

THE LEADING MAGAZINE FOR COMPLEMENTARY BEAUTY SPORTS THERAPY

INTERNATIONAL therapist

AUTUMN 2023

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EDITOR'S LETTER



With the autumn equinox just passing, the sensation of crisper, more energising days are upon us and we can't help but be stirred by the renewal of energy. This seasonal shift is my favourite time of the year to pause, reflect and chart a course for fresh goals and aspirations.

Increasingly in today's health and wellness industry, what is deemed as 'success' has taken on a dynamic new dimension. It's no longer solely about establishing a reputable practice but a strong personal brand too. I understand the challenges of keeping pace with this evolving landscape, which is why I've dedicated this issue to business excellence, fostering growth within the therapy community.

Within these pages, you'll find a selection of tips and tricks looking to empower your journey towards success. Whether you're looking for online strategies to boost your presence (P50) or best practices to save money (P46), we've got a good selection of topics covered.

We're committed to helping you level up your practice through progression (P42) and continued learning (P65). Our new 'Students 101' on page 66 offers essential guidance for newcomers, and Kerry Hales' article on page 26 prompts you to 'get curious' with your business.

Of course, as we're also heading into the colder months, it's essential to prioritise our own health and wellbeing. On page 22, we take a dip into nature's medicine cabinet and share some of your tried-and-true home remedies to fend off seasonal ailments – some that proved invaluable to me during a recent bout of illness in early September.

One of the most common reasons therapists drop out of the industry is the risk of injury, particularly when using your hands is an integral part of your daily work. On page 58, Darien Pritchard begins a three-part series on hand care, providing essential guidance to self-care as a therapist.

As we cosy up for the approaching indoor evenings, why not take some time for learning or exploring a new hobby. On page 38, Grace Hempshell initiates a vital conversation about destigmatising menstrual shame, guiding clients towards holistic wellbeing while, on page 56, I share my top tips to help you get started with journaling as a tool for meaningful self-reflection.

Keep yourself up-to-date with a range of news and members' news starting on page 10, add our important 'save the dates' to your diaries and don't forget to have a look at our reading room pages where you'll find a curated selection of business books to inspire your practice.

As always, I hope you enjoy this issue, and if you have any comments or feedback, please get in touch.

Happy autumn,



Molly Denton, Editor



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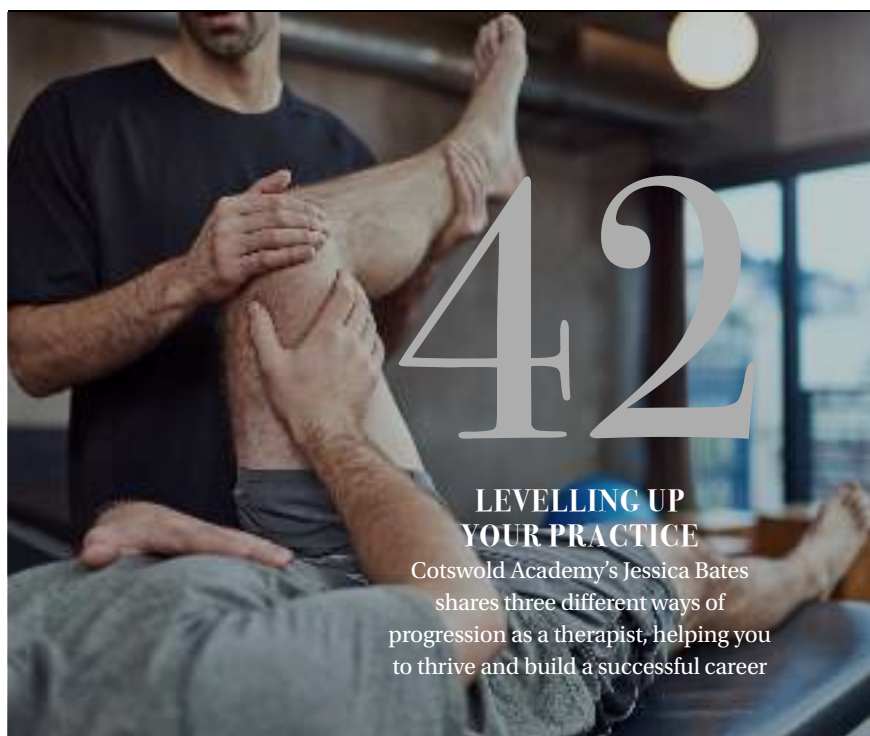
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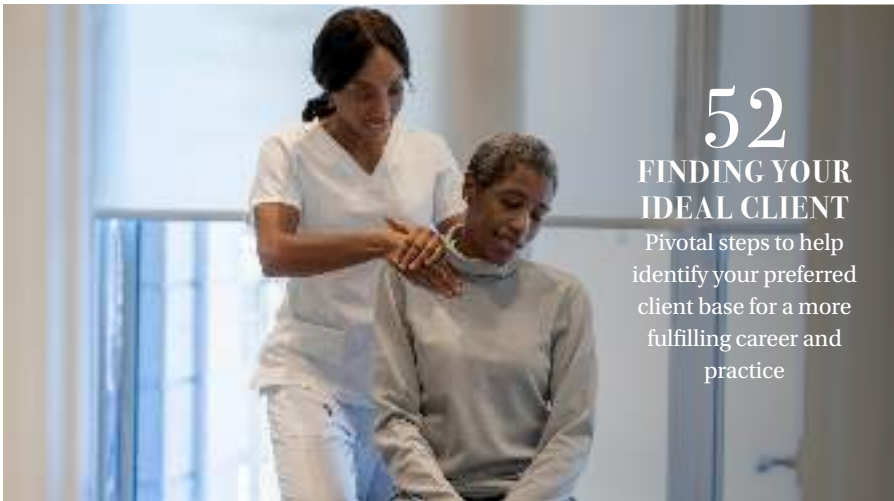


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INTRODUCING THE BOARD

Spotlighting those at the head of the table here at FHT

Our Board of Directors ('the Board') are in charge of the management of the company's business; they make the strategic and operational decisions of the company and are responsible for ensuring that the FHT meets its statutory obligations. They each are responsible for the councils that they represent, to which our members belong. Each quarter, we will introduce you to a different Board member, highlighting their work in the industry.



MARIA MASON,
ICHT

"I think the industry is growing rapidly. With more knowledge and education available in mainstream media, we are learning how to live a healthier lifestyle post-covid which is a key factor in positive wellbeing"

INTRODUCING: Maria Mason
International Council of Holistic Therapists

When I was young, my family emigrated to Australia and travelled around the country. This early introduction into a world steeped in aboriginal cultures and alternative health and medicine opened my eyes. Coming from the UK, accustomed to the support of the NHS, into a country without a public healthcare system, my mother was always looking for alternative ways to keep us healthy. So, when thinking back to my roots, it's no surprise that I found myself working towards a career in holistic wellbeing.

After completing my formal education with A-Levels in all the sciences, art and history, my special interest in human biology led me to enrol in a three-year Beauty Therapy course. Following on from that, I went on to train in many more therapies including sports massage, clinical aromatherapy, reflexology, Indian head massage, LaStone therapy, meditation, nutrition and yoga. To date, I have over 15 learned therapies.

Once I had completed all my qualifications, I opened my first salon in an old hunting lodge close to my home. I then started to employ other therapists, many of whom have stayed with me for over 15 years. The salon won its first award in 1999, putting us on the road to setting and maintaining very high standards. Now, we have won over 50 awards! In fact, we were the first salon to win the coveted title Professional Beauty Salon of the Year for three consecutive years.

Alongside my salon commitments, charity work is very important to me. My first challenge was walking on the Great Wall of China, raising thousands of pounds for the NSPCC. As the years have gone on, I've jumped out of planes, wing-walked, completed a double marathon, trained with the SAS, climbed Machu Picchu and, more recently, climbed to Base Camp Everest to name but a few challenges. In 2019, I was invited to the Queen's Garden Party in recognition of the money I had raised, which

was such a huge surprise and great honour. I have always had a deep interest in the mind and how it affects so many aspects of life. I have lived in many monasteries throughout the world, leading me to train and become a meditation teacher. This insight into the mind has made me understand that mind fitness is the key to understanding yourself and what limits you. It's what inspires you and allows you to push on, even when things are tough. As therapists, we often listen to stories of our clients' lives; teaching meditation through my business has helped keep them feeling more relaxed and mentally stronger.

In essence, my journey has been long and winding. I'm a beauty therapist, holistic practitioner, meditation teacher, national judge, industry advisor, government trailblazer, Vice President to the FHT and wellbeing retreat master. But, the most important lesson learned is understanding where to diversify your practice and where you need to grow personally.

It's like climbing a mind mountain. When you reach the top and see it all that much clearer, you know every step was worth taking - even if you had to rest for a while to catch your breath.

What do you think about the future of the wellness industry?

"I think the industry is growing rapidly. With more knowledge and education available in mainstream media, we are learning how to live a healthier lifestyle post-covid which is a key factor in positive public wellbeing.

"My journey has taken me full circle. From my first year of working on my own to running a successful team, I have come back to my first love of devoting my entire time to being a therapist. I believe that alternative and conventional medicine sit well together side by side, and I can't wait to see what's in store."



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ATL (Association of Therapy Lecturers)

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You can view more industry news online at: fht.org.uk/news

INDUSTRY news

NEW LICENSING SCHEME FOR NON-SURGICAL COSMETIC PROCEDURES

A new government consultation was launched on 2 September seeking public input on a proposed licensing system for non-surgical cosmetic procedures, such as botox injections and chemical peels. Developed by the BIG Task and Finish Group, the system includes practitioner and premises licences and makes it illegal to perform these treatments without a licence, especially on under 18s. The aim is to ensure practitioners are qualified, experienced and insured while working in clean, licensed premises.

The consultation period, lasting eight weeks, is the first of two, allowing individuals and organisations to provide feedback and opinions on the proposal before it concludes on 28 October. Get involved at [gov.uk/government/consultations/licensing-of-non-surgical-cosmetic-procedures](https://www.gov.uk/government/consultations/licensing-of-non-surgical-cosmetic-procedures)



THE RISING POPULARITY OF ROSEMARY OIL

Searches for rosemary oil have skyrocketed 135% over the past year in the UK due to the surge of interest generated through the social media app, TikTok. According to beauty and wellness marketplace, Fresha, the hashtag #rosemaryoil has totalled 1.3 billion views when related to hair treatments. Searches for 'rosemary oil' have also gained interest across the globe, with an increase in worldwide searches of 331% over the past five years.

SUPPORTING YOUNG PEOPLE'S MENTAL HEALTH

Beauty brand, Maybelline UK, and youth charity, Ditch The Label, have joined forces to help youth mental health journeys. Maybelline will fund over 17,500 hours of 1-2-1 help, providing online support via Ditch The Label's safe space community forum. For the launch, Maybelline's survey found:

34% of 18-25 year olds look towards social media for access to mental health resources.

82% have sought or have considered seeking mental health support.

33% struggle to access mental health support in the UK, with the biggest barrier for them being 'waiting times' (48%).

26% cited that the stigma surrounding seeking help (mental health support) was the biggest barrier for them.

50% are managing their mental health by speaking to friends and family.

65% would also like to see more focus from brands in supporting mental health.

60 YEARS OF AROMATHERAPY EXCELLENCE

Eve Taylor (London) Limited proudly celebrated its 60th anniversary in March, a remarkable journey that began in 1963. Founded by Eve Taylor OBE, a pioneering figure in professional aromatherapy and skincare, the company has flourished from its origins at her kitchen table into a global brand.

Eve's groundbreaking contributions to the beauty industry earned her worldwide recognition

as a pioneer of modern aromatherapy. Her dedication to education and her profession led to her receiving an OBE from the late Queen in 2008.

What sets this milestone apart is Eve is still actively involved in the business at the age of 90 – a testament to her enduring influence and the legacy she continues to build in the world of aromatherapy and skincare.





LUSH TO OPEN FIRST HAIR SALON TO PROMOTE INCLUSIVITY AND REDUCE WASTE

After the success of its hair treatments at its Liverpool store, British cosmetics retailer LUSH is set to open its first salon in Brighton, offering a 'holistic approach to hairdressing and barbering'. Championing the ethos 'all are welcome, always,' the salon will offer no-mirror and silent treatments to in-house textured hair specialists, all designed to put the client first. LUSH's natural henna hair dyes will take centre stage; first sold in 1995, the product was designed to reduce salon waste and environmental impact. It will continue to do the same today, by removing 'colour molecules unconsumed by the dye process, as well as mutagenic byproducts... from water systems' stated the brand.

RESEARCH WITH AMBULANCE SERVICES AIMS TO SUPPORT CALLERS EXPERIENCING LONELINESS

Experts from Northumbria University have joined forces with the North East Ambulance Service (NEAS) for a research project aiming to inform new guidance for ambulance trusts supporting people who call frequently. Frequent callers often face complex mental and physical health issues, along with social challenges like loneliness and isolation.

Leader of the study, Dr Tracy Collins, said: "We're keen to know more about individual experiences and allow those people who do self-identify as being lonely and socially isolated to the ambulance service to have their voices heard. We need to begin to understand their unmet needs so we can begin to make recommendations for alternative routes of support."

The team is currently analysing data from interviews with service users and staff and hopes to be able to publish the research findings later this year.

Find out more at northumbria.ac.uk

SCIENCE-BASED BEAUTY AND WILD WATER EXPERIENCES

The Global Wellness Summit (GWS) has released the *Future of Wellness 2023 Trends: Mid-Year Update*, which highlights key industry shifts impacting the wellness sector.

The trend includes moving away from greenwashing and 'clean beauty' towards scientific formulations and tech-forward product development, more spaces and experiences that bring people together in real life and increased demand for in-nature experiences, such as hot springs and wild swimming.

Contributor to the report, Skyler Huber, commented: "There's a pushback against the more aesthetic version of wellness routines which look perfect and curated. People want a more attainable version of wellness."

To purchase the full report, please visit fht.org.uk/global-wellness-summit-mid-year-update

FREE SESSIONS WITH THE LASER CLUB

The Laser Club has partnered with UK registered charity PCOS Relief and is offering two free face laser sessions to any female officially diagnosed with PCOS or endometriosis. The company uses the Primelease HR by Cocoon Medical and has said the service is virtually pain free.

Find out more at laserclub.co.uk



MEMBERS' news

Welcome to Members' News where we share your success stories

A WARM WELCOME TO CAROLINE LARISSEY AS FHT VICE PRESIDENT

We proudly welcome Caroline Larissey, a distinguished figure in the hair and beauty industry, to our FHT Governing Council as new Vice President. Caroline's appointment was confirmed during this year's AGM, recognising her exceptional contributions to the field.

Currently serving as the Director of Quality and Standards at the National Hair and Beauty Federation (NHBF), Caroline has a remarkable track record. She advocates for industry excellence, acting as a vital link between government and professionals, working closely with various stakeholders and groups. Her expertise spans training, standards, qualifications and quality assurance.

Expressing her honour at the appointment, Caroline says: "The FHT's dedication to supporting therapists resonates deeply with my values. I look forward to contributing to their mission and supporting therapists in the complementary, beauty and sports sectors."

We wish Caroline a warm welcome as she embarks on this exciting new journey with us.



WE'VE MOVED OFFICE!

We're excited to announce that we have relocated our offices to a new address at: **The Federation of Holistic Therapists, Aspire House, 10 Annealing Close, Eastleigh, Hampshire SO50 9PX, United Kingdom.**

Please note that all future correspondence, deliveries and documentation should be addressed to our new location. Should you have any questions or need further assistance, please don't hesitate to reach out to us at info@fht.org.uk.

We're excited about this new chapter and are looking forward to continuing to support you from our new location.

LOOKING FOR VOLUNTEER WORK?

Volunteer work is a powerful way to make a positive impact on others and the community. By giving your time and skills selflessly, you can contribute to meaningful causes, create connections, develop new skills and gain a sense of fulfilment. The Macmillan Cancer Support Centre at the Queen Alexandra (QA) Hospital in Portsmouth is searching for volunteer therapists to join their team, providing massage, reflexology, Indian head massage and reiki for as little as half a day a month, depending on your availability. Call them directly on **02392 283324** to find out more about the opportunity.

Find out more about other volunteer and job opportunities (including paid work) in the Members' Area under the 'Job Opportunities' section on our website.



MEMBER SURVEY

It's that time again where we are planning to conduct our membership survey, to find out more about you and the landscape of holistic therapy. Stay tuned for more information in the winter issue of *International Therapist*, coming to you in December.



EXCELLENCE AWARDS

Congratulations to all of our Excellence Awards Finalists. Winner's will be announced week commencing 6 November through FHT social media. Good luck to all who entered!



MEMBER SPOTLIGHT

The Pawsome World of Reiki for Animals

After reading the Animal Reiki article in the summer edition of *International Therapist*, Martin R Thirlwell, FHT member and coordinator of the Manchester North local support group, shared the exciting news of a new Animal Reiki accredited training course.

Approached by Lynnette Jackson, MFHT and Accredited Student of Reiki Tradition (Martin's Accredited Training School), who wanted a specific course for reiki on animals due to her work as a qualified hydrotherapist with animals, the idea came to light, soon blossoming into 'The Pawsome World of Reiki for Animals'.

It took almost three years to create and design the course, making sure all aspects adhere to specific standards related to animals and the reiki core curriculum, alongside the set of National Occupational Standards that regard only animals. Further standards are the Code of Professional Conduct for Veterinary Surgeons and the Veterinary Surgeons Act 1966. In fact, one of the biggest challenges in creating this new course was meeting all the regulations set out by the Reiki Council (RC) Reiki for Animals Practitioner Criteria.

One of the best things about the two-day course is that it is free of charge and, after much research, is the only free accredited reiki course solely for reiki on animals in the UK, where students can work on real animals with actual conditions.

The course started on 9 September 2023 and will run through until March 2024. This will repeat within these months each year. Although it is free to attend, there will be a selected charity box available for donations, with proceeds going to Battersea Dogs & Cats Home.

To find out more about this course and prerequisites required to attend, please visit reikitraddition.me.uk/pawsome-world-of-reiki-for-animals. If you would like your own animal to take part in receiving a reiki treatment, please register at reikitraddition.me.uk/pawrent-information-form. You can also contact Martin at info@reikitraddition.me.uk or 0161 627 5413 with any questions.



If you, or someone you know, has a story or view that you'd like featured, please email our Editor, Molly, at mdenton@fht.org.uk with the subject line 'Member Spotlight'.

Please note: As we're expecting high demand for this section, spotlights will be taken on a first come, first served basis.

CONTRIBUTORS AND ARTICLE SUGGESTIONS

Do you have any ideas that you think would be good inside the winter issue of *International Therapist*? Get in touch with our editor Molly today. If you would like to contribute an article, go to fht.org.uk/submit-an-article to see the process or email mdenton@fht.org.uk with your ideas.

SAVE THE DATES

NOV - JAN

NOVEMBER

- 2** National Stress Awareness Day
- 4 – 10** National Spa Week
- 5** Bonfire Night
- 11** Remembrance Day
- 12** Remembrance Sunday
- 13** World Kindness Day
- 19** International Men's Day

DECEMBER

- 2 – 8** National Grief Awareness Week
- 3** International Day for Disabilities
- 5** International Volunteer Day
- 8** Christmas Jumper Day
- 21** Winter Solstice
- 25** Christmas Day
- 26** Boxing Day
- 31** New Year's Eve

JANUARY

- MONTH** National Hobby Month
- 10** National Take the Stairs Day
- 15** Blue Monday
- 22 – 28** Cervical Cancer Prevention Week
- 24** International Day of Education

Find out more awareness days at fht.org.uk/useful-awareness-days

FHT EXCELLENCE AWARDS

WELL DONE TO OUR FINALISTS

After much deliberation by our expert judging panel, we're proud to announce that our FHT Excellence Awards finalists have been chosen for 2023. After careful consideration of numerous nominations, the judges have shortlisted the following finalists:

**FHT COMPLEMENTARY
THERAPIST OF THE YEAR**

Venia Byrom
Hannah Nicklin
Jane Eaton

**FHT BEAUTY THERAPIST
OF THE YEAR**

Fiona Murphy
Clare Porter
Wendy Wyatt

**FHT SPORTS THERAPIST
OF THE YEAR**

Justyna Tomilo
Sally Wade
Helen Sweeney

**FHT TUTOR
OF THE YEAR**

Sharon Windle
Marie Duggan
Stephanie Quigley
Victoria Salomon

**FHT STUDENT
OF THE YEAR**

Shehnaz Bismillah
Ruth Carter
Lottie May Morphew-Hedges

**FHT COORDINATOR
OF THE YEAR**

Helen Buckley
Lee McKinlay
Wendy Wyatt & Angela Pavlovic

**FHT LIFETIME
ACHIEVEMENT AWARD**

Wendy Wyatt
Sarah Baudains-Bourne
Angela Wheat

**FHT VOLUNTEER
SERVICE AWARD**

Marion Parish
Marie Duggan
Rodney Wills
Leonna Speirs

Thank you to everyone who entered or nominated a worthy colleague for 2023. We'll be announcing our winners on social media week commencing 6 November. Good luck!

THIS QUARTER, YOU SAID...

Introducing our latest quarterly benchmarking statistics exclusively for FHT members

In the world of therapies, finding a community that shares your passion and supports your growth is invaluable. This is where FHT Local Support Groups come into play, offering a vibrant and nurturing environment for individuals who are dedicated to the field of therapies. These groups serve as more than just gatherings; they're an essential part of your personal and professional development as a therapist, so we wanted to know how you felt about them and how we could better them to suit your changing needs.

