



The Wiltshire School of Beauty and Holistic Therapy



VTCT Level 3 Award in the Origins of Massage And Principles of Complementary and Alternative Medicine



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Complementary therapies have been around for thousands of years. Many people think of them as modern and “new age”, but in fact the conventional medicine that we routinely use and get prescribed from our doctors are often based on complementary therapies, mainly herbal medicine.

Complementary therapies are treatments that sit outside the traditional or conventional medicine of our primary care health system. However, it is important to recognise that a treatment that is complementary for one culture may be traditional in another. For example acupuncture is classed as complementary in the UK, but is classed as traditional in China.

The central concept for the majority of complementary and alternative therapies is that the **whole** person is looked at rather than just treating a specific symptom, which conventional medicine has sometimes been criticised of. During the first consultation, an in-depth history will be taken, where the therapist will ask questions on the clients well being. Complementary therapists see symptoms as valuable messengers which can indicate an underlying problem. These symptoms can indicate that the balance has been altered and that some adjustments may need to be made for health to be regained. If symptoms are ignored, then more significant problems may occur later on.

This holistic view and the importance of maintaining good health tempts many people to try complementary therapies as they have a desire to improve their lives, as well as having more choice. Holistic comes from the word “whole” and means that the whole person is treated and not just the symptom, as very often one condition can cause the symptoms of another.

Complementary therapies can help restore the body’s natural equilibrium and balance. They can boost the immune system, improve circulation, increase energy levels, help rid the body of toxins and induce a deep state of relaxation. Although most therapies work on this basis, specific therapies lend themselves to treating specific physical, mental or emotional problems, as well as working as a preventative measure.

One type of popular therapy is massage, which can be broken down into different variants. For the purpose of this course, we are now going to look at the origins of body massage, aromatherapy and reflexology.

The Origins of Body Massage

From the earliest of times, massage, which is the manipulation of body tissues for a therapeutic purpose, has been used by stroking or rubbing parts of our body that are experiencing pain. It is a universal instinct to rub ourselves when we are hurt and we are taught it from a very young age.

Early cave drawings have been discovered depicting people giving and receiving massages, and there is evidence dating back 3000 years, when the Chinese recognised massage for its healing capabilities, which discusses in the oldest known book about massage called “Cong-Fu of the Toa-Tse”. Ancient Romans, Greeks and Egyptians have

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also been known to use massage. Those who could afford to do so were rubbed with olive oil after they bathed to help keep their joints and skin supple. This soon developed into a full body massage; in fact Julius Caesar received massages to help relieve his epilepsy.

The knowledge of massage spread to Japan, where Japanese monks developed a technique incorporating massage with pressure therapy, which was developed into Shiatsu. Moving onto India, the Hindu book AyurVeda (Art of life) was written, which described how massage could be incorporated with exercise, which can be dated back to 1800 BC. Most massage in India relates more to its sensual use rather than its physiological effect on the body.

Later on Galen, a Greek doctor, around 200 AD advocated that massage should be used to treatment injury, and that if the strokes were used in different directions, massage could be used to create different effects. Ambrose Pare, a French doctor during the 1500's then graded massage into gentle, medium or vigorous, and discovered that by using friction movements, swelling could be reduced before the dislocation of joints were treated.

In Africa and Asia, massage has always been valued and used as a healer and is today used widely in the UK as a way to treat ill health, not only for relaxation, but as a preventative measure. Here in the UK, Swedish massage, as we know it has taken its origins from Henrik Ling (1776-1839), who developed the techniques that we are familiar with, and named them effleurage, Petrissage and tapotement. Ling had travelled to China and returned with knowledge of how massage could be used. Stockholm in 1813 saw the first college offering Swedish Massage become established.

The society of Trained Masseuses was formed in 1894, which promoted massage as a genuine profession, which was later developed further in 1899 by Sir William Bennett who raised the profile by opening a massage department in St. George's Hospital in London. Massage then became a recognised form of treatment. Sigmund Freud was also believed to have used massage therapy as a treatment for hysteria.

The Origins of Aromatherapy

Aromatherapy is the use of essential oils, extracted from plants and used in treatments that can facilitate well being and be useful in improving or preventing ill health. They can be used in a variety of ways from inhalation to absorption and many everyday products that we can now buy include aromatherapy oils.

