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ISSUE 17

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Foreword

Note from Complementary Health Professionals (CHP)

HAPPY New Year and welcome to your first free copy of Holistic Therapist Magazine!

We are absolutely delighted to be able to give this fantastic benefit to our members and hope that you will enjoy reading the articles. Jayson and the team at HTM have a very similar working ethos to us; to provide professional and student therapists with as much information and advice as possible to help them grow successful practices. We really look forward to working with them more closely to bring you relevant and up-to-date content and news, not only through the magazine but also their new blog which we will be contributing to.

A New Year brings new beginnings and ambitious plans. What does that mean for CHP? Our top three goals are:

1 Publish the CHP Guide to Responsible Marketing. This will be a dynamic solution to compliant marketing for our members and help you make a success of your business whilst keeping within legal guidelines.

2 Create the very first CHP Annual Awards. The ceremony will be the highlight of our annual conference in October 2016 and we are working on having prestigious names attached to the awards.

3 Relentlessly pursue greater recognition for our members with key health stakeholders through our work with the lead and regulatory bodies. We will be lobbying lead bodies, the Parliamentary Group and the CNHC to help uphold standards of training in the UK. This is because we are concerned about

the growing number of poor quality courses appearing on the internet and the damage this can do the reputation of the therapies we all practice.

We'll update you in the next newsletter on our progress.

In This Issue...

Running a successful training school is hard work and requires experience and a good deal of knowledge about how adults learn. We are so proud of Sue Lincoln who won the HTM award for Best Training School 2015, featured on page 33. Sue's training centre in Yorkshire has been a registered college with the AAPA and now with CHP since its' inception in 2003. In that time, she has trained over a thousand therapists in aromatherapy, massage and reflexology. Her graduates are amongst some of the most successful CHP members. On winning the award Sue said; "I am so proud and humbled

to receive this award. My aspiration of providing comprehensive training of the highest quality has been realised through offering small friendly classes which support differentiation and the individual learner's needs and requirements." On behalf of CHP, many congratulations Sue and thank you for being such a fantastic ambassador for our association.

If Sue's success has inspired you to run your own school, read Caroline Bradley's case study on page 18. Then get in touch with us to discuss your ideas. We will support any of our members in starting a training business. As qualified teachers and education managers with many years' experience we can offer advice and information. We accredit individual courses and workshops as well as entire colleges. Registering with us is straightforward - just send us an email requesting the registration pack at enquiries@complementaryhealthprofessionals.co.uk.





continued...



continued...

There is much to consider when starting out; for example, you need to think about insurance. If you are a member of the CHP group insurance scheme you are covered as a teacher. However, if you are setting up an organisation you will need additional insurance. This is just one aspect we can advise you about as you make your exciting plans. We will be holding a networking forum for all our teaching members in 2016 so please make sure we know that you are a teacher if you would like to attend. We look forward to supporting our teaching members and can't wait to hear about your goals for 2016.



On Reflection

January is often a time when we think about times past and lessons learned and plan for our future. As therapists we constantly reflect on our treatments and what we might do differently or change in a treatment plan but how often do you ponder your professional direction and actively manage your therapy career? CPD is a necessity of annual membership/registration and as such it is easy to be reactive rather than proactive when planning which activities

to undertake. How often have you got to renewing membership and realised you haven't quite done enough CPD? Have you ever just booked any workshop to evidence CPD points? This might not be part of your actual professional development needs.

Self-employed therapists work hard just running their business and it is difficult to prioritise yourself. To make it easier to invest that time in yourself, we have developed a unique reflective questionnaire that will help you plan ahead and gain the most value out of your CPD in 2016. You can download a copy on the CPD courses page on our website: www.complementaryhealthprofessionals.co.uk



As multi-disciplinary therapists ourselves, we are constantly reviewing our professional development needs

and only attend courses that add value both financially and to our clients. Therefore, we have created an exciting programme of CPD workshops that will provide inspiration for both newly qualified and experienced therapists alike. The bedrock of many successful clinical practices is working with couples who have fertility issues and pregnant women. Starting in February with "Fertility Reflexology" with expert therapist Julie Quinn and then moving on in early March to a two-day "Maternity Course for Complementary Therapists", you too could begin to build your business in this area. This course is taught by maternity specialist therapists in aromatherapy, massage and reflexology plus day one of the maternity course is taught by a Midwife and Senior Midwifery Lecturer from Kings College Hospital, London.



The neurological system is perhaps one of the most difficult topics to conquer when studying anatomy and physiology and one that is soonest forgotten. Julia Wood has specialised in working with neurological disorders and conditions and has created two workshops to explore this fascinating system "Spinal Reflexology" and "Reflexology and the Emotions".



For our bodyworkers we have asked expert practitioner Jill Rowley to share her knowledge and experience of working on the lymphatic system to improve treatment outcomes. Jill has studied this subject extensively and is both a therapist, university lecturer and medical researcher.



At the end of April, the piece de resistance for aromatherapists is an advanced aromatherapy blending workshop with Carole Preen who is widely regarded as the UK industry expert on aromatherapy. We never cease to be amazed at her encyclopaedic knowledge of the chemistry of essential oils and how this can be used to create the most delicious and effective blends. These are just some of the CPD courses we are offering in 2016. Check out the full listing on our website and book early to avoid disappointment. Remember, Premier CHP members get a 10% discount on two courses of their choice each year. So download the questionnaire today and get planning your 2016 career development.

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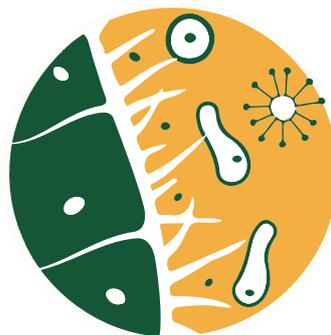
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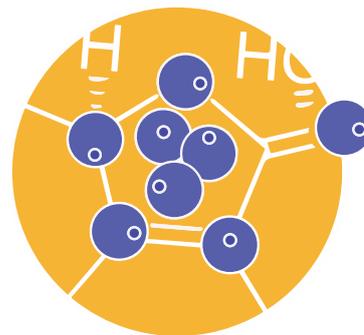
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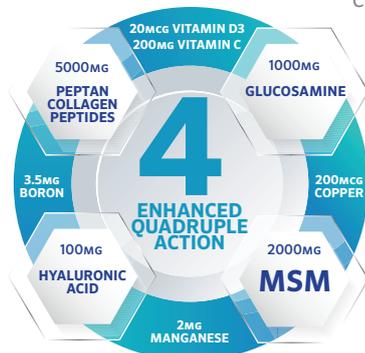
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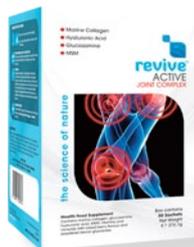
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Printed by leading independent printer,
Headley Brothers: headley.co.uk



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Editor's Letter



Hello again,

The start of the year is traditionally a time for looking back over the past and simultaneously looking forward to new adventures and exploring new ideas. Not surprising perhaps, since Janus, the two-faced Roman god of portals and doorways, gives his name to January.

One of the things I like best about Ancient Rome - and I'll admit a tiny little obsession - is that they had a god for pretty much everything. There's Feronia, goddess of spring flowers and woods, Minerva Medica, patroness of healers and doctors, or the rather wonderful Vitula, goddess of exultation and joy. Even the mighty Apollo combined his role as a Sun god with lesser roles dealing with music and midges. No matter what the situation, there was always someone on hand to ask for some help.

This issue has evolved into something very similar! There's help and expert guidance on hand for every situation.

You'll find advice for new therapists, taking your business on tour, earning money from online consultancy and useful case studies on starting a training school, distributing products, working out who your most profitable tribe of clients are, habits of effect therapists, how to move out of your comfort zone, ScarWork techniques and starting to work for yourself. See what's happening in the world of medical herbalism or get more involved with the CNHC. Try our questionnaire exercises, looking back over the past to help you plot your future, explore the latest books and the latest research.

Don't miss our interviews with the winners of the inaugural Holistic Business Awards and the inspirational Angela Wells of Hope's Garden. Learn how to let go of emotional baggage with Sarah Williams and Gary Foster, find out about essential oils, or relax with some Thai Treats or feel good winter food.

I'm still not sure how we managed to pack it all in.

We hope you'll find much food for thought in this issue to help you expand both your business and personal horizons. May 2016 be your best year yet!

Love,

Alison x

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AND THE WINNER IS...



After considerable deliberation on the part of Judges Dr Marilyn Glenville, David Balen and Liz Badger, the winners of the inaugural Holistic Business Awards were announced at Olympia Beauty.

Practitioner of the Year 2015

Winner - Natasha Tauber 2nd Place: Katharine Tate - The Food Teacher 3rd Place: Anne-Marie Rose - Rose Holistic Treatments

Student of the Year 2015

Winner: Lindsey Butterfield, 2nd Place: Tom Rigby

Best Training School 2015

Winner: Sue Lincoln - Therapy Training Centre, 2nd Place: Jenny Holcombe - The Bowen Technique, 3rd Place: Mark Peters - Balanced Approach

Best New Business 2015

Winner: Mary Murphy - The Human Touch, 2nd Place: Anna Watson - The Natural Health Finder, 3rd Place: Denise Christie - Health and Harmony Spa

Star Product 2015

Winner: Carol May - The Comfy Client, 2nd Place: Lee Henderson - Alert5, 3rd Place: Helen Mary Perkins - Bowtech Ease

Inspiration Award 2015

Winner: Angela Wells - Hope's Garden, 2nd Place: Zoe Warner - Vanilla Moon, 3rd Place: Tina Royles

Find out more about our winners on pages 32-33 and don't miss our interview with Angela Wells, winner of our Inspiration Award on page 66.



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Try this... SPICE IT UP!

Celebrity chef Anjula Devi, who has taught at Leiths' School of Cookery and has now launched her own Route 207 brand, shares her top seven Indian herbs and spices for health...



Cumin – for digestive problems and bloating or as we move into winter and flu season to boost the immune system.

Coriander – Coriander has a high iron content and anti-bacterial properties and is a great antidote to hay fever.

Brown Mustard Seeds – slow down ageing and can help with the menopause... a must in the kitchen cupboard of every woman aged over 45.

Kashmiri chillies – high in Vitamin C and quality anti-oxidants, so are

amazing for glowing skin.

Turmeric – help combat arthritis, stomach pain, heartburn and a sore throat, amongst other ailments

Cassia bark – earthier than cinnamon, it can help to control blood sugar levels and cholesterol.

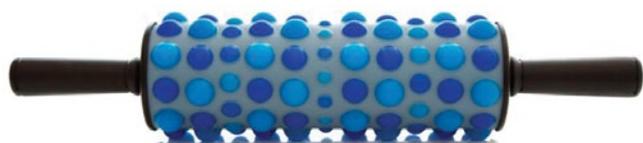
Green cardamom – good for relieving constipation, and helping to control blood pressure.

WAVE BYE BYE TO MICROPLASTICS

Holistic therapists and bodyworkers will welcome the call from Industry body Cosmetic Europe asking its 4000 members to phase out the use of solid microplastic ingredients in cosmetic and personal care products including some salon exfoliants, scrubs and hand cleansers. The tiny plastic balls end up in rivers and oceans, where they are accidentally consumed by small marine creatures, becoming embedded in their tissue. Microplastics may then travel up the food chain as these animals are eaten



by larger species and may be being consumed by humans.



LUXURY MASSAGE ROLLERS

A company in Brooklyn, New York is introducing handmade luxury massage rollers to the market. The co-inventor, Diery Prudent, is a personal trainer who spent several years in

rehab using the rollers to aid his recovery from injury. They are also popular with equine therapists. The RolPal, which looks like a cross between a large rolling pin and a knobby silicone centre roller, is said to work more deeply into the muscles than conventional rollers. They are now available in the UK for £279 from www.facebook.com/RolpalUK

ACUPUNCTURE PROVEN EFFECTIVE FOR CHRONIC CHILDHOOD PAIN

A study conducted at Rush University Medical Centre has shown that acupuncture can be an effective treatment for treating chronic pain in children. Researcher Angela Johnson, MSTOM, MPH, who practices of Chinese medicine as part of the centre's Cancer Integrative Medicine Program, commented, "While acupuncture has been shown to reduce pain in adults, there is very little data on whether it's effective in children." Chronic is estimated to affect 20 to 35 percent of children under age 18 worldwide.



The Rush study collected data directly from 55 children and adolescents between age 7 and 20 who experienced chronic pain conditions. Each patient received up to eight individually tailored acupuncture treatments lasting 30 minutes. Every patient reported a significant and progressive reduction in pain levels, as well

as improvements in health, emotional and social wellbeing.

"Acupuncture provides an amazing alternative to chronic pain medication. This is especially true for patients who may have to cope with pain for most of their life, including those who have sickle cell anemia and aftereffects of cancer. In addition it helps with anxiety and depression", added Paul Kent, MD, co-principal investigator of the study and paediatric oncologist at the centre.

CAMPAIGN BRINGS MASSAGE TO THE HOMELESS IN SEATTLE

Seattle has declared a state of emergency over a dramatic rise in the number of homeless people living without shelter in the city. The city estimates there are 3700 homeless people and 3000 school age children living without a stable home. In 2015, more than sixty homeless people died on the streets.



For the past seventeen years, a group of staff and volunteers from the Alternative Health Access Campaign have tried to improve access to healthcare by provide free appointments for massage, acupuncture, herbal treatments and naturopathic care to homeless Seattle residents.

AHAC's executive director, Ellen Sims, said the service

had provided over 5000 treatments in its first decade. She explained, "Many of these people are so grateful," she said. "Imagine no one else talks to you like a normal human being. That's not fair. Life isn't fair, but if we can all offer our gifts, our talents, our services - just a little goes a long way."

JING DUO LAUNCH NEW BOOK IN STYLE

Our regular columnist Rachel Fairweather and business partner Meghan Mari recently celebrated the launch of their popular new book with friends and colleagues. *Massage Fusion: The Jing method for the treatment of chronic pain* is available from Amazon and Handspring Publishing.



GOING UP

HONEY

NEW RESEARCH SHOWS THAT THE ANTI-OXIDANTS IN TUALANG HONEY REDUCES THE IMPACT OF OXIDATIVE STRESS IN SMOKERS, HELPING TO MOP UP FREE RADICALS.



FRUITBOWLS

A CORNELL UNIVERSITY STUDY EXPLORING THE RELATIONSHIP BETWEEN FOOD ON DISPLAY IN KITCHENS AND WEIGHT SUGGESTS THAT PEOPLE WITH A BOWL FULL OF FRUIT IN THE KITCHEN WEIGH AN AVERAGE OF 13LBS LESS THAN THOSE WITHOUT. HAVING CEREAL PACKETS ON DISPLAY MAKES FOR AN AVERAGE GAIN OF 20LBS, WHILE SOFT DRINKS ON SHOW ADDS 24-26LBS.



SINGING

IF YOU WANT TO BOND QUICKLY WITH A GROUP OF PEOPLE, TRY SINGING TOGETHER. RESEARCHERS AT OXFORD UNIVERSITY HAVE FOUND THAT ADULTS IN SINGING GROUPS BONDED MORE QUICKLY THAN THOSE IN CREATIVE WRITING OR CRAFT CLASSES. SINGING TO A BABY WILL INDUCE CALMNESS FOR TWICE AS LONG AS TALKING, ANOTHER STUDY HAS FOUND.



GOING DOWN

BOX SET BINGES

ACCORDING TO A STUDY BY THE US CANCER INSTITUTE, WATCHING TV FOR 3-4 HOURS A DAY INCREASES THE RISK OF DEATH FROM CAUSES INCLUDING CANCER, HEART DISEASE, DIABETES, INFLUENZA/PNEUMONIA, PARKINSON'S DISEASE, AND LIVER DISEASE BY 15%. THIS RISES TO 47% FOR PEOPLE WATCHING 7 HOURS OF TV A DAY. A SEPARATE STUDY FOUND THAT LOW ACTIVITY LEVELS GO HAND IN HAND WITH HIGHER INCIDENCES OF MENTAL HEALTH ISSUES. PUT DOWN THE REMOTE...



INACTIVITY

SET TO BE THE NEXT BIG HEALTH TREND – RESEARCH CONDUCTED OVER 15 YEARS IN AUSTRALIA SHOWS INCREASING THE NUMBER OF STEPS TAKEN EACH DAY REDUCES MORTALITY AND SAVES LIVES. A SEDENTARY PERSON GOING FROM 1000 STEPS A DAY TO 10000 HAD A 46% LOWER MORTALITY RISK, WHILE INCREASING FROM 1000 TO 3000 IMPROVES CHANCES BY 12%.



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WORDS OF WISDOM -

Fear less, hope more

Eat less, chew more

Whine less, breathe more

Hate less, love more

And all good things will be yours.

Swedish Proverb

EXPAND *your* Horizons



Do you believe you will achieve everything you set out to achieve in life? Or are you held back by fear, a lack of confidence and an unwillingness to leave your comfort zone and achieve your goals? **Mark Shields** – The CAM Coach – provides some guidance on how to unlock your true potential. . .

WHEN you decide to attempt anything for the first time it is common to feel some anxiety around

whether everything will be alright, will I perform well etc. This fear of failure is widely accepted to being the number one obstacle for the majority of us achieving our goals.

BELIEF AND FEAR

A recent survey intimated that 1% of people held half of the global wealth. Can this really be true? Why are some people so much better at certain things than others? Are people born with super confidence or just born lucky?