FROM 164 RESPONSES

TOPICS OF INTEREST:

ADVICE TALKS
86%

MASSAGE
79%

LESS COMMON
HOLISTIC THERAPIES
74%

AROMATHERAPY
67%

REIKI
63%

TRADITIONAL
CHINESE PRACTICES
56%

YOGA
50%

SPORTS MASSAGE
39%

FORAGING
34%

Other topics of interest included reflexology (17%), business advice (15%), nutrition (14%) and first aid (7%)



54%

of respondents were interested in sharing their knowledge at a meeting



The most preferred day of the week to attend a meeting is on a Wednesday. Other days of the week are:

MONDAY
47%

TUESDAY
45%

WEDNESDAY
51%

THURSDAY
42%

FRIDAY
21%

SATURDAY
22%

SUNDAY
20%



58%

would travel 10–15 miles to attend a meeting

19%

would travel more than 20 miles

56%

would attend a meeting remotely (online)



50%

have attended a Local Support Group meeting in the last five years

63%

would like to attend a Local Support Group meeting in the future

Take part in our next quarterly stats survey by visiting the Members' Area on the FHT website (fht.org.uk/members-area)

If you want to find out more about our current Local Support Groups or are interested in becoming an FHT Coordinator, find out more information on pages 76–79.

PLANT PROFILE

FRANKINCENSE

(Boswellia sacra, Boswellia carteri, Boswellia serrata)

WORDS SUE ADLAM, MFHT

Frankincense is the oleo-gum-resin that exudes from the bark of trees of the various *Boswellia* species, produced to protect itself from insects and pathogens. There are 24 species of *Boswellia* which grow wild in the arid habitats of Somalia, India and North Africa.

Frankincense is a moderate to large branching tree with unequally pinnated and serrated

leaves and small white or pale rose flowers. Belonging to the Burseraceae family, the name is derived from the old French term *franc encens* which translates to 'high quality incense'.

The amber coloured resin 'tears', exuded from incisions made in the trunk, are collected when sufficiently dry and steam-distilled to produce a pale yellow or clear monoterpene-rich base/middle note essential oil with a fresh, balsamic, earthy and autumnal woody aroma. Used medicinally for thousands of years by the Mesopotamians, Egyptians and Romans, frankincense features in Ayurveda and TCM as well as being used in religious ceremonies.

Sadly, in the last 10 years, multiple studies show that there are many sustainability challenges facing frankincense such as increased demand, overharvesting of trees, threat from fire and overgrazing by camels and insect attack together with exploitation of the people who harvest this commodity growing in unstable socio-political countries. There is currently an ongoing review to determine whether frankincense meets the criteria for listing under CITES*.

As custodians of this precious oil, we need to use it thoughtfully and responsibly, store it refrigerated and source it from trusted suppliers. Aromatherapists should become aware of the IUCN** red list before using any essential oil in their practice.

*The Convention on International Trade in Endangered Species of Wild Fauna & Flora

**The International Union for Conservation of Nature

For further reading, please visit:
fht.org.uk/magazine-references

**Key therapeutic properties:**

Anti-depressant, analgesic, anti-asthmatic, antiseptic, anti-viral, cicatrisant, cytophylactic, expectorant, sedative, vulnerary.

Can be used for:

Skincare – eczema, acne, wounds, scar tissues and ulcers. Musculoskeletal – joint and muscular aches and pains. Emotional support – calming, revitalising, nervous exhaustion and tension, stress and anxiety. Respiratory and immune support – asthma, bronchitis, sinus and catarrhal conditions (great for the season of coughs and colds). The hydrosol of frankincense has similar uses and is good used as a compress to support wound healing.

Blends with:

Musculoskeletal – black pepper, clove bud, helichrysum, ginger sweet marjoram, rosemary. To slow breathing – fragonia, neroli and sandalwood. Catarrhal conditions, bronchitis, asthma – Atlas cedarwood, cajeput, fragonia, spike lavender, myrtle, pine or spruce. Wound healing – German chamomile, helichrysum, lavender, myrhh, patchouli, sandalwood.

Safety data:

No known cautions or contraindications. Due to high monoterpene content, the oil should be properly stored in a refrigerator as oxidised oils can cause skin sensitisation (Tisserand & Young, 2014). Average shelf life when stored correctly 1-3 years.

NB: Only members who hold an appropriate aromatherapy qualification, accepted by the FHT for membership and insurance purposes, can make, use and supply aromatherapy blends and other products containing essential oils.





GO FOR A NATURE WALK: Outdoor autumn walks offer a captivating experience for all the senses. As the leaves colour the landscape in shades of orange and red, the crisp air carries the earthy aroma of fallen foliage. Take a stroll while the gentle crunch beneath your feet creates a soothing rhythm and the touch of a cool breeze awakens your mind. Witness the flora and fauna preparing for the upcoming season, offering a peaceful reminder of life's cyclical beauty.

EAT SOME PUMPKIN PASTA:

Why not give a warm welcome to pumpkin season by trying out our seasonal nutrition recipe on the next page? Claire Hunter, MFHT, qualified holistic nutritionist and whizz in the kitchen, shares how to make her herby, antioxidant-loaded pumpkin pasta. Perfect for using up the remainder of your jack-o-lantern this season, saving it from the waste bin.



GET IN SOME GRATITUDE

PRACTISE: Incorporating gratitude practise into your daily routine can have a profound impact on your wellbeing. Taking a few moments each day to reflect on the things you're grateful for can significantly boost your mood and enhance your mental outlook. This simple method can serve as a powerful antidote to the stresses of daily life, helping you shift your focus away from worries and towards the positive aspects of existence. You could start a gratitude journal, jotting down a few things you're thankful for each day. Alternatively, take a moment during your morning or evening routine to mentally list what you appreciate.



OUR AUTUMN LIST

“Life starts all over again
when it gets crisp in the fall”

F. SCOTT FITZGERALD



MASSAGE THERAPY AWARENESS:

National Massage Therapy Awareness Week (USA) is happening on 22-28 October and to celebrate, we've put together some useful resources. Located in the FHT website Members' Area, you can download and share these with your clients. Let's honour this week by indulging in the benefits of massage and embracing the holistic approach to health we advocate. Join us in celebrating a week of rejuvenation, relaxation and reconnection with your body and soul.

EMBRACE AUTUMN'S

AROMATHERAPY: Scents of warm spices, earthy woods and cosy herbs can transport you into a place of tranquillity. This autumn, immerse yourself in the soothing notes of cinnamon, clove and nutmeg, evoking memories of fireside gatherings and the colder weather yet to come. Let grounding fragrances such as cedarwood and patchouli calm your senses, mirroring the steady transformation of nature. How about lighting an essential oil infused candle or swapping out your diffuser smells for a more autumn-inspired atmosphere?



TRY OUT SOME SEASONAL

AFFIRMATIONS: Engaging in affirmations can enhance your holistic therapy practice by fostering mindfulness, aligning you with the natural cycles of change and empowering both you and your clients to embrace transformation for wellbeing. Just as the leaves let go, release what no longer serves you, making space for renewal. Let the cosy aromas and warm hues nourish your body and soul, grounding yourself in the present moment. Find inspiration in the cycles of life and offer gratitude for the abundance around you.

CELEBRATE SMALL BUSINESS

SATURDAY: 25 November marks Small Business Saturday. As holistic therapists, you could take the opportunity to open your doors to clients and local supporters, inviting them to discover the treasures of your small business. Engage with visitors, sharing your expertise and passion for holistic wellbeing, all while fostering a sense of connection and appreciation. Showcase the unique value you bring to the community and emphasise the importance of supporting local businesses.

A WARM WELCOME TO PUMPKIN SEASON

Perfect for making the most of your jack-o-lantern this autumn, **Claire Hunter** shares her herby pumpkin pasta recipe, perfect for cosy nights in

Each year, we as a nation buy millions of pumpkins with one goal in mind: to carve a festive jack-o-lantern. Meanwhile, most of the perfectly edible flesh inside ends up in the bin because we don't know how to cook it. These decorative Halloween ornaments are synonymous with autumn, but sadly this annual tradition produces thousands of tonnes of food waste, a problem that UK households are currently the greatest contributor to.

If you're unsure how to put that pumpkin flesh to good use, you can turn it into soup, roast it, add it to a warm salad or stuff it. You can even season and toast the seeds for a crunchy snack. Boiled and mashed pumpkin can be added to baked goods to make wonderfully moist and tasty cakes, pancakes and bread. It's an incredibly versatile vegetable, lending itself equally well to both sweet and savoury dishes.

One of my favourite ways to eat pumpkin is in this pasta sauce. Roasting the pumpkin caramelises it to bring out its deliciously sweet flavour, which is balanced with a generous amount of garlic and punctuated by the distinct, earthy taste of thyme.

A serving of the recipe shared here provides your full recommended daily intake of vitamin A, (converted from β -carotene). This carotenoid is a powerful antioxidant and is essential for supporting immune function, which is particularly important as we head into cold and flu season. You'll also get a decent dose of potassium from this dish too which can help to maintain healthy blood pressure. Pumpkin is also a great source of fibre which helps keep your digestive system functioning smoothly and comes with an array of metabolic and heart health benefits.

I hope I've persuaded you to save your jack-o-lantern pumpkin flesh from the bin and try something new this autumn. Your taste buds and the environment will thank you for it. **IT**

RECIPE

Pumpkin Pasta (serves 2)

INGREDIENTS

- > 500g pumpkin diced into 1-inch cubes
- > 1 tbsp extra virgin olive oil
- > 1 tsp dried thyme
- > Salt and pepper
- > 1 tbsp butter*
- > 2 large cloves of garlic, peeled and minced
- > 120ml milk*
- > 1 bay leaf
- > 200g pasta
- > 1 tbsp pine nuts
- > 1 tbsp pumpkin seeds
- > 60g cream cheese*
- > 20g grated parmesan*

METHOD

1. Preheat the oven to 200°C (180°C fan / 350°F / gas mark 6).
2. Line a baking tray with parchment paper.
3. Put the pumpkin cubes in a large bowl and add the olive oil, thyme and a pinch of salt and pepper. Mix well, then transfer to the lined baking tray and roast for 20 minutes.
4. After 20 minutes, turn the pumpkin and return it to the oven for a further 10 minutes.
5. Take a small saucepan and melt the butter, then add the minced

- garlic and cook on a low heat for one minute until fragrant.
6. Add the milk and bay leaf to the saucepan and gently simmer for five minutes, then leave to cool.
7. Cook the pasta according to packet instructions.
8. Once the pumpkin has finished roasting, remove it from the oven and let it cool for five minutes.
9. While the pumpkin cools, in a small frying pan toast the pine nuts and pumpkin seeds – this should take about three minutes. Toss or stir them continuously so they develop an even colour. Once toasted, set the nuts and seeds aside.
10. Now transfer the cooked pumpkin, infused milk (remove the bay leaf first), cream cheese and parmesan to a food processor and blend until smooth.
11. Drain the pasta, reserving $\frac{1}{4}$ cup (4 tbsp) of the cooking water.
12. Mix the pasta with the pumpkin sauce adding the reserved cooking water 1 tbsp at a time, if needed, to thin the sauce down.
13. Pop the pasta into bowls, scatter over toasted pine nuts and pumpkin seeds and enjoy!



Claire Hunter is a Nutritional Therapy Practitioner and Holistic Nutritionist registered with the FHT. Since she qualified in 2020, she has been helping people on plant-based diets optimise their nutrition and maximise their gut health.



Notes:

- A pinch of dried red chilli flakes makes a good addition to the sauce if you like a bit of spice.
- *Feel free to use your favourite plant-based dairy alternatives here. If using plant-based milk, go for oat milk as it has the most neutral flavour.



So, how are we doing?

You can let us know in our Annual Membership Survey, coming winter 2023

Your feedback is really important to us, as it helps us to ensure we deliver the support and services you need as a valued member of the FHT.

As a thank you, we'll enter you into a free prize draw to win a gift card prize – one lucky winner will receive a £100 John Lewis Gift Card and five runners up will receive a £20 Amazon Gift Card.*



*A prize of equivalent value will be provided if the winning member lives outside of the UK. Standard FHT competition terms and conditions apply – please see fht.org.uk/competitions.

www.fht.org.uk

6 WAYS TO

update your therapy practice

WORDS THE FHT TEAM



In the ever-evolving landscape of what it means to be a holistic therapist, staying current is key to providing the best possible care for your clients. As the world changes, so do the needs and preferences of those seeking treatments.

To ensure your practice remains a hub of transformation, we've put together six things to try that will breathe new life into your approach. From changing up your décor to embracing digital innovations, these updates will not only meet the demands of today, but also shape the future of your business for the better.

1 CONTINUALLY LEARN

The world of therapy is a dynamic field with new techniques, trends and research popping up all the time. Make sure that you factor in some time to understand what's new, enriching client experiences and adding new skills to your toolkit. Not only that, but continuous learning allows you to make informed decisions about integrating emerging techniques, and clients will trust you for your accurate guidance and advice. If you're looking for a new course to try, take a look at some of our FHT Hosted Courses on page 65 or on the FHT website.

2 THOUGHTFULLY DECORATE

Creating a welcoming ambience in your holistic therapy space involves thoughtful decoration that fosters relaxation, receptiveness and positive energy flow. Consider incorporating natural elements like indoor plants, which help purify the air and bring a touch of nature indoors. Opt for soft lighting, such as Himalayan salt lamps or dimmable switches, to establish a cosy and tranquil environment. Choose calming tones like blues, greens and neutrals to ground the space, complimented by mindful artwork. Lastly, flexibility is vital, accommodating diverse therapies with moveable furniture and easily adjustable curtains for light control and privacy. These elements can help you create a harmonious environment for holistic wellbeing.

3 NETWORK EFFECTIVELY

We can't stress the importance of collaborating with other therapists enough. Connecting with peers not only opens doors to diverse perspectives, innovative techniques and fresh approaches but also encourages a sense of community and prevents professional isolation.

Collaborative efforts can lead to cross-referrals and potential partnerships, expanding your client base and reach. If you're searching for a group of like-minded people near you, check out our local groups on pages 76-79.

4 EMBRACE DIGITAL TOOLS

To adapt and thrive in today's tech-driven world, it's crucial to embrace digital tools for your therapy business. Online booking systems enhance client convenience while social media platforms can allow you to engage better with them. Digital tools offer efficient record-keeping, enabling you to track client progress and tailor treatments more effectively. Have you thought to extend your holistic approach beyond the therapy room? Online platforms provide a space for you to share educational content, wellness tips and mindfulness practices, fostering a deeper connection with clients between sessions.

5 ADOPT A CLIENT-CENTRIC APPROACH

Placing the individual's wellbeing and needs at the core of your practice is the most important step to being a holistic therapist. By tailoring treatments to each client's unique circumstances, preferences and goals, you can create a more personalised and effective treatment, cultivating trust, open communication and a better client-therapist relationship. By consistently seeking and valuing feedback, you can refine your methods to better align with your customers' changing needs. This enhances therapy outcomes and also reflects the holistic principle of treating the whole person.

6 TRY ECO-FRIENDLY INITIATIVES

Incorporating sustainable products and practices can benefit the planet and your reputation too as you may attract clients who prioritise holistic wellbeing and care about the environment. A thoughtfully designed and conscious therapy space fosters a calming, mindful atmosphere ready for your treatments. Also, the commitment to an eco practice can set you apart in a competitive market, sparking positive word-of-mouth referrals and creating a distinct brand identity. By choosing sustainable options, you demonstrate a forward-thinking approach that resonates with clients, positioning your practice as responsible. **IT**



AUTUMN CRYSTALS

FOR GROUNDING AND ROOTING

As the nights start to draw in, **Jackie Winters** offers her favourite ways to cope with the changing season

WORDS JACKIE WINTERS

The fresh smell of sodden earth and the crisp, sharp feel of the wind are all reminders that summer has gone for another year. Golden leaves of autumn fall from the trees, gently landing on the ground. The season teaches us impermanence and reminds us of the constant change to the wheel of life. Change is not easy for some of us, and this is where crystals can help. Here, I've listed three crystals for the season ahead, perfect for grounding and rooting.

PETRIFIED WOOD

Petrified wood is one of the crystals I highly recommend during periods of change as it can help adjustment and adaptation. The formation is quite interesting and offers insight into its healing properties. When a tree falls over and gets buried under sediment, volcanic ash, earth or other natural elements, it begins to decay. During this process, minerals such as iron, calcium and silica seep into the tree cells and create a union of the tree and rock, generating a fabulous display of colour.

Petrified wood can help with resilience and shows us that something beautiful can evolve from an experience that may be considered 'disastrous'. It is very calming, especially for those who feel overwhelmed or buried under the weight of life. It instils a tranquillity found only in nature and a grounded disposition that supports present-moment awareness, leaving the past where it belongs and the future unwritten.

Physically, petrified wood is good for the bones, muscles and spine, offering strength that aids in the restoration of decay.

CITRINE

Autumn is also a time of maturity. A time of plenty when our ancestors would gather supplies for the winter and give thanks for the many blessings received from the summer months. The days become shorter and the nights longer, which can create feelings and thoughts linked to lack.

A crystal to combat these feelings is the vibrant energy of citrine, bringing about feelings of joy and youth, working as a tonic for those in or approaching the mature stages of life. It can help us recognise that vitality can be a long-lasting dependent upon our frame of mind and outlook.

Natural citrine is golden yellow and part of the quartz family. The name derives from the French word for lemon, citron, which comes as no surprise due to the zingy lemon flavours similarities to the vibrancy of the citrine crystal's energy.

AMBER

Amber is another of my favourite crystals for this time of the year. Although not strictly a gemstone but fossilised tree resin, it has incredible healing properties. For centuries, amber has been crushed down and added to ointments and elixirs for its antibiotic, anti-inflammatory and immune-boosting qualities.

Amber necklaces and teething rings are now available to relieve teething pain in infants. Its natural immune-boosting properties can help aid good health during the winter months and ensure a positive mindset. On a personal level, I appreciate how amber can ground one's awareness in the present moment while maintaining a light and happy attitude.

Nature offers all that we need to maintain good health physically, emotionally and mentally during the ever-changing seasons. Staying grounded and rooted will ensure we remain happy and healthy throughout autumn. **LT**



Jackie Winters FM BACH is an FHT Accredited Course Provider and the founder of the British Academy of Crystal Healing (established 2004). With 5-star ratings from numerous students, the academy is renowned as a leading authority in crystal healing and energy medicine. Jackie is also author of *Messages from Mother Earth Divination Cards Volume 1 & 2* and has a free podcast that attracts regular listeners from the UK and around the world.

The academy warmly welcomes students globally, offering online tutor-led sessions. Jackie's 40 years of research into energy medicine and crystal healing are evident in her inexhaustible knowledge. As a Shaman at heart, she provides retreats and guidance on Shamanic lifestyle, with a remarkable connection to the mineral kingdom and energy wisdom. Find out more and listen to the podcast at britishacademyofcrystalhealing.com or contact Jackie at jackie.winters@yahoo.co.uk or **07834 072273**.

NATURE'S MEDICINE CABINET

FHT Members' best remedies to combat coughs and colds this autumn

As the weather shifts towards autumn, the rise in cases of coughs and colds tends to become more noticeable. Being bunged up just before the colder months arrive is certainly something we want to avoid. So, we gathered insights from some of

you, our members, who have valuable advice to offer – whether it's about effectively managing coughs and colds or proactively avoiding them altogether. From different aromatherapy techniques to relaxing with massage, there's plenty of approaches at our disposal.



SHIATSU MASSAGE AND THE METAL ELEMENT

In Shiatsu theory, the autumn season is ruled by the 'metal' element. It's a time to bring in what we need for winter and say goodbye to the last memories of summer. The associated organ energies are the lung and large intestine and, if you think about it, these are about bringing in and letting go too.

Autumn is a good time to look after our lung health, and a great way to energise our bodies is through the breath. Our lungs have the capacity to exchange what no longer serves us with fresh new breath and energy. As therapists, if we pay attention to relaxing our breath as we work, we may find that our connection with our client deepens and notice them 'let go' a little more into the session.

You could augment this by adding a well-known acupoint on the hand to your routine. Large intestine 4 is located at the web of the thumb. You can press this between your thumb and fingers for 20-30 seconds on each side. Don't use this one during pregnancy, but if your client is at 40 weeks, then it is fine as it helps the body 'push out'. It is known as the 'great eliminator'!

Our lungs are also our most intimate boundary with the outside world. Through the breath, we can deepen our sense of self, of what is ours, and what is past or not ours and can be let go of. Through breath we can release stuck emotions and aid the process of grieving.

Our skin is a boundary too (our outer enclosing membrane) and is a defining boundary between ourselves and another. So, autumn is a good time for self-care activities like oil massage and skin brushing, as well as breathwork. All are useful for soothing, letting go and replenishing for the winter.

*From Lucy Trend, FHT Accredited Course Provider
(stms.co.uk)*

COLD-BUSTING FOOT BATH

A foot bath is an effective way to get essential oils into your system and is a great choice when you are suffering from a cold or are feeling a little fragile. It's also great if you don't have a bath or are keeping water costs to a minimum.

This autumn inspired blend is jam packed full of essential oils to help with a cold by helping to build immunity, ease muscle aches and take the chill away if you're struggling to keep warm. Here are a few essential oils that would be great, followed by a must-have autumn mixture.

Cinnamon leaf (*Cinnamomum zeylanicum*) is well-known as a hot oil thanks to its warming properties. It has been used for thousands of years to help with a wide range of complaints, such as colds.

Clove bud (*Eugenia caryophyllata*) has antiseptic actions within the essential oil which makes it a great oil to beat colds and flu.

Ginger (*Zingiber officinale*) is wonderful to use as the colder weather sets in. This woody and spicy oil can support you with muscle aches due to its anti-inflammatory and analgesic actions. It can also help to take that chill away.

Sweet orange (*Citrus sinensis*) is useful to use if you feel those sniffles coming on. It is an uplifting oil, anti-inflammatory and is immune boosting, too.

Epsom salts are a natural remedy to help with a plethora of ailments including muscle aches.

To create this warming and cold-busting footbath, you will need to:

Mix one drop of clove bud, two drops of cinnamon leaf, two drops of ginger and three drops of sweet orange essential oils into 50g of Epsom salts. Add this mix to a bowl of warm water, pop your feet into the bowl to soak and let the essential oils work their plant magic.