The use of essential oils can be dated back to Ancient Egypt when incense made from aromatic woods was burnt in honour of their gods. The use of these oils was clearly recorded in hieroglyphics. Hippocrates – the father of medicine studied the effects of hundreds of scented plants and herbs, and it became his belief that these plants could

offer a great deal to promote health. Religious ceremonies were performed in Egyptian temples, using exotic oils, with the Egyptians believing that essential oils had a preserving property, with embalming being the one principal use of aromatherapy. One of the oldest known medical texts, The Ebers Papyrus described the medicinal uses of essential oils. The Ancient Egyptians invented a crude distillation machine which extracted cedar wood oil. From Ancient Egypt, the use of oils spread to Ancient Greece, where recipes of medicinal oils were found inscribed in marble in the temples of Asclepius and Aphrodite.

The earliest written account in Europe of the use of essential oils was in the twelfth century, where records show that aromatics were used as a protection against the plague. Healers in monasteries in Europe began to distil small quantities of their own healing herbs and plants for their oils.

The term “aromatherapy” came about by the French chemist, Rene-Maurice Gattefossé (1881-1950), who discovered the benefits of lavender after burning his arm. He found that the oil was healing on his skin and left no scarring. During the First World War, he used essential oils on the wounds of soldiers. His studies were later taken further by Dr Jean Valnet during the Second World War, when he found that that essences worked wonders for healing wounds of the soldiers.

Aromatherapy was reintroduced into the health care of Great Britain during the 1950's by Marguerite Maury, in her book “The secret of life and Youth”. As a student of Gattefossé, Maury introduced the use of essential oils into massage so they could be used on a more practical level.

The Origins of Reflexology

Reflexology is a gentle treatment that involves the feet and specific areas that are related to the body. It is classed as both a science, due to the mapping of reflexes, and an art due to applying pressure using the fingers and thumbs.

Early paintings depicting the practice of hand and foot reflexology found in the tomb of the pharaoh Ankhmahor in Egypt dating from 2330 B.C. demonstrates the ancient origins of reflexology. Much later in 1582, a book was written by Dr Adamus and Dr Atitis on zone therapy (which reflexology is called outside of the UK).

During 1890 in London, Sir Henry Head studied zones within his neurological work, which he called head zones, and at around the same time, Dr Alfons Cornelius discovered that massaging painful reflexes promoted healing in the corresponding body part.

The term Reflexology was first coined by Vladimir Bekterev, in 1917, the Russian neurologist and psychiatrist, and around the same time Dr William Fitzgerald, an American specialist, carried out research in an area that he named “zone analgesia”.

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Here he found that by applying pressure to a certain area of the body, an anaesthetic effect was created. This then led him to design a chart of the ten longitudinal lines, or zones, of the body i.e. five on each side, with reflexes that operate along these zones.

Fitzgerald held a belief that applying pressure to certain reflexes could help relieve pain of an organ or a gland. His work was further developed in the 1930s by a physiotherapist, Eunice Ingham, who discovered that applying pressure to tender areas on the feet could create a therapeutic effect on the rest of the body. She used this theory in her work and went on to formulate a chart of the feet where all of the organs and other parts of the body were mapped out.

Reflexology was later introduced to Great Britain in the 1960s, by Doreen Bayly, a student of Ingham's.

TASK: Outcome 1a

Explain the origins of massage (choose from body massage, aromatherapy or reflexology)



The Development and Use of Massage and Therapies

There are so many different types of “touch therapies” that it is impossible to describe the development of all of them, so below is a brief description of a popular range.

The Development and Use of Indian Head Massage (IHM)

This treatment was originally developed in India as a grooming technique used to strengthen and improve the fullness of the hair. It has been practised for over 5000 years in India, and it was given the name ‘Champissage’ or ‘Champi’, which is our modern term for Shampoo. The grooming technique was achieved by stimulating the pressure points on the scalp, which was particularly popular with women of fashion who wanted to enhance their fine appearance. The head was massaged with oils, such as jasmine and mustard to rid the scalp of dead skin cells and to also add moisture to the hair, creating a shiny appearance. The technique, in many senses, became part of everyday life in India and is practiced on young and old alike. It became a tradition that was handed down through the generations. Indian Head Massage was introduced to Britain by Narendra Mehta, who came to study physiotherapy, but was disappointed to find that our body massages did not incorporate a head massage. In 1978 he returned to India to study Champissage, travelling all over India to study the different techniques. He then developed his own massage and returned to England with it, setting up several training schools.



