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# Challenging times

Welcome to the first issue of 2011 and hopefully by the time you are reading this the worst of the winter chill is over.

I suspect most of us are approaching this year with some trepidation. Even the politicians are not trying to pretend that this year is going to be anything less than economically difficult.

However, at the ICNM we have much to celebrate. We have announced the winners of the 2nd ICNM Complementary Medicine Awards (see story on pages 6/7). Once again the calibre of nominations was very high and I would like to congratulate all the winners as well as the nominees. The Awards have proved successful on so many fronts. Apart from acknowledging the fantastic work that is being quietly done by so many practitioners, it has also allowed us to get a much greater insight into the work that is being done by our Members and practitioners around the country.



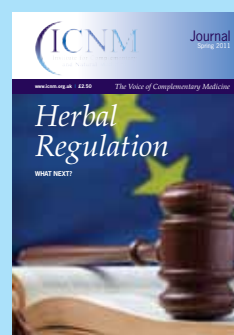
I would also urge you to read the article on page 9 about the background to the Herbal Regulation issue that is facing so many of our Members at the moment. It is so important to know what other practitioners are dealing with in their own disciplines, and herbal medicine has a very wide reach – amongst practitioners and the public. As the April deadline moves closer, after which all herbal products need to be licensed, a lot of last-minute lobbying is taking place and so the outcome of this story is still unclear.

Meanwhile, I do hope that you enjoy this issue.

Beverly Martin  
*Chair to the Trustees*



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## SOMETHING TO SAY?

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# Latest news

Once again, the news stories emphasise the ICNM's commitment to increase benefits to its Members. We do hope that Members will make the most of the opportunities that are available.

## A Deal Not To Be Missed

The ICNM has teamed up with specialist insurers Balens Insurance to develop a special Membership package for student Members that effectively means the cost of membership and insurance has halved.

Student BRCP membership and insurance normally costs £60 a year (£25 – membership, £35 – insurance). Now the ICNM is offering students a Membership fee of £29 a year, including insurance.

Students who are doing an ICNM Affiliated or Accredited course benefit even more. The cost of their annual membership and insurance will drop

from £45 (£10 – membership, £35 – insurance) to an inclusive package of £14 a year.

ICNM Chief Executive Yvonne Wilcox comments: "We are constantly trying to find ways to help our Members and, certainly at this difficult time, the ICNM is very pleased to be able to help our Student Members."

Joe Balen, Block Schemes Manager, adds: "This is a wonderful offer and very timely for students when everyone is feeling the economic pinch. I do hope that all the BRCP Student Members will take advantage of this offer."

## ICNM Regional Meetings

The ICNM has held two regional meetings so far – the first in Essex and the second in Dorset. Each meeting has been hosted by a local BRCP Member and the events provide the opportunity for Members and other practitioners in the area to meet up and discuss issues of interest. For Members hosting the event, it gives them the opportunity to showcase the work they are doing as well.

These regional meetings are part of the ICNM's drive to introduce Members to each other, thereby providing the opportunity to support and learn from each other.

We would like to encourage BRCP Members to host more of these meetings - especially in other parts of the country. If anyone is interested in hosting a Regional Meeting, please do contact Yvonne Wilcox at the ICNM on: [yvonne.wilcox@icnm.org.uk](mailto:yvonne.wilcox@icnm.org.uk)

## CPD Offer for Members

Qi China International is offering an ICNM-affiliated on-line CPD and CAM Best Practice Course. The course is divided into eight modules, one of which covers the creation and development of a CPD Journal (one of the CPD requirements advised by the ICNM to all Members). All units are provided with helpful guidance and are completed in the practitioner's own time.

Although some course material relates directly to qi healing (energy work) and Traditional Chinese Medicine therapeutic medical arts and techniques, course modules have direct structured teaching and service provision relevant to all CAM disciplines with emphasis on Best Practice, reflective thinking, and integration of CAM within western medicine.