*From Kirsty Summerbell (MFHT), Qualified Aromatherapist
(sageandbellflower.co.uk)*



GRANDMA'S GREEN TEA

We have a long family tradition of drinking sage tea throughout the winter months; the children actually call it Grandma's Green Tea. It is always served in a teapot as soon as anyone mentions a tickly or sore throat brewing.

From a very early age, the children have been able to identify the sage plant growing in the garden. They would collect three leaves per pot of tea and leave it about 20 minutes to brew and cool a little before drinking three to four times a day, until all signs of a sore throat have passed. The whole ritual is a lovely tradition, and it's proven to work really well for us.

*From Amber Searle (MFHT), Qualified Therapist
(encilmelangell.com)*

AROMATHERAPY INHALATION

In December 2022, my 80-year-old mother had Covid, with a persistent cough and catarrh that she couldn't shift. After checking with the GP, she asked me if there were any alternatives that might help alleviate her symptoms as it was making her tired (from coughing) and in a low mood as it kept her awake at night.

I made an inhalation of benzoin, frankincense and eucalyptus, which she put in a bowl of hot water and inhaled three times a day for seven days. On one of the days, she missed a session and the annoying cough returned. This gave her motivation to keep trying the steam inhalations three times a day. After 10 days, the coughing subsided (and when she did cough, it was productive) and the catarrh shifted.

This blend isn't backed by peer-reviewed science, but in this case it worked perfectly. It has also worked for another of my friends who had similar symptoms.

From Kate Weldon (MFHT), Qualified Therapist





ELDERBERRY ELIXIR

This winter syrup concoction was sent over from my adoptive family in the US. They swear by it and for the few years that I made it, we didn't pick up any colds.

INGREDIENTS

- › ½ Cup Dried elderberries
- › 1 - 2 Cinnamon sticks
- › 1 tbsp Fresh grated ginger
- › 5 - 7 Whole cloves
- › 2 Cups Water
- › ½ - 1 Cup Organic honey to sweeten

METHOD

1. Place all items, except the honey, into a saucepan and bring to the boil.
2. Remove from the boil, place on lowest heat, cover and simmer for at least 30 mins. Or you can remove from the heat, cover and let it sit for about an hour.
3. Strain the mixture.
4. Add organic honey to sweeten.
5. Keep refrigerated and take 1-2 spoonfuls each day.

Note from Desiree: You can add other spices and herbs that are known to be beneficial to the immune system or flavour.

From Helen Buckley, Qualified Therapist and FHT Northamptonshire Local Group Coordinator (reviveall.co.uk). Recipe from Denise and Desiree Stover.

NB: The ideas and suggestions presented in this article are intended to provide insights into natural remedies for coughs and colds, but they should not replace standard forms of medicine or personalised advice from a qualified healthcare professional. Only members who hold an appropriate aromatherapy qualification, accepted by the FHT for membership and insurance purposes, can make, use and supply aromatherapy blends and other products. Do not ingest or apply essential oils undiluted on the skin. If you are pregnant, breastfeeding or have an underlying medical condition, seek the advice of your medical practitioner or a qualified professional aromatherapist before using essential oils.

ESSENTIAL OIL BLEND FOR COUGH AND CONGESTION

If you are suffering from a cough, cold, flu, chest or sinus congestion, essential oils remedies are a good natural and holistic way to get relief from your symptoms. There are quite a few essential oils that are antiviral, antimicrobial and antibacterial, and have immune boosting properties, which can help with recovery. Also, the direct impact these essential oils have on our limbic system can affect how we react to stress. For example, essential oils may help to reduce anxiety, promote calm, reduce pain and help us sleep better.

The main essential oil in my cold and cough remedy blends is Eucalyptus (*eucalyptus globulus*), mainly for its decongestant, mucolytic, anti-inflammatory and immune-boosting properties. Together with essential oils with similar properties, I'm sharing my go-to blend for cough and congestion.

- › **30 ml** Grapeseed (*vitis vinifera*) oil or any cold-pressed carrier oil, lotion or natural lipid of your choice
- › **3 drops** Eucalyptus (*eucalyptus globulus*) essential oil
- › **2 drops** Tea Tree (*melaleuca alternifolia*) essential oil
- › **4 drops** Lavender (*lavandula angustifolia*) essential oil
- › **3 drops** Cypress (*cupressus sempervirens*) essential oil

To prepare: In a 30ml dropper bottle, add the carrier oil followed by essential oils. Close the bottle and shake well. This blend can be used for up to 3 months.
To use as a rub: Massage the oil blend on the chest, throat and on the soles of the feet 2-3 times a day. Discontinue use if any irritation occurs. Do not apply on the face and avoid contact with the eyes. Shake well before use.

To use in a diffuser: Diffuse the essential oils for no more than 30 minutes, 2-3 times a day. You will need approximately 5-6 drops of only the essential oils for 100 ml capacity, 6-10 drops for 200 ml capacity or follow the instructions for your diffuser.

From Juliana Rego (MFHT), Qualified Aromatherapist & Massage Therapist (holisticaaromatherapy.co.uk)

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EMBRACING CURIOSITY for business transformation

Transformational Coach, **Kerry Hales**, prompts you to get thinking about your business, talking through some simple steps to help it flow for the better

WORDS KERRY HALES

How can you eliminate the sensation of your business not functioning as desired? What can you do to make it feel easier and less stressful? Who are you within your business, and do you like who you are within it?

Curiosity is the most potent ingredient when creating a life and business you love. However, it can get lost along the way when you wear many hats to make things work. With so much to do and be, things can become overwhelming. Where do you start thinking about what you really want when there are bills to pay and clients to serve?

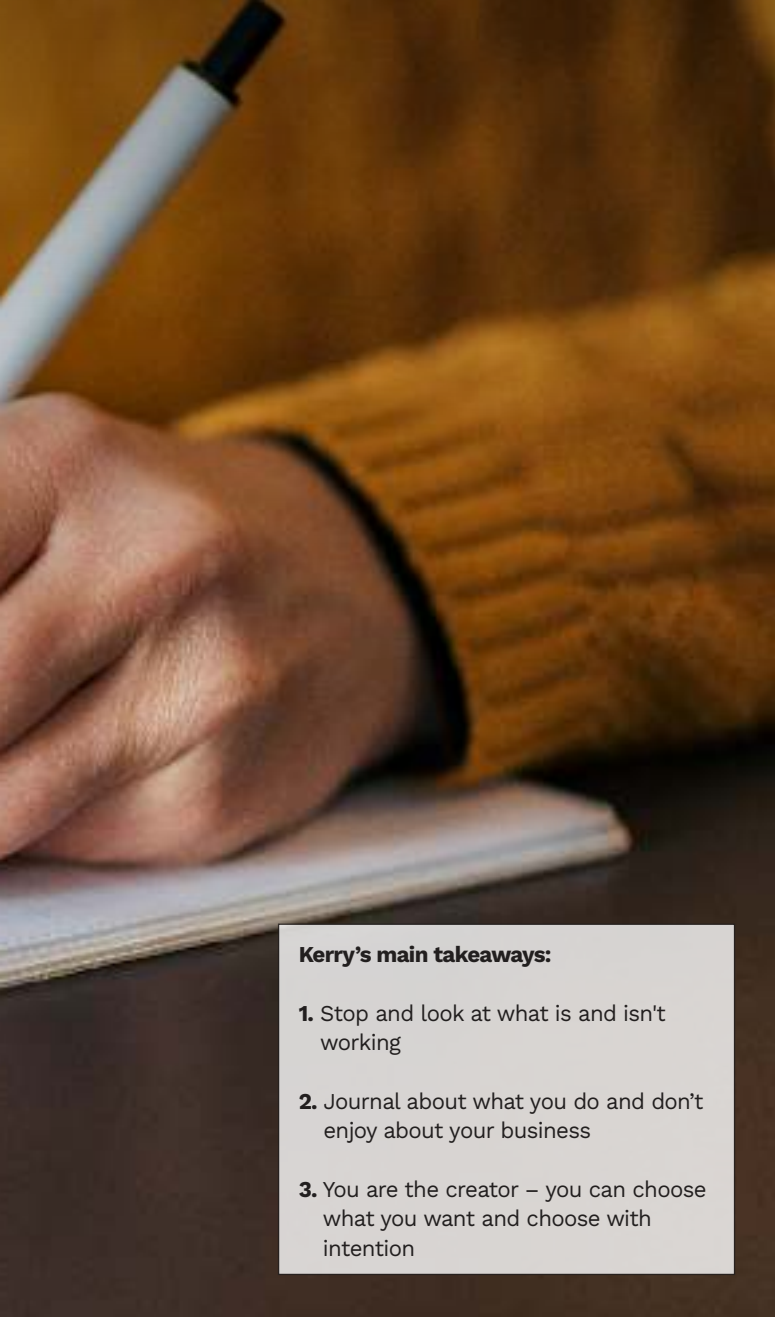
I don't need to tell you that you work with people in therapeutic practices, but I will remind you that you're a participant too. To work on the business of being you and how that aligns with your ethos is vital for success. And when I say 'success,' I mean finding genuine joy in your work.

Most therapists start a venture with the desire to change something for the better and share a part of their own journey - a beautiful way to make an impact. But that focus can only take you so far. After a while, life can get in the way and setting up strategies to 'cope' soon becomes normal. You may even find that your language mimics that, such as "It is stressful," "We'll manage," "If only," "I hope things can change," and so on. This is part of the entrepreneurial journey - most businesses develop a coping method. They don't necessarily think about the processes they put in place to make things flow; they just get on with it.

YOU AND YOUR BUSINESS

But today, I am asking you to embrace curiosity and ask yourself:

- How do you make your business flow?
- What is and is not working for you?



Kerry's main takeaways:

1. Stop and look at what is and isn't working
2. Journal about what you do and don't enjoy about your business
3. You are the creator – you can choose what you want and choose with intention

Firstly, take a moment to pause and create a benchmark. Owning where you are within all areas of your business is crucial, including client pathways into your practice, financial streams (how you receive payment) and business transactions (how you manage expenses), to name a few. Write out the process of how your clients find you and ask yourself if you are making it easy for them to book with you, pay you, follow up with you and refer others to you. This is all about being clear about your business and its intention.

It will take a few moments to feel the truth 'come up' without judgement. That's important – no judgement should be noted. It is not good or bad – it is just what it is. Recognising when something isn't working makes you curious about how it can change. But please be kind to yourself; there is no point in beating yourself up about what needs to change.

When you notice something isn't working or you are not in the best place with that part of your business, start by thinking about how and who is around to help. Who could you swap services with? How much time is spent on things that you find particularly difficult? Do you spend a lot of energy on them instead of what you enjoy or can do? Look past the cost, not because it is irrelevant but because it is just one part of the puzzle that will stop you from getting creative with the solutions.

CREATING SOLUTIONS

Have you tried writing things out? I am an avid supporter of journaling in both my personal and professional life. When talking about business, we also need to write things down to fully understand and own what is really going on. Try giving it a go with these prompts:

What is working?

This will shine the light on what you enjoy and give you an insight into what you are doing well; we generally like what we are good at. Examples could include:

- Following up with clients
- Successful first sessions with clients
- "I am great at delivering..."

What is NOT working?

Be honest, what is a 6/10 or less? Start to own the parts of your business that are not flourishing. Examples could include:

- Networking – "I can get work at these events, but I do not go..."
- "I always put this off, making me feel stressed."

When you pull these together, you will see what you can do to improve and create a business that will grow with you, in alignment with your values and what you enjoy. Write them out and own them. Diarise them into action. Visualise what it will be like for you to reach these goals. 'Feel' into it and use as much description as you can. Be present with your language to bring it into being:

"I love getting new clients, so I will find one new networking event that is easy for me to attend each month."

"I will find a bookkeeper or a friend I can do an accountability swap with for a few hours a month to make sure I keep on top of my finances."

The most important thing to remember is that your business is about you. You are the creator and can choose what you do. There are many ways you can enjoy your business, and if something doesn't feel right, own it, throw some curiosity into it to see what you can do to make it flow better. But most of all... have fun with it. **IT**

Kerry Hales is an international best selling author and Transformational Coach working with smart women to declutter their minds and live a deep, simple life. Visit kerryhales.com to find out more.

THE WONDERS OF **CHILDREN'S MASSAGE**



FHT Accredited Course Provider **Tina Allen**, of the Liddle Kidz® Foundation, offers a clinical perspective on the efficacy of massage in paediatrics

WORDS TINA ALLEN

In the hustle and bustle of modern life, we often overlook the importance of relaxation and physical touch, not just for adults but for children as well. Historically, massage has been primarily associated with the domain of adult relaxation and pain alleviation. While massage therapy is a recognised and beneficial practice for adults, many need to be made aware of the potential it holds for children.

A brief massage can provide a myriad of benefits for our youngest patients, from promoting physical health to supporting emotional and cognitive growth. However, understanding the nuanced nature of children, characterised by their shorter attention spans and heightened sensitivity, it becomes imperative to modify the massage approach. A concise yet impactful massage can deliver many physiological and psychological benefits tailored for children of all ages.

THE LOGIC OF BREVITY IN PAEDIATRIC MASSAGE

Children, inherently different from adults in anatomy and neurology, often don't require an extended duration of massage therapy. From a purely anatomical perspective, their smaller body size means that their muscles, tendons and ligaments are also compact. Touch therapy can effectively address and stimulate a more significant proportion of a child's muscular system in a shorter span, making lengthy massage sessions unnecessary.

SENSORY OVERLOAD AND THE CHILD'S RESPONSE

Children's sensory systems, while incredibly perceptive, are also susceptible to quickly becoming overwhelmed. Their tactile and sensory receptors, still in developmental stages, are more densely packed and sensitive. A prolonged touch therapy session can inadvertently saturate these receptors, triggering an unintended stress response. This can be counterproductive as the primary goal of massage therapy is relaxation and decreasing anxiety. Psychologically, an overwhelmed child may also associate touch therapy with discomfort or stress in the future, negating potential benefits. Short, focused massages ensure that children receive the therapeutic benefits without crossing the threshold into sensory overload.

DEVELOPMENTAL CONSIDERATIONS IN PAEDIATRIC MASSAGE

From a developmental perspective, children are constantly navigating and processing a barrage of new stimuli as they grow and learn about their environment. Their cognitive and emotional resources are often stretched to process these experiences. A brief

but effective massage can offer respite without adding to their cognitive load. Furthermore, considering children's naturally shorter attention spans, a concise massage aligns better with their capacity to stay relaxed and receptive. As they continue to grow, their needs may evolve, but in their formative years, it's crucial that touch therapy respects and accommodates their unique physiological and psychological makeup.

ANATOMICAL AND PHYSIOLOGICAL ASPECTS

Children's muscles are in a unique phase: constantly evolving, growing and adapting. This developmental state renders them particularly vulnerable to the stresses and strains of daily activities. While adults grapple with muscle stress too, the repercussions in children diverge, mainly due to their ongoing physical development. Administering gentle massage can address existing imbalances and lay down a blueprint for robust muscular development.

COMMUNICATION, COGNITIVE AND AUTONOMY ASPECTS

With their developing linguistic capabilities, children often rely more on non-verbal cues. Through touch therapy, they can communicate comfort, discomfort, fear or relaxation even without words. For a child, feeling understood without articulating their feelings can be incredibly empowering. The consistent feedback loop is established during a massage, where a therapist responds to the child's non-verbal cues, reinforces trust and builds a foundation for effective communication.

FOSTERING AUTONOMY THROUGH INFORMED CONSENT

One of the foundational principles of paediatric massage therapy is recognising and respecting a child's autonomy. Every child, irrespective of age, has the right to feel in control of their own body. In the context of massage, this translates to seeking their consent and continually checking in on their comfort level. Shorter sessions, once again, play a pivotal role here. By aligning with their attention span, these sessions ensure that children remain actively engaged, making communicating any discomfort or desire to stop easier.

THE BENEFITS OF PAEDIATRIC MASSAGE

Numerous evidence-informed benefits have been documented in published research studies internationally.

Improved Sleep Patterns: Touch therapy, even in brief sessions, >



has been shown to increase the release of serotonin and melatonin – neurotransmitters linked to relaxation and sleep regulation.

Enhanced Cognitive Function: Research suggests that children who receive regular massages exhibit increased alertness and improved concentration, which can be attributed to enhanced circulation and oxygenation of the brain cells.

Stress and Anxiety Reduction: The soothing effects of touch can decrease cortisol levels (a stress hormone), allowing children to feel more relaxed and secure. This can be especially beneficial for children with anxiety disorders or traumatic experiences.

Support for Children with Specific Presentations, Diagnoses or Symptoms: Children with conditions such as autism or ADHD have shown positive responses to massage, with some exhibiting calmer behaviour and better interpersonal interactions. While hospitalised, paediatric patients report decreased pain, anxiety and, overall, a better healthcare experience.

Enhanced Digestive Function: The abdominal massage can help stimulate peristalsis, improve motility and alleviate conditions like constipation, which is relatively common in children.

Promotion of Growth: Touch therapy has been associated with increased weight gain and development in neonates and infants,

especially in premature babies. We also notice improved nutrient absorption and weight gain in older children who have previously had difficulty maintaining a healthy weight.

The beauty of a shorter massage session for children lies in its simplicity and effectiveness. It offers a non-invasive, holistic approach to children's wellness, addressing their physiological and psychological needs. It's clear that the horizon of paediatric massage is bright, promising a healthier, more balanced foundation for the next generation. **IT**

Tina Allen is founder of Liddle Kidz® Foundation. She is a leading expert on infant and paediatric massage therapy, and an internationally respected lecturer, educator and award-winning author of the best-selling book *A Modern Day Guide to Massage for Children*. She has collaborated with healthcare professionals throughout the world to provide paediatric massage therapy in more than 100 medical institutions, including the Mayo Clinic, St Jude Children's Research Hospital and the Tokyo National Metropolitan Children's Hospital. Learn more about the Liddle Kidz® Foundation and its comprehensive online certification programmes offered via its Virtual Learning Lab at liddlekidz.org

Mindful

MARKETPLACE

Highlighting some of our favourite products from the FHT shop. The perfect items to elevate your business and professional aesthetic. Take a look at some of what we have to offer below and shop the stock at shop.fht.org.uk.



1

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3

FHT GIFT CARDS

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4

THERAPY ROOM SPRAY

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5

SONGBIRD ECOTUB MASSAGE WAX

Providing excellent grip and control during intense massage treatments, this Songbird wax is a great essential to have in your therapy toolkit. They are specially formulated to contain a unique blend of natural beeswax and essential oils and available in two scents, 'Balance' and 'Relaxation'*. £19.99



6

CONSULTATION FORMS

Consultation forms including the relevant questions to ask with each client and a declaration for them to sign before treatment begins. Forms vary from reflexology, aromatherapy, Indian head massage and energy therapies. 50 A4 sheets per pack. £8.99

Please Note: These products are for FHT members only. You will receive a refund if you place an order without being an active FHT member. *Visit our website for the ingredients of these products

DISCOVERING AURICULAR REFLEXOLOGY

Step into the fascinating world of auricular reflexology
with qualified reflexologist **Allison Walker**, and
discover this magical microsystem

WORDS ALLISON WALKER



After practising as a reflexologist for a couple of years, a therapist from one of the clinics where I worked invited me to be her client study for thermo-auricular therapy (an ear candling treatment involving sinus drainage and ear massage), and I found it a very relaxing treatment.

I later became a trainer in thermo-auricular therapy and discovered more about the auricle of the ear as a microsystem. I found it interesting that clients had improvements in parts of their bodies totally unrelated to the ears, nose and throat which are the recognised areas affected by the treatment. I then booked myself onto every course I could find about ears, including auricular acupuncture.

WHAT IS AURICULAR REFLEXOLOGY?

Auricular reflexology stems from the practice of auriculotherapy, brought to the world in 1957 by Dr Paul Nogier, known as the 'Father of Auriculotherapy'. His passionate devotion to science and medicine led to 30 years of mapping out the body systems on the ears.

The ear's microsystem is typically mapped as a somatotopic representation, resembling an inverted fetus. Each body system is clearly identified, similar to other body microsystems. In addition to the reflexes we know, there are many Chinese functional and master points that are worked for specific conditions. There is a point for sneezing, dizziness, libido and even one for appetite control and memory. The Ear Shen Men is an amazing point for overall wellbeing and has strong analgesic properties.

