PARTY PLEDGE TO END REBATES FOR NATURAL THERAPIES

The official Australian opposition has announced that it will end private health insurance rebates for those using natural therapies should it win the next election. Shadow treasurer Chris Bowen said the measure, which would come into force in July 2017, will save \$180 million AUS over four years, or \$704 million AUS to 2027. He failed to provide any figures on the impact enacting the policy would have on Australia's holistic and CAM practitioners, the cost of increasing demand on conventional treatments, or the damage to the nation's health and wellbeing.



Known for nutrition

Seagreens® certified human food seaweed products are nutrient dense and rich in minerals. Very easy to use, they add goodness and flavour to any meal, and are widely used in nutritional therapy.



Seagreens have been harvesting wild seaweeds among remote islands in Norway and Scotland for over 15 years, producing a uniquely certified quality and nutritional profile free from allergens, pollutants and harmful bacteria. Seagreens unique standard includes Organic, Kosher, Raw, Vegan. Nothing is added or extracted. Some of our seaweeds are in vegetable capsules for ease in daily use and nutritional therapy. Others are in large pieces for use in salads or as vegetables on the plate. Jars are recyclable and carry full nutritional information. Seagreens ingredients, exported to more than a dozen countries, are used by leading nutrition and food product manufacturers. Scientific research into the health benefits of Seagreens wild Wrack seaweeds has continued since 2007. Sales support the Seaweed Health Foundation for research, standards and information. Become a Friend at:

www.seaweedhealthfoundation.org.uk

Harvesting Seagreens® Loch Seaforth, Isle of Lewis 2013



Food Capsules & Food Granules

A unique blend of three of Seagreens wild Wrack seaweeds in fine-ground dried form, *Ascophyllum*, *Fucus* and *Pelvetia*, provides a comprehensive natural balance of nutrients. For everyday home and professional use as a daily dietary foundation, in special diets and many therapeutic protocols. All-vegetable Food Capsules in 2 jar sizes. Without capsules, the Food Granules are ideal in juices and smoothies or sprinkled into food. All product nutritional profiles on pack and our website.

www.seagreens.co.uk/foodcaps



Ask for Seagreens at your local health store.



Pet & Equine Granules

Seagreens human food quality *Ascophyllum*, exactly the same as our Culinary Ingredient product, but milled to a slightly rougher form, less expensive to produce and welcomed by all our animal friends. Full nutritional information and daily feed instructions on the jar. A jar will last a horse or 4 large dogs for a month.

www.seagreens.co.uk/petgrans



The Mineral Salt

Better for you than any kind of salt alone, this 50/50 blend of Seagreens *Ascophyllum* and unrefined sea salt in a glass shaker has "twice the flavor, half the salt". A complete natural food source of all the minerals and trace elements. Try it with everything from boiled eggs to salad dressings and in place of salt when cooking and baking. Seagreens has been helping reduce salt in manufactured foods since 2008³.

³ award-winning salt replacement research at Sheffield Hallam University 2008-12

www.seagreens.co.uk/minsalt

Iodine+ Capsules

Independent research at Glasgow University¹ showed Seagreens *Ascophyllum* improving iodine uptake in iodine-insufficient women with no adverse effect on thyroid function, and more prolonged than potassium iodide, commonly used to 'iodize' table salt. A daily vegetarian capsule provides approx. 350µg (micrograms) bioavailable iodine, additional micronutrients required for iodine metabolism, and no additives. Two Seagreens Food Capsules contain approximately the same amount of iodine but with a higher proportion of other nutrients. Upper tolerable limits for absorbed daily iodine are 600µg in the EU and 1100µg in the USA. Iodine contributes to normal thyroid, nervous system and cognitive function, the normal growth of children, normal energy-yielding metabolism, and the maintenance of normal skin. Also available from Napiers the Herbalists, Edinburgh as 'Napiers Hebridean Seagreens® Organic Kelp'. ¹published 2014 in the British Journal of Nutrition

www.seagreens.co.uk/iodineplus



Culinary Ingredient

A classic to rival Marmite! Pure Seagreens *Ascophyllum* milled in grains about the size of ground pepper. Use raw in almost any dish from soups to home-baking! "Breakfasting on a slice of bread baked with ground up seaweed rather than salt could help burn more calories than half an hour on a treadmill" said the Daily Telegraph after research at Sheffield Hallam University² found Seagreens reduced hunger, with no adverse effect on nutrient uptake.

²award-winning research published in the Journal of Appetite, 2012

www.seagreens.co.uk/culinary



Salad & Condiment

Large dried pieces of Seagreens *Pelvetia* with a mild flavour, especially popular with children and higher in essential fatty acids Omega 3, 6 and 9 than other Seagreens species. Eat as it is, or soak 5 minutes in water for a highly nutritious addition to salads and vegetables...