In the West, IHM has evolved as part of a stress management programme and incorporates pleasant smelling oils such as jasmine which are massaged into the neck and shoulders, as well as the back, arms, scalp and face.

Apart from the pampering aspect of the treatment, massage has many physiological and emotional benefits. IHM is known to:

- improve blood flow to the head and neck
- improve lymphatic drainage
- relieve muscular tensions
- relieve physical and emotional stress
- improve joint mobility
- promote deep relaxation
- help improve muscle tone
- help relieve eyestrain
- help relieve deep congestion in the head

- relieve stress and anxiety
- create a feeling of balance and well-being.
- uplifting
- improve hair and scalp conditions

The majority of people only worry about their hair's health when it starts to look dry or thinning. When the body is subjected to ill health or stress, the hair is often affected and can become dry. Healthy hair should be promoted from childhood with the help of regular massage, and Indian women use oils such as coconut or almond to help nourish the hair and to keep its shiny appearance.

The Development and Use of Stone Therapy

The Ancient Chinese medical practitioners were recorded as using stones for healing Using various shaped and sharpened stones to try and treat disease, with the burning of the herb mugwort to add heat to the treatments.



Stone therapy has been used for over 2,000 years. Native American women used to place a warmed stone on their belly during menses (menstruation). Roman baths involved hot water and tables of hot and cold stones to lie on.

Pilgrims would put a hot stone at the end of their bed to warm their feet, and fasting Japanese priests would wear a sash in which 3 warm stones were placed to help to slow down their digestive process.

Ancient Chinese, Egyptians and American Indians used stones for healing.

The stones represent a gift from Mother Earth and are symbolic for their giving of energies and grounding effects on the mind, body and spirit.

A stone massage is a complete, body, mind and soul massage that uses smooth, flat, and heated rocks placed at key points on the body.

Generally the rocks used in a stone massage are basalt, which has high heat retention qualities. Stones are placed in water and heated to within a certain temperature range before placement on the body. The stones are usually placed on specific points on the back, but can be placed on other places such as between the toes, or in the palms of the hands.

The heat of the rocks causes muscles to relax, thus allowing the therapist to apply deeper, more precise pressure if desired or necessary. The heat contained in the rocks also relaxes nerves, and may improve chakra flow if placed on chakra centres on the body.

The Development and Use of Chiropractic

A chiropractor deals particularly with the spine, and the joints, ligaments, tendons and nerves associated with it. The word “chiropractic” comes from the Greek words “cheir praktos” which means hand done or done by hand and was discovered by the Canadian, Daniel Palmer.

Palmer was a keen student of anatomy and physiology and whilst working one day, saw a man who had gone deaf after putting his back out. Palmer had a theory that the spine was the highway for all of our nerves and that if the spine was misaligned, it would need to be repaired to allow nerves to travel. He examined the man and found that he had put out one of his vertebrae. Palmer adjusted his spine, which caused the man's hearing to return. Chiropractic was discovered. His first school was formed in 1897.

Chiropractic is a statutory regulated therapy which gives assurances to its clients that chiropractors have studied a specific training course. Through the work of Daniel Palmer, chiropractic is a widely used therapy that has grown over the last one hundred years, treating many conditions. There is a great deal of evidence to demonstrate that chiropractic is more effective at dealing with lower back problems than conventional treatments, and many G.P's will now recommend that their patients see a chiropractor.

Because chiropractors mainly treat the spinal region, many people incorrectly assume that chiropractors treat only back and neck ailments, and although these can be successfully treated, the aim of chiropractic is to restore and optimize human health. Conditions such as headaches, infant colic, ear infections and asthma can all benefit from this treatment, along with many others.

The spinal column encases the nerves and chiropractors believe that any problems in this area can irritate parts of the nervous system and put pressure or inflammation on the nerves. By correcting any abnormalities of the spinal cord, optimum health can follow as well as improvements with immunity.