AURICULAR REFLEXOLOGY AND EAR SEEDS

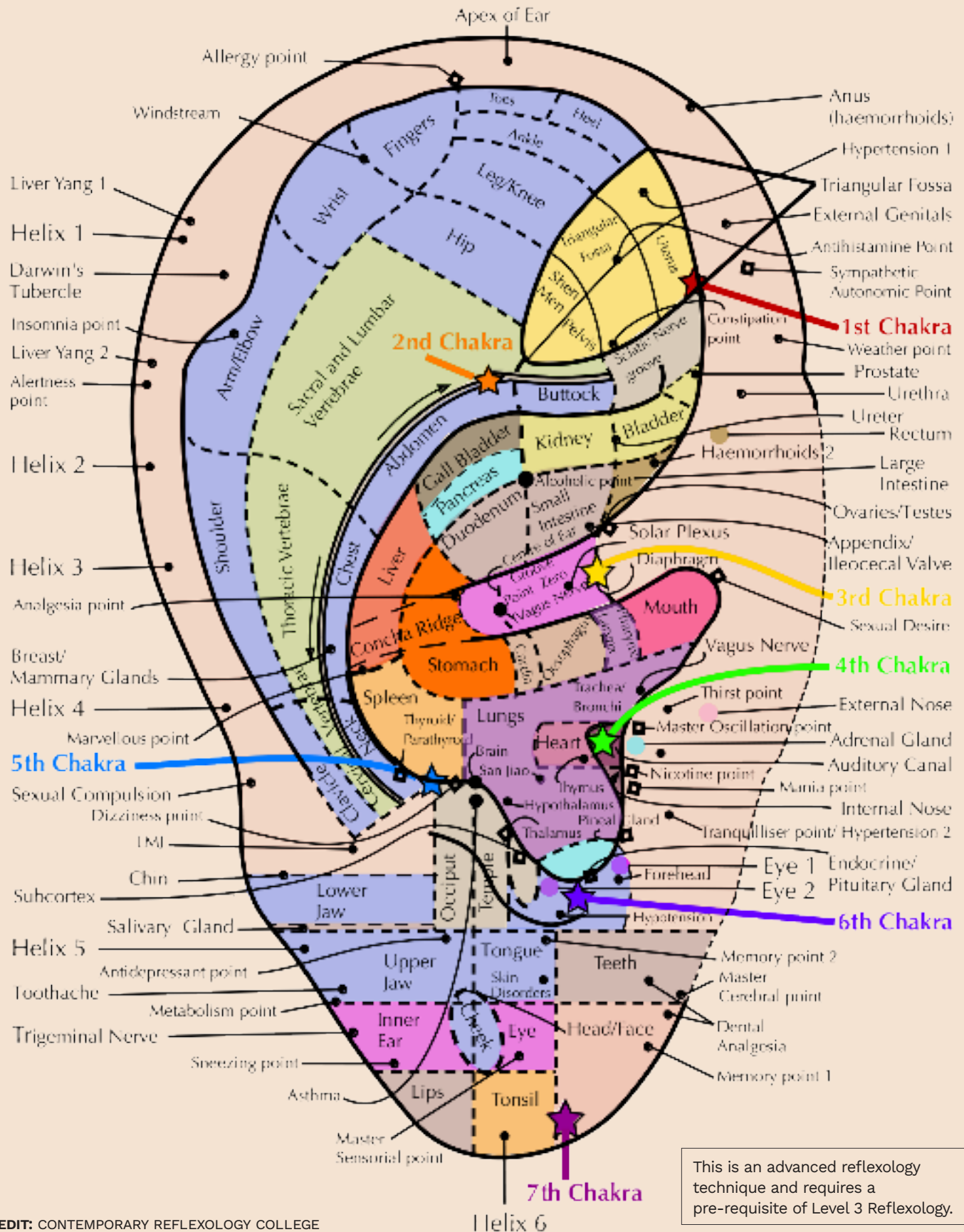
With auricular reflexology, I work with tiny movements using my fingers and thumbs for manual work, followed by pressing gently with a retractable ear probe for fine-tuning to make a slight indentation for the placement of ear seeds.

Ear seeds are tiny balls attached to small plasters placed on the ears at specific points to help with the client's presenting condition. Using ear seeds allows the client to enhance their treatment by providing ongoing support as tiny acupressure tools they can press or hold between sessions, helping them feel empowered and more in control of their own wellbeing.

Ear seeds can be natural seeds taken from the Vaccaria plant (commonly known as Cow herb) or tiny tourmaline pieces, gold-plated magnets or gold, silver and even titanium and Swarovski crystals.

Recently, I was moved to tears when a wonderful reflexologist, who had attended one of my Zoom courses, shared how a lady near the end of life benefitted from auricular therapy. Her pain wasn't relieved through standard medication but through auricular work and ear seeds, she was able to be pain free for her final days.

The results that reflexologists have with auricular work are astonishing. Linda Leahy, a qualified reflexologist who trained >



This is an advanced reflexology technique and requires a pre-requisite of Level 3 Reflexology.

TRY THIS 10-MINUTE AURICULAR TREAT!

- 1.** Put on some healing background music and sit at a desk. Then, place your elbows on the desk and the palms of your hands over your ears. You can lie down if you prefer, but this seated position helps rest your shoulders and arms.
- 2.** Close your eyes and breathe slowly and rhythmically as your hands lightly cradle your ears. Make the intent that on each out breath you feel calmer and more relaxed, and with each in breath more energised and balanced.
- 3.** Gently stroke down the back of your ears where they join your head using your middle fingers. Do this several times as you breathe in and out slowly.
- 4.** Place your thumbs lightly on the back of both your ears in the centre (you will feel a little shelf against the head). Place your middle fingers in the centre of the ears opposite your thumbs on the front. Hold as a light energy link for as long as feels right, focusing on slowing and deepening the breath. This can help regulate vagus nerve activity.
- 5.** Move your thumbs to the bottom of the ear lobes where they join the face at the back of the ear, and place your middle fingers opposite on the front of the ear. Very lightly hold this fleshy part of the ear and breathe in and out slowly. This is the Master Cerebral point for anxiety, fear, worry, poor memory and more.
- 6.** Move both middle fingers to the tips of the tragus on both ears (the tragus is the little flap that you push down over the ear canal to cut out any sound). Here are the adrenal glands. Breathe in and out slowly and steadily making the intent to let any tension and stress float out of your body.
- 7.** Gently sweep down your ear lobes with your index fingers using your thumbs on the back of the lobes for support.
- 8.** Place your hands back over your ears and feel a steady warmth spreading from your ears throughout your body, bringing a calm energy to every cell.
- 9.** Take a few more gentle breaths in and out. When you feel ready, take your hands away from your ears, cross your hands and stroke down your arms a few times.
- 10.** Press your metatarsal pads into the ground if seated. If lying down, get up slowly and then also press your metatarsal pads into the ground before having a drink of water.



Allison Walker treating student learner, Jane Ford, to Auricular Reflexology

with me, said: “After just one treatment of ear reflexology, my sister-in-law can smell for the first time in years.”

Although not all treatments are ‘one-hit wonders’, the ears are so close to the brain that we can easily access nerves such as the vagus nerve. There are quick results in many cases, especially with allergies, pain relief, mobility, mood and hormone balance. **IT**

Allison Walker trained as a reflexologist in 1998 and swiftly built three busy clinics. After qualifying as an adult education teacher, she began teaching reflexology in 2003 and runs her own college, Contemporary Reflexology College (contemporaryreflexologycollege.com). Allison teaches the Level 5 Diploma in Practitioner Reflexology in Birmingham and Cheshire East, with auricular reflexology CPD courses via Zoom and in class.



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INTRODUCING THAI TABLE MASSAGE

Accredited Course Provider **Kathryn Ellis**, from the Central School of Massage, gives a brief description on why Thai table massage is a great add-on to your practice, perfect for therapist and client alike

WORDS KATHRYN ELLIS

Ever seen a cat or dog get up and slowly move their body into a deep stretch? They seem to luxuriate in the sensation of moving and extending their spine and legs. Well, we're not so very different from our pets really; we too know how amazing it feels to have a great stretch. But so often we don't quite get round to it...

Our clients are just the same as us. They generally know how much better they feel after stretching, yet often feel they don't have the time and genuinely love it if they can get someone else to do it for them. Whatever the reason for a massage, be it remedial, stress-releasing or just for relaxation, incorporating some safe stretches into your treatment will almost always be therapeutic and your clients will thank you for it.

Thai massage is a stretch-based treatment that is usually done on a futon on the floor with the client keeping their clothes on. The stretches feel great and can be so beneficial, but it's so much more than just stretching. The meditative approach, focus, breathwork and slow, deep compressions are all combined into an amazing therapy that leaves your client feeling totally relaxed yet full of energy.

I love working on the floor, but I know it's not for everyone. For the therapist, it requires more equipment and more room if you already have a table and space is tight. It also requires a certain level of flexibility – in particular, you need to be comfortable kneeling down and moving around on the floor. I wanted to offer a similar therapy that can give many of the same benefits to your client as Thai yoga massage, but using the equipment you already have.

The Central School of Massage course in Table Thai Stretch Massage uses most of the same techniques as the traditional floor-based massage, adapted to be suitable for a table. I've left out some of the moves that use the feet (using your feet is possible, but not really worth the effort), and included some advanced moves not taught on a basic course. The essence is very much the same, with the same focus on energy lines, authentic stretches, deep compressions and meditation, all delivered in a way that is so easy to give and so effective for your client.

Within every course, I like to focus on the health and wellbeing of the therapist. How can we effectively treat our clients if we end the working day exhausted from giving so much and not looking after ourselves? Thai massage is a real 'win-win' treatment for therapist and client alike.



PHOTO: KATHRYN ELLIS

By using our bodyweight for deeper pressure, slowing down and being mindful of each movement, we also look after ourselves – body and mind – and generally feel as great after the treatment as our client does.

This version of Thai massage is taught and delivered fully clothed, but it can also be given as part of an unclothed massage, combining it with, for example, an oil-based back massage to give what I would regard as the ultimate indulgent treatment! **IT**

Kathryn Ellis came across a demonstration of Thai yoga massage 20 years ago, immediately falling in love with the graceful, dance-like movements integrated into a wonderful massage experience. Inspired, she trained as a massage therapist, specialising in Thai massage, as well as sports, remedial and myofascial release. In 2010, she set up the Central School of Massage, offering courses in Table Thai, Thai yoga, Swedish and deep tissue massage, as well as yoga teacher training. These can all be done in-person or online. Find out more at centralschoolmassage.com or contact Kathryn at kathryn@centralschoolofmassage.com

BREAKING STIGMA, **NURTURING HEALTH**



Qualified massage therapist, **Grace Hempshall** (MFHT), opens the conversation around destigmatising menstrual shame, helping clients to focus on their whole wellbeing

WORDS GRACE HEMPSHALL

Every month, 1.8 billion people experience a menstrual cycle¹. On average, those who menstruate will spend around 40 years of their life traversing its ebbs and flow and, despite its frequency and significance, it continues to be stigmatised. It's important to acknowledge that women are not the only ones who menstruate, and not all women menstruate.

From menarche (the first menstrual cycle) to menopause (a year after the last menstrual cycle), the prevailing cultural narrative is that this healthy and natural process has no value and must remain hidden, perpetuating menstrual shame. The lack of thorough and accurate menstrual education available continues to disempower half the world's population, keeping us disconnected from the power of our natural cycles. Normalising menstruation can improve body literacy and allow better choices to be made around our reproductive health, improving overall health outcomes.

The introduction of social media has given voice to menstrual activists and educators, yet the mainstream remains focused on menstrual hygiene rather than menstrual health, reinforcing the belief that menstruation is unclean and shameful. It was 1985 before the word 'period' was first spoken on TV in a tampon advert, and it's only been in recent years that the menstrual product market has ceased reducing our menstrual experiences to pouring blue liquid onto their products to prove they won't leak. This viewpoint fails to signify the menstrual cycle as a normal and vital indicator of our health.

OPENING UP THE CONVERSATION

Empowering our clients to take charge of their own health is one of our main goals as holistic therapists. We have a privileged position in supporting our clients as they focus inwards. To maximise the support we offer, we need to be willing to address conversations about all aspects of health, especially those that remain stigmatised.

For references, please visit: fht.org.uk/magazine-references

Further reading to consider

- *Her Blood is Gold* by Dr Lara Owen
- *The Fifth Vital Sign* by Lisa Hendrickson-Jack
- *Wild Power* by Alexandra Pope and Sjanie Hugo Wurlitzer

Normalising conversations about menstruation encourages clients to consider their cycle as part of their whole health picture and is not inconsequential in breaking down barriers. Clients seek wellbeing appointments and treatments for many reasons. We know that time outside of the fast pace of life provides valuable opportunities to fully assess their wellbeing and consider implementing changes.

Due to menstrual stigma, changes in our cycle (such as new pain or the excess of a bleed) can often get ignored, and menstrual pathologies frequently go undiagnosed. Endometriosis is a menstrual issue affecting roughly 190 million people worldwide², taking on average eight years from the onset of symptoms to receive a diagnosis³. If we regularly prompt clients at each appointment to consider their menstrual health patterns or changes, it could encourage them to seek medical support as soon as they notice an issue, potentially resulting in an earlier diagnosis.

ADAPTING TREATMENTS

When we ask menstrual questions in our consultation process to establish which day of their cycle clients will be on and whether they are experiencing any symptoms, we can better tailor our treatments: for example, using a table heater when they have menstrual cramps and knowing that a more soothing, lighter lower back massage might be the most supportive.

It is also a useful opportunity to prompt our clients to consider their cyclical experience as working out what day of their cycle they are on can be a helpful piece of information that they wouldn't ordinarily consider. If, when using visualisation techniques or doing a mindfulness body scan at the beginning of a session to identify areas of tension, we don't mention the pelvic bowl, it reinforces the disconnect that already exists in so many. Inviting clients to notice tension in this area can be a reminder that we can connect and relax it – just like we would with shoulder tension.

Treatment rooms are also a great place to showcase different reusable menstrual products as we rarely have the opportunity to look at and ponder a menstrual cup or a reusable tampon applicator in a supermarket and, when shopping online, we can't always see how they might work. Having a trusted person who can openly talk them through options is valuable for our clients and for promoting the importance of sustainable menstruation.

Changing menstrual narratives takes work on both an individual and collective basis, and the work we do as therapists makes a monumental difference to our clients. By continuing to work inclusively with stigmatised experiences, our impact can reach further while raising awareness of the importance of reproductive health. **IT**

Grace Hempshall (MFHT) is a massage therapist who specialises in womb and fertility massage. She is the host of the *Reclaiming Menarche* podcast and has recently completed a Masters in Contemporary Menstrual Studies with Dr Lara Owen.



A HOLISTIC APPROACH TO BEAUTY

We speak to **Gemma Harvey** from GH Hair Design about why she moved from a conventional beauty salon to a holistically-charged wellness centre

WORDS MOLLY DENTON

In 2022, the beauty market – defined as haircare, skincare, fragrance and make-up – generated approximately £350bn in revenue (McKinsey & Company, 2023). This year, the industry has only been on an upward trajectory across all categories, showing no signs of slowing down. It is an industry that many people want to be a part of, meaning that business owners are under more pressure to offer a variety of treatments that not only cater to but also significantly enhance the wellbeing of consumers.

For Gemma Harvey, owner of GH Hair Design, this means “looking after the client as a whole,” highlighting her salon’s holistic approach to wellbeing. When the business first opened its doors in 2011, it operated as any other typical hair salon, with back-to-back appointments and staff working long hours, sometimes even without time for a lunch break – a model that proved unsustainable. “There are still so many salons that pride themselves on being that busy,” Gemma shares. “But working conditions like those can easily result in poor health, with many stylists spending their breaks exhausted or feeling ill.”

Gemma herself knows this all too well. After experiencing the effects of burnout syndrome in 2016 and subsequently being diagnosed with ME (Myalgic Encephalomyelitis), also known as Chronic Fatigue Syndrome,

in 2018, she was prompted to re-evaluate both her life and the way her business operated.

Despite the doctor’s advice to give up on her career as a hairdresser, she chose to adapt it to suit her needs. “As it is a life-long condition, I didn’t want to rely on synthetic medication,” she said. Instead, she researched the underlying causes of the condition and natural ways to combat it to improve her health. “I realised a lot of my symptoms worsened with rising stress levels. As soon as I determined the root cause and stopped trying to fight it, my body started to regain strength.”

THE SWITCH TO HOLISTIC

It was this research that led her to relaunch the business in 2020, transforming it from a conventional hair salon into a health and wellness centre, focusing on a more comprehensive and sustainable approach to beauty. The new business model integrates and encourages holistic treatments such as yoga, reflexology, reiki, sound therapy, counselling and hypnotherapy within their standard day-to-day cosmetic treatments and, with more people recognising the importance of self-care for both their physical appearance and mental health, it has proved to be a good business move.

Today, hair salons have transcended their traditional roles. They are no longer just places to spruce up; they have become an important part of our communities, offering solace and relaxation – even if only for 15 minutes. Hairdressers are no longer seen solely as ‘hairdressers’; they have evolved into trusted friends and sometimes confidants. Gemma has embraced this, offering not only expert styling at GH Hair Design but also a safe and welcoming place where clients can unwind, destress and engage in meaningful treatments.

“We have a platform where we not only boost our clients’ confidence, but also educate, give advice and offer our opinions,” she notes, emphasising how holistic treatments only add to this transformative journey. “It’s true that if your hair looks good, you feel amazing. However, achieving both amazing hair and feeling good on the inside adds a whole new level of confidence and overall wellbeing.”

SUPPORT BEYOND THE SCISSORS

Every detail has been thoughtfully considered, down to each stylist having their own individual space. This deliberate design choice ensures that clients can enjoy undivided attention and a one-on-one bespoke treatment experience. There’s no cacophony of dryers or the distractions of other clients nearby.

“In reality, our clients spend more time in our chairs than they do at the doctors, so it’s important our stylists utilise this time to support people the best they can,” says Gemma. It’s one of the reasons her team keeps up with regular training on mindset, fostering positive thinking and behaviour at work and in their lives. “The wellbeing of my team always comes first; if you don’t take care of yourself, you cannot deliver exceptional care to others,” she says. “Because the team is well supported by me and by each other, they feel valued and cared for.”

The addition of a relaxation lounge offers space for both staff and clients to put their feet up, especially during colour services and post-treatments, encouraging a focus on self-care. Beyond the scissors, clients can find respite from their daily stresses. “Many of our clients have started to read again thanks to the books in our relaxation lounge, which they can borrow and return at their next appointment,” says Gemma. “Reading is really beneficial in reducing stress levels and we always encourage our clients to delve into someone else’s story when they need a change of scenery.”

A STRATEGY FOR SUCCESS

“Adding holistic wellness into our daily routines is often just remembering to prioritise it,” says Gemma, highlighting the other ways the business encourages their clients to adopt a more holistic approach. These efforts extend to social media, where they aim to bring people away from mindless scrolling and toward a heightened awareness of their emotional wellbeing by posting thought-provoking questions about how they feel.

The salon has welcomed many clients who, initially grappling with high levels of anxiety, have undergone a transformative journey thanks to the changes implemented by Gemma and her team. These clients have not only become more comfortable but have learned to genuinely enjoy their salon experiences.



“The mind is such a powerful tool and needs to be looked after,” says Gemma. To practise this, the salon regularly organises open days and offers free taster sessions for clients who may initially be uncertain about holistic treatments.

“With holistic therapies, establishing a strong connection with the person you are working with is crucial,” she adds. These informal events serve as a wonderful opportunity for clients to establish relationships with the team, fostering a sense of trust and comfort before they book in for a treatment. It looks to be working too as most treatments, like yoga, are fully booked up and others have a waiting list each month.

It’s intriguing how interconnected all these elements are. For instance, some clients who were initially hesitant to explore the diverse range of therapies offered at the salon now enjoy every single one – providing a strong testament to their potential. One client, who had endured a nagging shoulder issue for over a year, discovered that through the combined practices of reflexology and yoga, she can now comfortably lay her head back in the basin while receiving a hair treatment.

LOOKING TO THE FUTURE

Gemma’s vision for the future is clear: to inspire more salons to join the holistic approach and leverage their platforms to champion a healthier, calmer way of life. “We will continue to raise awareness for the health and wellness industry, and how important it is to take care of yourself by adapting to a lifestyle that enables you to thrive rather than just survive,” she says. She recognises that by reducing stress levels within our communities, we can significantly mitigate the amount of illnesses, ultimately helping to alleviate the burden of the NHS.

In a world where beauty is redefined regularly, the evolving landscape offers not just change but endless opportunities for positive transformations, akin to the spirit exemplified by GH Hair Design. **IT**

Gemma Harvey is owner of Kings Lynn-based salon GH Hair Design. The salon prides itself on excellent customer service so that everyone of all ages can enjoy their salon experience. To find out more, please visit ghhairdesign.co.uk

LEVEL UP

your practice

Accredited Course Provider Cotswold Academy's **Jessica Bates** shares three different ways of progression that can help you thrive and build a successful career as a sports massage therapist

WORDS JESSICA BATES

There has never been a more exciting time in our industry or a greater need for the unique work that we do as therapists. We are experiencing a huge shift towards soft tissue therapy being properly understood, valued and appreciated by the masses, and sports massage in general is being widely recognised. Treatment is hugely beneficial to everyone and can make a real difference to people's lives.

So, how do you make sure that you are offering the best? How do you become part of moving our industry forward? And how do you make sure you are progressing your skills and business?

As a training provider, the team at the Cotswold Academy recognises the need for a more 'whole-istic' approach to how we support therapists in their progression. We are uniquely placed in the complementary health and sport industry to welcome new and

exciting ways of challenging how we grow, and what pathway we take along this journey. Below, we will take you through three different routes: academic, professional and social. So, let's dive in!

ACADEMIC PROGRESSION

At Cotswold Academy we offer three levels of Sports Massage qualification: Level 3, 4 and 5. This gives our therapists the opportunity to develop at a pace that is right for them, allowing them to build confidence and improve skills along the way.

The starting point for any aspiring sports therapist is to gain a Level 3 Diploma in Sports Massage. This course provides both the massage and business skills to enable you to 'gain your wings', get out into the world, start treating clients and earn money.

While it may be tempting to run before you can walk, in order to

At this point, you may wish to consider an upward academic step to the Level 4 qualification. Here, we learn various advanced assessment and practical massage techniques to equip you with the knowledge to really interrogate what is happening for your client and the hand skills to effectively treat and give long-lasting results. A detailed understanding of how pain is referred through the body enables you to work intelligently, make treatments more efficient and create lasting change for your clients.

So, what does Level 4 give you?

- Highly detailed postural assessment, allowing you to be able to read the body and investigate the potential origin of dysfunction.
- A deeper understanding of fascia and how it slings through the body, alongside how tightness and pain in one area can be attributed to dysfunction elsewhere in the body.
- Orthopaedic, physiotherapy testing and assessments enabling you to evaluate each joint of the body, looking for potential dysfunction. Learn cutting-edge techniques such as Muscle Energy Techniques (MET) and Soft Tissue Release (STR) to relieve deep fascial tension and regain range of movement.

When we think about the progression to Level 5 Sports Therapist, we are entering the elite world of professional athletes. This could be working with individuals, within teams or in an academic setting. This level gives you the detail and ability to take clients through the most complex assessment, treatment and rehabilitation plans. It's about getting our clients match fit to the highest level and keeping them there!