Why are some practitioners so much more successful than others? The answer is that they have the secret that the 1% we mentioned earlier have.

The answer is simple. Belief. They truly believe they can achieve fantastic results and that success is simply a given. Self-doubt or worry, never enters their minds.

Their internal subliminal blue print exudes confidence and achievement. For them, failure doesn't exist.

WE ALL HAVE THE SAME POTENTIAL

We all have the same potential. Some of us went to university and achieved a degree whilst others left school at sixteen without any qualifications. Regardless of this we were all born with the same potential.

However, how many people do you know that appear to say and do all the right things but never seem to achieve anything? They have lots of ideas and talk a great story but there is always a reason why their latest quest failed. And what do they do. They blame someone else, the economy, their manager, their lack of time and so on.

I have found that over achievers are more afraid of failure than the people who are happy with what they have got. Over achievers beat themselves up more when they fail than anyone else.



It's the ones that can handle failure, that pick themselves up and carry on, who are the true winners.

They don't blame someone else, they don't whine and moan but they get up, brush themselves off and try again, learning from their mistakes as they go.

Core confidence and personal beliefs are at the core of every top performer. They truly believe in themselves, their capability and their vision of personal success. To them it's just a matter of time before they achieve what they want. They think about it every day, visualize themselves in the job they want or driving the car they dream of. The conscious mind convinces the unconscious mind that this is possible over a period of time in such a prolonged and meaningful way that their initial vision becomes a reality.

SUCCESS IS 90% CONFIDENCE

As a young banking executive in a previous life I was lucky enough to find myself sitting opposite Will Carling, the former England rugby captain. He explained in no uncertain terms in his view that 90% of his personal success was down to personal confidence. He shared with me a great story of the time when he led England to the Rugby World Cup finals. He said the team were so confident they were going to reach the finals, they had not focused on actually winning the final. Unfortunately, they lost when they got there because they didn't have that same confidence and focus to win.



THE ROLE OF BELIEFS - THE ROGER BANNISTER PHILOSOPHY

Take Roger Bannister for example. The first man to run the mile in under four minutes. He along with all his competitors had the same potential.

The difference that made the difference with Roger was unlike everyone else he truly believed that he could break this incredible milestone even though it had never been done before. His mental application surpassed that of all his competitors and his prophecy became self-fulfilling.

Once the athletic community saw that this record had been broken there was a huge mental shift in many other runners. It was possible, now that Roger had proven that. Over the next two years the four minute mile was broken by thirty seven other athletes. It is incredible what confidence and belief can do.

ACHIEVING UNLIMITED SUCCESS

So how do we all make that mental shift and maximize our full potential? How do we attain that mental state to enable us to take action to achieve the results we need? How do we create and retain a successful practice?

The answer is convincing our conscious minds we have the ability to achieve our goals. This is done by doing something every day to help you tap into your potential.

Daily rituals, visualizing your success, positive meditation and ensuring you do at least one thing every day to take you closer to achieving your goals. Accept that you cannot do it all at once, particularly if you are only working part-time. As long as you are making progress and your mindset is shifting you will get there.

THE POTENTIAL MODEL

The more you believe the more resourceful you become, the more action you take and your performance improves. Look at it from the flip side, the less you believe, the less action you take, so the results and your performance get worse. When your performance gets worse, the less you believe, the less action you take, and your performance worsens further. And so it continues, a downward spiral supported by doubt and the self-fulfilling prophecy of *"oh well I did say it might never work"*

The Potential Model



So decide what you want and commit to doing something different every day towards your goal and work to achieving that peak mental state, enter the zone and see what you are capable of.

Think of the unlimited improvement and results you could achieve by implementing this philosophy in your practice and everyday life. ■

Mark Shields is a leading life and business Coach and author of The CAM Coach Book

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WHAT WOULD YOU DO DIFFERENTLY?...

If you found yourself transported back in time to the day you started your practice or career, what would you do differently this time? Looking back over our past actions can help us make better decisions to achieve the business and life we want.

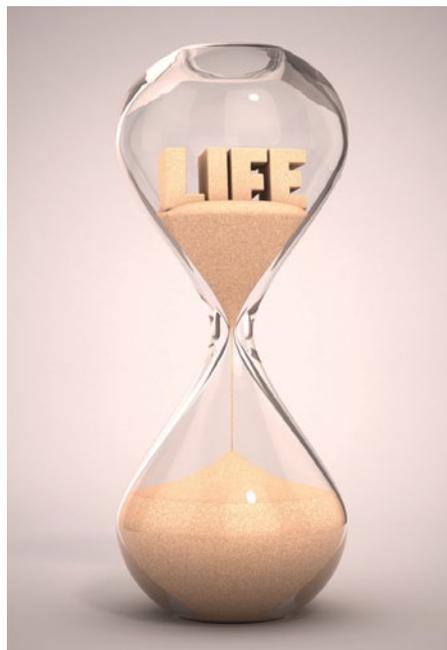
TAKE OUR QUESTIONNAIRE TO GET YOU STARTED AND READ LOUISE JENSEN'S EXPERIENCE OF USING THESE POWERFUL REFLECTIVE LEARNING TECHNIQUES...

For the best results, you'll need about an hour of time when you feel relaxed and a notepad and pen or coloured pencils. Use a separate sheet of paper for each questions. Jot down all your thoughts in a list or use a mind-map, don't self-censor your responses. Once you've completed all the questions, use the information to help move your business or career forwards.

Repeat the process every six months or so to make sure you're on track to live the life you want to live.

1 Why did you choose to become a holistic therapist? Have your feelings changed since you started? If so, how have they changed and what impact has this had?

2 What attracted you to your particular therapy? Do you prefer to work alone or in a group setting such as a holistic clinic or centre? Would you choose to work from home or a separate therapy room?



3 Thinking back to the early days, what most excited you about your new venture? What did you find intimidating? How have you overcome those challenges? What were your ambitions for your career and business? Which aspects of your ambitions have been achieved and which still need some work? How have your ambitions evolved over time?

4 What types of customers do you most like to work with? Which types of people do you least like to work with? How did you find the type of customers you prefer? How can you find more of this type of client?

5 What things did you find difficult to deal with at first? What aspects of your job do you dislike now? How could you minimise these?

6 What things do you most enjoy doing in your work? How can you make more time for these activities?

7 What things do you least enjoy? Why do you dislike them? Is it possible to pass these activities on to someone else? Is it possible to change them so you enjoy them more?

8 What have you learned since the start of your career or business? What would you like to learn? How can you find out what additional skills are in demand? How can you make time for training or continuing professional development?

9 How well have you managed to balance your work with other aspects of your life? Is there anything – such as relationships, creative hobbies, spending time with the family, seeing friends, going out to the cinema or restaurants that you would like more time for? In an ideal world, how would you choose to split your time between work, family, hobbies and social life? How can you move towards this? What are the barriers that need to be removed?

10 Looking forward, how would you like your life and work to evolve over the next three years? What changes would be needed to help you achieve this? How can these changes be brought about? ■



A QUESTION OF BALANCE

Louise Jensen, tried out our reflective learning questionnaire and shares some of her results here...

If you were starting your practice from scratch now, what would you do differently?

I would have started my practice earlier. Initially I was a bit of a course junkie, I never felt I knew enough; that I could help enough; I suppose I didn't feel I was enough. Although I worked tirelessly to gain a distinction in my Diploma in Allergy and Environmental Therapy, Anatomy & Physiology, Counselling Skills and Nutrition, it took me another three years and a lot of courses before I felt I finally knew enough to make a difference.



I know now that it's actually experience that has taught me the most. Having a trusted mentor, that support network of other therapists to talk over difficult cases and knowing when to refer a client are critical. A tutor, no matter how good, can't really prepare you for the client with a multitude of health problems that shows up at your door.

Would you perhaps have hired a different space, chosen not to work with a partner, or been more organised about the admin and invoicing?

My first working space was a room in a clinic and I think this was the perfect way for me to start. After I had built up a good client base, I did work from home for a period but found that quite isolating and lonely.

I struggled with my first year's tax return. I had invoices and receipts but hadn't kept a month-by-month breakdown. I sat at the kitchen table with a bottle of wine surrounded by scraps of paper and vowed never to be so disorganised again. I enrolled on an RSA book-keeping and accounting course soon after!

What things would you do more of? What did you do well?

Health fairs. I love getting out and meeting people and hearing what they want, what their health concerns are, what their opinion is on holistic healthcare and everyone has an opinion to share!

What things would you avoid or do less of? What did you do less well than you'd have liked?

Looking back, I'd have done fewer demonstrations and taster sessions at events. Often when I had a stand booked I was pressured to offer something and I didn't have the confidence to say no. Other therapies like Reiki and Reflexology work really well in this environment but Kinesiology is a bit different; you never know what a session will throw up, sometimes it's very personal and completely inappropriate for a public environment. It's hard to do much in a 15 minute session, especially if you're trying to answer the client's questions as you work. Demonstrations of muscle testing can look bizarre and we've all probably seen someone asking a random question and pushing someone's arm to elicit a response, or getting the person to hold bits of food and announcing (usually incorrectly) they have an allergy. This completely undermines what Kinesiologists do and makes a bit of a freak show of it!

How can you use these findings to then improve your business?

Until I did this exercise, I didn't realise how long it's been since I last did a health fair or just how much I missed it. I'm going to google to see what's coming up and make some bookings! This will help me expand my client base and improve awareness levels for my practice. ■

USE YOUR EXPERTISE *to boost* **ONLINE** income



Social media guru Jonathan Pollinger looks at ways of selling your expertise online, providing an additional revenue stream...

WE all have the same amount of time each day for family, a social life and to provide consultations to our clients. In my case, I use some of my day to provide advice on social media and in yours, its holistic therapy advice or treatment. We're therefore limited to the number of clients we can see in consultations whether at home, office, treatment room or at a client's or patient's home.

So would you be interested in a way of seeing more clients and providing more advice? No, I

haven't created a time machine but have you thought about providing advice online? With advancements in technology there are a number of ways to do this which I describe below. Each platform enables you to provide more advice, earn extra income and acquire more patients.

WEBINARS

Using a webinar service like WebinarsOnAir or the more established GoToWebinar you can present to an online audience. The former is a good choice if you're expecting a tens of viewers, the latter is better for hundreds or thousands. Attendees book in advance to reserve their place and you then present at a pre-arranged time and date. Features include video, audio, screen sharing and display of PowerPoint slides. With WebinarsOnAir you can sell tickets for your presentation or training and collect payments using PayPal. Once you know what you are doing

you can even automate webinars so you don't have to be around to give advice and earn money.

YOUTUBE

YouTube is the world's second largest search engine and users are regularly keying in phrases like 'back pain', 'reiki' and 'health massage'. So if you can produce good quality videos demonstrating your expertise, solving people's problems and providing great advice, you could be onto a winner. The key with earning income from YouTube is to have numerous viewers and subscribers. If someone subscribes to a channel they'll receive a notification every time you upload a new video.

Revenue from YouTube is obtained through allowing ads on your videos or monetisation as YouTube calls it. If you wish to monetise, you can choose whether YouTube will place ads in your video at the start or the end. The more viewers you



have, the more clicks you'll generate on your ads and the more income you'll receive. YouTube will select appropriate ads based on your video, so they should be relevant for your audience.

DIALaBRAIN

DIALaBRAIN is a new online platform that aims to provide knowledge to those that need it from experts in their field. They seek to make knowledge-based services truly accessible to those seeking such services (clients) by matching them with those providing services (brains). The system enables you to host webinars as well as one-to-one meetings with patients, who pay you for your time. For one to one meetings, it's a good idea to offer an initial 15 minutes for free so you can build up your recommendations and give patients an idea of what you have to offer.

MAKING IT WORK

Whichever channel you choose, you're going to have to let as many people know that you are offering a new way of providing advice and consultations. Here are some ideas:

When setting up a webinar, make sure you use a compelling title that will make people want to register. For example, rather than 'Aromatherapy' go with something like, 'Aromatherapy – truth and lies'. Use social networks to promote your webinar. For webinars you can use links, while DialABrain provides you with buttons.

If you have an email newsletter, send your first email a month before the webinar followed by reminders every week and finally, the day before.

PREPARATION IS THE KEY TO SUCCESS

A webinar or online meeting is very different from a face-to-face presentation or consultation so learn from the following tips to ensure you deliver a polished performance.

Plan: Before your online session draft a structure so you know how your webinar or meeting is going to flow. Make sure you have enough time to get across what you wish to deliver. To take account of questions; allow time slots.

PowerPoint and Keynote: If you're using slides, make sure they have a professional look and feel and include your branding. Use keywords rather than sentences and make sure most of your content is visual. The last slide should have a clear call to action (especially important when giving



The system works well and as you'd expect both audio and video are supported.

In addition, participants can use a text based messaging system in the meeting room too.

Once registered, clients can find you via the DIALaBRAIN.com website and you can promote your availability using custom links and buttons that allow patients to book a meeting with you or visit your profile.

SKYPE

Skype has been around for a few years now and is an efficient way of communicating with audio and/or video on a laptop, tablet or smartphone. There's no built in payment system but the advantage of Skype is flexibility. You can arrange a time with a patient and meet them on Skype when the consultation is due to start. After the consultation, you can invoice them.

A short video is a great way to describe what people will learn in your webinar and of course to show your potential clients how you look and act. If you blog, use a post to describe how you are now providing advice in a new way plus you can write an article to describe what people will learn from a particular webinar.

Consider advertising on social media. Facebook, Twitter and Instagram all allow you to reach a large number of people with a small budget.

Whichever channel you choose, you're going to have to let as many people know that you are offering a new way of providing advice and consultations.

free advice) such as: "Book an online meeting now!" along with an appropriate link.

Record your webinar: Make sure you remember to record your webinar. You can then send the link to those that couldn't make it.

Make it engaging: It's harder to keep the attention of your patients in an online webinar or meeting than face to face, so make sure you keep your session engaging. Ask lots of questions and run polls in webinars. Don't make it a monologue.

Finally, if you are running a free webinar or providing 15 minutes free on DIALaBRAIN you'll be talking to people who could become patients, either online or offline. So after getting to know them in a webinar or online meeting, make sure you keep the relationship going by staying in contact over social media and via email.

Good luck online!

To contact Jonathan, visit www.intranefuture.com or watch his Periscope show every weekday for free social media tips: <http://periscope.tv/intranefuture>



CASE STUDY

Top of the class

Caroline Bradley shares a few lessons from her experience setting up her own training school...

When Essential Solutions School of Complementary Therapies opened its doors in April 2014, I'd had the idea for several years. I began to turn my dream into reality in July 2013 when my teaching role at a local college came to an end with the withdrawal of the Complementary Therapy provision. I knew there was a market for training since it was no longer provided locally. I decided to go ahead, but to provide financial security by providing treatments to help pay the rent whilst I became established as a training school.

I signed up for some free business advice from Nottingham Business Venture who assist start-up businesses. There are similar organisations all over the country. My personal advisor set me up with free training on marketing and accounting, provided advice on creating a business plan and kept me moving in the right direction. They also helped me access some start up grant funding, as part of a scheme where local businesses assessed my business as a viable proposition.

My biggest decision was choosing premises. I knew I needed rooms big enough to train in, but also small enough to offer individual treatments. I chose the top floor of an old building, as it's light and airy and not overlooked. I love the space and since I've been here a Tea Room has opened downstairs which has increased footfall to the premises.

I researched various options, but chose to become an accredited training centre for the awarding body VTCT. This choice helped shape the courses I run, which range from taster course to VTCT level three diplomas and awards in aromatherapy, reflexology

and various massage techniques. This has proven to be a good decision as the majority of my enquiries come from individuals searching for recognised qualifications.

Knowing where and how to market myself has been a steep learning curve. I've had help and advice from friends and other complementary therapists outside of my area.

Pricing the courses was challenging. Initially I benchmarked other providers up and down the country. I decided to price based on what I felt was reasonable for the time involved and for the qualifications being obtained, and I find that I sit comfortably with other providers who have the same professional approach as myself.

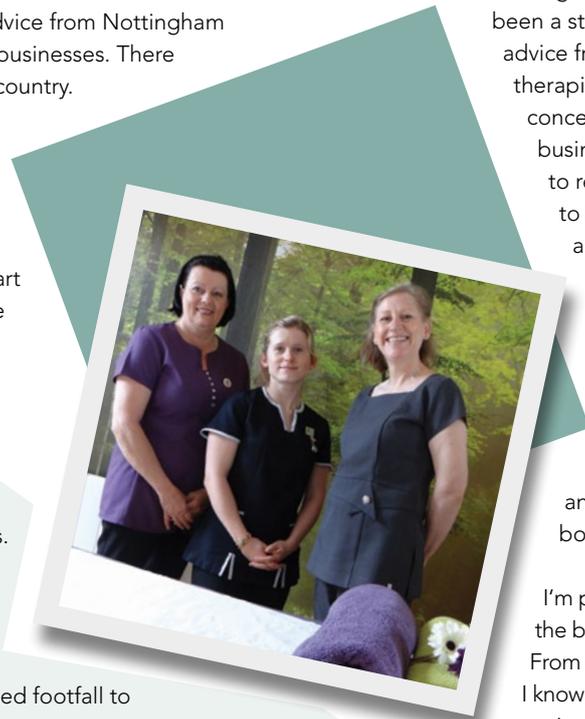
Knowing where and how to market myself has been a steep learning curve. I've had help and advice from friends and other complementary therapists outside of my area. I'm concentrating on ways of promoting my business at little or no cost and I've come to realise that marketing is always going to be an ongoing and changing issue, so a flexible approach is needed.