Chiropractors can help people of all ages and is especially beneficial on children, as a problem detected in the early years can prevent problems occurring in the later years. Bumps and falls that occur during childhood can sometimes result in minor damage to the spine which, at the time may not seem significant, but chiropractors believe that if left, this can result in headaches or neck problems later on in life.



The Development and Use of Acupuncture

Acupuncture is a form of healing originating from China for the past 2000 years. It goes back 5000 years when the ancient Chinese relieved pain by rubbing stones against certain parts of their bodies. Acupuncture, using needles, developed from this.

In Chinese medicine, health, pain and disease are said to be affected by the energy forces, which flow along a network of meridian channels throughout the body. There are 20 main acupuncture meridians and 12 linking meridians plus other joining channels. The aim is to heal by restoring the balance of the chi (energy) along specific points of these meridians. These points are chosen because they are associated with the organ area or ideas needing treatment.

Most conditions will benefit from acupuncture and can include menstrual cramps, chronic pain, allergies, headaches, arthritis, and lethargy. Acupuncture is a holistic therapy in that it treats the whole person, so the therapist will ask many questions about lifestyle, diet sleeping patterns etc. They will build up a picture of the person's general health and complete an in-depth consultation, usually taking around 1 hour for the first session.

Once comfortable on the couch, very thin sterilized needles are inserted in the chosen meridian points. Sometimes they are located some distance from the actual site of the problem. The needles may be left in for a few minutes or for half an hour and up to 15 needles may be used at a time. The needles may be switched and flicked whilst inserted. Some tingling and a heavy sensation may be felt when the needles are applied. After the session, the client can feel very tired or alternatively may have lots of energy.

Research has shown that acupuncture stimulates nerve receptors and changes the blood composition. It has been proven to be affective for osteoarthritis of the knee

The Development and Use of Osteopathy

Born in 1828, Andrew Taylor Still, in USA, trained as a Doctor. As time went on he began to follow a different path from many of his peers, and he sought new methods of treating sickness. The outcome was the application of a physical treatment, which he called "**osteopathy**".

In 1892, Taylor Still organised a school in Missouri for the teaching of osteopathy and it was from these small beginnings that osteopathy was brought to the UK, with the first school in London being set up in 1917.

Andrew Taylor Still believed that every disease or illness began with structural problems in the spine and that when problems occurred in the spine, the nerves send abnormal

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signals to the organs. Therefore the osteopath is trained to palpate (feel) the body for its structural makeup. It is possible for an osteopath to detect physical problems that fail to appear on an X-ray. The Osteopath will detect a problem then "set" the body, by applying a gentle and precise force to promote movement. This manipulation, massage and touch can balance tensions and can eliminate dysfunction in the movement of the tissues. By releasing compressed bones and joints, the body can heal itself. It has been found that tension in the spine can play an effect on the whole of the nervous system, so by altering and aligning the joints and bones, the nerves and brain will not be put under pressure.

Osteopathy is an established recognised system of diagnosis and treatment. It emphasises the structure and functional integrity of the body, and recognises that much of the pain we suffer from stems from abnormalities in the function of the body structure as well as damage caused to it by the disease.

Osteopathy can be used for a range of problems, including back pain, babies with colic, pregnancy posture, sleeplessness and repetitive strain injury.

This therapy, along with chiropractic, is one of the regulated therapies that is endorsed by the British Medical Association as 'a discrete clinical discipline' which can run alongside and compliment mainstream medicine. It is a state registered therapy, which means that the public have the security of knowing that the practitioner has undergone state registered training.

The Development and Use of Herbalism

This is the oldest form of medicine known to mankind and is the mainstay of many early civilisations. The earliest written account of herbalism dates back 5000 years. Today it is the most widely practised form of medicine used and also forms the basis of today's conventional medicine. It is an important part of the Traditional Chinese Medicine (TCM)

The Romans brought many of the popular herbs that are used in Britain today, and through time – before conventional medicine had even developed, herbs were used by most women, sometimes called folk healers, in looking after and caring for their families. For many people, these herbs were thought to be magic and spiritual. These skills were passed down through generations and involved using plants such as garlic, aloe Vera and Echinacea. In fact aspirin, commonly used today as an excellent anti clotting medicine is derived from the willow bark.