Level 5 unlocks the following three areas of study with degree level research:

- Rehabilitation: This gives you the knowledge to assess and treat injuries and advise exercise and strengthening programmes during the rehab process to restore and maintain optimum levels of function and fitness.
- Neurological Assessment: Understanding the neurological system and how to test to decide when it is appropriate to treat or when to refer to other specialities.
- Gait Analysis: Understanding and assessing the way the body moves and identifying dysfunction is key in streamlining and enhancing performance and avoiding injury.

PROFESSIONAL PROGRESSION

Progression doesn't always need to look academic; it may not always be in an upwards direction. It can be just as valid to take a side road and develop professionally.

Very often, your client base will inform your work and you will naturally find a niche that you can specialise in. Rather than trying to learn everything about every facet of our incredible industry, why not focus on the details around what your clients need? Do your research, find new modalities and build a toolkit to become the best you can be to serve these clients. We offer CPD and short courses designed for exactly this pathway.

At the Cotswold Academy, we are incredibly passionate about



successfully progress a solid foundation at Level 3 is essential. For us, high standards are paramount. The key points at this stage are to ensure your anatomy and physiology knowledge is excellent, that you are confident with treating a variety of people and conditions and to hone your hand skills. Do not underestimate the importance of this in order to gain the necessary experience to move on to the next step. Support throughout this period is really important, and we pride ourselves on staying connected with our students to provide continued guidance and mentoring.

But what next? You might find yourself in a position where the following are beginning to ring true:

- Your treatments are relieving but not resolving issues for your clients and you see them returning with recurring problems.
- You are left with more questions than you have answers for.
- You are chasing the pain rather than pinpointing the root causes.

encouraging therapists to stand out from the crowd by adopting a pioneering approach when it comes to the treatment of clients. Considering the biopsychosocial model, growing and nurturing a unique toolkit encompassing various skills and modalities, enables a bespoke treatment for the whole person that will affect real change. If someone visits you for a sports massage to treat a frozen shoulder, imagine the impact you could have by reaching into your toolkit and utilising your different skills. For example, you could offer a hot stones treatment to aid in the relaxation of the soft tissue, myofascial cupping incorporated with MET to aid in fascial release and increase range of movement, along with an aromatherapy blend to address the hormonal element. All of this at no extra cost – the focus being on what your client needs from their time with you.

This approach not only allows you to support your clients more profoundly in each treatment but also moves away from the standard tariff list offered by most therapists. Instead, you know your modalities deeply and utilise them thoughtfully and intelligently depending on the client and the issue. It should never be about adding as many techniques as possible, rather it should be about being equipped with the right modalities to make you fantastic at what you do for your clients.

SOCIAL PROGRESSION

Lastly, the idea of progression socially is about building a trusted network of experts, such as other massage therapists, personal trainers, yogis, osteopaths, physiotherapists and chiropractors, who you can cross-refer with to get the best outcome for clients. People who hold the same passion for their own work as you and who want to share their knowledge freely and nurture a mutual respect.

As you can see, there are infinite ways in which you can progress after qualifying as a sports therapist. Whichever route you choose, ensure you are making decisions that light you up and make you feel on top of your game. Let this reflect on your clients; in an industry where so much is built upon how we make people feel, make them feel included and empowered and let them tell the world how wonderful you are in return. Sharing knowledge with our clients is one of the most important things we can do. This will help them make informed decisions and take control of their own health and wellbeing. **IT**

At the **Cotswold Academy**, we offer professional, vocational diplomas in massage, sports massage, aromatherapy and reflexology, as well as courses for your continued professional development as a therapist. Our mission is to provide a space for peer mentoring, to support therapists and to drive standards in the industry upwards. We hold a regular space for practice growth, growth and networking. Nurture and be nurtured, after all that's what brings people into our incredible industry. Find out more and view courses at cotswoldacademy.co.uk





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FROM PASSION TO PROFIT

Tina Hollis, salon owner and ‘anti-corporate’ business coach, shares her top tips on how to run a successful beauty business

WORDS TINA HOLLIS

Are you a beauty entrepreneur looking to venture into the world of business? Running a successful beauty company requires more than just a passion for making others feel beautiful; it involves smart financial decisions and the ability to optimise expenses without compromising on the quality of services. So often I see talented professionals set up on their own, only to end up feeling lonely and trapped in their business and typically making less than they did when they were employed. The money goes to everyone else before them, for employees’ wages, rent and bills, and suddenly they’re the ones with no cash!

Sound familiar? Well, it doesn’t have to be that way. Here, I will share some practical tips and strategies to help start your journey in the beauty industry while saving money and avoiding common financial pitfalls.

FIND BUDGET-FRIENDLY EQUIPMENT AND SUPPLIERS

Be sensible when setting up your beauty business. It’s essential to invest in quality equipment and supplies without breaking the bank, but I often see people running to buy the latest pricey equipment before they have even established themselves with an income.

Look for reputable suppliers who offer competitive prices and consider purchasing refurbished or second-hand equipment if it meets your quality standards. Negotiating bulk discounts and building lasting relationships with suppliers can lead to long-term savings and loyalty.

ACKNOWLEDGE THE COST-OF-LIVING CRISIS

There’s no point in denying the strain our current climate has put on everyone, let alone beauty entrepreneurs. The cost-of-living crisis can be a challenge for many businesses starting out, but with the right approach, you can thrive. Keep an eye on your pricing strategies periodically to ensure you strike that perfect balance between affordability for clients and profitability for your business. >

MAKE GOOD USE OF MARKETING

Traditional advertising – such as newspaper and radio adverts, flyers and posters – can sometimes be costly so consider digital marketing as a cost-effective alternative. When starting up, make sure to establish a strong online presence through a professional website, be consistent with your social media content and set up an easy way to communicate to your client base, such as monthly email newsletters that include salon news and current offers.

There's no doubt that the best type of marketing is via word of mouth (in fact, 82% of you confirmed this in the FHT's Quarterly Survey in the summer), so make sure to encourage your clients to share your work through beauty and nail selfies and don't be afraid to ask for reviews. Alongside all of that, you could run an 'introduce a friend' scheme where clients can get rewarded for spreading the word about your salon.

EDUCATE AND EMPOWER YOUR TEAM

Well-trained staff not only improve service quality but also reduce costly mistakes. Invest in continuous education for your team to keep them updated on the latest beauty trends, techniques and products. Empower them to see their 'column' as their own business, reward them with a good commission once they hit targets and give them positive as well as constructive feedback when appropriate. Having an open and honest relationship with your team is the way to create a happy environment for everyone – especially your clients.

KEEP ON TOP OF STOCK MANAGEMENT

While overstocking is a common issue for cash flow problems, understocking may result in missed sales opportunities. To overcome this, implement an efficient inventory management system to keep track of stock levels and analyse sales trends. This will help you optimise orders, minimise waste and ensure you have the right products in stock when clients need them without having hundreds of pounds worth of kit collecting dust.

CREATE PACKAGES AND LOYALTY SCHEMES

Entice your clients with cost-effective package deals and loyalty schemes. Bundling services or offering multi-session packages encourages repeat business and can lead to increased revenue. When doing this though I advise you to think about putting the sales money into a pot and transferring it to each treatment. Additionally, loyal customers are more likely to refer your services to others and creating positive recommendations with a loyalty scheme is an effective move.

COLLABORATE WITH INFLUENCERS AND CROSS-PROMOTE

Incorporate online marketing by collaborating with influencers in your area. They can help increase your brand visibility and attract new clients by promoting you through their channels. In return, offer discounted or complimentary services to them, creating a mutually beneficial partnership.



Additionally, consider cross-promoting with other local businesses. This can help expand your reach and attract a wider customer base. For example, promoting a bridal dress shop within your salon for clients can increase their footfall, and they can promote you for all the pre-wedding beauty treatments and needs. A win-win!

GET TO KNOW YOUR NUMBERS

This has to be one of my most important tips when talking with salon owners. Without knowing your break-even (the point at which revenue and total costs are the same), you'll never know where you are with your business. Make sure to set aside some time weekly to analyse your takings and projections for your weekly, fortnightly or monthly goals. That way, you can put plans in place to ensure you stay in profit and help avoid last-minute special offers that don't always guarantee numbers to rise.

DON'T GET STUCK IN A RUT

Keep looking for ways to improve and develop – both big and small. When I looked at my outgoings, I managed to save a massive £27,900 on rent and business rates by relocating to a salon 20 seconds up the road that was the same size! This has resulted in huge savings without any detriment to my business.

I always check my subscriptions and contracts too. Don't be afraid to negotiate hard with your suppliers or service providers. You'd be surprised how often they are willing to offer better deals or discounts to retain your business. It's essential to keep a close eye on these expenses regularly and not let them sneakily eat away at your profits.

By following these practical tips and strategies in your business, you can save money without compromising quality or performance. Knowing your company inside out is essential in getting it to where you dream of – and it doesn't have to be scary or time-consuming.

If you want to learn more about how to thrive as a salon business owner, you can join my free salon owner's support group, which hosts a monthly online group meeting where I share tips and ideas while you network with other salon owners. Visit thelonlyboss lady.com to sign up. **IT**

Tina Hollis is founder of The Lonely Boss Lady, a coaching company that provides support and guidance to salon owners in the hair and beauty industry. With over 26 years of experience, 17 of which as the owner of her own salon with a year long waiting list, Tina is an experienced and passionate leader. Her 'anti-corporate' approach to coaching and business education provides a down-to-earth and friendly style that helps salon owners gain the confidence and skills they need to succeed. Find out more at thelonlyboss lady.com.

THE THERAPIST'S GUIDE TO ONLINE IMPACT

Best-selling Amazon author and former BBC presenter, **Janey Lee Grace**,
on how to get seen, heard and sold in the digital landscape

WORDS JANEY LEE GRACE



I've met many therapists over the years who are fantastic at what they do, but not always so hot at the PR and marketing side of their business. I love helping to build the bridge between this sometimes murky world, to support therapists to step into the spotlight and get seen, heard and sold. It is time to harness the power of the online realm and skyrocket your impact.

WHY AN ONLINE PRESENCE MATTERS

Think of the adage 'people do business with those they like, know and trust'. Of course personal recommendations will always be beneficial, but if you want to reach more people, including those who won't ever be able to get to you in person but can still appreciate your expertise, you will need a digital presence.

Start thinking about how your services could be showcased to the world. We are dominated by screens so having a strong online presence is no longer just an option, it's a necessity. Your potential clients are searching, scrolling and seeking solutions online. By being there, you become a guiding light leading them towards the transformation they desire.

ENHANCING YOUR SERVICES THROUGH DIGITAL MEDIUMS

Convenience, flexibility and a reach without boundaries are the magic ingredients of the digital revolution. Clients can connect with you from the comfort of their homes, fitting sessions into their busy schedules with ease. Whether it's a virtual yoga class, an online flower essences workshop or sharing insightful resources, your impact can now extend beyond geographical limits, touching lives everywhere.

INCORPORATING DIGITAL FOR GROWTH AND ENGAGEMENT

Of course, you need to be visible, and that's where social media platforms offer an opportunity for you to showcase your expertise, share valuable insights and engage with your audience on a personal level. Don't just be a therapist or practitioner, become a trusted friend, mentor and guide in the online realm. Ask yourself what value you can offer.

TOOLS THAT TRANSFORM YOUR SOCIAL MEDIA

The tools that will be your sidekicks on this digital journey include social media platforms like Instagram, Facebook and X (formerly Twitter) – and many are now using TikTok too. I'd strongly advise choosing one platform where you think your ideal clients will be hanging out as it's hard to focus on them all! Schedule appointments with online booking systems. Think about webinars, podcasts and video content which can also showcase your expertise in dynamic ways.

Consistency is vital as you build your online presence. Regularly update your website and social media profiles with fresh content. Engage with your audience through comments and messages. Stay authentic and let your personality shine through your online interactions. **IT**

Janey Lee Grace is an author, practitioner, coach and trains Sober 360 wellbeing coaches. A former BBC Presenter for 25 years, Janey offers power vision calls and strategy sessions including support with creating and distributing a press release and getting clarity on key messages. Find out more at www.janeyleegrace.com

5

WAYS TO KICKSTART YOUR ONLINE PRESENCE

So, are you ready to get seen, heard and even sold? The digital stage is set, so step into the spotlight and let your brilliance illuminate the world.

It can feel overwhelming, but presuming you have clarity on your ideal client (flip to the next page for tips) and have thought about what you like to offer, you are ready to take action.

1 Create Your Digital Identity:

Start by establishing a professional website or landing page showcasing your expertise, services and a little about yourself. Be sure to include a short biography, your areas of specialisation and contact information. Don't forget to add a professional headshot to put a friendly face to your virtual presence – because people do business without those they like, know and trust!

2 Engage on Social Media:

Choose one or two social media platforms that is most popular with your chosen demographic. Share valuable content related to your field, such as tips, articles or inspiring quotes. Interact with your followers by responding to comments and messages promptly.

3 Offer Value Through Content:

Start a blog or create video content where you can share your insights, advice and expertise. Address common questions or challenges your clients might face. This positions you as an authority and gives potential clients a taste of your approach.

4 Provide Online Resources:

Consider developing digital resources like e-books, guides or webinars that cater to your audience's needs. I love encouraging therapists to write a book. Add three letters to the word 'author', and you become an authority! Share these resources on your website and social media to showcase your expertise and provide value to your community.

5 Virtual Sessions and Workshops:

Offer virtual sessions or workshops for clients who can't visit you in person. At one time it would have felt impossible, but the many lockdowns have forced many of us to move online, and many find they are still able to conduct sessions effectively.





FINDING YOUR IDEAL CLIENT

Success lies in creating a business that aligns with your preferences. Here we highlight some pivotal steps to help identify your preferred client-base for a more fulfilling practice...

WORDS MOLLY DENTON

Wellbeing and business are two words that shouldn't be estranged. In fact, the two can work well together, providing they are executed with the right intention. At first, it might seem unnatural to market your treatments – as if the two contradict one another – but if you don't, then you could potentially be alienating a wide range of people who could benefit from your skills.

This doesn't mean you have to be a marketing guru to have a successful practice, but it doesn't hurt to get to know your unique selling points as a therapist. The secret to having a fulfilling business is creating one that works for *you* – trickling down to details as simple as your preferred client.

You most likely started your business to help others, right? Looking to either offer treatments to help with specific issues, inspire clients to take action and practise self-care or encourage others to take your classes. My bet is there are a lot of therapy businesses in your area with the same goal, offering similarly professional services.

According to a quick search on the FHT Therapist Register, there are 50 independent therapists based within 10 miles of the FHT Office and 29 within five miles of my home address. So, with figures like these spanning the country, you might want to start thinking about how to stand out among your peers.

PINPOINTING YOUR IDEAL CUSTOMER

When you identify and connect with your ideal clients, you can refine your expertise and build deeper connections, resulting in more effective treatments and heightened client satisfaction. And here's the trick: you don't have to appeal to everyone.

Just as in life, you aren't going to gel with everyone, and not everyone will understand or value your services. In fact, trying to target all is a well-known recipe for disaster in the marketing world, termed 'blanket marketing'. Just think, a young full-time worker in the city will not read or receive information the same way as a retired country-goer, will they?

As much as we sometimes might feel we want to help everyone, it's not always the best case scenario when marketing your business. If you don't get specific about your ideal client and personal business values, you risk blending in and end up talking to no one¹.

But don't worry! This is not something to be scared of. There are a few things you can do to discover your ideal client and by pinpointing the individuals who resonate most with your treatments, you can create a symbiotic relationship that benefits you both.

“When you identify and connect with your ideal clients, you can refine your expertise and build deeper connections, resulting in more effective treatments and heightened client satisfaction”

SHARING YOUR STORY

In terms of complementary therapy training, little is taught about the therapeutic relationship and its importance. Within psychotherapy, Sigmund Freud hypothesised that the relationship between the therapist and patient was a key component of a successful treatment (Horvath and Luborsky, 1993). Since then, research in this field has shown that the quality of this relationship is the strongest predictor of whether or not therapy is successful, and not the school or model of counselling or psychotherapy used². When we translate that to your holistic practice, it means that the rapport you have with your individual clients could be just as important as your treatments.

Sharing your story solidifies this connection and, in turn, elevates the efficacy of your treatments, helping people identify with you and what you can offer on a personal level. Through your story, clients not only see your professional background but also your humanity. Perhaps you specialise in a certain condition due to experiencing it yourself? Or maybe you know a lot about a specialist subject? This shared experience fosters a sense of trust – and we tend to be more open to buying services and products from people we trust.

By sharing even a little of your story, you are helping potential clients to be confident in their decisions. It creates an environment where individuals who align with your values, experiences and approach can find a sense of belonging and are more prepared to embark on their wellness journey that is not only effective but meaningful. For instance, imagine a client who has struggled with anxiety for years stumbling upon your story of overcoming similar challenges – that connection alone can inspire hope and ignite the belief that positive change is possible.

DEFINING YOUR NICHE

Ultimately, building a loyal client base is hard work. It takes time and deep thought, but once it is established, it becomes simpler and more effective. Nowadays, due to more accessibility, we have been accustomed to the idea that ‘more is better’, whether that’s more treatments, wider reach or larger audiences. But, if we know one thing to be true, it’s that oversupply leads to undervaluing the very thing being offered. That’s why it’s important to discover your niche areas.

It’s all about figuring out the specific group of people you want to help



and ways to support them. This could be focusing on a particular age group, health concern or even a combination of techniques you resonate with the most and can make a real difference for your clients. When you do that, it allows you to specialise and position yourself as an expert in a particular area, setting you apart from competitors.

Finding your niche is not an overnight decision; it’s a journey of exploration and refinement. It should be a fusion of your genuine passion, market demand and a desire to help others. It might take some time to fine-tune, so embrace the process and stay open to learning and adaptation. Above all, make sure to choose one that aligns with your values.

DOING YOUR MARKET RESEARCH

There’s a lot to be said for good market research. Simply put, market research is a way to find out what people like, what they want and what they need, so you can make your offerings even more targeted and make more people happy³.

Don’t be put off by the term ‘research’. As a small business owner, spending even just one hour online can help you find out a lot about your consumers, such as popular treatments in your area, key competitors and the average demographic. By talking to people, asking questions and listening to their needs and preferences, you can learn about specific issues they are facing, the types of therapies they’re



For references, please visit: fht.org.uk/magazine-references

interested in and what kind of approach resonates for them.

For instance, you might find that people in your area are highly stressed. With this information, you can tailor your services and marketing material to include stress-relief techniques like meditation and aromatherapy.

How often you carry out market research can depend on a few factors. While there's no set rule for how often to conduct research, a combination of regular check-ins and more focused research efforts around significant changes or developments should help you stay on track. Here are a few guidelines to consider:

Regular Check-ins: Typically to be conducted once a year, you can do this through surveys, feedback forms and casual, informal conversations with your clients to maintain a consistent pulse on their needs and preferences.

Seasonal Adaptation: Recognise that wellness goals may shift throughout the year, prompting you to adjust your offerings and approach accordingly. As autumn arrives and daylight hours decrease, individuals may seek support in managing seasonal affective disorder and finding strategies to maintain their mental wellbeing.

New Services: Gauge genuine interest in potential new services by

seeking input from your existing clients. This helps ensure you're still meeting their needs and desires, as well as attracting new clients.

Staying Current: Stay informed about industry trends and advancements by following experts on social media and keeping up with the latest developments (such as in our Industry News section on page 8. This proactive approach helps you stay ahead of the curve.

Client Feedback Loop: Encourage clients to share their thoughts after each session with you. This ongoing feedback loop helps you understand what's working well and which areas might need improvement.

In a nutshell, embracing a well-balanced approach to market research ensures you can provide the right solutions at the right time and continue to enhance your therapeutic practice.

FOLLOWING ETHICAL BOUNDARIES

Maintaining ethical boundaries while seeking your ideal clients is crucial in ensuring the wellbeing of both you and those you treat. As you start on the journey of finding your ideal clients, it's important to uphold confidentiality, respect diversity and prioritise informed consent. Strive to communicate your services honestly and transparently, avoiding manipulation or coercion. Remember that your mission is to provide support that aligns with your expertise and values, rather than exploiting vulnerabilities.

Always prioritise your clients' best interests, ensuring that your marketing and communication efforts are respectful, accurate and considerate of their needs. By adhering to these ethical principles, you create a foundation of trust and safety that fosters positive therapeutic relationships and meaningful outcomes for everyone involved.

Upholding ethical boundaries isn't just a requirement; it's a commitment to preserving the dignity and welfare of your clients while elevating the integrity of your practice. For additional guidance, refer to the FHT Code of Conduct on our website at fht.org.uk/codeofconduct.

CREATING A MISSION STATEMENT

Once you've thought about all the information in the previous sections, it's time to create a mission statement for your therapy practice. A mission statement serves as a guiding compass for your business telling everyone why it exists, what it stands for and what it aims to achieve. It helps guide decision making and lets people know what to expect from you.

Most of us have a broad sense of what we stand for, but it can be hard to be specific sometimes. Think about your purpose, values, goals and impact and combine them into a concise sentence or two. If you ever feel you're straying away or uncertain about your direction, re-centre yourself with this statement, using it as a source of inspiration and motivation, both for you and those you serve.

In this journey, trust your intuition. Setbacks are natural for any business owner, but they're part of growth. Focus on one step at a time, mastering it before expanding. Your path and ideal client will unfold uniquely, step by step. **IT**



FROM PEN TO ZEN

Editor, **Molly Denton**, shares her recent experience of journalling for self-reflection and offers her top tips to help you get started...

In recent years, journalling has entered the mainstream, and its popularity shows no signs of waning anytime soon. From social media creators to celebrities and entrepreneurs, everyone seems to be journalling in one form or another, and it has become a powerful means of mindfulness.

Of course, keeping a diary is not a new phenomenon, but it's something that many of us seem to abandon as we leave our teenage years behind. Journalling follows a similar path, but rather than simply recording everything that happened in your day, it's about recording how you feel about it instead. It involves regularly documenting your thoughts, feelings and experiences, serving as a form of self-expression and self-reflection, reminiscent of how we navigated the challenges of youth. So, the question is: why do we often cast aside this valuable habit just when we could benefit from it the most?