Feed the Foundation of Health

Seagreens®



The Mineral Bath

Relax, rejuvenate and remineralise using these large 'tea bags' of Seagreens *Ascophyllum* in your bath. The content is 100% Seagreens nutritious food quality and certified allergen free. Initially developed for use with skin conditions and special needs children. It leaves no stain or odour, and the packaging and contents are compostable.

www.seagreens.co.uk/minibath



Look on the pack for Seagreens® certified ingredients in many other products from brands like these.

Artisan Bread Organic • Bart Spices
Batchelors • Clearspring
Eat Balanced Pizzas • G&G Vitamins
Green People • Hebridean Sea Salt
Judges Bakery • Marilyn Glenville NHP
Napiers • Neal's Yard Remedies
Nosh Detox • Pukka Herbs
Raw Living • Regenerative Nutrition
Saladworx • Stag Bakery
The Natural Health Practice • Viridian

Seagreens, 1 The Warren, Handcross,
West Sussex RH17 6DX, Great Britain

Tel: +44 (0)1444 400403

Email: info@seagreens.co.uk

Trade: tradedirect@seagreens.co.uk

Website: www.seagreens.co.uk

Shops and mail-order stockists:
www.seagreens.co.uk/stockists



UK Research
Councils



Biodynamic
Association



London
Beth Din

Seagreens products sales support the Seaweed Health Foundation

PRODUCTS & SERVICES

Specialist Training Provided For
Aromatherapists, Reflexologists &
Massage Therapists

PENNY PRICE ACADEMY

October to December 2016



Courses to look out for...

- Aromatherapy for Pregnancy - 18th October
- Indian Head Massage - 3rd-4th November
- Aromaflexology - 9th-10th November
- Aromatherapeutic Body Massage - 21st-25th November
- Aromatic Creations - Essentials - 28th November
- Lymphatic Drainage Massage - 30th November-1st December
- Plus our FREE Saturday Clubs & much much more!

Penny Price Aromatherapy Ltd, Unit D3, Radius Court,
Maple Drive, Hinckley, LE10 3BE Tel: 01455 251020
www.aromatherapy-courses.co.uk
courses@penny-price.com facebook.com/PPACourses



Preston therapy centre

Professional training



- VTCT approved Centre
- Extensive range of courses and workshops
- Flexible bespoke training programmes available
- Small class sizes for more effective training
- Courses run all year round
- Call now for latest offers and course availability
- Quote ref: HTM01 for 10% off training costs

t: **07796 297071**

w: prestontherapycentre.co.uk e: info@prestontherapycentre.co.uk
5 Victoria Terrace, Lostock Hall, Preston, Lancs. PR5 5RX



**FLORAIS DE
SAINT GERMAIN**
POR NEIDE MARGONARI

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

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

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

And to support you, we offer two special formulas:

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

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

Let the power of Nature transforms your life!

Florais de Saint Germain flower essence.



Exclusive distributor in the UK

Land of Reiki & Aroma

<https://landofreiki.co.uk>

saintgermain@landofreiki.co.uk

Phone: +44 (0) 7967195400

www.fsg.com.br



**WOULD YOU LIKE TO TEACH
MEDITATION?**

**Meditation Teacher Training Courses
from the British School of Meditation**

The British School of Meditation has been established to train teachers in meditation techniques to meet the growing demand for highly trained and accredited meditation teachers throughout the UK.

This exciting 5 day course has been developed with you in mind, providing you with expert training externally accredited by Ascentis which has merged with the former accrediting body, AptEd and is recognized nationally by the Government agency, OFQUAL.

<http://www.teaching-meditation.co.uk/>

Call: Pauline Archer – 07932 235468

Email: Pauline@teaching-meditation.co.uk





NEW CO2 Plant Extracts!

We are delighted to announce the launch of our new collection of CO2 plant extracts!
 Organic Carrier Oils include Rosehip & Seabuckthorn.
 Essential Oils include Organic Marigold Flower & Ginger - which we boast, smells freshly cut!
 CO2 Extraction creates pure, clean, quality oil that is safe to produce as the CO2 completely evaporates - no residue & no heat required.

CO2 Oils have a truer aroma to the plant than oils extracted by steam distillation!



www.absolute-aromas.com
 T: 01420 540400
 @absolutearomas



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

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



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

01379 642374

www.crystalherbs.com

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

Crystal Herbs
 Your Flower Essence Shop & Resource

GIVE YOUR CLIENTS THE BEST Premium Oils at Affordable Prices



- 100% Pure Essential Oils
- Blends
- Carrier Oils
- Kits & Accessories

Providing a wide range of 100% pure essential oils and aromatherapy products to alternative health professionals since 2003. Try us with no risk, we offer a full 30 day no quibble guarantee including a Freepost return address, you just can't lose!