During the first year of trading, there never seemed to be enough hours in the day! Setting everything up was a slog but I'm really proud to be an accredited training centre for an internationally recognised awarding body, albeit a very small one!

I'm passionate about holistic health and the benefits of complementary therapy. From talking to my students and clients I know that the interest in holistic health continues to grow, confirming my original

thoughts that working to a high professional standard within the complementary therapy industry is a very good place to be.

To find out more about the courses Caroline offers visit www.essential-solutions.co.uk ■





THE **S**WORD

SALES SKILLS FOR THE RELUCTANT THERAPIST

Leading author and holistic therapist

Elizabeth Ashley kicks off a new series of articles on using sales to help build your bottom line.

MANY holistic therapists are reluctant to actively sell their products and services, fearing they may be perceived as pushy, yet sales skills are essential for business. To put it bluntly, selling is only thing in business that leads to profit. Everything else is a cost.

Fortunately, there's no requirement to behave like an Apprentice contestant. Sharp suits and stilettos have no place around a massage couch. Just as we adjust our outfits according to our therapy, so we can tweak our sales skills to suit the situation.

PUSHY IS SO LAST WEEK

Selling isn't what a double glazing salesman does when he knocks the door. He's "pitching" - getting his message across in as short a time as possible. All he needs to know is whether a potential customer needs new windows, whereas a therapist needs to learn more about his or her clients to match them to sales opportunities.

OPEN QUESTIONS

Asking the right questions makes it easy for business conversations to take place without you ever having to sell. Use open ended questions to gather information client's condition and circumstances. These reassure your prospect you know what you are doing and also makes them feel cared for and listened to.

How? Why? Which? When? Where? These are all great ways to open the flow of a sales conversation. Listen hard for clues to what will make them buy.

FEATURES ADVANTAGES BENEFITS – FABS

Customers buy because they feel they need something. They must believe there is something of value in it for them. Think about every aspect of your service in terms of benefits for your clients.

Feature: Relaxing treatment

Advantage: Calming to the mind and therapeutic to the body.

Benefit: Quieten the mind for clearer thinking.

Reduce stress. Support a healthy immune system and the body's natural repair. Ease aches and pains.

People are essentially self-involved. They don't care what you can do; they are only concerned with how that can improve their lives.

REJECTION

Try to remember it is never personal. Perhaps they simply do not feel they need your service at this time. My husband would be daft to pay someone else for a massage...so would yours! We have all had times

where every penny has to go on food to survive. Maybe this is one of theirs.

If people understand the benefits you are offering, and believe in what you can do, they will buy, but only at the right time for them. The key to being a great sales person is to make sure you are there to open the door and let them in!

PATIENCE BRINGS PATIENTS

For the majority of people, the thought of entering a therapy situation is intimidating. They may have to take their clothes off or talk about things which are very painful. The chances are then, the process will take time. It helps to remember that most people may say "No" but what they actually mean is "Not yet!" ■

Elizabeth Ashley is a professional aromatherapist with over 20 years' experience. She is the author of The Secret Healer series of aromatherapy manuals, including Sales Strategies for Gentle Souls. Her books are available in paperback and e-book on Amazon.



THE SEVEN Secrets of highly successful holistic Thera

Rachel Fairweather, of Jing Advanced Massage, shares the secrets of success. . .

ALTHOUGH there are thousands of holistic therapists in the UK, many of us fail to reach our potential in our practices. So is there a secret formula for success? What are the qualities shared by those successful therapists who appear to be living the dream?

Without exception the successful therapists I have met over the last 25 years of my career showed a combination of the following seven qualities:

SECRET ONE: Enthusiasm

"Nothing great was ever achieved without enthusiasm" Emerson

Great therapists LOVE what they do. Successful therapists are energetic about all aspects of their practice from how they can make their clinic room the most appealing to how they can design a great website. Enthusiasm is contagious and your clients want to know that you believe in what you do. If you are bored by your work, your clients will sense this and your business will suffer.

So if you are jaded with your treatments, find new ways to break out of the box. Go on a training course. Swap treatments with a colleague and learn some new techniques. Read a great book. Surf the web for inspiring therapy sites. Rediscover your passion for your work and watch your practice grow.



SECRET TWO: Perseverance

“If people knew how hard I worked to get my mastery, it wouldn't seem so wonderful after all.” **Michelangelo**

Like Michelangelo, successful therapists know the value of hard work and determination. No matter how talented you are, building a successful practice takes time, work and perseverance. Don't expect the phone to just start ringing when you qualify; you will

Therapists

need to put in effort and good old fashioned elbow grease to get those clients. Remember the old adage “If you love what you do, you'll never work another day in your life”. So love your vocation, work hard at it and enjoy the journey.

SECRET THREE: Be open to new learning

“To be conscious that you are ignorant is a great step to knowledge.” **Disraeli**

The fascinating paradox is that great therapists “know their stuff” yet at the same time are comfortable with “not knowing” and are always striving to learn more. Taoist sages claim that “one who does not know actually knows, and one who knows really does not know”. To be empty, to recognize how little we know is to be abundant. Successful therapists are always open to new learning, and recognise we are always beginners with so much to learn.

SECRET FOUR: Vision

“If you don't know where you are going, you won't know how to get there.” **Anon**

Great therapists have a vision. They have a dream in their head of how they want their life and practice to look. Goal setting is an important factor linked to success and all goals start with a vision. How do you want your life to look in a year, five years, or ten years? How much do you want to earn? How many clients do you want to see each week?

If you don't know the answer to these questions

already, creating a vision is very simple. Put some time aside, make sure you won't be disturbed and allow your mind the luxury of daydreaming about your life in 1 year or 5 years time. Write or draw your vision and use this to set goals about how to get there. You will be surprised at what a difference it will make.



SECRET FIVE: Outcome orientated treatments

“Before you start some work, always ask yourself three questions - Why am I doing it, what the results might be and will I be successful. Only when you think deeply and find satisfactory answers to these questions, go ahead.” **Chanakya**

Successful therapists are focussed on the outcome of their treatments not just what style or techniques they offer. Being outcome orientated builds practices and retains clients as they know exactly what they can expect to achieve from the treatment or series of treatments. Being outcome orientated also relies on good consultation and assessment skills so you know what your client needs and expects.

SECRET SIX: Good interpersonal and listening skills

“Too often we underestimate the power of

a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.” **Leo Buscaglia**

Whether you are a medical doctor, massage therapist, talk therapist or acupuncturist, a key component of facilitating wellness in your client is the therapeutic relationship or alliance. This refers to the sense of “collaboration, warmth, and support between the client and therapist”. In other words that warm fuzzy glow you get when you think about a professional who has shown kindness and concern for your wellbeing.

Research shows that if you have a good relationship with your doctor for example, this in itself means that you are likely to have an improved healthcare outcome regardless of what treatment you receive. Good therapists have a kindness and concern for their clients and excellent interpersonal and listening skills. Take time to develop these and your treatment outcomes will improve considerably.

SECRET SEVEN: A “can do” attitude

“Whether you think you can or you think you can't - you're right!” **Henry Ford**

Successful therapists never say, “That can't be done”. They are willing to look at creative problem solving in all walks of life. Positivity is highly correlated with outcomes – believe in yourself and shoot for the moon. If you miss you will still land in the stars! ■

ABOUT RACHEL FAIRWEATHER AND JING

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*”. Based In Brighton, London and Edinburgh, 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



ARE YOU READY TO TAKE ON STAFF?

One of the biggest decisions facing any holistic therapist with a growing business is whether or not to take on staff. It's a daunting prospect, not least because you have responsibility for someone else's livelihood as well as maintaining your own reputation. Where to begin? **Alison Brown** of Ali's Therapy Academy, suggests the best approach is to ask yourself some questions...

THERE are many reasons to expand your business by taking on staff. Your plan may always have been to run a clinic with employed staff, or you may have reached a point where you are turning clients away for lack of time, or you may just need a hand with admin or marketing.

Taking on staff is not to be done lightly. Using a question checklist can provide a starting point for exploring issues in more depth and help you decide what's best for you and your business.

Here's my top ten questions to ask yourself:

1. Will there be enough work to pay somebody's wages?
2. Will they be up to my standards?
3. What are the financial implications – salary, sick pay, insurance etc?
4. How much paperwork is involved?
5. What legal requirements are there?
6. What will be their job description?
7. How do I know how much to pay them?
8. How will I find time to manage employees?
9. What are my responsibilities towards them?
10. How do you process payroll?

These questions will get you off to a good start, but there's still more to consider. You'll also need to explore and understand a number of areas, but luckily there are some helpful online resources you can draw upon for guidance.

The Federation of Small Business have a website which offers valuable resources for employers considering taking on staff. www.fsb.org.uk. Much of the information is available without joining the Federation. The government also provide

a good starting point at www.gov.uk/employingstaff. This provides information on provisions such as Employer's Liability Insurance, payroll requirements, National Insurance, holiday entitlements, criminal record and background checks, sick pay and maternity rights. This can help you build up a more thorough understanding of how much extra business you need to bring in so a new employee is a source of additional profit, rather than stretching your resources.

As owners, we also need to consider our business and reputation when hiring staff. Ask yourself if a potential recruit will meet your expectations and standards. Will they represent the business well? Will they fit into the team and do what's best for the business?

Even if you're not considering employing staff, there will be times when you have to consider buying in some help and expertise – perhaps a Bookkeeper, or a Virtual Assistant to help with the admin. Asking these questions will help you find the right people to help you grow your business. In all walks of life in business there has to be the perfect fit, you shouldn't settle for less. ■

As owners, we also need to consider our business and reputation when hiring staff



Alison Brown has run her

own practice as a Holistic Therapist since 2000. In 2013 she set up Ali's Therapy Academy to help other therapists by mentoring and advising them with all aspects of running their business with online help, 1-2-1 mentoring and workshops. www.alistherapyacademy.co.uk A free report is available '12 Top Tips For Therapists' at www.alistherapyacademy.co.uk/contact



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THREE STEPS to identifying your Perfect CLIENTS

Jayne Goddard, President of the Complimentary Medical Association, discusses how to identify the best clients for your practice...

IDENTIFYING your target market is absolutely crucial to the success of your business. The trick to identifying those elusive "perfect" clients is understanding what makes them tick. You'll have to do a little work so you can capitalise on information that you may not know you already have! Therapists who've previously done this exercise on CMA courses have found it very useful, whether they are just starting out or have been in business for years. It does only work if you set some time aside and actually do it, though!

STEP ONE – defining your customer base

In big business this is known as market segmentation - exploring customer demographics, psychographics, and geographics. All you need to do is look at the clients you already work with. Make some notes about who these people are. You'll need to know the following: Are they male or female? How old are they? Where do they live? What kind of hobbies do they have? Are they involved in any groups (Women's Institute, local NCT group, golf club, rugby club etc.)? Are they working, if so what is

their occupation - are they management level, skilled, unskilled, or unemployed? Think about what else you might be able to learn about them.

STEP TWO - Using Pareto's Law to identify your best performing "tribe"

Economist Vilfredo Pareto discovered that roughly 20% of a business' clients will produce 80% of their income. This top 20% represent your "tribe" of ideal clients. Explore your accounts and client database to discover who your top fifth of revenue generating clients are. This will help you work out how to attract similar clients - it's about working smarter, not working harder. It can also be worth exploring the bottom 20%, as these clients may take up a disproportionate amount of your time and energy for little reward.

STEP THREE - Act!

Now that you know who your top 20% revenue generating clients are, you'll need to identify commonalities among them. Once you have

established these commonalities, you can set about getting more people just like them. You'll start to notice patterns such as them living in a particular post code area, belonging to the same club, having the same interests, or kids at the same school. Look for opportunities to put yourself in front of these people - by giving talks, demonstrations or through marketing, sales promotion and social media. As you are now targeting a much tighter audience, with commonalities, your target customer tribe should be open to your ideas and services - thanks to the work you have put in by doing these exercises. ■



Jayne Goddard MSc, FCMA,

FRSM FRSPH is President of the

Complementary Medical Association and is

considered to be one of the world's leading experts in the complementary medicine and natural health fields. She is a popular broadcaster, author, lecturer and journalist and an acknowledged thought leader in the health care arena. Visit www.the-CMA.org.uk to find out more about training courses in business, marketing and public speaking amongst other topics and membership benefits.





HIT THE ROAD

Jessie Maguire shows you how to take your practice on tour, earning while you explore the world...

WHY not take your talents and brighten people's lives while travelling around some of the most magical, beautiful areas in the world? Depending on where you want to travel, it can be easier than you might think. Many countries offer working holiday visas, so it's worth checking online before you settle on a destination.

Broadly speaking, it's easier to practice in Europe, Australasia, parts of Asia or South America. Look for resorts with beach spa hotels or holistic centres as a guide. For the USA or Canada, you may need to register locally in each town you want to work in. In other regions, cultural differences may make some therapy treatments inappropriate, or draw unwanted types of attention.

In my experience, it's possible to fund your travels in South America with minimal equipment and a little planning. This also applies to many other regions.

THE BEST OPTION

If you're planning a working trip, to South America, you can either go backpacking or structure your trip round a workshop or therapy tour. The first option offers total freedom, while the second brings a more predictable income, especially if you can introduce techniques that locals wouldn't normally have access to. You may also be offered access to useful equipment and guidance on charging for your work.

You must declare all your earnings and pay the necessary taxes and contributions. Taking donations may be the most uncomplicated way to receive payment while travelling, so check out all your options before you leave.

HOW TO MAKE YOUR THERAPIES WORK ON THE ROAD

The fewer materials and spoken language you can use on the road, the better!

Be flexible. If you are going to do massage on the beach, for example, use techniques that don't require oil. Pack a few essentials, including suitable work clothes, music, digital copies of certificates etc, music, lightweight microfiber blankets, plastic containers for your medium and a list of therapy supply shops.



Broadly speaking, it's easier to practice in Europe, Australasia, parts of Asia or South America.

SOURCES

You'll find travel advice on the Foreign Office website at www.gov.uk/foreign-travel-advice Wikipedia.org has a useful list of countries that

offer working holiday visas and links to relevant government websites and you can also research top areas for holistic therapy holidays online.

HOW TO FIND WORK

Ironically, some of your best clients may be fellow travellers and local people that have done some travelling themselves. They are both more likely to understand the benefits of holistic therapies and pay you a fair rate. It's best not to advertise to the general public, as you must always take safety into account.

GREAT DESTINATIONS

Bolivia, Ecuador, Peru and Paraguay are the cheapest countries to travel around. Alternatively, you can go straight to the therapy havens, including El Bolson in Argentina, Arembepé in Brazil, Panajachel in Guatemala or Samaipata in Bolivia.



Jessie Maguire is a British yoga teacher, holistic therapist and copywriter who has established a thriving practice in the heart of South America. She is also a passionate health writer, hoping to inspire more people to join the healing professions and travel wherever their hearts lead them. Jessie can be contacted via Twitter or e-mail at [@JessieUSMaguire](https://twitter.com/JessieUSMaguire) or nourishme84@gmail.com.



HOW YOU CAN HELP THE PROFESSION PROGRESS

New CNHC Chair **Michael Watson** explains that now is the time to help gain more recognition for holistic therapies by becoming actively involved with the Complementary and Natural Healthcare Council...

You've chosen a great time to be working as a complementary therapist! Why? Because over the last 2 – 3 years there has been a growing recognition that people are living longer, with multiple conditions that can't be cured. So now more than ever before there is a focus on how to enhance wellbeing and quality of life, with an emphasis on personalised care.

Last year the General Medical Council (GMC) told doctors that they can refer their patients to practitioners on Accredited Registers like CNHC's with complete confidence. This is a wonderful opportunity to build a patient base and help the medical world understand how you can help care for patients

Complementary healthcare at its best supports people to transform their quality of life and the one to one whole person approach also helps people to feel connected, included and valued.

As practitioners you know this already so I'd like to encourage you to think about how you can get involved in raising the profile of this great profession. Now, at the beginning of 2016, what can you do to be part of this growing movement?

Champion complementary healthcare standards

Here at CNHC we encourage our registrants

to see that they are part of a profession. Any practitioner who registers with us has chosen to demonstrate their commitment to professionalism and high standards of patient care.

Become a CNHC Local Champion

We have a team of Local Champions around the UK who go out and beat the drum of CNHC registration and standards. It's a win-win because Local Champions raise awareness of CNHC and in doing so raise awareness of themselves in their local area. If you are registered with CNHC and you want to become a CNHC Local Champion just contact the CNHC office to find out more (details below).

Use CNHC's resources

You don't have to be a Local Champion to raise awareness locally. If you are registered with CNHC

you can download the resources in the My CNHC login area and use them to raise your profile in your local area.

Contribute your expertise on a Profession Specific Boards (PSB)

At CNHC we also have a way for practitioners on our register to become advisers to our Board. Each discipline on our register (there are 15) has what's called a Profession Specific Board (PSB). This is a group of up to four practitioners from each therapy who are elected from the registrants of that therapy.

So for example all CNHC registered Massage Therapists can vote to elect the practitioners who advise the CNHC Board on issues about massage. The same applies to aromatherapy, reflexology, hypnotherapy and all of the other disciplines on the register.

The types of advice the Board might seek include information about how many hours need to be included on a training programme to meet CNHC's standards, or the level of risk posed by, for example, massage therapy in general.