BRCP Members will be entitled to a 12.5% discount. For more details on the CPD Best Practice course, go to [www.qi-china.com](http://www.qi-china.com)

## FREE TICKETS TO THE ALLERGY AND GLUTEN-FREE SHOW

The Allergy & Gluten-Free Show is taking place on 6 – 8 May at Olympia in London and ICNM readers can go for **FREE**.

The event is for those living with food allergies, coeliac disease, hay fever, chemical sensitivities, asthma, migraines and skin conditions, and the professionals that treat them.

Readers can access free tickets through the following link:

[www.allergyshow.co.uk/go/icnmjournal](http://www.allergyshow.co.uk/go/icnmjournal)

Once you have accessed the link, enter your details and print off the personalised ticket.

For more information on the show, visit [www.allergyshow.co.uk](http://www.allergyshow.co.uk)



## Advertise Through The Yellow Pages

The ICNM has negotiated a deal with the Yellow Pages to enable Members to advertise under the ICNM/BRCP banner in the Yellow Pages at a special rate. However, for this deal to go ahead we need a minimum number of Members who are interested in advertising. This is a wonderful opportunity to advertise your services on a national scale (the ad will also be on-line at Yell.com).

If you are interested in taking up this offer, please contact Zanele Woods at the ICNM on 0207 922 7980 or email [zanele.woods@icnm.org.uk](mailto:zanele.woods@icnm.org.uk)





winner

# ICNM Complementary Medicine Awards *The Winners*

Now in its second year, the ICNM Complementary Medicine Awards, this year sponsored by Balens Insurance, once again attracted a raft of top-quality nominees. In fact, the competition was so close that we introduced a Highly Commended award in one of the categories.



## Find out now who this year's winners are ...

### Chief Executive at the ICNM

**Yvonne Wilcox comments:**

**"Once again, we were delighted with the calibre of entries this year and we think all the nominees and winners reflect the growing importance and professionalism of complementary medicine."**

### BEST COMPLEMENTARY MEDICINE PRACTITIONER

**Aromatherapist Lynne O'Sullivan** who works at the Open Road in Chelmsford has won the **Best Complementary Practitioner** award.

Open Road is the leading charity in Essex providing drug and alcohol treatment services to people affected by substance abuse. This includes one-to-one support and advice, counselling, complementary therapies, structured activities, group work and peer support. It aims to reduce the harmful impact of drugs and alcohol on users, their families and the wider society.

Lynne was nominated by a number of her clients for aromatherapy work she's carried out and whose lives have been changed by the work she does. Many of them spoke about their fear of being touched and how her manner and ability to relate to them put them at ease and enabled them to benefit from the aromatherapy.

The nominations indicated that Lynne does much more than just provide aromatherapy. She has a caring relationship with each of her clients and is committed to seeing them move onto an addiction-free life.

### OUTSTANDING CONTRIBUTION TO COMPLEMENTARY MEDICINE

**Dounne Alexander** MBE has won the award for **Outstanding Contribution to Complementary Medicine**.

Dounne has worked for more than 20 years promoting natural food and herbal medicine and continues to campaign on behalf of the alternative medicine community and the issues that affect complimentary therapy. In 1987, Dounne picked up on the

growth of health foods and went to her kitchen and cooked up a batch of concentrated hot pepper sauce using a recipe created by her herbalist grandmother who swore it could improve your health. With no formal business training, she established her herbal food manufacturing business, Grammas, named in memory of her grandmother. Within three months she had convinced Harrods, Selfridges and Fortnum & Mason to sell her sauces. They also sell in many supermarket chains.

Today her products include herbal seasonings and a selection of herbal teas and drinks.

In 2007, Dounne was awarded an MBE for her outstanding services to the British Food Industry.

### Highly Commended

**Lynne Booth**, founder and originator of Vertical Reflex Therapy (VRT) has received a Highly Commended award in this category.

Her work, also known as Vertical Reflexology, was developed by herself in the mid-90s at the Bristol-based nursing and residential home, St Monica Trust (see story on page 8). It was here that Lynne discovered the technique where the dorsal foot/hand reflexes are treated in a standing/weight-bearing position. Her accredited VRT post-graduate workshops are taught to thousands of reflexologists internationally. She is also part of the medical team at a Championship football club.