Whether you're a seasoned wordsmith or a novice in the world of words, journalling has something for everyone. It isn't, and will never be, just a fleeting trend; rather, an intentional choice that can help transform the way we think, feel and interact.

EXPLORING JOURNALLING

You may already be participating in a form of journalling without even knowing it. It was only when I delved deeper into what journalling was

that I realised I had been doing it for most of my life. For as long as I can remember, I have always carried a notebook with me. I've had all sorts of them – fluffy pink ones, soft velvet ones, elegant leather-bound ones, flimsy ones and more structured ones. But regardless of their appearance, they all served the same purpose: to narrate my thoughts, record my ideas, be home to my doodles and, if nothing else, help me remember the little details of my day.

I have always had an active, busy, sometimes anxious mind, even as a child. So, last month, I started journalling more regularly and intentionally. Having this outlet to pen my thoughts in an active, non-judgmental and unbiased way has been immeasurably helpful. As soon as the words spill out of my head onto the blank page, I feel instantly calmer and more prepared to take on the week. Through the process, I've discovered a profound sense of self-awareness that has not only benefitted my mental state but also enhanced my creativity and problem-solving.

A CONVERSATION WITH YOURSELF

So many of us will think about journalling as a 'task' to do each day and inevitably end up procrastinating. However, when you approach it as having a simple chat with yourself, it becomes much more manageable. Comparable to how you gain clarity and understanding by discussing things with a friend, journalling can provide similar benefits. It offers the



chance to set aside time to connect with yourself, express your thoughts and examine your emotions and experiences from a different perspective.

In a 2018 study, published by the National Library of Medicine, it was shown that writing about positive experiences for just 15 minutes a day, three times a week, may help ease feelings of anxiety and stress and boost resilience¹. Not only that, but it can help with goal setting, improving organisation and the cultivation of a creative outlet for generating ideas and finding inspiration which fosters better mental and emotional wellbeing.

IT'S FOR EVERYONE

The best thing is journalling doesn't follow a particular format and can fit into most daily schedules. There are no rules to follow, no judgments to fear and no boundaries to confine your thoughts or creativity. You don't have to journal in a notebook, it can be in any medium – a piece of paper, a bunch of blank pages, a blog, a social media post or even the notes folder on your phone. Your journal might not even be in one place at all – it could be sporadic. A Post-it note here, a scribble there, the back of your hand even.

The American poet Emily Dickinson wrote poetry 'scraps' on the back of envelopes, the reverse of letters, chocolate wrappers and bits of newspaper, and stuffed them into her desk drawers². There were no masterpieces hidden among them, but instead, her incandescent thinking was on display. In some ways, you could say that was her mindful journal practice.

If you're contemplating starting your journalling journey, remember that the first step is the most important one. The great thing is that it's an easy habit to form and after a while you are left with a collection of inspiring material to look back on when in need of a pick-me-up. Don't be deterred by busy days or not knowing where to begin. That's the beauty of journaling, its simplicity is key. Grab a pen (or open a digital note) and let your thoughts flow. Even on days when you might be tired or short on time, it doesn't need to be lengthy. You can even sum up your day in one sentence if needs be. It isn't just about writing; it's about self-discovery, growth and finding clarity. **IT**

For references, please visit: fht.org.uk/magazine-references

IF YOU'RE LOOKING TO GET STARTED WITH JOURNALLING, TRY THESE SIX IDEAS:

1. Write Every Day: Set aside a few minutes each day to write as this will help you get into the habit. By getting the details and 'right-now' thoughts out of your head, you make room for better, higher-level thoughts. I prefer writing before bed as it helps empty my mind before sleep.

2. Express Your Emotions: Whether you're happy, angry, bored, joyful or annoyed, write down your honest feelings. The truer you are, the better you can reflect later. Then, take a moment to identify how you'd like to feel in the future. Whether it's more confident, content or motivated, jot it down. It will help you stay on the right track for your goals.

3. Write Whatever Feels Right: Your journal doesn't need to follow a specific structure. Think of it as your private place to discuss and create whatever you want to express your feelings. Let the words and ideas flow freely. Don't worry about spelling mistakes or what other people might think. If your writing helps you process emotions and learn more about yourself, that's what matters.

4. Be Grateful: It's no secret that showing gratitude is good for you. Noting down all the things you are grateful for – from the sublime to the ridiculous – can take your journalling experience to a whole new level. Gratitude is a powerful state of being that can quite literally rewire your brain and change the outcome of your days in wonderful ways.

5. Follow Prompts: Sometimes, the words might not flow as easily as the day before. Following prompts can be extremely helpful when you're stuck. A small search in Google can bring up many websites that offer journalling prompts, but a few favourites of mine over the past month were:

- How do you feel about yourself today, at this moment?
- Make a list of things about your day that bring you joy
- What difficult thoughts or emotions come up most frequently for you?
- When do I feel most confident in myself, and when do I feel the least confidence in myself?
- What place makes you feel most peaceful? Describe that place using all five senses.

6. Take a Step Back: This is probably the most beneficial step when journalling. Pause, read it back and let anything come to the surface – it might even be something you didn't know was there. You can choose when to reflect. Maybe it will be after each journal entry, at the end of each week or perhaps only when you lose sight of your goals and want to get back on the winding path.

CARING FOR YOUR THUMBS: three self massages



First in three-part series, massage therapist and trainer **Darien Pritchard** shares some techniques on how to save your thumbs from strain

WORDS DARIEN PRITCHARD

In daily life, using our hands usually involves our thumbs, and it's similar in massage. In fact, the thumbs are the area that massage practitioners most often fatigue or strain so massaging the thumb muscles is a great way of sustaining your massage career.

THUMB MUSCLE AREAS

There are two areas of muscles that work the thumb. The thenar eminence at the base of the thumbs is the 'wad' of muscles that primarily moves your thumb towards your other fingers for gripping. There are also muscles on the radial (thumb) side of your forearm (both front and back) that also move your thumb towards and away from your fingers.

Here we will look at ways of working on these thumb muscles to relax the tension that builds up (often

without us being aware of it). You probably already have ways of calling on your massage experience to work on these areas but the techniques presented here are all designed to **SAVE YOUR THUMBS** (and avoid having to use one thumb to massage the other).

STEP 1: Massaging the thenar eminence

It's easy to 'massage' the thenar eminence by pressing it on a small rubber ball (eg a squash ball). Place the ball on a solid surface. Use your other hand on top to apply comfortable pressure and to move your underneath hand around on the ball – by rolling the ball. Be careful to avoid pressing on your thumb bone.

Note: You can also use this rolling ball pressure for the thumb muscles on the front of your forearm. It's also useful to move the ball around to massage over your palm and the base of your fingers as these hard-working areas will enjoy it too.

STEP 2: Massaging the thumb muscles at the front of the forearm

It's fairly easy to use deep tissue slides (from your wrist towards your elbow) which are effective for releasing tension here. Use the 'knuckles' at the base of your index and middle fingers (with lightly curled fingers – not clenched) to slide down these muscles. (You will probably also be working on some of your wrist and finger muscles too.)

Note: You can also work in a similar way into the thenar eminence muscles with one or both of these 'knuckles' (being careful of your thumb bone).

STEP 3: Massaging the thumb muscles at the back of the forearm

It's harder to work on the muscles at the back of the forearm. Use your fingers or your palm to do a series of short stretches, squeezes or kneading across your forearm. Apply a little pressure and then move the tissue around; you may need to use just a little oil.

ADAPTING THESE TECHNIQUES

I hope you find these suggestions helpful. Please don't apply them too rigidly. Play with them to find out how they work best for you, or how you might adapt them or blend them with more familiar ways of working.

The next article in this series will look at self-massage to help the wrists, the second most strained area for massage practitioners. **IT**



PHOTOS: DARIEN PRITCHARD

Darien Pritchard has been a massage trainer since 1982 and has served on the General Council for Massage Therapy. He wrote the career-maintenance book *Dynamic Bodyuse for Effective Strain-Free Massage* (2008) and the student text *Anatomy, Physiology and Pathology for Massage* (2nd ed, 2023). For three decades, Darien has pioneered a focus on how massage practitioners can look after their hands and body, including developing hands-free massage – the skilful, sensitive use of the forearm and elbow to save the hands. Find out more at dynamicmassage.co.uk and handsfreemassage.com.

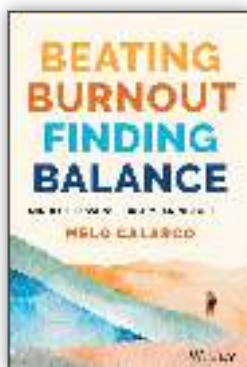
BOOK RECOMMENDATIONS

ON OUR SHELF

As we embrace the seasonal changes of autumn, it's the perfect time to enrich your bookshelves with inspiring business books that can help you build flourishing and thriving practices. This season encourages reflection and planning, making it ideal for setting new goals for the colder months. By engaging in continuous professional development, you can stay updated on industry trends and enrich your practices

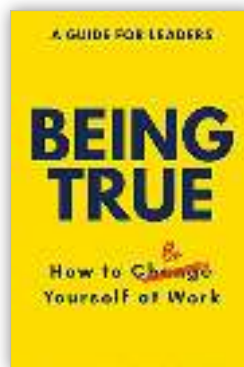
with marketing insights, financial planning and therapist-client relationship tips.

Spending time reading and investing in self-improvement this autumn can foster mindfulness and self-care, leading to increased focus and overall wellbeing in both your personal and professional lives. Take a look at these six business books of 2023, sure to inspire you on your journey towards success...



BEATING BURNOUT, FINDING BALANCE
MELO CALARCO

Never ending to-do lists pile up, constant deadlines appear, new clients join, intense workloads inundate the calendar and the guilty feeling that you're not doing enough still hovers – sound familiar? In this book, you'll discover the simple practices that will help you create a healthy mindset, boost your wellbeing and prevent overwhelm. Mindfulness and performance coach Melo Calarco shares the secrets to flourishing as a high achiever and an effective leader, combining science, practical knowledge and mindfulness techniques with the incredible life lessons he has learned as he cycled and trekked his way around the world.



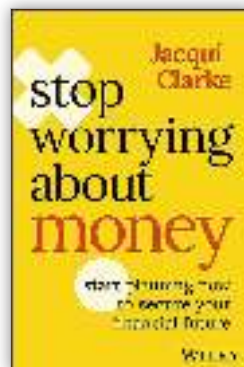
BEING TRUE – HOW TO BE YOURSELF AT WORK
CASSANDRA GOODMAN

What if true leadership is about being more yourself? Working life can feel like one long masterclass on how to fit in by fixing, hiding or suppressing parts of you; it's no wonder many leaders feel alone, overwhelmed and exhausted. *Being True* offers a practical evidence-based approach to turning down the voices in your head that stop you from being yourself with others. By honouring our deepest selves, we liberate our highest potential and serve the greatest good. We uplift performance, health and sustainability and co-create workplaces where people feel like they belong.



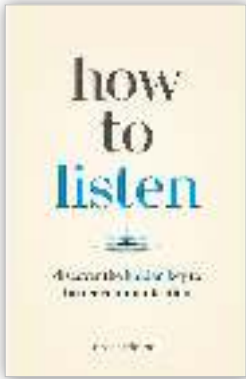
DEAR DIGITAL, WE NEED TO TALK
DR KRISTY GOODWIN

Overwhelmed? Stressed? Time poor? Exhausted? Distracted? Then you need to have a serious look at how the always-on digital world is contributing to these symptoms... and this book is a great place to start. *Dear Digital, We Need To Talk* prompts the conversation about how you can cultivate healthy and helpful digital habits that work with rather than against your brain and body (without throwing away your phone). It will help you establish digital boundaries, adopt neuro-productive principles, disable digital distractions and offer ways to unplug for rest and recovery.



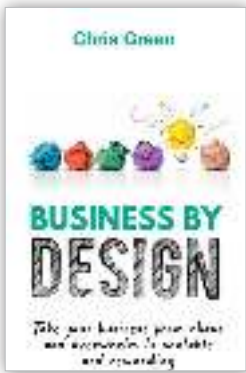
STOP WORRYING ABOUT MONEY
JACQUI CLARKE

Money comes in and out, that's a fact. The cost of living is ever increasing, big changes can come as big surprises and sometimes you're stuck trying to keep on top of everything. *Stop Worrying About Money* is all about helping you take control of your money, avoid common financial pitfalls and prepare for life's 'big surprises'. It's a hands-on guide to help you build a less stressful, more empowering relationship with money, discovering how to build financial security; set meaningful goals; avoid typical money traps; and overcome setbacks.



HOW TO LISTEN
OSCAR TRIMBOLI

Good communication isn't all about what we say. It's about what we hear, how we react to it and respond. At a time when we are more technologically linked than ever, our conversations have never been more fractured and disconnected – because most don't know how to truly listen. In *How to Listen*, Oscar Trimboli, host of the award-winning podcast *Deep Listening*, shows you how to unlock your listening superpowers to have more impactful conversations. Through stories, exercises and tips, Trimboli shares invaluable insights to help you notice when you aren't listening – and what to do about it. When you master the art of listening, you'll master the art of communication and create more powerful connections in all facets of your life.



BUSINESS BY DESIGN
CHRIS GREEN

Written by business coach Chris Green, *Business By Design* is a practical book that shows you how to take your business from overwhelming and chaotic to scalable and rewarding. Drawing on over 20 years' experience in supporting entrepreneurial business owners to grow their businesses and realise their potential, it uses real-life case studies to help you set an inspirational strategy; adopt a breakthrough attitude; eliminate key-person risk; rethink and grow your team; and create business systems that actually work. It will give you the road map to create the business you have always wanted but didn't know how to attain.

LET US KNOW ABOUT YOUR READING ADVENTURES BY USING THE HASHTAG '#FHTREADINGCHALLENGE'; AND TAGGING US ON ALL OUR SOCIAL MEDIA.



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COMPETITION

FALL INTO COMFORT WITH FHT'S AUTUMN COMPETITION!

We are so happy to hear how much you are loving our new shop products! To thank you for all of your support, we're giving five lucky members a chance to win a branded FHT fleece in grey, ready to keep you looking professional in the colder months (RRP £29.99 each).

To view other shop products, visit shop.fht.org.uk and keep a lookout in our newsletters and on social media for exclusive discounts!

TO ENTER THIS EXCLUSIVE MEMBERS' GIVEAWAY, PLEASE ANSWER THE FOLLOWING QUESTION:

What is the name of the founder of FHT?

- A) John M Smith
- B) Emily A Wallace
- C) Wallace S Sharps
- D) Sarah P Williams

Hint: If you still have your summer 2022 issue handy, we did a feature article on them.

To enter, simply email your name, address, membership number and answer to editor@fht.org.uk typing 'IT Autumn Competition' in the subject box. Alternatively, send your details and a postcard to the new FHT Address: FHT, Aspire House, 10 Annealing Close, Eastleigh, Hampshire SO50 9PX. The closing date is midnight on **Sunday 3 December**.

Standard competition terms and conditions apply (visit fht.org.uk/competitions before you enter). The FHT will contact the winners individually for their details and size. Unfortunately, we cannot accept any exchanges or refunds for this prize.



BOOK EXCERPT



CULTIVATING A SUSTAINABLE CORE

AN EXCERPT FROM LIZ GILLEM DUNCANSON

Over the years, clients have asked **Liz Gillem Duncanson** why nothing else has worked for them. Her answer is simple: they landed with her at the right time in their wellbeing journey and were ready for the next step. In her book *Cultivating a Sustainable Core*, she shares evidence-based support for why she combines yoga with sports medicine to help clients with musculoskeletal rehabilitation.

She states that none of this information is secret, but her academic and professional journey has led to a “distillation of combined techniques from several professions”. With this, she blends basic Eastern philosophies (mainly yoga, some traditional Chinese medicine and Tibetan Buddhism) into her lifestyle, which spills into her Western medicine physical therapy practice. Here, we share an excerpt from the chapter 'Implementing Change via Therapeutic Exercise' (P207), which is situated in the last section of this three-part book. Beyond, she shares practical examples of the main concepts and exercises to explore for yourself.

While there are many layers and lenses to consider on the path to better health, one entry point is through our core layers. When we cultivate a sustainable core, we cultivate resilience and self-regulation through mindful breathing and movement. This is just one physical way into the centre. This section provides instructions for individual practices that ultimately might be explored

together, particularly mindful movement with breathing. When putting together an exercise and health plan, there are a few concepts to consider. I am not alone in finding success in using yoga as a tool to help people (including myself) feel better in their bodies.

YOGA AND HEALTHY LIFESTYLES

It has long been known in yoga that living a healthy life includes eating and sleeping well. Some of the latest recommendations for

mitigating chronic back pain include lifestyle medicine strategies, such as incorporating whole foods and a plant-based diet, sustainable physical activity and mind-body exercises, restorative sleep, stress resiliency, awareness and mitigation of substance abuse and addiction and establishing meaningful social networks and self-care strategies. The benefits of yoga and the ingredients of healthy lifestyles are now being recommended by licensed health care providers, and the

many layers of health are being recognised in the mainstream. The focus of this book is on the core, with the understanding that healthy changes are only achieved by simultaneously addressing the whole organism – including diet, sleep, spiritual wellness and stress management.

The benefits of developing more control and coordination of the deep core muscles have recently entered the popular media, such as the article in the *New York Times* 'How simple exercises may save your lower back'. The article notes that: 'Back pain is common and complicated. But altering your workout to build control and stability can help prevent it.'

By now, I hope the lenses are clearer and the concepts seem within your grasp. When entering into a programme to help ourselves and clients, in order to gradually build core control and stability, we should first consider where the client is, find a place of motor control and then gradually and methodically introduce load, pacing, altered planes of gravity and limb control.

ORDER OF EXERCISE PROGRESSION

Graded Load and Pacing: As in cognitive behavioural therapy, pacing is a concept we use to build resilience and core stability. "Just as you wouldn't go outside and run a 26 mile marathon tomorrow without training, you similarly wouldn't resume all physical activities after months at home with pain. 'Pacing' is a tried-and-true technique for slowly desensitising the brain and body and gradually resuming your life." So where does one begin? Start with a movement task and observe for compensations.

If you have recovered from a back injury, have been cleared for exercise by your physician and are ready to return to exercise, I recommend gently practising pain-free movement in the sagittal plane (flexion and extension) before introducing side-bending and rotation or twisting. "The position of the trunk has a significant impact on the ability to generate maximum intra-abdominal pressure during Valsalva's Maneuver. Trunk rotation adversely affects this ability both in the flexed and standing positions."

The body will often recruit helper muscles (and I propose that these muscles are the accessory breathing muscles) when the load or

weight of a task is too much for our sustainable core to control our trunk. If we note that the accessory muscles are being recruited regularly in the gym, during activities of daily living or on the mat, I suggest decreasing the load and retrying the task. Explore if the movement can be achieved without breath holding and without excessive accessory breathing muscle recruitment. Try finding a load and pace that reinforces dynamic stability from the sustainable core muscles. Once this control is found, this test turns into homework. Practise the task, mindfully, while breathing, and pace the movement with the sustainable core muscles moving in their homeostatic centre without emergency core muscle recruitment.

Planes of Gravity and Developmental Progress:

Another way to cultivate resilience and alter the load is by changing the body's position against gravity. Is the trunk stable with limb movement in all three planes of gravity? In other words, can the body perform movements without breath holding and emergency core muscle recruitment in supine exercises as well as prone and standing exercises?

What about moving through all the basic developmental patterns? Have you ever watched a baby learn to crawl and walk? There is a typical order of development we go through, from lying on our tummy, lifting and turning our head, engaging our wings, bending our hips and knees to crawl, crossing our limbs over the midline, kneeling, pulling to standing, cruising around the furniture and, finally, walking. Ask yourself: are you capable of lying on the floor on your tummy, lifting your head, engaging your wings, crawling, kneeling, pulling to stand (lunge) and walking without your emergency breathing muscles being used for stability? If not, maybe start with some of the gentle exercises in this chapter first. Try static exercises (neutral spinal posture with

no segmental displacement) before dynamic exercises (controlled spinal segmental movement).

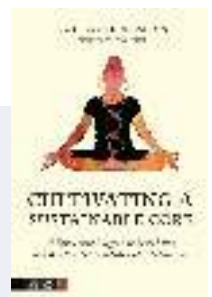
This is a gentle entry point for exploration. I don't intend to scare people into thinking that we should never use breath holding or our accessory breathing muscles as a strategy when faced with high loads. In fact, there is no evidence to suggest that high loads in exercise such as crossfit lead to pelvic organ prolapse, and physical therapists are re-evaluating the premise that we should avoid high loads. I am not saying we should avoid high loads; we just need to adjust, adapt and use progressive, *gradual* progression of resistance. We have to meet the body where it is and figure out where it is compensating.

In regard to activities with high loads, like crossfit, physical therapist Julie Wiebe agrees: "Adaptive weight training strategies have their place to help build resilience as a way forward." We just have to meet the body at its current level of ability and intervene, or work to change the strategy. This takes reorganisation of thoughts and movement patterns, which takes time and mindfulness. I think the 'secret sauce' to implementing this change is practising mindful movement coordinated with breathing. I recommend learning novel breathing techniques, then applying them to, and coordinating them with, movement. I ask clients to check their centre, sustainable core muscle coordination, breath and awareness in every exercise and movement in daily life.

NB: The information contained in this book is not intended to replace the services of trained medical professionals or to be a substitute for medical advice. You are advised to consult a doctor on any matters relating to your health, and in particular on any matters that may require diagnosis or medical attention. Note on text: A basic anatomy background is assumed. **IT**

To purchase your own copy of *Cultivating a Sustainable Core*, please visit: uk.singingdragon.com/products/cultivating-a-sustainable-core

FHT members can use the code **FHTED15** for 15% off the book, valid from **10/10/2023** to **14/12/2023**.