So, again if you are CNHC registered, think about standing for election in the next round for your therapy.

If you're not CNHC registered, and your therapy is on the list below, what would it take for you to come onto the Register?

Have a voice on CNHC's Board

If you want to be involved at the heart of CNHC's decision-making process then being on the CNHC Board is also an option. The CNHC Board is made up of nine people – five lay people, by which I mean people not registered in any CNHC disciplines, and four registrants. We currently have two CNHC registered Hypnotherapists, one CNHC registered Nutritional Therapist and one CNHC registered Reflexologist.

The CNHC Board makes strategic and business decisions about CNHC. When we are looking for new registrant Board members we always send a notice out to our registrants as well as placing public adverts. There are no current vacancies but we always mention Board vacancies in our newsletters and on our website so keep a look out if this is something you're interested in.



So, there are a number of ways you can get involved with CNHC. Here are some comments from practitioners who have taken that step.



(Rachel Fairweather – Massage Therapy PSB)

"I'm really proud to be a member of CNHC's

Massage Therapy Profession Specific Board. I feel it is crucial for complementary therapists to support the CNHC who are playing a vital and much needed role in raising standards in the UK"



(Mariette Lobo – CNHC Local Champion)

"I'm a CNHC Local Champion based in Scotland and I think

it's really important that we speak out about what we do and encourage other practitioners to do the same."



(James Stobart – CNHC Local Champion)

"I've been practising Hypnotherapy for some years and was

clear that when CNHC came along I wanted to register and be involved. I am seeing some results, with clients who have found me online and used CNHC's register to confirm my credentials."



(Vidhi Sohdi – using CNHC registration with clinicians)

"I'm a CNHC registered Yoga

Therapist and I found that GPs and consultants at the Central Middlesex Hospital were more willing to refer patients to Yoga Therapy after the GMC changed its referral guidance."

Build credibility

So why am I saying so much about CNHC? Well, it's because CNHC was set up to confirm to the public, employers and buyers of complementary healthcare that practitioners have met standards that were developed on behalf government. If we want to make the most of the opportunities presenting themselves with the changing healthcare agenda – then we need to be able to show that this is the case.

CNHC's strapline is 'Choose with Confidence'. We want employers, commissioners, members of the public and anyone who looks for complementary therapists to be able to do just that – Choose with Confidence.

So I am unashamedly encouraging you to see what you can do to sign up and get involved.

To find out about CNHC visit www.cnhc.org.uk or call 020 3668 0406.

You can also find us on Facebook and follow us on Twitter @CNHC_UK

CNHC THERAPY LIST

i Alexander Technique Training, Bowen Therapy, Craniosacral Therapy, Healing, Hypnotherapy, Massage Therapy, Microsystems Acupuncture, Naturopathy, Nutritional Therapy, Reflexology, Reiki, Shiatsu, Sports Therapy, Yoga Therapy.



Hifas da Terra

Discover the healing properties of mushrooms

Mushrooms have been used for centuries in traditional medicine and are now one of the most interesting fields of biotechnology.

Let's discover Hifas da Terra.



The story

15 years ago, Catalina Fernández de Ana Portela, expert Biologist and Mycologist envisioned a project where science, nature, sustainability and medicine would go hand in hand. This was the beginning of Hifas da Terra, an innovative company whose main focus is mycotherapy: to harness the healing properties of mushrooms as a natural tool in integrative medicine.

We caught up with Founder Catalina Fernandez de Ana Portela to find out more.

Why your mushrooms?

"At Hifas da Terra, we are passionate about sharing our extensive scientific research and bringing the incredible properties of mushrooms to the world. In fact the mushrooms in our supplement range Micosalud, is organically produced under strict climatic conditions in our own land in Galicia with the aim to provide the purest and most organic medicinal mushrooms".



Why Mico-Five?

Rich in vitamin D, alpha and beta-glucans, triterpenes, amino acids and zinc, Mico-Five is a powerful blend of five organic mushroom extracts (Reishi, Maitake, Shiitake, ABM & Cordyceps).

How does Mico-Five help the immune system?

We developed this superior blend to provide the body with the optimal immune response necessary to face external threats and allergic reactions, promoting the overall well-functioning of a healthy immune system.



Mico-Five is suitable for vegans and people who suffer from celiac disease and lactose intolerants. Also it is suitable for kosher and halal diets.

It is free from excipients, preservatives and irritating potential, starch, sugar, corn, soy, wheat or dairy.



More information? For scientific information or any other questions visit www.hifasdaterra.uk or email health@hifasdaterra.com.





Boost your Immune System this New Year

Mix of the 5 most powerful mushroom extracts, 2 caps / day



Discover this powerful blend of mushrooms
to support and strengthen your immune system.

A superior blend of five organic medicinal mushrooms
(Reishi, Maitake, Shiitake, ABM & Cordyceps) that work in synergy
to give you a powerful immunity booster.



Available online & at Wholefoods market, Harrods, CLF & John Bell & Croyden

For more details or any questions pls email us at health@hifasdaterra.com

www.hifasdaterra.co.uk

MICOSALUD®
Mycotherapy Innovation

NEW FRONTIERS:

RESEARCH ROUND UP

RELAXATION TECHNIQUES REDUCE SUBSEQUENT USE OF HEALTHCARE SERVICES

Researchers at Massachusetts General Hospital have discovered that teaching patients to use relaxation techniques such as prayer, meditation and yoga not only combats stress and anxiety but also means they use healthcare services less than those not taught relaxation techniques. Stress-related illnesses are the third highest causes of health expenditures in the U.S. after heart disease and cancer, which also can be impacted by stress.

The study, which appeared in open-access journal Plos One, shows an average reduction of 43% reduction in the subsequent need for health care services, in the year following participation in the relaxation programme.

"Our study's primary finding is that programs that train patients to elicit the relaxation response -such as those taught at the hospital's Benson-Henry Institute - can also dramatically reduce health care utilisation,"

explained Dr. James E. Stahl, who led the study.

The relaxation response was first described more than 40 years ago by Herbert Benson, MD, founder of the BHI. Dr. Benson discovered the relaxation response is elicited by practices including meditation, deep breathing and prayer and has been shown to be helpful in the treatment of stress-related disorders ranging from anxiety to hypertension.

WORDS MORE EFFECTIVE THAN PILLS TO CALM SURGICAL PATIENTS

Anaesthesiologists who use a calming technique known as conversational hypnosis had a more effective approach to reducing patient anxiety before surgery, than those who provided sedative pills. According to research conducted by Dr. Emmanuel Boselli in Lyons, *"The anaesthesiologist uses calm, positive words to divert the patient's attention and help him or her feel more comfortable. It reflects a change in the way the physician*

interacts with the patient and takes just a few minutes."

MINDFULNESS MEDITATION REDUCES PAIN BETTER THAN A PLACEBO

A study published in the Journal of Neuroscience demonstrated that participants who practiced mindfulness meditation reported greater pain relief than those using either a placebo analgesic cream or a placebo form of meditation. The investigators at Wake Forest University Baptist Medical Centre combined the use of self-reported pain ratings combined with MRI brain scans to conclude that mindfulness meditation was the most effective method. The MRI scans also showed that that mindfulness meditation produced very different patterns of activity than those produced by placebo.

"We were completely surprised by the findings," explained Dr. Fadel Zeidan, the lead investigator of the study. "The findings from this study provide novel and objective evidence

that mindfulness meditation reduces pain in a unique fashion."

The mindfulness meditation group reported that pain intensity was reduced by 27 percent and by 44 percent for the emotional aspect of pain. In contrast, the placebo cream reduced the sensation of pain by 11 percent and emotional aspect of pain by 13 percent.

TALK OUTSHINES LIGHT AS A TREATMENT FOR SAD

A new study in the American Journal of Psychiatry suggests that a course of cognitive-behavioural therapy may be a more effective long term treatment for Seasonally Affective Disorder, or SAD, than the use of SAD lights. 27% of CBT subjects reported recurrence two winters after the initial treatment, compared to 45% amongst those using light therapy.

Around 2% of the UK population are thought to suffer a debilitating form of SAD, with around one in five people experiencing milder symptoms such as the "winter blues".





Write YOUR WAY TO SUCCESS

Advice on self-publishing

Jane Sheehan, author of *Sole Trader: The Holistic Therapy Business Handbook* discusses the merits of self-publishing

ONCE upon a time, I decided to go to Hawaii to run a foot reading workshop. From my days in Public Relations, I knew that writing a book would bolster people's perceptions of my expertise and help open doors for me on the other side of the world.

An author friend advised that he wouldn't use a publisher in my position. This was followed by a chance conversation with a publisher which convinced me to self-publish. Self-publishing meant I could keep the rights to my book and could have it translated or produce a DVD without asking my publisher's permission or giving them a cut of my revenues.

I found a graphic designer who specialised in book design. She even had bar code software for the ISBN number, which is needed to sell on Amazon or through bookshops. ISBN numbers can be purchased from Nielsen Book Data.

Once the book was proofread many, many times and was ready for the printer, a new world opened up to me. The printer will help you choose paper, types of printing, lamination, print finishing processes, binding processes.

Different methods of printing are suitable for different quantities of books. Much of the cost is in the set up and the more books you print in a run, the cheaper the cost per copy. Always get quotes for different sized print runs to compare optimum quantities.

The Writers Yearbook suggests that 300 copies is the average annual sales for non-fiction titles. You have to make the decision whether it is worth printing more than a year's worth of copies to keep the price lower.

By the time I had written and published my third book, I had storage issues. I had to rent space in the corner of a warehouse for my book stock. This puts up the cost of the book.

Much of the cost is in the set up and the more books you print in a run, the cheaper the cost per copy.

When your book arrives, you must supply five copies to the book depository who send it to the Welsh, English, Scottish, Irish and British libraries.

You have to find ways of getting customers for it. You can use established methods such as selling through a book wholesaler, or via online suppliers such as Amazon. They will each want their percentage so again, this affects the cost of your book. Approach magazines and websites offering review copies where appropriate.

I joined the Independent Publishers Guild to find out whether there was anything I should have known about publishing. The professionals made the publishing process seem very complicated and my experience was completely the opposite.

It will take a lot longer than you think to produce the book because of the length of time it takes to keep proof reading at each stage. The actual printing of the book takes only about two weeks. My advice is to go for it, but allow at least nine months for the whole process so that you don't rush and make costly mistakes. ■



Jane Sheehan is the UK's leading foot reader and author of three books including "Sole Trader: The Holistic Therapist Business Handbook". For more tips on running a holistic therapy business see www.footreading.com



Back in October, we hosted the inaugural **Holistic Business Awards**. The Hollies are designed to recognise the outstanding people in our industry and it's fair to say that the awards attracted such an impressive array of entries that our distinguished judges had their work cut out when it came to choosing the winners.

BEST PRACTITIONER 2015

WINNER **Natasha Tauber**

Natasha Tauber was nominated by mentor and consultant Brenda Gabriel. She has been practicing a variety of therapies for 17 years, offering personalised treatments and remedies for adults and children including acupuncture, moxa, baby tui na massage, essential oils, reflexology, cupping and herbal preparations.

After picking up her trophy, Natasha said, "I'm hugely honoured, though I'm not sure why the judges chose me, since there were so many wonderful candidates. Winning has given me the push I needed to expand my business and share my knowledge on a larger scale. I will start giving talks next year and will seek to develop

AND THE WINNER IS...

my own healthcare range. I have a lot of work ahead but am excited about the journey.

"The best advice I can offer to other therapists is to keep studying, keep learning. The world needs you!"

2ND PLACE **Katharine Tate** - *The Food Teacher*

3RD PLACE **Anne-Marie Rose** – *Rose Holistic Treatments*

STUDENT OF THE YEAR 2015

WINNER **Lynsey Butterfield**

Not even a burst appendix could hold back our Student of the Year from starting a new career and her own business! Lynsey set up Inner Star Therapies after completing qualifications in Reiki, Indian Head Massage and Reflexology while looking after my four year old and suffering a burst appendix which left her in hospital for a couple of weeks!

Lynsey commented, "I am very proud to win the award as I am sure there were many other worthy applicants. My award stands pride of place in my therapy room and it is a good selling point for my business as well as

a good talking point with new clients. It has given me even more determination to make a successful business and to keep on learning and training to be the best that I can!"

2ND PLACE **Tom Rigby**

BEST TRAINING SCHOOL 2015

WINNER **Sue Lincoln** – *Therapy Training Centre*

Sue Lincoln founded the Therapy training Centre when she discovered how difficult it was to access expert training in Yorkshire. She now offers recognised qualifications in Massage, Aromatherapy, Reflexology and Human Anatomy and a range of 36 CPD courses.

Ask to explain what makes her training centre so special, Sue said, "What I offer is quite unique, I do not know of any other school which is run single handed and offers such an interesting and diverse quantity of CPD courses run to such a high standard.

"Sue added, *"The best advice I can offer to other therapists is to keep studying, keep learning. The world needs you!"*



2ND PLACE Jenny Holcombe – *The Bowen Technique*

3RD PLACE Mark Peters – *Balanced Approach*

BEST NEW BUSINESS 2015

WINNER Mary Murphy – *The Human Touch*

When Mary Murphy set up The Human Touch as a social enterprise in Shoreham by the sea, it was the flowering of a twenty year old dream to bring affordable complementary and alternative therapies to the entire community – not just those who could afford them. Since opening two years ago, The Human Touch has become a one-stop shop providing as many different types of treatment as possible.

Mary elaborated, “I believe that a project like ours can help people improve their health, relationships and help people cope better when their circumstances are difficult. It hasn’t been an easy thing to get off the ground; we didn’t get a lot of help or support, but it’s clear we’re making a positive contribution to the local community and changing the lives of our clients.

“I’d say the local response to The Human Touch being chosen as the Best New Business has been amazing – both the customers and the therapists are all thrilled to bits and we’ve gained a lot of attention on social media and the local press.

2ND PLACE Anna Watson – *The Natural Health Finder*

3RD PLACE Denise Christie – *Health and Harmony Spa*

STAR PRODUCT 2015

WINNER Carol May – *The Comfy Client*

Carol May spent several years searching for a supportive massage cushion for her clients before developing her own product, which is proving popular with therapists and in the NHS. Carol said, “I realised that clients of all shapes and sizes were uncomfortable with a flat couch, so I looked everywhere for a solution, but to no avail. I wanted something light yet supportive for all weights, incredibly soft and comfortable and I wanted it to quickly interlock and be adjustable for treatments such as massage, reflexology, pregnancy massage, spa treatments and facials.

“To win was wonderful. The judges informed me that I was a worthwhile winner and a true contributor to our industry, it was a unique product invented by a passionate therapist and it made a huge difference to client comfort, something that had been a problem for many years”.

2ND PLACE Lee Henderson – *Alert5*

3RD PLACE Helen Mary Perkins – *Bowtech Ease*

INSPIRATION AWARD 2015

WINNER Angela Wells – *Hope's Garden*

Angela Wells overcame depression and an eating disorder to set up Hope's Garden, which offers treatments to those who might not otherwise be able to afford them in Edinburgh. Angela's story is such an inspiration that you can find out more about her achievements in our interview on [page 58](#).

2ND PLACE Zoe Warner – *Vanilla Moon*

3RD PLACE Tina Royles – *Tina Royles*

WILL YOU BE A WINNER IN 2016? - If you'd like to enter the 2016 Holistic Business Awards, keep an eye out for all the details in our next issue. Entries open on April 29th 2016, with the winners being announced at Olympia Beauty in London on 3rd October. Further information on sponsorship opportunities is available from awards@holistichtherapistmagazine.com or by calling 01795 479957.

MEET THE JUDGES - We'd like to thank our judges, globally renowned women's nutrition expert Dr Marilyn Glenville, respected insurance and small business expert David Balens and award-winning training provider and treatment guru Liz Badger of Face the World, for offering their time and expertise to select our worthy winners.

The awards were sponsored in part by Balens insurance, Massage World, Dr Marilyn Glenville and Neal's Yard Remedies.



THE FUTURE of Medical HERBALISM

Laura Stannard, President of the National Institute of Medical Herbalism, outlines the challenges facing the world's oldest form of medicine and the future of the profession...

HERBAL medicine has a long and proud history, stretching back through the centuries to prehistoric times. Every culture in the world has evolved its own tradition of herbal medicine using local plant species.

The National Institute of Medical Herbalists is the oldest professional body of herbalists in the world, with a global membership. For over 150 years, we have sought full legal recognition in the UK for our profession.

In many countries it is illegal to practise as a herbalist unless you are a qualified medical doctor but in the UK, medical herbalists have some protection in law. The National Institute of Medical Herbalists (NIMH) membership includes a number of medical doctors who

have also undertaken full training as medical herbalists.

In 2013 a new Working Group was formed to consider the proposed statutory regulation of medical herbalists. The Walker Report was published last March, with the government response due by the end of 2015.

It concluded that herbal medicine does not represent any clear risk to the public, so statutory regulation is not warranted. This recommendation is in line with the policy outlined in "Enabling Excellence", published in 2011, the Department of Health's plan for "right regulation" whereby voluntary regulators can achieve accreditation through the Professional Standards Authority (PSA).

Accredited voluntary regulation may recognise

the profession, at least in part, but it provides no protection of title. In effect, anyone can call themselves a herbalist and practise herbal medicine. Although someone with no training would be unable to join a register such as the NIMH, there is no requirement to join a voluntary register. Part of the role of the NIMH is to ensure that people know to consult a properly trained herbalist, as untrained or poorly trained practitioners represent the biggest risk to the public and the reputation of the craft.