### BEST COMPLEMENTARY STUDENT

**Kim Holmes** who is studying at the **Amatsu Training School** has been nominated by one of her teachers, Jane Langston, who commended her for achieving excellent results despite a history of low achievement at school. Jane says: "Kim started learning Amatsu in February 2009. She battled a debilitating school phobia of epic proportions from the first day of the course, having panic attacks before

and after each lesson. Kim also had a previously undiagnosed learning disability of severe dyslexia. Passionate about Amatsu and gently coaxed, Kim diligently studied, developing new strategies for learning and achieving a distinction in her first year examination. Written work and IT skills were a problem, so Kim developed her own structure to her studying so that her hand-written notes were neat and concise and beautifully illustrated."

### BEST COMPLEMENTARY MEDICINE COMPANY

**The Helen Rollason Cancer Charity** provides complementary therapies (such as massage, aromatherapy and reflexology) for clients undergoing their cancer journey. The charity has been nominated by Carol Ellis who teaches at Anglia Ruskin University. She says: "The centre not only provides an environment of peace and tranquillity for the clients, it has, over the last nine years, facilitated the provision of BSc Complementary Medicine students from Anglia Ruskin University with clinical placements by funding the students' clinical supervision."

The charity also funds research, mainly with a cancer focus.

### THE WINNERS RECEIVE...

The winner in each category will receive an engraved glass award and an award certificate.

The **Best Complementary Medicine Practitioner** and **Best Complementary Medicine Student** each receive a year's free insurance from Balens.



# Vertical Reflex Therapy

Vertical Reflex Therapy (VRT) is also known as Vertical Reflexology. Unlike normal Reflexology, VRT is briefly applied to the standing or weight-bearing dorsal (upper) foot or hand reflexes at the beginning and end of a reflexology session for a maximum of five minutes.

It was developed by reflexologist Lynne Booth in the mid-90s at the St Monica Trust in Bristol which is a 24-hour nursing/residential care complex for over 400 older people where Lynne worked as a reflexologist.

She found that she often got better results by working the dorsum (top part) of the semi-weight-bearing feet of wheelchair clients as it was often difficult to access the plantar of the feet. Lynne then mapped out all the plantar reflexes onto the dorsum and thus worked the body three-dimensionally.

Says Lynne: "It is an adjunct to classical reflexology where VRT's therapeutic response often appears quicker, possibly because all the anatomic nerves, and therefore the actual reflexes,

become sensitised when fully weight-bearing."

Since 1998, accredited VRT post-graduate workshops have been taught internationally to more than 6,000 reflexologists. Many Reflexology Diploma courses now require students to have a working knowledge of VRT and post-graduate courses are taught exclusively by Lynne and authorised tutors.

"There are numerous testimonies to VRT's efficacy and it is suggested that VRT may help intransigent conditions and musculo-skeletal often respond the quickest. Clients can be offered comprehensive shortened 25-minute treatments of combined classical reflexology and VRT plus self-help VRT.



VRT is used in the workplace, hospices, residential care, with a Championship football team and is ideally suited for children," says Lynne.

She adds: "VRT complements all forms of reflexology and enhances, rather than replaces, other techniques and skills."

For more information:  
[www.boothvrt.com](http://www.boothvrt.com)

## REFLEXOLOGY AND REGULATION

*By Carol Ellis, Lecturer in Reflexology at Anglia Ruskin University*

The House of Lords Select Committee (2000), concerned by the lack of safeguards in place to ensure that CAM therapists were safe to practise, recommended the regulation of complementary therapies like reflexology, to protect the general public.

The report decided that reflexology, as well as massage, aromatherapy, homeopathy, yoga, shiatsu and naturopathy, lacked a sound evidence base required for the regulatory process and that the wide range of therapies, each with their own registering body and diversity in standards of training, fragmented the regulatory process.