Calmer Solutions Limited®
 www.calmer-solutions.com
 Tel: 01342 844658
 Email:sales@calmer-solutions.com



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

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

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

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



AMETHYST HOLISTIC TRAINING

Nationwide fast track accredited training
in holistic and beauty therapies



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

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

Bexters® Soda Crystals

- Natural
- Safe
- Effective



Use Bexters® Soda Crystals
in a relaxing bath or
with purpose-designed
applicator wrap to
relieve pain and reduce
localised swelling

Handy-size 200g sachet
£5.99

New 800g sachet
£14.95



 www.bowensuppliesbyhelen.com



Harness the power of aromatherapy

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

Up to 15% off for registered therapists*

www.baseformula.com



*Visit website for more information.



Highland Wax Company



The Highland Wax Co.


is a family run business developing and producing
100% natural Beeswax based products.

- Our Massage Wax range offers professional therapists a variety of delicately formulated aromatic blends - there is one to suit every client!
 - A fantastic alternative to massage oil - with no spills!
 - A little goes a surprisingly long way
 - Leaves skin nourished and hydrated without feeling oily
- Protects delicate skin, perfect for Baby Massage (Be Sensitive)
- A variety of products and sizes available • Recyclable packaging
...and **100% Natural Ingredients.**

Beeswax is known for its natural healing and hydrative properties whilst allowing the skin to breathe - which is why this product is so popular with customers young and old who love to nourish and protect their skin. All our Beeswax is produced in the Scottish Highlands, including our own back garden where our busy bees are always hard at work!



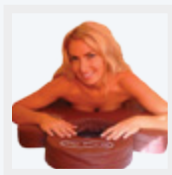
01667 451736

 www.highlandwax.co.uk



The Comfy Client™

The Comfy Client Cushion System
 "Star Product 2015"



Make Your Clients Comfy - amazing special offer £179.99



No pressure on the breast
 Adjustable for all clients male & female
Perfect for pregnancy massage
 Fantastic for all couch treatments

Ideal for Beauty, Spa, All Massage, Complementary Therapy, Hospices and Hospitals

For more information visit www.thecomfyclient.co.uk
 Tel: 01782 475607 or 07747 462586, ask for Carol May

Upledger CranioSacral Therapy



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

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



Accredited
Massage
 Courses

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

1 day CPD courses:

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

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



Our next ITEC courses start in Spring 2017:

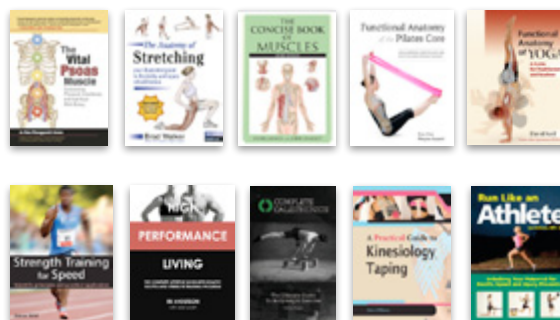
Mon 27 Mar **ITEC Massage L3**
 (Fast-track, exam in July 2017)

Sat 8 April **ITEC Sports Massage L4**
 (Run over a series of weekends. Exam in December 2017)

Since 2003, **Lotus Publishing** has specialised in *beautifully* produced, illustrated books, which represent a **FRESH**, eclectic take on anatomy

Insightful on all themes based in movement and exercise, we have grown to embrace subjects as varied as:

**SPORTS COACHING,
 DIET & THE FITNESS INDUSTRY**



Visit lotuspublishing.co.uk for more details or amazon.co.uk to order



The revolution in liposomal health supplements

Altrient[®]

Supercharged Liposomal Health Supplements

Altrient are the world's first health supplements to use Liposomal Encapsulation Technology, a highly advanced gel delivery system to maximize the absorption of vitamins and nutrients, all the way to your cells where you need them most.

"Liposomal vitamin C can be used as an additional component to your healing protocol. It needn't replace anything, but it can augment everything"

Dr Thomas Levy, Cardiologist and author of Primal Panacea

Altrient's high quality formulations adhere to the most demanding safety and quality standards in the industry. Products include:

- Vitamin C
- Glutathione
- R-Alpha Lipoic Acid
- Vitamin B Complex

www.altrient.com
www.abundanceandhealth.com
IE: +353 (0) 1 254 8889
UK: +44 (0) 20 3239 4907