At present there are a number of challenges facing medical herbalists in the UK. The first of these is a need to bring new, trained medical herbalists into the profession. As with many holistic therapies, many herbalists find their calling as they mature. Changes to university funding means that anyone who holds a degree in another subject may not be able to receive funding if they study another undergraduate degree, depending on where in the UK they live, their income level and mode of study. That can make training complicated and prohibitively expensive.



The Walker Report claimed there was no evidence that herbal medicine was effective. This flawed finding was based on a list of over a hundred research papers which appeared to back up this conclusion. A more detailed



It's clear from the Walker Report that we need to actively demonstrate how effective herbal practitioners are and the positive impact we have on people's health.

Like most CAM practices, herbal medicine has suffered from a lack of funding to enable research. However there are things that medical herbalists can do to remedy this, not least writing and publishing case reports. In order to support the evidence base the NIMH publishes a journal covering scientific work on herbal medicine from around the world.

OUTLOOK FOR THE NEXT DECADE

Our population is aging; more and more people are living longer and as a result chronic conditions are becoming more common. Herbalists are ideally placed to provide an answer – herbalists spend time with patients, getting to know them and all their health problems, and make up medicines specifically aimed at helping all of the problems a person comes with, getting right to the root of their problem. Herbalists can alter the herbs in the prescription each week or month as the condition changes. Herbalists know and understand pharmaceutical drugs, and are well aware of drug-drug interactions as well as possible drug-herb interactions. Herbalists are typically quick to adopt the latest research findings while doctors take an average of 15 years to turn this into advice for patients. Look back and you'll find herbalists have been telling patients about trans-fatty acids, vitamin D, and much more, well before it hits the popular press.

There are now more herbalists in the UK than ever before, with NIMH members conducting around 500,000 consultations each year, providing a body of evidence on the efficacy of herbal medicine.

The oldest healthcare profession is the oldest for a reason. It worked 40,000 thousand years ago, and it continues to work today. Whether governments recognise it or not, herbal medicine is past, present and future medicine.



study of the selected articles shows that a significant number of the papers do not relate to herbal medicine at all, but deal with subjects such as the use of music during birth. Other papers were of such poor quality that the report has come in for widespread

and considerable criticism.

In fact, there is a vast array of evidence showing the efficacy of individual herbs and herbal remedies. For example, Professor Tu Youyou was recently awarded a Nobel Prize for extracting Artemisinin from *Artemisia annua* in order to treat malaria. The professor's work was drawn from classical Chinese herbalism where she learnt that the active principle she was seeking was heat sensitive, a fact herbalists documented over 1600 years ago.

Closer to home, researchers at the University of Nottingham have recently discovered that an Anglo-Saxon remedy for eye infections is 90% effective against MRSA. At a time when we are told antimicrobial resistance is an enormous threat to our health, perhaps suggesting there is no evidence of the efficacy of plant materials is foolhardy.

In recent years, several accredited herbal medicine courses have closed to new entrants. Westminster University and Lincoln College both offer undergraduate degree programmes and Middlesex University has a postgraduate course. Lincoln College offers their course as a blended learning course – some study done at a distance with attendance at intensive study weekends. A new school which will seek accreditation of its course opened in September 2015 and there are many introductory level distance learning courses for those with an interest in the field. Quality is variable and some may give the false impression that you are a professional herbalist on completion, but full details of accredited courses are available on the NIHM website.

A second challenge that we face, in common with other CAM practices, is the absence of an accepted evidence base for our practice.

 To find out more about medical herbalism, go to www.nimh.org.uk



GO LET IT

Sarah Williams shows you how to let negative emotions and past problems go, allowing you to raise your vibration and upgrade your soul, for a happier future...

WHETHER you are anything like me, you had a specific reason for wanting to be a Holistic Therapist. You chose your therapy carefully, most probably after receiving treatments yourself. You may have thought your therapy was 'the one,' the panacea for all ills. Then one day you heard of a different therapy, perhaps researched it and experienced it for yourself. Before you know it, you have completed another qualification and hung another certificate on the wall. Wardrobes, like souls, can be dark and crammed full of things we no longer need. Some things haven't been taken out in a long time, others hidden away in corners or half-buried under piles, and yet more that don't fit our current form.

We are always renewing our cells and molecules, upgrading and evolving.

Whether it's clothes or emotional clutter, the reality is that if it hasn't been of any positive use in the last year, then it's probably not what you need, either now or in your future. It may remind you of past times and events that are simply now a part of your past and not relevant to the new you and your new future. That said, it can be as difficult to part with negative emotions as it is to rehome clothes from our youth or something you once adored but is now three sizes too small.

We are amazing beings, constantly changing; our bodies, our thought patterns, our habits, opinions and our beliefs, and now, even faster than ever, as the old ways seem not to "fit" anymore.

We are always renewing our cells and molecules, upgrading and evolving. What if we were to clear our inner clutter, too? How would it be if we were to look at our inner itinerary and take stock of all of our emotions? Guilt, hatred, anger, judgement, frustration, intolerance, stubbornness, bitterness, grief, abandonment, impatience, addictions and fear are all heavy to carry. They hold us back from reaching our true, limitless,

potential. Yet, we don't need this excess baggage. In the words of Elsa from Disney's Frozen, "Let it go!"

TRY THIS EXERCISE FOR EMOTIONAL DECLUTTERING

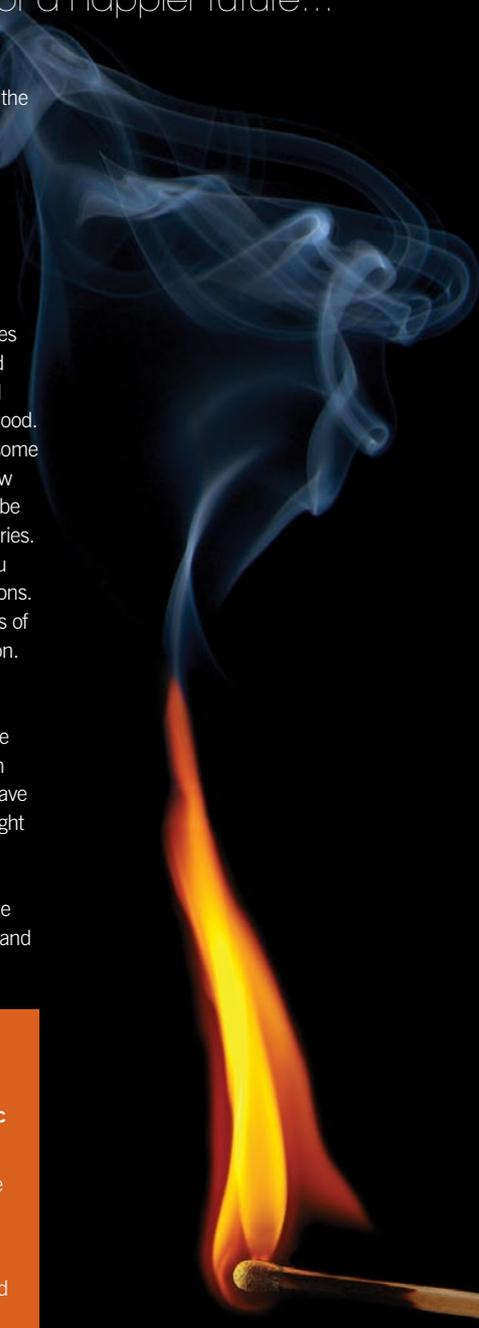
Find yourself a peaceful place, where you won't be disturbed for 20mins or more. Light a candle. Take a moment to visit your inner self. Breathe deeply 3 times and allow the breath to go deep within your belly and heart-space. Now, take stock of the old you. Your old patterns, some may have been with you since childhood. Write all the heavy emotions you feel within you on some small pieces of paper, one at a time, really feeling how you would be without this in your life any more. Maybe even shed a tear or better, sobs, as you revisit memories. Keep adding further pieces of paper until you feel you are happy and comfortable to release all these emotions. Carefully burn each in the flame. Watch as the pieces of paper disintegrate and release each word and emotion. Visualise the energy transmuted and disappearing.

Now visualise yourself standing in the warm sunshine in your favourite outdoor space, and feeling the warm rays on your face and body filling all the space you have created within yourself in your release, with vibrant light and brightness. Breathe this in.

Congratulations. You just raised your vibration and the new you will attract new positive experiences. Enjoy and celebrate this amazing new start. ■



Sarah Williams is a leading international holistic bodywork therapist, aromatherapist and owner of **Organic Aromatherapy Ltd.** She channelled the Soul Harmony Balancing Creams which help people to heal naturally. These are used globally by individuals and professionals. She runs her Raise your Vibration courses in UK, Mexico and Portugal. Find out more about Sarah and her work at www.oaonline.co.uk



Total fulfilment

Anne Gray - the founder of Spa Technologies UK – discusses how she moved from owning a beauty salon to producing white label products and winning the UK distribution rights for the Spa Technologies brand...

I think my sisters and I all inherited an overwhelming passion for beauty, hair and skincare from our mother. Some of my dearest childhood memories involve us all messing about making our own beauty products at home", Anne smiled. "As a teenager, I loved hanging around in hair salons, so it wasn't much of a surprise when I started a hairdressing apprenticeship at 15.

"From the very start, I knew I wanted to work for myself. I went back to college when I was twenty to study beauty, then worked as a mobile therapist. My next step was to open a beauty salon, Natural Beauty, in Danbury in Essex, along with one of my sisters. This is now headed by my daughter Chantal, who took over the salon ten years ago and has seen it go from strength to strength.

"Over the years, I'd kept at the forefront of industry developments and I realised I want to become more involved in making and distributing products. I invested about £250,000 in a factory unit which provides white label products and fulfils orders. This means therapists can have their own custom products made and packaged without having to invest a fortune in production and fulfilment facilities.



"I'm always attending trade shows to keep up with what's happening. I was attending an event in Italy and a therapist friend from New York told me about the great results she'd been having with the Spa Technologies range. It's formulated from natural marine algae. I'd say I was impressed with the blend of science with natural products, but what really convinced me was the results my clients enjoyed.

"My friend arranged an introduction to Dan Fryda, the founder of Spa Technologies in the USA. He's been working with oceanic algae for two decades. My daughter even spent three weeks in their labs, studying how the products were made and how they work. Eventually, Dan suggested I distribute the range in the UK.

"Sea algae range from microscopic plankton meadows across the ocean to giant kelp that can grow to 180 feet in length. Within these miracle plants are some of the most powerful antioxidants such as



Astaxanthin, Polyphenols and Alpha/Beta Carotenes; DNA repairing enzymes, Skin Brightening Actives, Anti-Inflammatory Retinols

and lastly vital elements such as copper, zinc, magnesium and iodine.

"Introducing a new brand to the market is not easy, especially with ever changing EC rules and regulations. Dan comes over once each year and formulates the products in the factory. We make 50 to 100 litres at a time and sales continue to do well. It's often the case that once a salon has tried Spa Technologies, they are keen to use the products. I'd say our word of mouth is strong.

"Our next challenge is to get the word out there to a wider audience. We have a strong social media presence and use a PR company to help build our profile. Both can really help drive a small brand forward and I'd recommend them to anyone trying to build awareness. They provide a shortcut to success." ■

To find out more about Anne, Spa Technologies UK or her white label services, visit www.spatechnologiesuk.com





Introducing ScarWorks treatment:

A NEW APPROACH TO SCARS

Therapist **Emma Holly** spreads the message about this amazingly effective technique

ScarWorks was developed by American therapist Sharon Wheeler. Sharon is a practising Rolfer who has been a therapist since the 1970s. She developed the full range of ScarWork techniques slowly over many years, and continues to innovate. Having established that her scar techniques were able to stimulate changes that other scar treatments were not able to produce, she now provides a training program so that more therapists can offer this treatment.

Traditionally scar massage is deep and often painful because the therapist is trained to strip out and eradicate scar tissue. In ScarWork, the therapist approaches scar tissue gently, initially working with a 'featherlight touch' and slowly works down through the layers of tissue, always within comfort levels.

Sharon Wheeler explains her approach by saying, "I don't think of scar tissue as stuff to break up or material to get rid of. I think scars are made up of the valuable stuff you want to liberate to become vital tissue again. It feels like you use all of it to the good with nothing left over when you are done."

After accidents or surgery it is natural for a scar to form. As part of the healing process a different type of tissue is needed to close the gap created by the surgery or injury, and this scar tissue contains more collagen so it sticks together. It also contains less blood and lymph vessels. Scar tissue is much stronger, but less functional, than normal tissue.

Once initial healing has finished in the scar it can be left feeling tight or have lumpy or hard sections. Some people report loss of feeling, or

a change in sensation where nerve damage has occurred around the scar. ScarWork can help improve these symptoms. Scar tissue will remain in the area, but it will become better integrated with the surrounding tissues, appearing healthier and feeling flatter and smoother.

CASE 1: ZANRI

Zanri came to my Restore Therapy clinic for ScarWork treatment where a skin cancer had been removed. Here's her own account of her progress. "I have had some treatments on my scalp as I have a long scar across my face in my hairline. After the surgery 5 years ago I have lost feeling in most of the affected area. After two treatments the scar was less pronounced and I experienced sensation and feeling in my scalp that I haven't felt since the surgery."

Some weeks after treatment, her hairdresser was impressed to see that she had new hair growth around the scar, further evidence that tissue has become more normalised and hair follicles (often not present in scar tissue) had started to re-establish.



the appearance and the softness of the scar. And more importantly I've also noticed some improvement in the function of the knee having just exercised."



Sometimes scars are not obviously problematic, for example caesarean

section scars, can be a cause of back pain, because of adhesions formed between the scar area and the sacrum. With figures for C-sections in 2013-2014 at 26.2% of births, many mothers could potentially benefit. ScarWork could be a useful addition for many holistic bodyworkers.

CASE 2: CHAS

Chas was a seriously sporty individual who came to Restore Therapy clinic for treatment after he had had surgery on his shattered patella. The scar had become infected at the top of the knee so it was larger and harder in this section. He noticed when weight training the knee still felt weak despite treatments from a sports massage therapist and chiropractor. At the end of his first ScarWork treatment he commented, "I can't believe how quickly the treatment improved

After four ScarWork treatments, we can see the improvement in the scar in his before and after photos.

As a practising massage therapist, I am used to creating tissue change in the muscles as tension is released, but in many instances when my clients come for subsequent appointments the areas in which they carry tension have tightened

again. The difference I am enjoying with ScarWork therapy is that the tissue changes are permanent, scars that have loosened and released or flattened remain that way and even one treatment leads to permanent change in the scar tissue.

ScarWork can be used on most scars where the skin has been broken and the underlying tissue has been damaged.

In my practice I have treated scars of all kinds from heart bypass and cancer surgery to smaller scars such as thyroid removal and scars from keyhole surgeries and those from cosmetic procedures including breast

augmentation and tummy tuck scars. ScarWork therapy works on both old and new scars.

ScarWork can be used on most scars where the skin has been broken and the underlying tissue has been damaged. The scars can be any age and the treatment can be given to adults and children. It is not suitable for acne scars or stretch marks as it is working on a deeper level of tissue change. Unfortunately, Keloid scars do not respond to ScarWork.

CASE 3: DAVID

David's scar is the oldest I have treated. David was left with severe scarring on his leg following a motorbike accident over 37 years ago. After treatment, David commented, "I just wanted to say thank you so much for taking the time to do a treatment on my scarred leg! I can honestly say that the colour has changed to a more natural tone which blends in with the rest of the flesh around the scar. The actual scar itself on the shin area felt softer and more pliable and it feels as if it is not so firmly adhered to the bone underneath. That area does not look as depressed as it did before and it feels more comfortable and not so tight. All rather impressive for a first go on something which has not been looked at for the last 37 years!"

All rather impressive for a first go on something which has not been looked at for the last 37 years!

Where to learn ScarWork

Working closely with Sharon Wheeler, Body in Harmony Training is the accredited provider in the UK. Courses are available for qualified therapists to add ScarWork to their practice. There are currently only 64 UK practitioners. ■



Emma Holly offers ScarWork treatments at Restore Therapy in Harpenden

www.scarworktreatments.com. She has been so impressed since learning ScarWork that she hopes to promote the therapy more widely. She also co-ordinates free treatment for members of BLESMA, a charity for limbless veterans.



6 ESSENTIALS FOR STARTING YOUR OWN BUSINESS

Young entrepreneur and Holistic Teen Coach, **Jade Saffer**, discusses the essentials of starting up on your own...

SOME of the greatest entrepreneurs have started off with little knowledge of the problems and challenges that having your own business involves. What they do have is an innate calling that drives them to succeed. I am only at the beginning of my journey but I believe there are six essentials that will help anyone get a head start on running their own business.

Essential 1: The drive to success begins with belief in your chosen therapy and belief in yourself.

Essential 2: Whoever you are and whether you're starting afresh or just starting out, support is vital. Friends, family, a friendly bank-manager, - we all have something to share and gain from one another. I've gained insight from other successful people and realise keeping good accounting and being aware of your finances, which may initially fluctuate, is important.

Essential 3: Develop a strategy and stick to it. Many people have the right attitude but lack individuality. In our field there are many holistic charlatans, and chameleons who profess to be an all-in-one therapist. Decide on your identity. I highly recommend the Maven Matrix Manifesto, a tool used to help you build a business plan and identity to get you from where you are, to where you want to be.