Protect your practice with our tailor-made insurance

At the FHT, we're extremely proud to support members with our robust package of **membership benefits**. And, thanks to our insurance partners Hiscox, we're also able to ensure that you are **covered** with an insurance policy that keeps you and your clients safe.

Our malpractice, public and products liability policy covers **more than 360 therapies**, with lots of added extras included too:

- Up to £5k to cover expenses that arise from identity fraud
- Up to 30 days cover to work abroad
- Replacement of official documents if lost or irrevocably damaged

Not yet taking advantage of our insurance policy?

Make sure you ask your current provider what's included, or contact our team for more information about upgrading.

Call **023 8062 4350** or email **info@fht.org.uk**

FIND OUT MORE AT [FHT.ORG.UK/INSURANCE](https://www.fht.org.uk/insurance)

T&Cs apply. See FHT website for details.

INSURANCE
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HISCOX

FHT HOSTED COURSES

Expand your skill set and grow as a therapist with a FHT Hosted Course...

MASSAGE FOR POSTNATAL MOTHERS

DATE: 3 November 2023

LOCATION: Bristol

CPD POINTS: 7

PREREQUISITE: Level 3 in body massage, Swedish massage, aromatherapy massage or sports massage



WHAT IS LONG COVID AND HOW CAN YOU HELP SOMEONE WITH THIS CONDITION?

DATE: 17 November 2023

LOCATION: Online

CPD POINTS: 5 (when reflection is completed)

PREREQUISITE: Any Level 3 therapy



DISSECTION WORKSHOP

DATE: 29 November 2023

LOCATION: London

CPD POINTS: 5

PREREQUISITE: Any qualified therapist



EMM-TECH SHORT COURSE: FIRST-AID FOR MUSCLES

DATE: 2 December 2023

LOCATION: Kent

CPD POINTS: 7

PREREQUISITE: Any qualified therapist



SIMPLE BREATHING TECHNIQUES FOR THE MANAGEMENT OF ANXIETY, BREATHLESSNESS AND RELAXATION

DATE: 8 December 2023

LOCATION: Online

CPD POINTS: 5 (when reflection is completed)

PREREQUISITE: Any Level 3 therapist



PREGNANCY MASSAGE

DATE: 11 – 12 December 2023

LOCATION: Online

CPD POINTS: 12

PREREQUISITE: Level 3 in body massage, Swedish massage, aromatherapy massage or sports massage



To view these FHT Hosted Courses, and more, please visit fht.org.uk/course-listings



STUDENT 101

YOUR HOLISTIC THERAPY PRIMER

In this section, we provide essential guidance and resources for students. Whether you are just beginning or looking to deepen your knowledge, consider this your go-to guide with a breakdown of everything you need to know in one place.

CHOOSING THE RIGHT PATH

Embarking on a career in holistic therapy is exciting and fulfilling. However, it is crucial to choose the right path that aligns with your goals and interests. To help you on your way, it is important to consider these three things:

Specialisation: Which area of holistic therapy resonates with you the most? Explore a range of modalities like massage therapy, acupuncture, aromatherapy or reflexology to find your niche. When you find one that suits your values and resonates with your personal journey towards holistic healing, it will be all that much easier to enjoy and allows you to provide genuine and effective care.

Accreditation: Ensure that the courses and programmes you consider are accredited by reputable organisations within the field. We have a wide-range of FHT Accredited Courses that you can find on pages 80-82 or on our website at fht.org.uk/accredited-course-providers

qualification-and-short-course. These accredited courses have met the standards and criteria set by the FHT, guaranteeing that you receive a comprehensive and well-recognised education in your chosen field.

Career Goals: What is it that you want to achieve as a therapist? Clarify these goals and see how your chosen path aligns with them. Are you looking to start your own practice? Volunteer your skills and make a positive impact on your local community? Would you prefer working in a spa or wellness centre? Are you interested in integrating your therapies into an existing healthcare profession? These are just some questions to consider when starting out as a holistic therapist. It could be more than one of these goals. Remember that your therapy journey is a dynamic and evolving process, and your goals may evolve along with it.

TOP TIP: It is Important to remain flexible and open to adjusting your goals as you gain more experience and insights in the field.

THE NEXT STEPS

To become a full member of the FHT after completing your student membership, you can apply to upgrade your membership. Here is a general outline of the steps you can take to upgrade:

- Contact FHT at info@fht.org.uk to let us know you have completed the qualification you have been studying towards. We will then send you a link to our Student Upgrade Form to be completed online.
- Once you have submitted the online form, along with a copy of your new qualification certificate, we will process your upgrade. FHT will be in touch with a pro-rata payment to come in line with your current student membership dates.
- As soon as your upgrade has been completed you will receive your full membership certificate and insurance documents in the post and will be able to start practising! Have a look at the many fantastic benefits you can access as a full FHT member at fht.org.uk/join-us

EDUCATION RESOURCES

Whether you are studying complementary, beauty or sport therapies, each are dynamic fields and continuous learning is key to success. Here at the FHT, we have a range of educational resource for students of all areas, including:

- FHT Hosted Courses – run by FHT, both online and across the UK, tailored to help you to build upon the therapies you offer, add to your skillset and gain your annual CPD.
- Webinar Recordings – instant access to a selection of past FHT webinars to develop your knowledge at a time and place convenient for you.
- FHT Training Conference – our annual online training event full of pre-recorded seminars, live webinars, resources and opportunities from industry professionals.
- Additional CPD Resources – an abundance of downloads, templates and links to support you when gaining CPD and building your business.



UPCOMING STUDENT COURSES

Hosted Course (Dissection): Student Dissection Workshop

Date: 3 November 2023

Location: London

CPD Points: 5

Pre-requisite(s): None

CODE OF CONDUCT

As a holistic therapy student, maintaining a high standard of professionalism and ethics is essential. Familiarise yourself with the FHT Code of Conduct to ensure you provide the best care to your clients. You can find this at fht.org.uk/codeofconduct and in the Members' Area on our website.

WHAT IS CPD?

Continuing Professional Development (CPD) is a crucial aspect of your therapy journey. It involves ongoing education, training and skill development to stay updated with the latest practices and techniques in the field.

We have a range of CPD resources for you to follow, including:

- Quarterly spiral quiz competition (P69)
- CPD question prompts (P68)
- Further training (seminars, workshops and new qualifications)
- Reflective practice (reflecting on a treatment, event or article)
- Attending a Local Support Group meeting (find out more on pages 76-79)
- Case studies to review
- Research (writing an article, blog or study)
- Creating a business or marketing plan

Find out more at fht.org.uk/cpd

Q&A

Got any questions about your therapist journey? Send them our way and we'll provide expert answers to help you navigate your path effectively in the next issue of *IT*.

Send your questions to our editor, Molly, at mdenton@fht.org.uk by **Wednesday 22 November** for a chance to be considered.

UPCOMING EVENTS

Stay informed about upcoming events, workshops, seminars and conferences by signing up to our newsletter. These events are excellent opportunities to expand your knowledge and network with professionals. You can sign up at fht.org.uk/newsletter

ENTER THE FHT EXCELLENCE AWARDS

Don't miss the opportunity to display your skills and dedication! Consider entering the FHT Excellence Awards to receive recognition for your outstanding contributions to the holistic therapy community.

The 2023 applications are now closed, but why not get a head start and prepare yourself for the 2024 awards? There will be details on how to enter in the spring issue of *IT* – stay tuned! **IT**

CPD QUESTIONS

HERE TO HELP YOU CONTINUE YOUR
PROFESSIONAL DEVELOPMENT

FHT HOSTED COURSES (P65)

How about signing up to one of our FHT Hosted Courses to expand your knowledge? Courses offer a minimum of 1 CPD point and they can help you build upon your therapy skillset and gain your annual CPD. Remember, if there is ever a course you would like to run in your area, let us know and we'll find the most suitable speaker for you.

SEASONAL CRYSTALS (P20)

In her article, Jackie Winters discusses the grounding and rooting energy of various autumnal crystals. Can you provide additional examples of crystals that have similar properties and can help enhance our connection to the earth's energies during the different seasons?

RESEARCH (P70)

Each issue, we share a selection of research that we've found and read over the last quarter. What recent holistic therapy research or publications have you read or studied? Think about how you can apply this knowledge in your practice.



SELF-CARE SUPERHERO (P58)

On page 59, Darien Pritchard shares his first set of self-care tips for looking after your hands as a therapist. Discuss your current self-care routine. How do you ensure that you maintain your own wellbeing while caring for others?

BUSINESS SMART (P60)

We shared a selection of business-themed books for this quarter's On Our Shelf to help you on your journey. Recommend a book, tool or resource that has greatly influenced your practice or philosophy. Explain how it has made a difference.

UPDATE YOUR PRACTICE (P19)

On page 19, we share some tips on how to update your therapy practice. One of those tips suggests adopting a client-centric approach. Reflect on your current practice and develop a plan outlining steps to integrate into your professional development and daily therapeutic activities.

Below, you'll find questions relating to key articles in this issue of *International Therapist*. To gain 3 CPD points (unless otherwise stated) answer one or more questions, using a minimum of 300 words in total. Feel free to construct your own questions if none below suit for any of the articles in this issue.

TOP 5 REASONS FOR BEING AN FHT MEMBER

1. Professional status and recognition
2. Campaigning, promoting and protecting your interests as a professional therapist
3. Tailor-made comprehensive therapist, salon and clinic insurance policies
4. Discounted continued professional learning
5. Free listing and personal profile on the FHT's Therapist Register

Remember: if you introduce a friend to the FHT, not only will you help to grow our voice as the leading professional association for therapists, you'll both get £10 off a year's membership

For more information about CPD points, visit our education hub at fht.org.uk/training/cpd

2023 ANNUAL MEMBERSHIP FEES:

FHT MEMBER £85.00
STUDENT MEMBER £50.00*
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RESEARCH

ANTIBACTERIAL PROPERTIES AND ESSENTIAL OILS

Ref: doi.org/10.3390/antibiotics12071191

Essential oils have become popular for their natural properties and are in high demand. However, there can be significant differences in the same essential oil from different suppliers because many companies produce them, and online sales are constantly changing.

In this study, published by MDPI, researchers looked at the antibacterial and antibiofilm effects of five commonly used essential oils (Oregano, Eucalyptus, Rosemary, Clove and Peppermint) from different companies. They also analysed the chemical makeup of these oils.

The results showed that all of these essential oils had antibacterial and antibiofilm effects at a certain concentration, but these effects decreased as the concentration decreased. Eucalyptus and Clove oils had the most variation in their chemical composition and effectiveness.

These differences could be because of where the plants were grown, how the oils were made and how they were stored. Overall, this study shows the importance in choosing essential oils carefully, based on their intended use and quality.



CLINICAL FOOT REFLEXOLOGY AND CANCER CARE

Ref: doi.org/10.7748/cnp.2023.e1841

A recent peer-reviewed study, published by the Cancer Nursing Practice, revealed that clinical reflexology can offer patients with cancer relief from symptoms associated with their condition or cancer treatment, such as pain, swelling and anxiety.

With the aim to evaluate the reflexology treatments among patients, a total of 2,078 consent/evaluation forms given with each treatment were reviewed. 88% of the form feedback contained patient comments which focused on the experience of foot reflexology (35%), the beneficial effects of reflexology on their symptoms (13%) and the therapeutic effect of the reflexology treatment (52%). There were no negative comments about the service.

In conclusion, this study shows that clinical reflexology treatments are beneficial for patients with cancer, providing relief from symptoms and providing an additional quality of care alongside their standard treatment.

With thanks to FHT member Abbigail Langstone-Wring

ANTI-AGING EFFECTS OF CAVIAR OIL ON SKIN

Ref: doi.org/10.21873/invivo.13305

This study, by In Vivo, aimed to explore the potential anti-aging properties of caviar oil, a natural ingredient rich in fatty acids, vitamins and minerals. The researchers developed a product called 'Cavi Balm'.

They used both in vitro and ex vivo models to investigate the impact of caviar oil on skin. In vitro, caviar oil promoted adipocyte differentiation and increased lipid accumulation. Ex vivo analysis showed that caviar oil reduced the expression of matrix metalloproteinases (MMPs) associated with skin aging and enhanced the formation of elastin and collagen, crucial components for skin elasticity and firmness.

Clinical studies, involving 102 participants, evaluated the anti-aging effects of 'Cavi Balm' on various skin parameters, including moisture, elasticity, density, tightening relief, clarity and turnover. The results indicated that the balm improved these skin parameters after just one use, with more significant effects observed after four weeks of regular use.

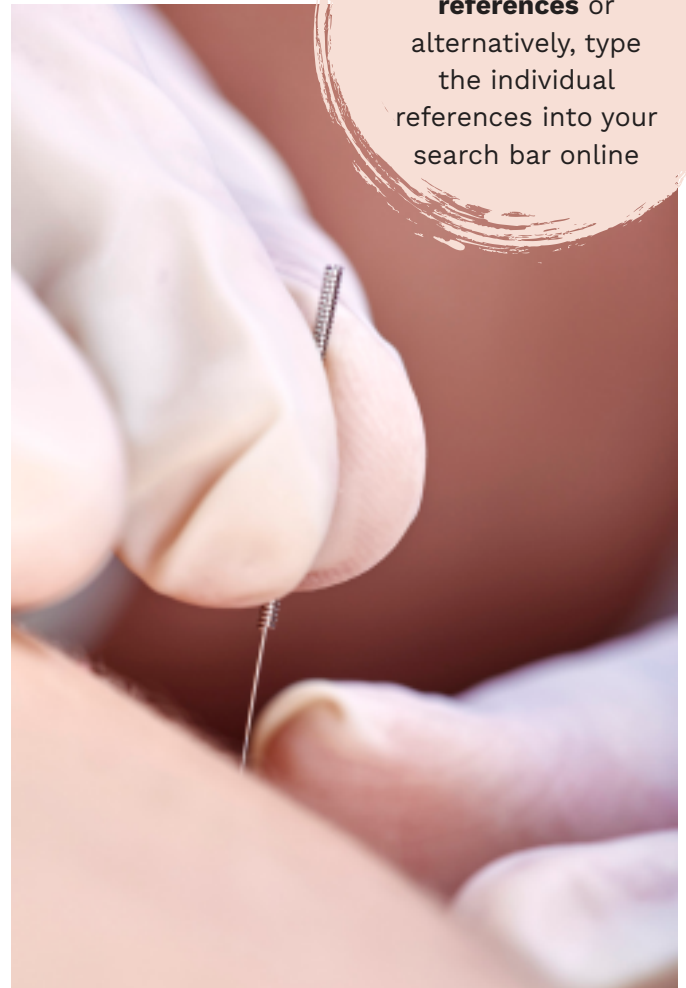
BRIGHT LIGHT THERAPY AND SEASONAL AFFECTIVE DISORDER

Ref: doi.org/10.1080/07853890.2023.2249015

A recent study, published by Taylor & Francis Online, investigated the effects of bright light therapy (BLT) on Nile grass rats to better understand its potential for treating Seasonal Affective Disorder (SAD). The researchers found that rats exposed to dim winter-like daytime light conditions exhibited behaviours similar to SAD symptoms.

During the study, male and female rats were exposed to BLT for four weeks, and various markers related to brain inflammation and plasticity were examined in specific brain regions. The results showed that BLT had different effects on neuroinflammation and neuroplasticity markers in male and female rats.

Overall, this study suggests that BLT may help improve sleep, mood and cognitive functions by influencing neuroinflammation and neuroplasticity in specific brain regions, and these effects may vary between males and females.



For references, visit fht.org.uk/magazine-references or alternatively, type the individual references into your search bar online

TRIGGER POINT DRY NEEDLING AND TEMPOROMANDIBULAR DISORDER

Ref: doi.org/10.1590/1678-7757-2023-0099

In this study, published by the Journal of Applied Oral Science, the focus was on patients with myogenous temporomandibular disorder (TMD), a condition associated with chronic orofacial pain often linked to myofascial trigger points (MTPs) in the masseter muscle. The research sought to understand how dry needling (DN) impacts both muscle oxygenation and pain perception in these patients.

The study involved 32 participants diagnosed with myogenous TMD, and all of them exhibited MTPs in their masseter muscles. The results revealed a significant increase in muscle tissue oxygen saturation following the DN intervention, as compared to the sham treatment.

KERATOSIS PILARIS

KERATOSIS PILARIS (KP) is a common and harmless skin condition characterised by small, rough bumps that appear on the skin, often nicknamed "chicken skin" or "strawberry skin". These bumps are caused by an excess of keratin (a protein that helps form hair, nails and your skin's epidermis) that plugs hair follicles. The condition typically appears on outer parts of the upper arms, thighs, cheeks or buttocks. Although KP is generally harmless and doesn't cause pain or itching, some individuals may experience mild discomfort or irritation, more commonly in winter months (NHS, 2021).

CAUSES

Although the condition is caused when hair follicles are blocked with a build-up of keratin, there has been no research to suggest why this happens. The condition is said to run in families and could be passed down, but it is not infectious. Certain factors may be associated with keratosis pilaris and trigger or worsen symptoms. These factors include malnutrition, dry skin, vitamin A deficiency, essential fatty acid deficiency, obesity, pregnancy, menopause and diabetes (Very Well Health, 2022).

SYMPTOMS

Symptoms may vary among individuals and some may be milder or more prominent than others. Common symptoms include:

- Dry and rough skin
- Small, painless bumps on skin
- Small red or flesh-coloured bumps on skin
- Worsening when seasonal changes cause low humidity and dry skin

ORTHODOX TREATMENT

Most people with the condition have it for years, and it may eventually clear up by itself. Until it does, there are things that can be done at home to reduce symptoms and improve the appearance of the skin (NHS, 2021). These include:

- Moisturising regularly
- Using non-fragranced or mild soaps and bathing products
- Gentle exfoliating with washcloth or exfoliating mitt
- Taking cool and lukewarm showers and baths (rather than hot)
- Patting skin dry rather than rubbing

COMPLEMENTARY THERAPY

There are many therapies that can potentially provide relief and support for managing keratosis pilaris. Here are a few options:

PHYSICAL THERAPY

While there is no solid evidence that supports nutrition changes to help treat or prevent KP, some people have reported improvements when following an anti-inflammatory diet, while others say the same about eliminating gluten and dairy (Very Well Health, 2022). Consuming foods rich in vitamins A, C and E, as well as omega-3 fatty acids, may potentially improve the texture and appearance of the skin. It's important to note that dietary management should be individualised, considering the client's previous or ongoing conditions.

BODY BRUSHING

Using gentle exfoliation methods like dry brushing can help remove dead skin cells and prevent further clogging of hair follicles (Emedihealth, 2022). It is recommended to try not using regular scrubs as they can be too abrasive and can further irritate or aggravate the condition.

STRESS MANAGEMENT

It's known that stress may exacerbate certain skin conditions due to the production of hormones such as adrenaline and cortisol, as well as proteins such as endorphins, insulin and ones that trigger inflammation (Sk:n, 2020). Stress management practices like yoga, meditation and deep breathing exercises can help manage feelings of stress and potentially have a positive impact on the skin.

HOLISTIC BODY TREATMENTS

Traditional treatments, such as moisturisation, gentle exfoliation and using products with ingredients like alpha hydroxy acids (AHAs) or salicylic acid, have shown consistent effectiveness in managing KP symptoms as they address underlying causes like excess keratin build-up and inflammation (Cleveland Clinic, 2023).

CONSIDERATIONS FOR CLIENTS WITH ANXIETY

Welcome to FHT's Business Hub! Designed with you in mind, our Business Hub is a focal point of specially curated content, intended to help you build and manage your business successfully.

Qualified hypnotherapist, **Sharon Stiles**, shares her advice on how to communicate effectively with, and help, clients who may be suffering from anxiety

WORDS SHARON STILES

A lot of people contact me for help with anxiety, but even when someone gets in touch regarding another issue, anxiety can often play a part in their problem. If someone feels anxious, they are more likely to be focusing on how uncomfortable they feel rather than being able to remember details that you have given them for an effective treatment. Helping them relax means that your treatment is likely to be more effective for them.

I typically start my therapy sessions with the initial contact of simply talking about the client's anxiety and worries. Hearing about other people who have experienced similar issues can be a huge relief to them as they often feel alone and unable to share their feelings. Hearing how other people have overcome their anxiety is even more reassuring.

If someone is very anxious, I encourage them to bring someone to the session with them to help make them feel more comfortable. I then find out if they have any phobias or things they dislike because there is nothing worse than giving someone relaxing suggestions that make a reference to something they detest or fear.

Although I am a hypnotherapist who works with words, thoughts and emotions, I typically start the first session by focusing on physical things that can help calm anxiety. I am a big fan of self-help techniques because they enable people to take back some control over their own wellbeing. That feeling of control reduces common feelings of powerlessness that they might face if they suffer with anxiety.

Wrist Rubbing: My top tip for reducing anxiety and overwhelm is for the client to rub gently on the inside of their wrist and simply focus on that sensation. They can either rub both wrists together as if they are putting on perfume or, for a more discreet approach, rub one wrist gently with the fingers and thumb of the other hand. Most people are taught to tap on the points, but I recommend rubbing because it is more gentle and naturally soothing. Doing this can help them feel calmer and clear their mind.

Controlled Breathing: Studies show that people with anxiety are often shallow, quick breathers who find it difficult to slow their breathing down. My favourite way to help them tackle this is to give them an object to pass from one hand to the other. After a few passes, I then ask them to deliberately slow down the movements. As they slow down, their breathing automatically gets slower too, helping to reduce anxious feelings.

Connecting with Nature: Plants and natural environments are proven to be soothing. I encourage people to interact with nature as much as they can. This could be anything from getting out into the countryside, going for a walk in the local park or even simply having a plant on their desk at work. Most people have good associations with the outdoors and looking at a desktop plant can remind someone of those environments, taking them on a mental break away from the office and creating happy thoughts.

Once I have explained how to reduce some of the physical symptoms, I then move onto ways to help understand and change the cause of their anxiety. While being able to reduce the symptoms is a big improvement, being able to address the underlying reasons is even more important.