Nicholas Culpepper, in the 17th Century helped to spread knowledge of herbalism after he translated the pharmacopoeia and then had the publication of his book "English Physician and Complete Herbal" which is still in print today.

Using plants and plant extracts, herbalism can be used for a wide variety of ailments. The plants can be infused by pouring boiling water over the leaves, steeped in alcohol and water or by boiling the barks or roots in water. The end product can be administered as ointments, tablets, capsules and can be either brought over the counter from health food stores and chemists or can be prescribed by a medical herbalist.

Herbalism is still one of the most widely used treatments in the world today and is used extensively for a variety of conditions.

Research has shown that herbalism works when chemical compounds are altered in a synergistic manner. Scientists have spent a great deal of time looking closely at medicinal plants to discover the most active substances within them by isolating the active constituents in the plants. These substances are then selected and isolated from the others before being reproduced in a laboratory. The chemical substances are then developed, although they may be concentrated many times or even changed completely to increase the action. The human body is designed to be able to digest and absorb plant based foods, so may have a more powerful effect than chemical medicines.

Herbal 'synergy', or working together, is the key principle of herbal medicine and the remedies extracted from leaves, petals and roots of plants are a complex mixture of lots of different compounds. Sometimes it can be difficult for scientist to recognise which chemical component of the plant is responsible for making a change in the body. For example, it has been found that garlic can lower blood pressure and cholesterol, but garlic may not help with coronary artery disease as the cholesterol lowering effects results from several chemicals, not all of them found in the garlic oil.

In May 2011, many changes took place for herbalism with the introduction of a new regulation, stating that every herb sold in the UK must be stamped with a THR (Traditional Herbal Remedy) logo, if it has undergone a process to show that it has met certain standards. One of those standards is that the herb has been used for the past 30 years and has been sold in the EU for at least 15 years. This logo ensures that each remedy is giving a standard dose and is safe. It does not; however demonstrate that the remedy has been tested for effectiveness.

The Development and Use of Homeopathy

Homeopathy was first introduced in the early 1800's when German doctor, Samuel Hahnemann was carrying out some translations for William Cullen's "A treatise of the materia medica" into German. He came across a passage which he did not agree with. It stated that cinchona bark was used to treat malaria as it had stomach-strengthening properties. He decided to take four grams of the bark, twice a day for about a week, to see what happened. To Hahnemann's surprise, he



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found that he experienced symptoms similar to malaria and therefore concluded; drugs that are used to treat unhealthy people can also cause the symptoms of the disease in healthy people. Hahnemann called this process “proving”. This principle of treating like with like, was termed “the law of similar” or “similar suffering” and is today used to describe the term for homeopathy.



From them, Hahnemann and some of his colleagues continued researching different substances to see what sort of symptoms they produced. He was then able to determine what conditions they could be used for. Homeopathic remedies are derived from animal, plant and mineral sources and are used in a very dilute dosage. The substance used is soaked in alcohol to extract their essential ingredients. This is called the “mother tincture” This substance is then diluted either by factors of ten (and designated X) or by 100 (and designated C). Originally, Hahnemann did all of this by hand, mixing, diluting and then shaking. It is this shaking that is thought to make the properties more powerful, as energy is added at each stage. This process is now carried out by machine. The final product can be either oils, tablets, pillules, solutions or powders, and is used for a wide variety of ailments.

Homeopathy is now widely practiced, with there being several homeopathic hospitals in the UK.

There are numerous benefits of this therapy, and it can address a wide range of conditions from minor to the more serious. Homeopathy is a holistic therapy in that it looks at the whole body rather than just a symptom in isolation. During the consultation, the personality and character of the client is considered as this can determine which remedies are prescribed. The remedy will be an individual one as it's not a case of “one size fits all” as is the case with some conventional medicines.

All homeopathic remedies are recorded and described in a book called the 'materia medica', which originates from the Latin word of 'mater' which means materials and 'medica' which refers to their use in medicine. The first Homeopathic Materia Medica was created by Hahnemann which he called the Materia Medica Pura, which translates as the Book of Pure Medicines.

Homeopathy can be beneficial for short term, acute conditions such as coughs, colds and the flu, as well as for long term, chronic conditions such as allergies, eczema and migraines. First aid ailments also respond well, such as bites and stings.