Essential 4: We are all unique. The fourth 'essential' is an understanding and promoting your niche brand and a niche you. Define your market. Specialise in something that you know you can deliver in. Modelling a successful equivalent is also a great source of inspiration and motivation, two highly instrumental emotions for starting and maintaining a successful business.

Essential 5: The fifth comes in two parts: Understanding demand and evaluating the competition. Do your homework thoroughly. Examine the competition, find out what is missing, or if modelling, define certain aspects of your own needs-to-be-met brand. My brand originated from my own experience of a need of support from a therapist I could relate to and feels comfortable with as a young person. I used this need as my focal point and came up with a solution.

Essential 6: Marketing is the final essential for those developing new businesses. In essence, you are marketing yourself. It helps if you believe in yourself and your cause and have a personal connection to it. Do what you love and love what you do. This passion will see you through the challenges. Until word of mouth and referrals secure the longevity of your business, the platform of social media and Google Ad-Word campaigns can be helpful with getting you known to those who need you.

Having your own business can be a fulfilling and liberating experience, giving you the opportunity to grow and develop personally as well as professionally. I feel the majority of people who succeed in their venture are those who face their fears, without too much focus on what might go wrong.

Hard work, a healthy concern and attention to the above 'essentials' allows you to remember to enjoy the experience of bringing your dream to life. However, remember also to live other aspects in life. Guard against business burnout. Self-care, continued self-improvement and allowing time to expand your own horizons will nurture your passion for an adventure to last a lifetime. ■



JOURNEYS:

Michelle Matthews

Award winning iridologist and naturopath Michelle Matthews looks back over her career and life journey

Over my career, I've learnt that you have to truly believe in what you do. You have to listen to what people are really saying



COMING from a very sporty Australian family, I always knew I would become involved in fitness, health or food when I was growing up. Health, wellbeing and diet were always a focus at home - we were never allowed fizzy drinks or takeaways!

At seventeen, I was in a car accident and my sister suggested a massage therapist who was also a naturopath. After a while, I realised that that was what I wanted to do.

In Australia, most people have their own naturopath as well as their own doctor. It is universally accepted there. Initially, my dream was to open a restaurant that would cater for people's health ailments using herbs, so I began training. I soon realised that with so many herbs, so many ailments and so many individual factors to take into account, my dream would have to go. By this point, I was hooked! Qualifying as a naturopath takes a long time and is very intensive. Four and a half years later, with an additional 500 hours of clinical time, I graduated.

By then, I knew I wanted to live and work in the UK as I had been travelling round the country as a student. I moved to Scotland in 2000, where I now have a large national and international client base. In the beginning, I found it difficult as few people knew what a naturopath was and many of my clients were Australian, or had discovered naturopathy there.

Last year, I was honoured as "Iridology Practitioner of the Year" by the Guild of Naturopathic Iridologists for my

work promoting iridology. I'd say learning iridology is an insightful tool for any practitioner. It is so easy to use and it can tell you so much about your health and how your family's health also can influence your own.

The iris is mapped out under light ad magnification. It's a little bit like a reflexology map of the feet and it can help to identify toxic accumulations, heredity weakness and traits like vitality and organ congestion for example, but it does not identify medical diseases.

Over my career, I've learnt that you have to truly believe in what you do. You have to listen to what people are really saying about their health and learn to read between the lines of their life. Simply giving herbs or supplements is only part of the picture. I'm sure any practitioner can do that, but it's your own life experience that moulds you into the practitioner you will become and the clients you will attract.

From a business perspective, I've found that establishing a good rapport with practitioners whose work complements your own is a good way to attract clients, in addition to word of mouth. I also find sharing knowledge via both social and traditional media helps establish your credentials and brings in clients. In fact, I'm so committed to this aspect of my work that my plan is to write a book or two in future. ■



Michelle can be contacted by phone on **0845 11 99 099** or through her website at www.wholistichealthcareuk.com

For more information of iridology see the Guild of Naturopathic Iridologist International www.gni-international.org

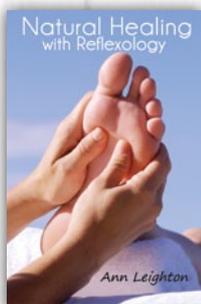
For more information on Naturopathy, contact the General Council and Register of Naturopaths www.gcrn.org.uk

On the shelf

A selection of interesting reads for holistic therapists...

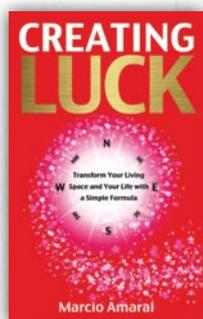
Natural Healing with Reflexology
(Austin Macauley Publishing
£9.99)

Ann Leighton has succeeded in producing a very accessible guide for students and those new to reflexology which explores the history of this therapy and provides a practical starting point. There are thoughtful passages on consultations and taking the patient's history and useful introduction to hand reflexology for self-help in chapter four. The book is profusely illustrated and while the line drawings are clear, they don't quite match the quality of the text.



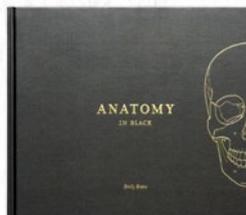
Creating Luck
(Hay House £10.99)

Author, spiritual healer, medium, and stress management consultant Marcio Amarel has somehow found the time to gather some fascinating case studies together to support his guide to creating luck using Chue style Feng Shui. The book provides a process for drawing on human, heavenly and earth energies to bring luck and happiness into our homes and other environments. It's clearly written and easy to follow, making an ideal starting point if you're want to draw more wealth, happiness or love into your personal orbit.



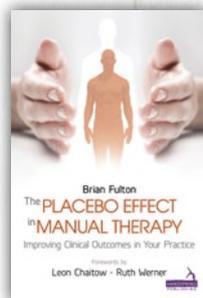
Anatomy in Black
(Lotus Publishing £29.99)

As well as being beautiful, Emily Evans' sumptuously illustrated guide to anatomy would be a useful tool for explaining physiology to clients, since the gold line illustrations on black paper would remove any squeamishness from the discussion. Ms. Evans is the senior demonstrator of anatomy at Cambridge University and an accomplished medical illustrator. Her passion for the human form and her expertise are clear in both her delineations of the body's structures from every conceivable angle and the intelligent introductory descriptions that open each of the chapters. This would make a fabulous addition to any therapist's reception area or treatment room.



The Placebo Effect in Manual Therapy - Improving Clinical Outcomes in your Practice
(Handspring Publishing £34.95)

Respected Canadian Massage Therapist Brian Fulton has produced a book that is well researched, thought provoking and of practical use to anyone working with clients on a one to one basis. Although the placebo effect – essentially where the patient gets better because the body's own healing mechanisms believe that



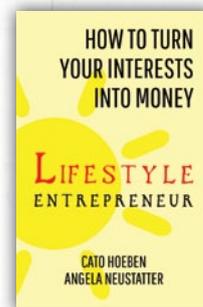
a treatment is working – is well known to medical science, this is the first comprehensive guide on harnessing the power of placebo in your own practice.

Mr Fulton draws on a wide range of published studies to demonstrate the healing power of the client's own mind and then explains how this can be used to improve clinical outcomes. There are chapters covering everything from the use of humour and ritual to reducing client anxiety levels, helping maximise healing response and the persona of the therapist. Above all, it acknowledges the power of touch and the individual response of each client to a therapist, with some patients helped by the placebo effect more than others.

It's a well-structured book, leading from an exploration of the history of the placebo effect, though aspects of applying this to your own practice and a short final section on quantum healing.

The Lifestyle Entrepreneur – How to turn your interests into money
(Gibson Square Publishing £9.99)

Providing practical advice on how to make money – or more money - from doing what you love, this is a useful guide for those who want to work for themselves or therapists looking to expand their revenue streams. The authors, film composer Cato Hoeben and journalist Angela Neustatter, include case studies, theory, practical steps and resources for further exploration. There's also guidance on avoiding common pitfalls and work-life balance.





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THAI Treats

Liz Badger of Face the World has some exotic treats for some well-deserved me time at home...

THINK of Thailand and all sorts of wonderful images are conjured up. From ancient Buddhist temples, golden beaches with waterfront retreats, to bustling, colourful food markets and the friendly local faces... but what we might not remember is that Thailand is home to many traditional therapies and treatments. A Thai spa is an oasis of serenity in a hectic world.

Take some time out and regain your own serenity with some of our Thai treats in the comfort of your own home...

THAI FOOT MASSAGE

Thai massage dates back over 5000 years and combines Chinese reflexology/acupressure, Indian Ayurvedic principals and assisted yoga positions. Try these simple foot massage techniques at the end of the day to soothe tired feet and to wind down. Feel free to soak your feet in hot water first – adding a few drops of your favourite essential oil.



All the moves can be done seated with one foot resting on the opposite knee:

Briskly rub the arch of your foot, then down the outside of the foot to stimulate blood flow and ease tension.

Using your index finger knuckle, press and circle slowly and firmly one inch at a time from your heel, along your arch and up to your big toe. This represents the spine in reflexology so can also relieve an aching back.

Using your thumb and forefinger, squeeze and massage each toe from base to tip. Press down with your whole hand on the tops of your toes, curling them under to stretch the top of the foot then flex them back. Repeat a few times.

THAI HERBAL COMPRESS

This traditional Thai technique, *luk pra kob*, relieves pain and inflammation by harnessing the medicinal power of steamed herbs and spices. These are pressed onto the skin through a muslin compress - a beautiful combination of herbal, aroma and thermal therapy. Here's an extremely simple DIY version:

Brew yourself a strong pot of good quality, organic 'detox' tea and pour into a bowl. Beneficial herbs/spices to look out for are ginger, lemongrass, turmeric, tamarind leaf and kaffir lime peel - all used in Thai herbal medicine. Add one or two drops of peppermint oil or menthol if you have it.

When cooled to hand hot, simply soak a clean flannel or pair of flannel mitts in the liquid and press onto the area you want to treat (especially good for your neck and shoulders) giving yourself a massage at the same time.

FRUITY THAI FACE MASK

Anyone who has had the joy of visiting Thailand will know that there are a tremendous number of tropical and unusual fruits to sample, that rarely find our UK supermarkets. Heard of salak fruit, rambutan, sapodilla, rose apple or the vile-smelling but delicious durian?

Thank goodness for papaya and mango. These two sweet and juicy fruits are in plentiful supply in Thailand - though often used in recipes when they are still quite green. Between them, they pack a mighty punch of vitamins A and C and fruit AHAs. Particularly papain is a class of alpha-hydroxy acid perfect for breaking down dead skin cells and promoting cell renewal.

Peel and de-seed one ripe mango and one ripe papaya - cut into quarters.

Put one quarter of mango and one quarter of

papaya into a food blender, add 2 tablespoons of natural probiotic yoghurt (or one mini probiotic yoghurt drink) and one teaspoon of runny honey. Blend the contents - or mash by hand if preferred.

Smooth the paste over your clean face and neck and leave on for 10 mins. Rinse off with cool water.

Then spread the oil throughout the lengths of your hair, re-applying extra oil as needed. Wrap your oiled hair in a warm towel and relax for twenty minutes. Don't be afraid to then shampoo, condition and style the hair as normal - the oil will have already worked its magic!



Eat the remaining quarters of fruit - of course!

THAI COCONUT HAIR REPAIR

Coconut oil is produced and used extensively in tropical countries, including Thailand. It is rich in medium chain saturated fatty acids, which come with numerous health benefits. Lauric, capric and caprylic acids, abundant in the oil, deal with a multitude of viral, bacterial and fungal pathogens - so perfect for an itchy, flaky scalp - and it will also zap lice! As a bonus, it can also penetrate the hair shaft to give shinier, thicker hair. Vitamins A and K in the oil can also help prevent hair loss.

Here's how to treat your locks and scalp to a deep conditioning treatment.

Firstly use a gentle shampoo to remove any products and daily grime and thoroughly rinse your hair in warm water. Towel dry. Work the oil into the scalp and towards the ends of your hair by massaging slowly but firmly from your hairline to the nape of your neck. You want to feel your scalp moving under your fingers - this encourages blood flow. Repeat these moves slowly all over your scalp for 5 minutes.

THAI ICED TEA

Traditionally drunk following a famously hot Thai curry, the locals make this delicious tea from a black tea blend with vanilla and orange food colouring! Not so good. They also add condensed milk finished with evaporated milk and sugar. Perhaps could be healthier?

We have a vegan version for you that's kinder to the teeth and waistband - and still tastes authentically yummy:

Bring a saucepan of approx 1 litre of water to the boil. Take off the boil and add 2 heaped tablespoons of loose black tea and a few cloves. Steep for 5 mins. Strain the tea into a bowl and add a few drops of vanilla essence and one tablespoon of maple syrup (or more to taste). Stir to dissolve and set aside to cool. When ready to serve, fill your glasses to the top with ice cubes and then fill to half way with the tea. Fill the rest of the glass with chilled coconut or almond milk. If cocktails are in order, add a splash or two of Thai Mekhong - or a good golden rum, which is the closest version we have here in the UK. ■

Winter Warmers

Nutritionist, herbalist and psychologist **Claire Rother** rustles up some hearty and healthy winter dishes designed to make you feel good...

As the seasons change, we change. In winter, we seek inner warmth and comfort as the days get colder and darker and our energy contracts and moves inwards.

Yet by learning to live in harmony with the seasons and by turning to the healing properties of food - foods that nourish our souls as well as our physical bodies - we can enjoy winter as a time of beauty, abundance and solace.

The recipes below have been lovingly created to help keep you warm, nourished and contented this winter - to lift your spirit as well as your mind. So let's embrace winter and revel in its many, many delights.

Warm winter salad (serves two)

One of my favourites! It's amazingly filling and keeps really well in the fridge.

- 1 medium sweet potato*
- 1/2 large bag spinach*
- 2 tbsp olive oil*
- 1 can butter beans*
- 1 clove garlic - chopped*
- 1/2 cup quinoa*
- Seeds from 1/2 small pomegranate*

- Tahini dressing:**
- 2 tbsp tahini*
 - 2 tbsp lemon juice*
 - 1/4 tsp tamari soy sauce*
 - 2 tbsp water*
 - 1/4 tsp black pepper*
 - 1/2 tsp maple syrup or honey*
 - 1/4 tsp cumin*

Method

Cut the sweet potato into small cubes and roast in the oven with some paprika and coconut/olive oil



Warm winter salad

Heat up the oil in a pan and add the chopped garlic, butter beans and spinach. Cook until warm and the spinach is wilted

To make the dressing, simply add all ingredients to a cup and combine into a smooth creamy dressing Plate up the butter bean and spinach mix with the roast sweet potato and scatter over the pomegranate seeds. Generously drizzle over the dressing

Fennel, parsnip and pear soup (Serves 2-3)

- 2 tbsp olive oil
- 1 large white onion - chopped
- 2 cloves garlic - chopped
- 2 medium pears - roughly chopped
- 1 medium parsnip - roughly chopped
- 2 fennel bulbs - roughly chopped
- 850ml vegetable stock
- 1/4 tsp Himalayan crystal salt or sea salt
- 1/2 tsp black pepper
- 1/2 tsp ground cumin
- Pinch allspice (optional)
- 1 tsp lemon juice
- 1 small piece fresh ginger (about 1cm x 1 cm) (optional)

Method:

In a large saucepan heat the oil with the onions and garlic and sweat for a few minutes.

Add the fennel, pear and parsnip and cook for 10 minutes

Add the vegetable stock and the seasonings and cook for a further 10 minutes

Blend the soup into a smooth consistency in a blender or with a hand blender

Add the lemon juice and cook for another 5 minutes

Serve with some fresh dill, a pinch of black pepper and a drizzle of olive oil

Tat-Soi and green lentil stir fry (Serves two)

- 3 tbsp olive oil
- 1 red onion - chopped
- 230g canned green lentils
- 500g potato - chopped, steamed
- 250g cherry tomatoes - halved
- 150g tat-soi
- 2 cloves garlic - chopped
- 1 bunch dill
- 1/2 tsp cumin seeds
- 1/4 - 1/2 tsp chilli flakes
- 1/2 tsp black pepper
- Juice of 1 lemon
- Couple pinches Himalayan crystal salt

Method:

Slice the potato and steam it for approximately 10 minutes or until it starts to soften but is not completely cooked

Heat the oil in a frying pan and add the garlic, onion, pepper, cumin and chilli flakes. Cook for 5 minutes

Add the lentils, chopped tomatoes and potato and cook for 10 minutes

Add the tat-soi and cook for a further 5 minutes until wilted, then add the lemon juice, salt and fresh dill. Mix through and serve.



Tat-Soi and green lentil stir fry



Fennel, parsnip and pear soup

Moist Chocolate Pear Cake

- 1 large sweet potato (500g) – peeled and steamed
- 100g dark unsweetened chocolate (85-90% cocoa solids) - melted
- 2 medium pears - peeled
- 75g ground almonds
- 75g rice flour
- 1/4 cup coconut oil - melted
- 1/4 cup plus 2 tbsp maple syrup
- 4 tbsp pear juice
- 1/4 tsp vanilla extract

- Pear and honey glaze:**
- 1 tbsp honey
 - 1 tbsp pear juice or warm water

Method:

Preheat the oven to 180C. Grease and line an 8" cake tin

Cut the pear into circles, longitudinal slices or halves and line the bottom of the tin with the slices



Moist Chocolate Pear Cake

Cut the sweet potato into small cubes and steam until soft

Melt the chocolate with the coconut oil over a bain-marie

Blend together the melted chocolate and coconut

oil, maple syrup, pear juice, vanilla and sweet potato into a smooth batter

Add the rice flour and ground almonds and mix well Pour the cake batter over the sliced pear and bake for 25-30minutes, or until a knife inserted into the middle of the cake comes out clean.