USING HYPNOTHERAPY

Hypnotherapy is a good way to help people reduce anxiety because anxiety is a form of hypnosis itself. A hypnotic suggestion is made up of three elements – a thought, a belief in that thought and then repetition of it. This is similar to an anxious client having an anxious thought and perpetuating it.

My role as a hypnotist is to help them to change the thought into a more positive one, but most importantly to make sure it is believable. Without belief, it becomes purely 'wishful thinking.' That is why positive affirmations don't always work. If you keep repeating something you don't believe, it doesn't have the positive reassurance that you need to change how you feel.

To help clients, I usually use Emotional Freedom Technique (EFT) as it is a self-help technique they can take away with them and use regularly. EFT doesn't require any analysis or trying to make sense of things, so it's easy for people to use. I tend to keep it very simple and ask clients to focus on how they feel as they rub on the acupressure points. I then help them create a positive self-hypnosis phrase to use daily to reinforce calmer and more confident feelings, always making sure it is believable.

Writing things down is another useful way to reinforce new productive changes. It's easy for negative thoughts to keep running round in our brains, with positivity getting lost. But, when the positive experiences are written down, they act as a good reminder of the reality and clients can always refer back to these thoughts as a way to reassure themselves when feeling overwhelmed.

Finally, I encourage people to take things at their own speed and not feel they have to make huge changes all at once. Some people don't like rapid change and need to get used to responding in a different way first.

It's important to know how to communicate effectively with clients who suffer from anxiety and hopefully these techniques will make you consider adapting your treatments in the future to enhance your practice. **IT**

Sharon Stiles is a hypnotist based in Bristol but works with clients worldwide online. She combines hypnosis with EFT, EMDR, CBT and NLP so she can use the best technique to help each client. While she works with a lot of anxious clients, she also helps with habits, phobias and sleep. Visit www.sharonstiles.co.uk for more information and search for 'anxiety' on her blog.



COMING together

Local Groups, supported by the FHT, have been busy. Take a look to see what they've been up to over the past few months...

Check out our latest Quarterly Survey results on page 13 about our wonderful Local Support Groups!



BECOME A COORDINATOR

Last quarter, we asked you what you thought about our Local Support Groups (LSG) in a small survey. With over 164 responses, we found some interesting information to help us understand more about member interests to help current or budding LSG Coordinators (see more on page 13).

These groups are supported by the FHT and offer a valuable hub for therapists to get together, gain CPD points and learn from speakers on a variety of interesting topics. They are run by dedicated FHT members who organise fun and engaging meetings to help support their local therapy community.

We're always on the lookout for passionate and dedicated members to lead their own group and there are a range of LSG Coordinator vacancies available. If you are interested in running or co-running a Local Support Group (supported by the FHT), then what are you waiting for? Apply online today with our short form at fht.org.uk/lsg-application. We can't wait to hear from you!

RELAXATION WALKS WITH TEES VALLEY

The Tees Valley group put on their walking shoes in June, enjoying a relaxing walk from the Tees Barrage along the River Tees towards Stockton and back to the Talpore for a coffee and chat. A great way to meet other therapists while enjoying a bit of exercise in the open air.

To find out more about the Tees Valley group, please visit fht.org.uk/lsg-teesvalley



Relaxing walks in the sunshine with Tees Valley

Credit: Tees Valley LSG



Waterlooville group July meeting

Credit: Waterlooville LSG

UNDERSTANDING MENOPAUSE AT WATERLOOVILLE

Waterlooville had an unusual meeting in July. Instead of an in-person guest speaker, they welcomed Victoria, a tutor from the Jennifer Young Training Academy, online via Zoom. Victoria took the group through an informative slideshow about the effects of menopause and natural solutions, such as acupressure, alongside sending them consultation brochures and lifestyle advice cards to keep after the event.

Afterwards, the group enjoyed a brilliant discussion led by co-coordinator Wendy, talking openly and honestly about their own experiences and solutions. It was agreed that acupressure was particularly helpful with hot flushes.

They also enjoyed some delicious chocolate 'menopausal' cake made by Hazel Tudor, saying that back in her day all they had was "cake and chats".

To find out more about the Waterlooville group, please visit fht.org.uk/lsg-waterlooville



Wow, our Local Support Groups have been buzzing with activity all summer! I want to say a massive thank you to all the coordinators for all they have done, but I want to give a special shout out and present this quarter's Ali's Award to Rhonda Hinson from the South Oxford group.

Rhonda has been working incredibly hard these past few months, and I can't thank her enough for all she's done and continues to do for her group. A big thumbs up to Lesley Orchard too for being a great support.

Well done and congratulations Rhonda!

Alison Brown is the FHT's Lead Coordinator. She is in charge of overseeing all of our wonderful local support groups, supported by the FHT, being a point of call for all our coordinators.

ALI'S AWARD



COLD WATER THERAPY AT RENFREWSHIRE

In early September, the Renfrewshire group learned about the benefits of cold water swimming for mental and physical health. They spoke about the different considerations, clothing to wear and safety aspects of what has become a popular and fast growing therapy.

To find out more about the Renfrewshire group, please visit fht.org.uk/lsg-renfrewshire



A visit from Cold Water Swimming Scotland at the Renfrewshire September meeting
Credit: Renfrewshire LSG

UPCOMING MEETINGS

MANCHESTER NORTH

● **30 October** Past Life Regression with Martin Thirlwell MFHT MCHP

WATERLOOVILLE

● **8 November** Stretch Class with Herman Fenton

WEST SUSSEX CHICHESTER

● **9 November** Life Coaching with Lara Penfold

FLEETWOOD

● **22 November** Celebrating the Past Year with a Pizza and Wine Night

CALDERDALE

● **8 December** Mind-Calm & Mind-Detox with Catherine O'Dea-Hughes

To find your local group and find out more about others, visit fht.org.uk/local-groups

FIRST AID TRAINING WITH AYRSHIRE

In August, the Ayrshire local group enjoyed a first aid session with the St John Ambulance where they covered basic first aid and how to use a defibrillator. They refreshed their skills and learned new ones that are up to date and ideal for every therapist working with the public.

To find out more about the Ayrshire group, please visit fht.org.uk/lsg-ayrshire

First aid training with the St John Ambulance

Credit: Ayrshire LSG



REFLEXOLOGY AND CPD WITH NEWCASTLE

The Newcastle group had a fun and well attended group meeting in July, welcoming knowledgeable guest speaker Karen Smith. Visiting them from Jubilee College, she told them all about the college's Level 5 Clinical Reflexology Diploma course along with the many other CPD courses they offer. There's a lot of reflexology fans in the Newcastle group, and many thoroughly enjoyed it!

To find out more about the Newcastle group, please visit fht.org.uk/lsg-newcastle

Newcastle enjoying an evening of reflexology

Credit: Newcastle LSG



LAVENDER WALKS AND NUMEROLOGY WITH NORTHAMPTON

The Northampton group enjoyed a peaceful outing to the Cotswold Lavender Farm in Snowhill in July where they reaped the many benefits and wonderful aromas of lavender.

In September, they welcomed business coach Joanna Soley to talk about the power of numerology, a technique described to be 'similar to astrology but instead of looking to the stars, it looks to numbers.' Numerology transformed Joanne's life and business to such a degree that her services are now related to connecting her clients to the energies of their numbers. By understanding their life path number, the personal year they are in and the meaning and expression of their name, the attendees were shown how numerology can help empower them to do the right thing at the right time in their business journey.

To find out more about the Northampton group, please visit fht.org.uk/lsg-northampton

Enjoying the purple hues of lavender fields with Northampton
Credit: Northampton LSG



Did you know?

Attending a support group meeting – in person or online – can gain you 2 CPD points if the subject relates to professional development. Find out what subjects are covered as CPD at fht.org.uk/training/cpd

Promote your meetings

If you're a LSG Coordinator and would like to promote your meetings, please email our editor mdenton@fht.org.uk with information and the subject line '[Name] LSG Meeting'. See more information on what to include at fht.org.uk/coordinator-resources

Submissions for the next issue will reflect October, November and early December meetings, and need to be submitted by **19 December 2023**.



FHT

ACCREDITED COURSE PROVIDERS



SC SHORT COURSE - FHT Accredited short course is a training course that on its own does not follow the National Occupational Standards (NOS) and Core Curriculum for a therapy and one which may not qualify the student to Practitioner Level. Short courses expand on an existing therapy that follows the NOS or FHT standards as best practice, i.e. Pregnancy Massage or CPD courses.

Q QUALIFICATION COURSE - FHT Accredited qualification is a training course that follows the National Occupational Standards (NOS) and Core Curriculum - where available - for the therapy and one that qualifies the student to Practitioner Level. This is for learners who are starting from the beginning with no knowledge in the therapy.

IRELAND

Q SC Deirdre Murray Holistic Sligo

deirdremurrayholistic.ie

SC Golden Egg Holistic

goldeneggholistic.com

Q SC International College of Orthopaedic Therapy (INCOT)

incot.ie

Q Kerry School of Reflexology

kerryreflexology.com

Q SC National School for Remedial Therapy (NSRT)

nsrt.ie

Q Pyramid Holistic Centre

pyramidholisticcentre.ie

Q Tara School of Reflexology & Therapies

taraschoolofreflexology.ie

Q SC The European College of Reflexology and Massage

ecrm.ie

SCOTLAND

NEW SC Aurora Holistic Training Academy

aurora-scotland.com

SC Cancer Support Scotland Training Academy

cancersupportscotland.learnworlds.com

Q Hailey Dallas Brows Ltd

haileydallasbrows.com

SC Holistic Ecosse

makima@hotmail.co.uk

SC Horizon Geothermal Training Academy

jacquelinehochertyhotstonemassage.co.uk

Q Mind Detox Academy

minddetoxacademy.com

NEW Q School of Holistic Therapy

holistic-school.com

Q SC Shiatsu and Thai Massage

Training Scotland

stmts.co.uk

SC Start with Touch Ltd

startwithtouch.com

Q SC The Glasgow School of Massage

theglasgowschoolofmassage.com

Q Therapia School of Reflexology

therapiaschool.co.uk

NORTHERN IRELAND

NEW Q SC Airmid Therapies Academy

airmidtherapies.com

Q Angel Haven

angelhaven.co.uk

Q SC Body and Sole School of

Complementary Therapies

bodyandsoleschool.co.uk

Q SC Calm Confident Training Academy with

Elaine Curry

calmconfidentkids.co.uk &

elainecurry.com

SC Dorothy Kelly Academy

of Reflexology

dorothykellyacademyofreflexology.com

NEW Q Judy Buckley School of Reflexologyjudybuckleyreflexology.com

Q New Beginnings School of Natural Therapies

angelsanctuary.co.uk

Q SC Sheila Nugent School of Reflexology & Holistic Therapies

sheilanutgentschoolofreflexology.co.uk**NORTH WEST**

SC Acupuncture Training Providers Ltd

jonhobbsacupuncture.com

SC BCT Workshops

bctworkshops.co.uk

Q Breathworks

breathworks-mindfulness.co.uk

Q SC British Academy of Crystal Healing

britishacademyofcrystalhealing.com

SC Dorn Method Academy UK (Jacqui)

dornmethod.com

Q Gaia School of Natural Health

gaiaschool.org.uk

SC Health Med Training Solutions

acupuncturetrainingproviders.co.uk

SC Hero Lifestyle

herolifestyle.co.uk

Q SC KORE Academy Ltd

koretherapy.com

Q Natural Touch Training

naturaltouchtraining.co.uk**NEW** SC NotLost Wellbeing Ltdnotlostwellbeing.com

Q Olettesa Reiki & Holistic Therapies

olettesatherapies.co.uk

Q Reiki Tradition

reikitradition.me.uk

SC Sigma Woman

sigmawoman.co.uk/cpd-training

SC The Master Academy/

urbanbodybalance.com

Urban Body Balance

urbanbalance.co.uk

SC Warrington & Vale Royal College

wvr.ac.uk**NEW** SC Xtreme Therapeuticsxhtuk.com**NORTH EAST**

Q SC Breeze Academy

breeze.academy

Q The No1 Pain Relief Clinic

theno1painreliefclinic.co.uk**YORKSHIRE AND THE HUMBER**

Q Chi Medics™

chi-medics.com

Q Cosmo Kemp School of Thai Yoga Massage

cosmothaiyoga.com

Q SC Eve's Garden (Alison Valerie Peart)

eves-garden.co.uk

Q SC Pain Care Clinic Ltd

paincareclinic.co.uk**NEW** SC Sacred Moonsacred-moon.co.uk

Q The Sound Therapy Company

thesoundtherapycompany.co.uk

SC Total Therapies Training

totaltherapies.co.uk**EAST MIDLANDS**

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cedarstrainingacademy.co.uk

SC Gentle Release Therapy Ltd

gentlereleasetherapy.com

SC Holistic Tai Chi Qigong Training Academy UK

hqtau.com

Q Penny Price Aromatherapy Ltd

aromatherapy-courses.co.uk

SC Pressure Point

pressurepoint.me

Q Shirley Price International College of Aromatherapy

shirleyprice.co.uk

SC Skcin National Skin Cancer Charity

masced.uk

SC The Active School of Complementary Therapy

ukmassagecourses.com

SC The Wellbeing Academy Therapy

essential-solutions.co.uk

Q Tri-Dosha

tri-dosha.co.uk**WEST MIDLANDS**

SC Bespoke Beauty and Holistic Training

bespokebeauty0@gmail.com

Q SC Central School of Massage

centralschoolmassage.com

SC Chakrascension™ Centre

chakrascension.org.uk

Q Joanne Woodward Holistic Health Clinic

joannewoodwardholistichealth.com

SC Just Be (Butterfly Experience with Jacqui Mexson)

jaqui.mexson@virginmedia.com

Q Lorraine Davis Holistic Healthcare and Education Centre

lorrainedavistraining.co.uk

SC Lymphoedema Training Academy Ltd

lymph.org.uk

Q Midlands School of Massage & Bodywork

massageandmovement.uk

SC OM Massage School

ommessageschool.com

SC The Ishta Centre

coreposturalalignment.com**WALES**

SC Angela Green Complementary Therapies

angelagreen99@yahoo.co.uk

SC Dynamic Massage

dynamicmassage.co.ukhandsfreemassage.com

Q Glyndŵr University

glyndwr.ac.uk

SC HB Training Wales Ltd

hbtraining.org

Q SC Physiotherapy and Complementary Therapies Ltd

nwcom.co.uk

SC Sally Kay

reflexologylymphdrainage.co.uk

Q SC TEACH Therapy

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SC Amethyst Trust

amethysttrust.co.uk

SC Booth VRT Ltd

boothvrt.com

SC Cheltenham School of Complementary Therapy & Beauty

thetherapyschool.co.uk

Q SC Core Elements

coreelements.uk.com

SC Cotswold Academy -

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SC East Devon Sports Therapy: Rehabilitation & Performance Centre

eastdevonsportstherapy.co.uk

Q SC Holistic Approach Academy

holisticapproachacademy.com

SC JemmaCo Limited

jemmaco.com/training

SC Light Touch Therapy Training

lighttouch.co.uk

SC Massage for Dementia

massagefordementia.co.uk

SC Physical Solutions UK

physicalsolutions-uk.com

SC Seren Natural Fertility

serennaturalfertility.co.uk

SC The Children's Reflexology Programme

kidsreflex.co.uk

SC Therapy Health and Beauty Clinic

therapyclinic.co/

SC Touchline Training Ltd

touchlinetraining.co.uk

SC Tranquillity Zone Training

tranquillityzonetraining.co.uk

Q University of St Mark & St John

marjon.ac.uk

SC Weston Hospicecare

westonhospicecare.org.uk**SOUTH EAST**

SC Aromalyne

aromalyne.com

Q SC Brighton Holistics

brightonholistics.co.uk

Q SC Brighton Holistics Online

brightonholisticsonline.co.uk

Q SC Brighton School of Massage

brightonschoolofmassage.co.uk

Q SC Calming Influences Ltd

calminginfluences.com

Q Centre for Nutrition Education and Lifestyle Management

cnelm.co.uk

Q Cherubs Training Academy - Hampshire

cherubsbabyhealth.com

SC College of Classical Massage Ltd

collegeofclassicalmassage.com

SC CS Nutrition

clairenutrition.co.uk

Q SC Elaine Caswell Therapy Training

whitebeam.training

Q SC Elemi Training

elemitraining.co.uk

SC Freedom Therapies Training

freedomtherapies.co.uk

SC From the Seed

fromtheseed.co.uk

SC Hawaiian Massage UK Training Centre

huna-massage.com

SC Innamincka Training Services

itsperou@depinaperou.plus.com

SC Jane Sheehan
footreading.com

Q SC Lucis College
lucisgroup.com

Q Mary Atkinson Holistic
Therapy Courses
maryatkinson.com

Q Natasha de Grunwald
natashadegrunwald.co.uk

SC Purple Turtle Academy
purpleturtlettherapy.com

SC Reflexmaster
reflexmaster.co.uk

SC RJ Buckle Associates
rjbuckle.com

SC Shakra Centre
shakracentre.com

SC Shared Beauty Secrets
sharedbeautysecrets.com

Q SC The Academy of Systematic
Kinesiology
kinesiology.co.uk

SC The Advanced Attraction Company Ltd
carolynebennett101@gmail.com

Q SC The College of Functional Wellness
functional-wellness.co.uk

NEW SC The Holistic and Wellness Course
Academy
sallygarozzo.com

SC The Ixchel System
ixcheltherapies.co.uk

SC Time for a Change
timeforachange.uk.com

SC Total Release Experience (TRE UK®)
treuk.com

SC Training4Healthcare
training4healthcare.co.uk

EAST OF ENGLAND

SC Academy of Advanced Beauty
academyofadvancedbeauty.com

SC AuroraStar Holistic Therapies & Training
aurorastar.co.uk

Q SC Cameron Reid Training
www.cameronreid.com

Q Culinary Medicine College
culinarymedicinecollege.com

SC Functional Reflex Therapy
functionalreflextherapy.co.uk

SC Gladwell School of Massage
gladwellmassage.com

SC Helen Mary Perkins
helenperkins.com

SC One Mind Academy
onemindacademy.com

SC SKN-RG Academy
skn-rg.com

NEW SC Zen School of Meditation
biancadagostino.com

LONDON

Q SC Ayurveda Pura Academy
ayurvedapura.com

NEW SC Accredited Massage Courses Ltd.
accreditedmassagecourses.co.uk

NEW SC Benjawan School of Thai Massage and
Therapy
benjawan-thaimassage.co.uk

NEW SC Body Health Therapies
bodyhealththerapies.co.uk

Q Bodyology
bodyologymassagecourses.co.uk

SC CPD Health Courses
cpdhealthcourses.co.uk

SC Craniosacral Therapy Educational Trust
cranio.co.uk

SC Elemental Massage School of Beauty and
Holistic Therapies
elemental-massage.co.uk

SC Eva Nagy Massages
evanagymassages.co.uk

Q HypnoTC: The Hypnotherapy Training Company
hypnotc.com

SC International Massage Education
internationalmassageeducation.co.uk

Q SC Jivita Ayurveda Ltd
jivitaayurveda.com

Q London Institute of Thai Yoga Massage
learntomassage.co.uk

Q Magni Academy
magniskin.co.uk

SC Neal's Yard Remedies School of Natural
Medicine
nealsyardremedies.com

SC School of Natural Therapies
schoolofnaturaltherapies.co.uk

Q Shen Mantra
shenmantra.com

SC SpaNu Wellness
spanuwellness.com

SC St Mary's University
smuc.ac.uk/shortcourses

SC The Skintellectual Group
skintellectualgroup.com

SC UnitedMind Ltd
unitedmind.co.uk

SC Ziggie Bergman
zonefacelift.com

SC Ziggie Bergman with the London
School of Reflexology
zonefacelift.com

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Q SC Anatomy and Physiology Online
anatomy-and-physiology-online
-courses.co.uk

Q SC Essential Training Solutions Ltd
essential-training.co.uk

Q SC Gateway Workshops
gatewayworkshops.co.uk

SC Hypnosis Courses Ltd
hypnosis-courses.com

SC Jennifer Young and Beauty Despite Cancer
beautydespitecancer.co.uk

SC Jennifer Young Ltd
jenniferyoungtraining.com

Q SC London School of Massage
londonschoolofmassage.co.uk

Q The College of Bowen Studies
thebowentechnique.com

Q SC The Chrysalis Effect
thechrysaliseffect.com

SC Vitali-Chi Headquarters
v-chi.com

SC Wavestone Therapies Ltd
thewavestone.co.uk

SC Womb & Fertility Massage
fertilitymassage.co.uk

INTERNATIONAL

SC Alchemy of Breath Academy
alchemyofbreath.com

Q American Fitness Professionals
& Associates (AFPA)
afpafitness.com

Q Blossom & Berry Baby Massage & Yoga Training
blossomandberry.com

SC Breath of Gold
breathofgold.com

SC Butterfly Touch Therapies Training Limited
butterflytouchtherapiestraining.com

Q Health Coach Institute, LLC
healthcoachinstitute.com

Q Institute of Transformational Nutrition (ITN)
transformationalnutrition.com

Q SC Jari Jari Spa
jarijari.com.my

SC Liddle Kidz Foundation
liddlekidz.org

SC MSTR® International
mcloughlin-scar-release.com

NEW Q Natural Bioenergetics Global
naturalbioenergetics.ca

Q SC New Mind Academy (New Mind Sdn. Bhd.)
brainhealthspecialist.com

Q SC New Vision Therapy
newvisiontherapy.co.uk

SC PureAroma Healing Academy
purearoma.com.tw

SC Rapid NeuroFascial Reset
rapidnfr.com

Q Rinalda Therapeutic Kneads
rinaldatherapeuticneads.com

SC Shiny Forest Ltd
shinyforest.com

SC Singapore SPA Institute
spainstitute.com.sg

Q SC The Institute of Aromatherapy
aromashoppe.com

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