Following the House of Lords Report, the Department of Health asked the Prince of Wales Foundation for

Integrated Health (FIH) to facilitate a regulatory working group across a range of CAM professions, including those listed. Working with representative bodies from many CAM professions, including the ICNM, the FIH helped to agree standards and requirements for each type of complementary therapy. This resulted in the formation of the Complementary and Natural Healthcare Council (CNHC) in January 2009.

It was expected that 10,000 practitioners would register, however by September 2009 less than 1,000 had enrolled. The DoH will stop funding the CNHC this year and it is not clear how this will continue to be funded but an annual payment by registrants is the obvious source.

So reflexologists are now regulated under the CNHC - which recognises a number of professional associations including the ICNM.

Whilst registration does not guarantee NHS contracts, practitioners are less likely to get NHS work if they are not. This is supported by the GP Bulletin published on-line by the DoH last October which asked GPs to recommend patients seeking complementary therapies to CAM practitioners registered with CNHC, which is defined as a Government-sponsored, voluntary registration body for complementary healthcare practitioners.



# Crunch time for herbal practitioners

By Jo-Anne Flack

Ever since the House Of Lords Select Committee for Science and Technology Report in 2000 which recommended that herbal medicine be statutorily regulated, the race has been on to push ahead with that legislation.

Following the House of Lords Report, a number of professional associations, including the ICNM sat on a working group for regulation of herbal medicine and submitted a report through the Department of Health in 2004.

The issue became more urgent that year after the publication by the EU of the Traditional Herbal Medicinal Products Directive (THMPD) which established a regulatory approval process for herbal medicines in the EU. It requires each Member state to set up a traditional herbal registration scheme for manufactured traditional herbals that are suitable for use without medical supervision. That Directive will come into effect in the UK in April this year – but still no legislation has been drawn up to regulate herbal practitioners who therefore cannot be classified as healthcare professionals.

In 2004, the DoH indicated a timetable which would lead to legislation but this did not happen.

Although there is no official line as to why successive governments have failed to act on the House of Lords Report, there are some who believe that strong pressure from the allopathic community not to regulate herbal practitioners has proved the stumbling block.

The current situation means that, after April, many herbal products will no longer be available to the public unless they have been specifically licensed – a lengthy and costly procedure which is not accessible to many practitioners, meaning that practitioners will have their practices severely curtailed or even destroyed.

## RAISING STANDARDS

The British Herbal Medicine Association, which was formed in 1964, participated in formal discussions which led to the statutory recognition of herbal medicines and herbal practitioners in the Medicines Act

1968. In 2000, the BHMA issued its own 'Code of Good Practice for Herbal Remedies exempt from Licensing'.

The BHMA has always broadly supported legislative developments including the THMPD issued in 2004. The BHMA supported this legislation based on the very wide range of herbal products on the UK market today. The Association decided that regulatory control was necessary for those products deemed to be medicines in order to ensure satisfactory quality and safety.

According to the BHMA, under the UK Traditional Herbal Medicines Registration Scheme, the Medicines and Healthcare products Regulatory Agency (MHRA - an agency of the DoH) has been very helpful to applicants and so far more than 160 applications have been submitted and 78 Traditional Herbal Registrations (THRs) granted to 21 different companies, with no applications rejected. Furthermore, since multiple retail labels are permitted for an individual THR, most supermarkets (from Asda to Waitrose) as well as some pharmacy chains (Boots and Superdrug) and health stores (Holland & Barrett) now have their own-label THR products. In total, 37 different brands of registered herbal medicines are already available on the UK market.

But the ICNM and the BHMA acknowledge that there is now a major problem. It had been anticipated, by both the profession and the MHRA, that statutory regulation of herbal practitioners would come into effect by April 2011, coinciding with full implementation of the THMPD.

The lack of statutory regulation will have a substantial effect on the number of different herbal products available to the public through herbal practitioners.