Allow the cake to cool and then combine the honey and pear juice into a smooth glaze and brush over the cake

Claire Rother is a natural therapist with a passion for helping people reclaim their health. She holds a First Class BSc degree Herbal Medicine and a Master of Science degree in Psychology. She has also studied yoga, reiki, nutrition and mindfulness and has post graduate training in Clinical Psycho-Neuro-Immunology - a cutting-edge field of medicine that looks at the connection between the mind and the body and the role of lifestyle, nutrition and botanical medicine in health.

She practices from clinics in London and Kent and holds regular workshops and talks. She also runs a health and wellness blog called The Life Delight where she shares her passion for natural health and wellbeing to help people put their health in their hands - exactly where it belongs.

For more information about Claire and her blog, visit www.thelifedelight.com

A-Z OF Aromath

Kate Rourke, in house aromatherapist at Absolute Aromas, provides an introductory guide to essential oils from A to Zzz...

AROMATHERAPY oils have been used for thousands of years to alleviate many everyday complaints and ailments. If using an essential oil on the skin, firstly check the oil's properties for photo toxicity levels and allergens. Place up to 6 drops of your chosen essential oils in 10ml of carrier oil. If using for inhalation, place 1-2 drops on a tissue. When using an oil burner or diffuser, mix up to 6 drops of essential oils with water. Always read the instructions provided and follow safety and usage advice carefully as some oils are not suitable for people with skin conditions or pregnant women, for example.

APRICOT KERNEL OIL

Apricot Kernel oil is rich in oleic acid, linoleic acid and poly-unsaturated fatty acids, making it a fantastic emollient that is particularly good for weathered, mature, sensitive and dehydrated skin.

BLACK PEPPER

Research shows that when smokers inhaled vapour from Black Pepper extract, nicotine withdrawal symptoms were significantly reduced. Place 6 drops in a diffuser or use in a warming massage for the temples and wrists.

CREEPY CRAWLIES

Pungent Citronella is particularly useful for driving away insects and pests, May Chang and Lemongrass are also notable insect deterrents.

DEODORISING

Whilst Tea Tree is an obvious choice for keeping away nasty odours, Pine scotch and Basil make for lovely germ killing alternatives.

EUCALYPTUS

Eucalyptus has over 300 varieties and is known in Australia as "Blue Gum". The wonderfully strong cineole-based essential oil has such powerful antiviral and antibacterial properties that in North Africa, groves of Eucalyptus trees have been planted in swampy areas to prevent the spread of malaria.

FRANKINCENSE

Extracted from the resin of the Boswellia Carteri tree, this essential oil has a woody aroma and was found in Tutankhamun's tomb and appears in the bible. Whilst having a predominantly calming effect, it is most effective for reducing fine lines and rejuvenating aged skin.

GINGER

This spicy essential oil has distinguished anti-nausea properties making it great for those whom are affected by travel sickness. Women in Senegal even weave belts of pounded root to boost their husbands' flagging performance!

HEAD AID

Formulated with Lavender for soothing, Peppermint for clearing and Chamomile for

its calming effects, this unique essential oil blend is designed to help relieve headaches and tension due to stress.

INVIGORATING

Whilst not the most famous of essential oils, Grapefruit is a particularly effective stimulant for both mind and body. It keeps our metabolism in check whilst simultaneously boosting the lymphatic, circulatory, and excretory system.

JOJOBA

Jojoba is a carrier oil used mainly as a base in massages. It has the same pH level as our skin, making it suitable for all skin types and contains many of the vital vitamins and minerals needed for healthy hair including vitamin E, B-complex, copper and zinc.

KNOWLEDGE

With school and work stress, our exclusive essential oil blend Focus serves as the natural way to awaken the mind and focus our attention on the task in hand. It contains Rosemary for stimulating, Basil and Peppermint for clearing and Bergamot for uplifting!

LEMON

Citrus oils in particular are often turned to when needing a boost as their fresh and tangy oil stimulates the white blood cells that help defend the body against infection. Put a few drops of lemon into an atomiser

erapy Oils

and spray your house to help stop the spread of infection.

MARJORAM

Marjoram is most commonly used to address sore muscles and joints as it is a known relaxant. It is a great accompaniment to sports massages once diluted with carrier oils such as Jojoba or Calendula.

NIAOULI

Exotic Niaouli is found in New Caledonia. It has a powerful, slightly sweet, aroma and good antiviral and antiseptic properties. Its varied uses range from rheumatic pain, respiratory infections, cuts and wounds and muscular aches and pains. It's similar in action to Tea Tree and Eucalyptus oils.

OREGANO

Meaning 'Delight of The Mountains', this essential oil is famous for its spicy and pungent aroma used to instil feelings of safety and security. Additionally it has strong antibacterial properties which, when utilised, aid and protect the immune system.

PLAI

Popular with Therapists, Plai is highly regarded for its anti-inflammatory and relaxing properties. It belongs to the same family as ginger and is also used for the relief of pain and inflammation.

QUINTESSENTIALLY ENGLISH

A cross between water mint and spearmint, English Peppermint is sourced from the South of England. The oil exudes a cooling, clearing and enlivening effect

and is also particularly effective for deterring mice.

ROSE

Whilst the flower is widely regarded as a romantic symbol of love, rose has particularly effective skin toning properties and contains a metabolite that encourages skin repair and rejuvenation.

STRESS

Stress can have a trying affect on our wellbeing. During the 1st World War some soldiers carried Rosemary to lift the spirits and give them the strength to carry on. The best stress-busting essential oils include Rosemary, Neroli, Clary Sage and Geranium.

TEA TREE

Tea Tree is a multipurpose essential oil. It increases our ability to fight off infection, is a natural preservative and is an antibacterial agent present in many soaps, lotions, deodorants and disinfectants. Try diluting a few drops in a carrier oil for cuts and grazes, or dilute in water and use as a cleaning agent.

UPLIFTING

It is commonplace to feel down and unsatisfied on occasion. Stimulants found in ingredients such as Rosemary and Mandarin can boost energy, concentration and focus, and provide a natural way to uplift and rebalance our emotions.

VETIVER

Vetiver is a type of grass and is a great immune stimulant. Akin to Patchouli and

Sandalwood, its aroma actually improves with age. It is also known as the 'Oil of Tranquillity' as it is the best oil for aiding restful sleep.

WINTERGREEN

Native to North America, Wintergreen is a powerful relaxant and is a great alternative oil for aiding a restful night. Its properties also help soothe aches and pains in muscle joints.

X-FACTOR

Its aromatic qualities, versatility and many therapeutic applications mean Lavender is still one of the most widely purchased ingredients in aromatherapy. Regularly used for aiding poor sleep quality and rebalancing emotions, its antiseptic and antibacterial qualities mean that once diluted, it can also soothe and heal skin irritations such as burns and cuts.

YLANG YLANG

Ylang Ylang is a noted aphrodisiac which Cleopatra famously doused the sails of her ship with to seduce Mark Anthony. Traditionally, these exotic petals are strewn on the beds of newly married couples in Indonesia.

Zzzz...

Poor or disturbed sleep is all too common when we lead busy and stressful lives. As the Dalai Lama says "sleep is the best meditation". For a more restful night, diffuse a few drops of Goodnight oil or try Vetiver, Lavender or Chamomile.

Question *your* THINKING *change your* Life

Life coach **Gary Foster**

demonstrates the power of questions to change behaviour

In my practice, I use questions to help my clients change their behaviours without the need for therapy. It's so simple that most people are initially a little sceptical. Once they apply the techniques they find that their stress and anxiety begins to fade away very quickly.

Our thoughts create our feelings. Our feelings create our reality. By learning how to recognise your thought-feeling reactions you can quickly re-assess your thinking, realise that you are creating these feelings. By asking yourself a quick question you can re-set yourself.

Since applying these new findings to my own life and sharing it with others I am seeing phenomenal results without having to do traditional therapy and without medication. I'd like to share a couple of examples of the power of this technique with you. I've changed the names of my clients, to preserve their privacy.

CASE 1: JOHN

When John came to see me, he found it difficult to say no to a drink. John said drinking at lunchtime and during evening meetings was normal in his industry. He was feeling sluggish in the mornings, sleeping erratically and becoming bad tempered with his wife. He was also getting through a couple of bottles of wine a day.



John was in a stage known as dissociation; he'd mentally put a distance between his drinking habit and the reality. He was an alcoholic. He had started to make mistakes at work and realised his marriage was on the rocks. At first, John tried to laugh off his habit as "what everyone does" in his line of work. And that's where my first power question started: "Everyone?"

Since applying these new findings to my own life and sharing it with others I am seeing phenomenal results without having to do traditional therapy and without medication

"Well, no ... not everyone" he said ... and that for me was the opener to beginning to get John to see that his own beliefs were dictating what he did, not peer pressure.

We then used the Brick Wall technique. If you identify a limiting belief that's holding you back or getting in the way of your success, fill in the "bricks" with the excuses you use to justify it, then go through what I did to John ... question them. Look for catastrophizing language such as "never", "always", "every time" or "everybody" – this is where you need to pose questions to yourself. Each question helps you break the wall down.

Through further questioning, John realised his life was outside in. He was blaming outside circumstances for how he was feeling. John started to question the belief 'everyone in his industry drinks', coming to realise that it simply wasn't true. He started to work from the inside out and become more in control, rather than controlling.

How did he do that? Simple ... he began to check his emails only twice a day. If he called someone and couldn't get hold of them, rather thinking "Why are they ignoring me?" he changed his thought to, "They must be busy, I'll call them later."

He created a list of ten things that had happened in his life that he could say were positive – the outcome didn't have to be huge. Going through his list five times a day, John noticed a remarkable change in how he felt about himself and, more importantly, how he viewed his world. His perceptions were changing. With a month, he went from 2 bottles of wine every evening to a couple of glasses per week. He started to look after himself more by joining a local gym with his wife. He began to notice how

'less stressed' he felt, realising he was causing it. All it took were a few questions and massive, focused effort; that's how change works.

CASE 2: CLAIRE

Claire was always late for appointments at work. She'd was worried about keeping her job and had previously been labelled as ultra OCD by a top specialist. Claire said she couldn't change how she felt. Naturally, she arrived late for our first session!

The first thing I said was I didn't care if she was late. I could always read a book and she had paid a fixed fee to go on my programme. I asked Claire if she knew where the concept of being on time came from, explaining the introduction of Railway Time to synchronise train timetables as people travelled from one town to another. Before railway time, every town or village had their own time zone.

We discussed Coués Law of Reversed Effort - when your imagination and your will are in conflict, your imagination invariably gains the day. Claire's efforts not to be late were a classic example of this. Claire came to understand that as soon as a worry or concern cropped up, she could accept it as a thought and nothing more than that, rather than suppressing it.

Claire found herself feeling more relaxed and in control rather and no longer trying to control everything and everybody in her life. On her final session, she turned up five minutes early!

Neither John nor Claire went through traditional therapy or counselling. Instead a series of questions was used to help them understand they were both the cause and cure of their 'problem' and just by simply becoming aware of how their minds really worked - from the inside out – transformations occurred gently in just a few short weeks. ■



I wanted Claire to become aware that she didn't have OCD, rather she created OCD behaviours through her thinking. She found this hard to adjust to, so I asked, "Is your life strongly influenced by what other people think of you?" Claire agreed, so I then asked "How do you know what they're thinking ... not what you think they are thinking?" As she smiled, I asked, "What popped into your mind just then?" and she responded "I don't know what they're thinking. I'm just making it up in my head!"

This was the start of Claire being able to turn her badly managed thinking to better managed thinking, so she could become free of the OCD tag she'd been living with for 20 years

 Gary Foster helps people succeed in their personal, business and sporting lives by working with them on their thinking. Gary has worked with well over 50,000 people, individually, in groups and at events. He can be contacted on 07500907478 or via Gary@ThriveWithGary.co.uk or www.ThriveWithGary.co.uk

Robert Joy of Bionutri

Robert Joy's interest in nutritional supplements started with his mother, before setting up a leading maker of nutritional supplements...

LOOKING back, I think my interest in health and wellbeing started with my mother", Robert explained. "She was always interested in alternative medicine and used to drag me into a couple of rather eccentric health food shops in the middle of Birmingham. They were 1960s hippy hangouts with all sorts of dried pulses, peculiar products and strange supplements.

"My mother always believed that food was the best medicine. When she was a girl, people ate produce that had been grown locally. A far smaller proportion of what we ate was manufactured and no such thing as junk food. It's an idea that goes back all the way to Hippocrates, over 3000 years ago and we're still discovering how essential good nutrition is to health. It's staggering to realise you need to eat twenty one oranges now to get the same nutrition as a single orange provided fifty years ago. We have so much choice now, but it's often an empty choice.

"I think it was this early experience that made me switch from working in food retail in the early 1980s to owning two health food shops of my own. I also started to act as an agent for two food supplement companies.

"Increasingly, I felt that nutritional supplements were a bit too close to pharmaceuticals and I wanted to focus on natural, but effective, food supplements with a holistic approach. I founded Bionutri



in 2007 and John Stirling, an Australian Naturopath and Biochemist joined me in the business a few years later as our technical director.

"Our approach is unique in that we offer twenty products each designed to provide specific, straightforward solutions for daily supplementation. Each of our product combines ingredients to deal with a specific issue. We're focused on simplifying the way our products are used and simplifying the work of recommendation by the practitioners and associated healthcare professionals who provide Bionutri products to their clients.

"There are seven of us involved in the company; there are three naturopaths and a biochemist, including my son Ed, who is a regular contributor to Holistic Therapist Magazine. We plough a lot of resources into our product development. To my way of thinking, there are many more people who are part of Bionutri. I'd say we're very much like an extended family because the nutritional therapists who offer our products and their clients all provide us with feedback and help us decide on improvements



to existing formulations and to develop new products.

"Our main challenge is a stream of European regulations which aren't always as well thought through as we'd like, which means consumers and therapists often receive a lot of conflicting information and claims.

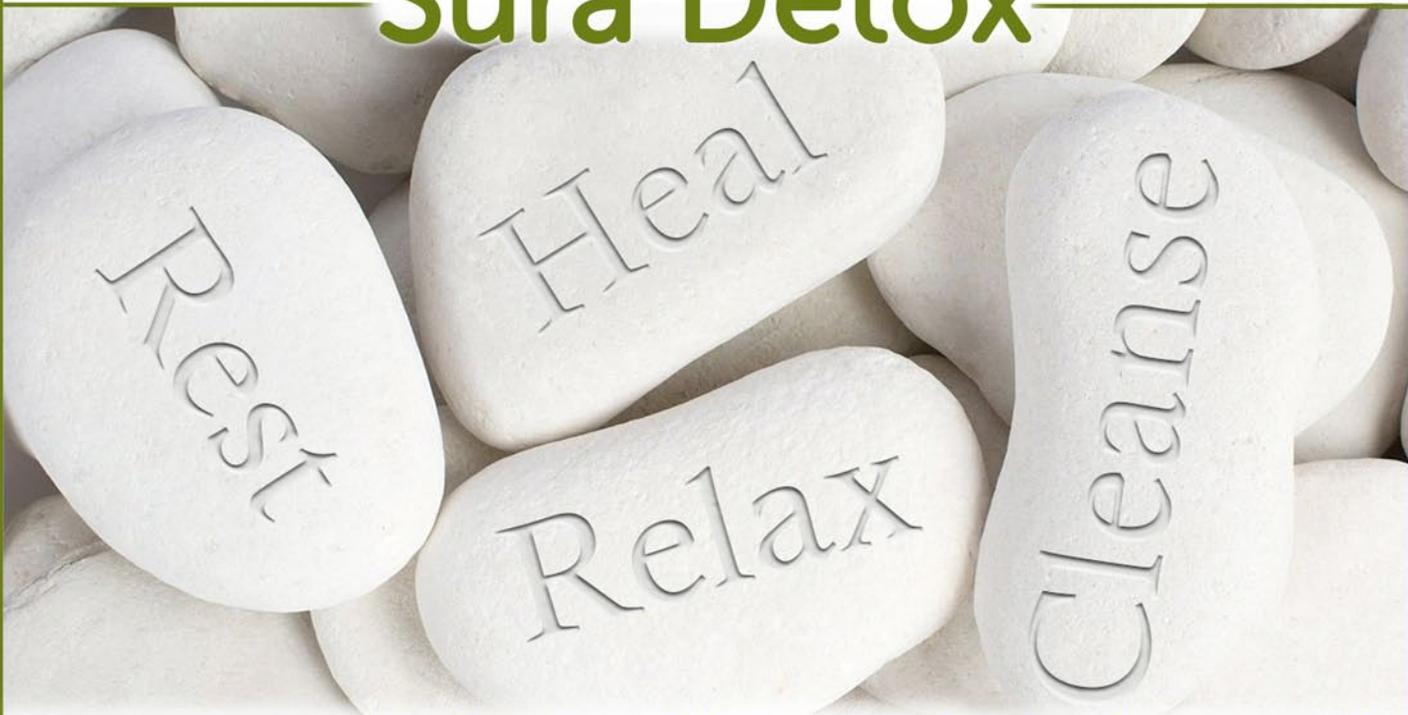
"Our products are distributed throughout the UK and in four European markets and I'd expect to add further territories in Europe over the next few years. We're lucky in that we have great products and a great team of people behind them.