The therapy has also shown positive benefits when treating emotional problems such as anxiety, depression and low self esteem. The results of good homoeopathic treatment can improve mental outlook on life and help focus thoughts to improve the quality of life.

Because homeopathy works in harmony with the immune system, the remedies do not disturb the digestive system or lower the immune system, which some conventional

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medicines do. Remember, homeopathy works on a “law of similars”, so any condition which shows a symptom is treated with a remedy that would cause that symptom in a healthy person. Therefore, any condition can be treated with the correct remedy.

TASK: Outcome 1b

Explain the development of the different forms of massage and therapies (choose three from the above)

The popularity, scope and availability of Complementary and Alternative Medicine (CAM) in your local area

Walk down the High Street in any town and you will see just how popular CAM has become, especially the use of herbal medicine and acupuncture. What used to be seen as “new aged and hippy” is now becoming more and more acceptable, with people from all different walks of life experimenting with different therapies. However, it is not just the High Street that demonstrates this new rising popularity. Take a look at your local doctor’s surgery, health clinic, hospital or hospice and the chances are they too will be integrating some form of complementary therapy or medicine.

The growth of Complementary therapies can be partly due to the report by the British Medical Association (BMA, 1993) which stated that an awareness of CAM should be part of the training received by medical students and other health professionals.

At the moment, there is only a very limited amount of complementary therapies that are available on the NHS free of charge, however many health authorities are advocating its use. Fund holding General Practitioners (GP’s) may directly employ complementary therapists within their practice staff, and non fund holding GP’s may employ such therapists subject to their Family Health Services Authority’s agreement to pay for the service. Some GPs are trained in one or more complementary therapies themselves (this could be a factor in choosing your GP). Others employ complementary practitioners within the health centre or surgery. If you are lucky enough to have this option you may be able to get free treatment within the practice. Some hospitals employ physiotherapists who are also trained in acupuncture, and this form of treatment is often given to patients of arthritis.

Homeopathy is generally the only form of complementary medicine which is available on the NHS. There are several homeopathic hospitals within the UK, which take NHS referrals from GPs. Beyond this; the use of complementary therapies within hospitals depends very much on the interests and attitudes of the medical and nursing staff.

Some hospitals use aromatherapy as an alternative to sleeping pills, or within their Special Care Baby Units.

One area within the health sector that has seen a growth and popularity of complementary therapies is in hospices as a form of palliative care. Here, day patients and residents can be offered a selection of therapies, ranging from aromatherapy, reflexology, reiki and massage to compliment the conventional treatment that they are receiving. Patients who use these services talk of feeling empowered that they are able to have some choice over their treatments, which many feel they cannot have within conventional medicine alone. They also talk of the calming and emotional effect that these therapies can have when they are often in pain and afraid.

TASK: Outcome 2a

Implement a market analysis to discover the popularity, scope and availability of complementary and alternative medicine in **your** local area. (Carry out some research using **one** of the following methods and present your findings)

Desk research – using press clippings, library searches, internet search engines, books, journals, industry information, statistics from surveys and reports.

Field research – telephone research, written questionnaires, street interviewing, face to face interviewing, therapy/treatment/product tests, consumer panels, focus groups.

Data collected from market analysis – look at the competitors, viability of the product and how many therapists are offering treatments, objectives of the therapists, start up costs of the business, business plans.

TASK: 2b

Describe the importance of analysing data collected from market analysis (why do you think it is important to carry out and present the findings of research on the use of CAM?)

Differences between Complementary, Alternative And Allopathic Medicine

It is important that we understand the difference between the terms “complementary” and “alternative”, and also the way in which conventional medicine is defined.

Complementary therapies are treatments, such as reflexology, massage and chiropractic, which are used **alongside** conventional treatments. The aim is that the therapies compliment the treatment that you could get from your doctor, or self prescription. For example, you may take nurofen to relieve the pain of a back problem but also see a chiropractor to deal with the cause of the problem.

Alternative treatments and medicines are treatments that are used **instead** of conventional, on their own. An example here could be homeopathy or herbalism, in which they could be used to replace conventional medicine. This can be a contentious issue as there is a danger that serious health conditions which need conventional medicine will not be treated. There is no evidence to prove that any CAM will cure life threatening diseases.