As the BHMA understands it, herbal practitioners will be restricted to the following in making up prescriptions:

- registered and licensed herbal medicinal products available on the retail market
- herbal products not deemed to be medicines by the MHRA (there are a substantial number of these, mainly classed as foods)
- tinctures and similar preparations of single herbs, externally prepared and supplied to practitioners in bulk as "starting materials"
- tinctures, liquid extract, capsules hand-filled with powdered herbs, prepared by the individual practitioner.

## STATE OF CONFUSION

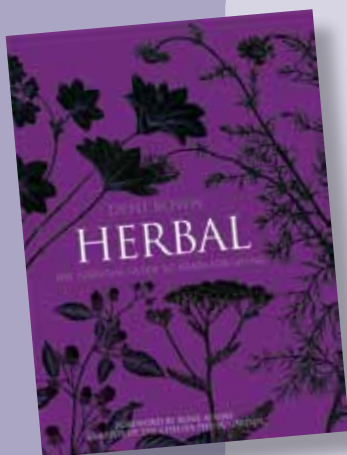
However, if herbal practitioners were statutorily regulated, therefore authorised healthcare professionals, they would probably be able to commission the manufacture of non-registered herbal medicines for use by clients. As it stands, however, herbal practitioners find themselves in a very difficult situation.

So, the BHMA supports the THMPD on the basis that regulatory control is necessary to ensure that retail herbal medicines are safe, reliable and of the quality the public deserves. However, statutory regulation of herbal practitioners is equally important and now urgent in order to ensure a high professional standard and so that beneficial medicinal herbs likely to disappear from the retail market can continue to be available to the public through practitioners.

Last November, the ICNM attended a meeting at the House of Lords where Ministers gave their assurance that a solution would be found before April. One option put forward was that herbal medicine could be regulated by the CNHC. But nothing has been confirmed. At the time of going to press, this situation was still in a state of flux.

# Book reviews

Favourite releases for the spring



## HERBAL - THE ESSENTIAL GUIDE TO HERBS FOR LIVING

This book offers a comprehensive review of plants used in a variety of herbal treatments over the years. It covers information on healing herbs used as remedies, herbs used to enhance flavour and aroma in cooking, and herbs used to fragrance perfumes, cosmetics and aromatherapy oils.

Covering over 150 essential herbs, the book provides a comprehensive insight into each plant, including notes on how to grow your own.

The book is beautifully illustrated with colour photographs from both the author's own garden and the Chelsea Physic Garden and will appeal to both expert and novice.

The author, Deni Bown, has grown and studied herbs since she was a student. She has over a dozen books to her name but is best known for the *Encyclopaedia of Herbs and Their Uses*.

The book is published by Pavilion and retails for £14.99.



## CHINESE HEALTH QIGONG

The Chinese Health Qigong Association has compiled a series of four books, each based on a particular aspect of Qigong exercises.

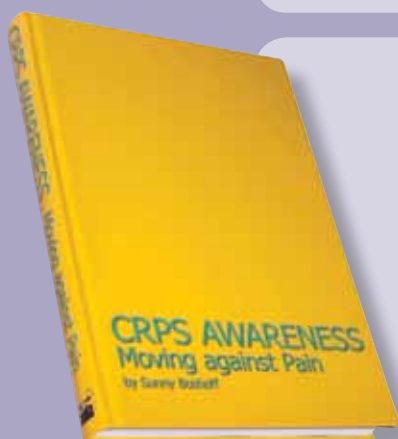
Qigong is an aspect of Traditional Chinese Medicine that involves co-ordinating breathing patterns with physical postures to maintain health and well-being. Each book includes an instructional DVD.

**The series includes:** Yi Jin Jing – Tendon-Muscle Strengthening Qigong Exercises; Ba Duan Jin – Eight-Section Qigong Exercises; Wu Qin Xi – Five-Animal Qigong Exercises; and Liu Zi Jue – Five-Animal Qigong Exercises.

The Chinese Health Qigong Association is an organisation that popularises and

researches Health Qigong, and is a group member of the All China Sports Federation.

Each book retails for £11.05 and the series is published by Singing Dragon.