"I'd say one of the most important business lessons you can learn is to keep faith in yourself and your vision. Things don't happen overnight and you need to build slowly, making sure your foundations are solid. You must have confidence in yourself. Take risks you feel comfortable with and never let a temporary setback steer you from your course." ■

 You can find out more about Bionutri's products at www.bionutri.co.uk



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The Benefits of thai foot massage

Thai Foot Massage (*Nuat Phaen Boran*) as we know it today is a wonderful blend of Chinese reflexology/acupressure, Indian Ayurvedic principals and even Japanese Shiatsu. It's an ancient, holistic treatment passed down from generation to generation over thousands of years... but it has clearly stood the test of time. And not without reason!

Benefits for the feet –

- Encourages a healthy blood circulation, especially important for diabetics
- Eases arthritic aches and pains
- Aids mobility and flexibility of the joints
- Helps to break down uric acid build up that can crystallise in the feet which can alleviate symptoms of gout
- Detoxifies the feet and increases lymphatic drainage
- Invigorates tired feet and legs – an essential boost for those of us in sedentary/desk jobs
- Helps prevent blood and lymph from pooling, preventing early onset of varicose veins and burst capillaries

It doesn't stop there though. Many of us are already aware that reflexology principals within a treatment will also give benefit to the whole body – not just the region being treated. In Thai teaching, there are no fewer than 10 Sen, or energy lines in the feet that map to all areas of the body.

Applying the correct techniques and pressure can have an amazing effect on the client –

- Prevention and relief of numerous problems including headache, migraine, cystitis, gall bladder problems, sinusitis and constipation
- Boosts the immune system
- Improves digestive and skin problems
- Increases energy levels
- Alleviates stress, anxiety and general lethargy
- Aids physical healing and improves sleep quality
- Lifts the mood and promotes mental clarity

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All students booking a Face The World® **Thai Foot Massage** course before the end of February 2015 will be added to a prize draw to get their fees *refunded in full. One lucky student will be drawn at random on 4th March 2016. Go to www.face-the-world.co.uk and use coupon code **TFM60** when booking your course to qualify. (Terms and Conditions apply)

2nd PRIZES

Six further students will have their **Starter Duo** of products upgraded to FTW's full-sized professional retail versions (RRP £44.95 + VAT) when booking a Face The World® **Thai Foot Massage** course before the end of February 2015. Six lucky students will be drawn at random on 4th March 2016 and will get their Starter Kits upgraded as a surprise!

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OOOHHH! THAT'S NEW!

Khadi Ayurvedic oils

We had a sneak preview of this lovely new range which will be available from February at selected pharmacies and health stores or online at www.khadhair.co.uk. There are five skin oils – Rose for mature skin, Pink Lotus for combination skin, hibiscus for Sensitive skin, Violet for normal and White Lily for dry complexions.

Like all Khadi products, these oils are vegan, BDIH organic certified and free from SLS, peroxide, ammonia, preservatives, synthetic or artificial colours or dyes. As an ethical brand, Khadi follows fair trade guidelines and ensures that any herbs used in the formulations are collected in a sustainable and traditional way by local inhabitants. At £11.90 for 100ml, they're a bit of a bargain. Look out for the hair oil range too.



Pana Chocolate – Hemp & Nib

One of my resolutions is to give up eating Peanut M&Ms for breakfast when our deadlines are looming. Fortunately, Pana's Chocolate's latest variety offers a welcome, much healthier option. At £3.20 for a 45g bar, their Hemp and Nib bar is so rich that just one square is satisfying. It's a blend of 53% raw cacao with vanilla, hemp seeds, cacao nibs, coconut and just a touch of cinnamon. Ticks all the boxes – raw, organic, vegan, hand-made, no added sugar, gluten free, no soy or dairy – yet still tastes good! Available online from

www.panachocolate.co.uk



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

T-Spheres

We discovered these little aroma infused massage balls at CAMEXpo and everyone on the HTM stand was impressed by the way they reduced neck and shoulder tension at the end of a long day. Available in a variety of sizes and scents, you can use them for self-massage or with clients. They can be useful in cases of neck tension, headaches, shoulder pain, carpal tunnel, tennis elbows, back pain and foot pain. Available from £18-£24 from www.bodiesunderconstruction.co.uk/tspheres



From Siberia with love

If there's one thing they know about in Siberia, it's winter! So if your skin could use some protection, try Natura Siberica's Snow Cladonia Day Cream. Snow Cladonia helps boost the production of natural hyaluronic acid in the skin, boosting collagen and helping retain elasticity, so it's great for mature skins. Natura Siberica's award-winning, certified organic skincare products are formulated using wild harvested herbs plants grown on the first organic farm in Siberia. Available from Wholefood Markets stores, with prices from under £4, with the day cream at £11.49.



Purple Flame Massage oils

Essential oil and massage specialist Purple Flame have launched two new Thai style blended massage oils that have been a big hit in the HTM office.

Passion is a warming, sensuous blend, with soothing ylang ylang, nutmeg and lime blended in a coconut carrier oil, while Zest is a light, uplifting massage oil specially blended to help revitalise the body and increase energy levels. Ginger stimulates the circulation and overcomes sluggishness, peppermint re-energises and the zest of lime helps you kick-start the day. Available from www.purpleflame.co.uk for £13.95 plus VAT for 250ml. Both varieties have been fully tested to comply with the new EU cosmetic legislation.



A sublime SEAWEED SPA

WHEN I was asked if I'd like to visit the UK's newest luxury spa and try a treatment or two, I can't claim to have hesitated unduly. The car was pretty much packed before I'd put the phone down.

Over the past decade, Portavadie has become popular with the yachting fraternity for its marina, superb range of accommodation and outstanding restaurants. The new spa is a perfect addition. Just a few months old, it's already garnering a reputation as a prestigious destination for a treatment menu from boutique Scottish seaweed specialists Ishga and anti-aging megabrand Decléor.

The last minute addition of a Jack Russell unused to car travel and my whimsical approach to map-reading made the gloriously scenic route a touch less relaxing than it should have been.

Perched on the water's edge at Loch Fyne, in rural Argyll, Portavadie lies in an unbelievably tranquil spot; the sort of place where you feel a million miles away from the city and everything seems cleaner and greener. At two hours north of Glasgow, it's not quite in the middle of nowhere, but it certainly seems like it's on the edge!

The new spa building has been sympathetically designed and impeccably finished. The dark walnut finishes and floor to ceiling windows offering incredible views out over the loch, especially at sunset. The robes are admirably fluffy and everything is organised with a kind of discrete, yet friendly, efficiency. It's an oasis of serenity – perfect for getting away from everyday stress and rediscovering yourself. With just fourteen spa passes available, the hydrotherapy



pool, loungers, steam room and sauna are never crowded and the staff have ample time to deliver a wonderful selection of treatments.

My Ishga Hot Poultice Massage was slightly marred by making notes in my head instead of relaxing properly and the impressive array of thigh bruises caused by the aforementioned Jack Russell. It's an affirmation of the therapist's skills that I found the experience truly beneficial as the long strokes, heat and seaweed combined to unknot the tension held in my shoulders and back. My Ishga facial was more relaxing as I gave up making mental notes and just went with the flow. That said, the salon-only peel off masque and the subsequent disappearance of the annoying vertical frown lines on my forehead were pretty impressive. The whole approach and attention to detail is designed to restore balance and make you feel special. It works.

Downstairs from the spa, you have a choice of a huge indoor

leisure pool, fitness suite, hot tubs or Scotland's largest heated outdoor infinity pool.

There's also plenty of choice when it comes to accommodation. Portavadie's fabulous waterfront designer apartments are seriously impressive, or there's a romantic hidden hideaway for two. We opted for one of the resorts dog-friendly self-catering cottages, which were pristine and well equipped. There's a small shop at the Marina, but a longer stay would mean stocking up on groceries before you travel.

There are plenty of healthy outdoor activities to amuse you. Try sailing, kayaking, cycling or just wandering the countryside. Take the ferry over to Tarbert and explore the Kintyre coastline and Polphail, an abandoned 1970s village which was built to house oil-rig construction personnel back in the 1970s, but was never occupied, is just a ten minute stroll. The deserted building now form a thought provoking alfresco graffiti art gallery and a surrealist counterpoint to the sublime luxury of Portavadie. ■

www.portavadie.com





Editor's Six

Hope's Gardener

*The winner of the Inspiration category at the Holistic Business Awards shares her journey from homelessness, anorexia and depression to setting up **Hope's Garden**, her business devoted to helping others...*

Tell me a bit about yourself, your training and Hope's Garden. How did you come to set it up?

I was working as a Nursing Assistant in Northumberland when I was given a book on aromatherapy. It fascinated me so much that the manager of the nursing home encouraged me to study the diploma course in Holistic Therapies at Newcastle College.

When I finished the course, I moved to Edinburgh to do a nursing course, but found it

wasn't for me. I tried a few different jobs then settled back on aromatherapy, graduating with distinction from Napier University with a BSc in Complementary Therapies in 2008.

Following a series of stressful life events, I suffered from depression and anorexia. I couldn't work, but a combination of excellent medical care and my aromatherapy skills aided my recovery. I also spent some time with a brilliant art therapist, finding it much easier to vent my feelings through art rather than through verbal communication.

Despite this, life was really tough and I turned to church for support. This proved to be a turning point. The minister discovered I wanted to be an aromatherapist. Two years later when the church was starting a new project to help people set up small, creative businesses she asked if I would be the pilot project for their new venture.

How did you set up Hope's Garden?

Everything didn't quite go to plan! A couple of months before the business was due to open, my landlord gave me notice that he was

selling my home. I found myself homeless. Hope's Garden became a lifeline for me. For the first year, I ran it while living in a room at a homeless hostel, before being allocated a home 14 months later.

Hope's Garden was offered space in the basement of the church, where there is also a wonderful fair-trade shop and a community cafe. I was moved by the help and support I received from everyone from my family to the hostel support workers.

Once I had the room in the basement, I decided on colour scheme and set about painting and laying a new carpet. The church and my family generously helped with the costs.

The church showed me how to set up a website and I met weekly with a fantastic business advisor, Lynne, who guided me through all the ins and outs of opening a small business. I set-up a Facebook page and registered for a listing on Yell. Com. Yell's marketing manager even spent some time with me for free, going through marketing strategies and setting up a Google+ account. I really have been overwhelmed by people's support.

Has your own illness and suffering provided additional insight into others with health and wellbeing problems?

I have known what it is to feel alone and vulnerable on the edge of society, so I have a lot of empathy with people for whom life is a struggle. Mental ill health can happen to anyone. Talking about it can remove the stigma, which is why I opened up on Hope's Garden's website about my own emotional ill health.

I want people to know that they don't need to suffer in silence. Help is out there, and I feel privileged that I can be part of that help for people through my work at Hope's Garden.

Some of your clients are referred to you by charities and other agencies. How does this work?

I wanted aromatherapy to be more accessible to people across all sectors of society. Initially, the church put me in touch with an

£15 and that treatment is given to someone who couldn't otherwise afford it. So far, beneficiaries include homeless women, those in debt who have overcome drug addiction and those for whom life is a struggle for various reasons. Some clients are referred by the church, while others come via agencies who approach me to see if I have gifted treatments available for clients who just couldn't afford it, but who could



agency supporting the families of those in prison. They secured funding for their clients to have treatment at Hope's Garden. Gradually, other agencies came on board. The agency service users can pay what they feel they can afford, from £15 to full price. I also came up with the Gifted Massage Scheme, which I believe it to be one of the first of its kind anywhere! The general public can buy a massage for someone for

really benefit. The generosity of the general public supporting the scheme means that most recipients receive a block of 6 treatments. People really do care about the welfare of others and that's a beautiful thing.

What makes Hope's Garden so special?

At Hope's Garden, I wanted to make

aromatherapy more accessible across all sectors of society and to nurture a sense of hope in people's lives. The Gifted Massage Scheme lets vulnerable people come for treatment. It may be the only time they can shut off from the struggles in their life. It is time for them alone and they feel hugely supported.

I think because I've been open about my mental ill health and homelessness, people feel able to share their struggles and not feel judged. I have been privileged to share in the stories of so many and have been moved to tears on more than one occasion. Life is so precious and I feel that through Hope's Garden, I can help people have a better tomorrow.

What does the future hold for you and Hope's Garden? What are your plans for the next few years?

Setting up Hope's Garden whilst I was homeless was hugely challenging, but the business did grow even under those circumstances. Now that I have a safe and secure home, it is about building Hope's Garden some more.

I want to make more links with agencies, give talks at community groups about the benefits of aromatherapy, and raise awareness of mental ill health to help break down the stigma. I'd also like to launch my own range of aromatherapy products.

I get so excited about the future. Aromatherapy is my vocation and I cannot imagine my life without my beloved Hope's Garden.

i To find out more about Angela's work at Hope's Garden visit www.hopesgarden.co.uk

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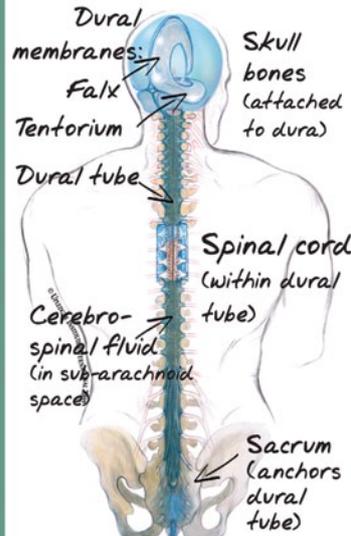
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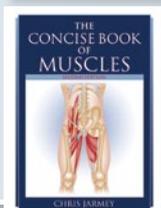
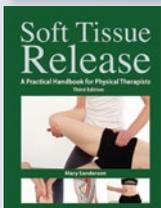
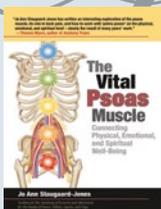
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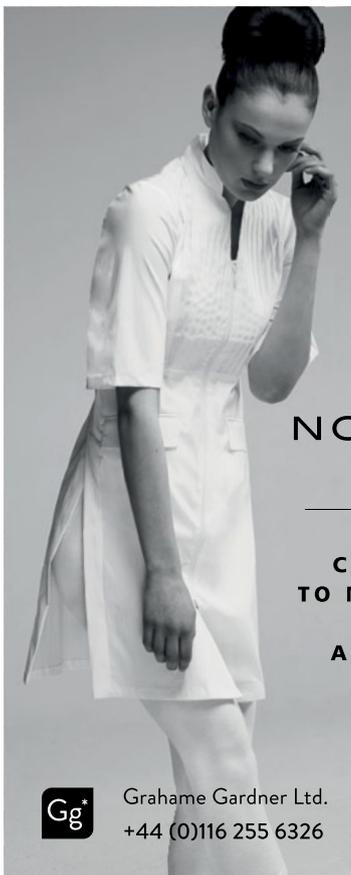
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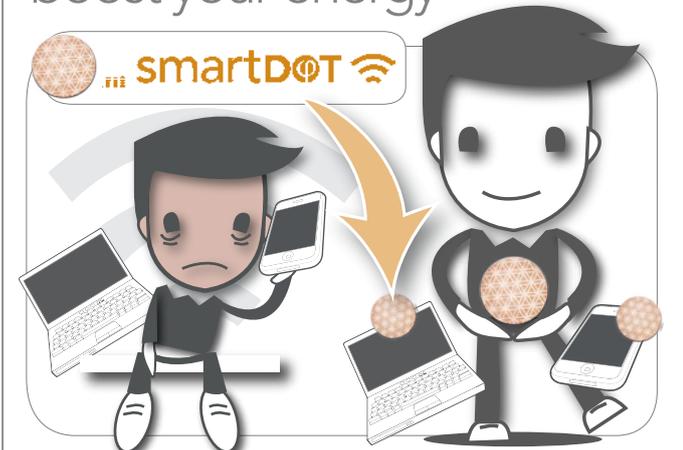
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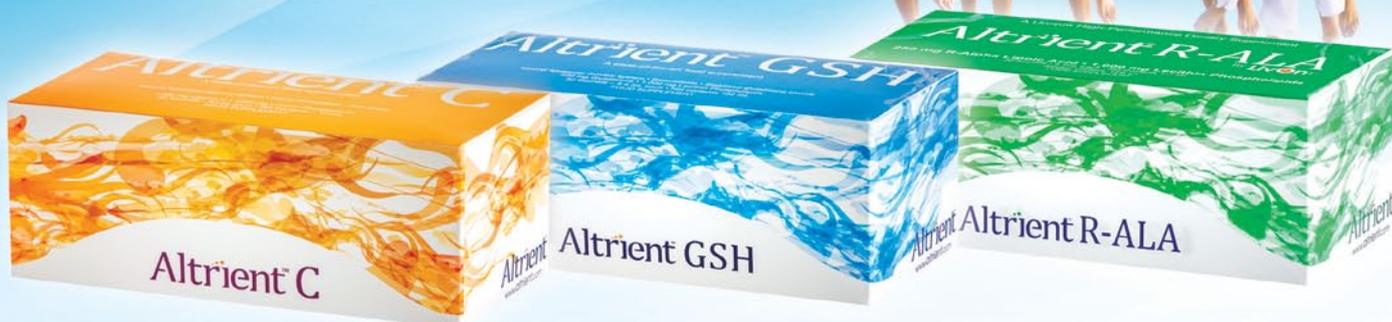
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