## CRPS AWARENESS - MOVING AGAINST PAIN

Sunny Boshoff wrote this book after a crush injury to her right hand. It started out as an exercise in teaching her left hand to write. The writer was diagnosed with Complex Regional Pain Syndrome (CRPS) and soon became aware of the lack of awareness surrounding the condition. She has written the book of her year-long rehabilitation, much of which was very painful and psychologically traumatic.

The book covers a range of therapies used including Occupational Therapy, Acupuncture, Alexander Technique, Collateral Meridian Therapy, Osteopathy, Massage and Herbs.

For more information about the book, go to [www.crps-selfhelp.com](http://www.crps-selfhelp.com)

# Members

## New Members

**Peter Royston Joyce**, Essex, Homeopathy, Naturopathy

**Rekha Gopal**, London, Reflexology, Aromatherapy

**Susan Jones**, Essex, Sound Therapy

**Kirk Perry**, Essex, Oriental Medicine

**Marion Joyce**, Essex, Homeopathy, Naturopathy

**Anne Davies**, London, Healer Counsellor

**Lisa Warnes**, Hampshire, Bioregulatory Medicine

**Lee Harris**, Essex, Oriental Medicine

**Claudia Fusco-Roche**, East Sussex, Sound Therapy

**Kasia Cierach**, Surrey, Healer Counsellor

**Mate Toth**, Dorset, Massage

**Syed Hasan**, London, Homeopathy

**Angela Linnett**, Leicester, Reflexology

**Michael Sands**, Essex, Oriental Medicine

**Michael O'Doherty**, Ireland, Energy Medicine

## Senior Practitioners

**Sanjay Sehgal**, India, Homoeopathy

**John Milsom**, Surrey, Healer Counselling, Psychotherapy and Healing

**Sarah Dean**, Worcestershire, Allergy Testing and Nutritional Therapy

**Tahir Faruqi**, South Yorkshire, Massage

**Ann Russell**, Middlesex, Anma Massage, Amatsu Medicine

**Jenny Rose**, Kent, Metaphysical Counselling, Healer Counselling

**Jennifer Poole**, Hampshire, Homeopathy

**Carol Ellis**, Essex, Reflexology

## THE ICNM TO RECRUIT NEW TRUSTEES

We are looking for Trustees with financial, legal, fundraising and/or entrepreneurial experience. If you are interested in becoming a Trustee of the ICNM charity, please contact the chair of Trustees, C/o Clive Teal: [clive.teal@icnm.org.uk](mailto:clive.teal@icnm.org.uk) or telephone **0207 9227980**.

The ICNM seeks to provide the relief and prevention of sickness and the preservation of health for the public benefit by the promotion of complementary, natural and alternative medicine. Our website [www.icnm.org.uk](http://www.icnm.org.uk) provides further information.

## MEMBER BENEFITS



## *The hallmark of best practice*

- Established in 1989, this is the longest running multi-disciplinary register of CAM practitioners in the UK
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- Developing programme of conference, events, bridge-building between CAM disciplines and conventional healthcare provision, networking, CPD
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- Subscription discount on Natural Health Magazine
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- 7.5% off [www.internet-workwear.co.uk](http://www.internet-workwear.co.uk)
- Media Pack – which includes “How to write a press release”
- Members may treat policy holders of the Patients’ Aid Association without a letter of referral from the patient’s doctor

## FURTHER INFORMATION

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- Products Liability
- Shop / Salon Cover
- Charities, Not-for-Profit Organisations, Trustees Liability & Associations Cover
- Commercial Legal Expenses & Tax Package
- Accident or Accident & Illness Schemes for UK & Ireland
- And many more...
- All policies tailor made to suit your needs...
- Independent Financial Advice through H & L Balen & Company

Balens are the Largest Brokers servicing Complementary Health Professionals in the UK & Republic of Ireland!  
We are a fourth generation, family run business, Established in 1950 with over 20 years experience in this field!  
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For more information on Balens, please visit our website

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*Balens... often copied, never bettered...*

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