Conventional medicine, which we generally get from our doctors or over the counter, works on a scientific level and will use a medical search for physical causes of ailments. This **allopathic** medicine will use drugs or treatments to **oppose** or **suppress** the symptoms. Generally this allopathic view will involve a clinical examination for the presence of disease, which could include discovering a high temperature, lumps, abnormal heart rate etc, and then the use of drugs or other treatments will be prescribed to work on a biomedical level. The conventional approach of separating different aspects of our physical and emotional (mental) health can mean treating an illness as a separate entity.

Complementary and Alternative Medicine aims to create homeostasis (balance) and harmony within the body. As already stated CAM attempts to deal with the body holistically and tries to see the illness in the context of the whole body, not just a symptom. Prior to your treatment beginning, an in-depth consultation will take place to try and determine the cause of the problem, if there is one. The consultation goes beyond medical questioning, but also pays attention to the client's lifestyle, emotions and thoughts.

Many people believe that it is only the placebo affect that allows CAMS to work, in that your health improves because you think that what you are doing is helping. Whether or not this is the case, this proves that the mind is a powerful tool, and most therapists would argue that it doesn't matter whether the therapy works on a placebo level or on a physical level, but it is the improvement that people experience that is the most important aspect.

TASK: 3a

Interpret the terms complementary, alternative and allopathic medicine and write a description of their definition.

There are many reasons why people may choose to use CAM:

Cultural: Many people will opt for complementary therapies due to their up-bringing. This may be due to cultural beliefs against conventional medicine or beliefs that only natural remedies should be used.

Lack of trust: If patients have had a bad experience using conventional medicine in the past, with either the drugs or practitioners, they may opt for an alternative way of receiving health care.

Against animal testing: Most conventional drugs are at some point tested on animals. Strict vegans or those who are opposed to this testing may decide they want to try a treatment that has not caused animal suffering.

Natural way of life: Many people are deciding to take more control over their own lives and this may involve using natural alternatives, which do not cause any side effects or hidden dangers. Most complementary therapies use more of a preventative approach to health rather than waiting for a problem to occur.

Relaxation: Many therapies will be used to aid relaxation and promote a “feel good factor”. Therapies such as aromatherapy promote a sense of well being.

Last resort: After receiving conventional treatment and being told that there is nothing that can be done for a condition, many people will want to try something else.

Some therapies particular lend themselves to creating a balance and harmony within the body. For example Yoga, Stress Management, and Crystal Therapy.

The Balance and Harmony of Yoga

Indian by origin, Yoga has a philosophical aim to unite the body, mind and spirit for a healthy life, which will create not only a physical benefit but spiritual and emotional one too. In Hinduism, Buddhism and Jainism the word yoga means "spiritual discipline. Through a system of exercises, called asanas, the body is kept supple, with a combination of breathing exercise being used to help us learn to quieten and steady the mind. Yoga has been practiced for thousands of years and has been said to help relieve mental stress as well as physical ailments.



The Balance and Harmony of Stress Management



Stress has become a word that is bounded around too frequently without people knowing the real meaning of it. It can have a detrimental effect on us, our families and lives. The word has become even more common as our lives have become faster paced and more is expected and demanded of us.

But stress can also be viewed as a positive. It is important that we set ourselves challenges to meet our goals in order to really thrive, rather than just survive and to keep our direction. Boredom can be

just as detrimental as having too much to do!

By learning techniques that help overcome stress, you can create a real harmony within your physical body and your mind. Once you have learned these techniques you will have a greater control over your mind and feel a greater balance within you. (For more information on stress management, take a look at www.wsbht.co.uk distance learning courses)

The Balance and Harmony of Crystal Therapy

Using Crystals in healing is an extremely powerful and unique experience. It involves the “laying on of stones” which is an ancient art that has been traced back to the lost civilization of Atlantis, and this “energy medicine” has been used for centuries throughout different cultures, religions and empires.



Different crystals have different healing properties and when used appropriately can help with healing particular complaints or disorders, whether on the physical, emotional, mental or spiritual level. The ability of crystals to focus energy means that they can be used for specific tasks, such as directing healing energy to a point on the body.

Differences and Similarities Between CAM and Allopathic Treatments

CAM	Allopathic Treatments
Takes on an holistic approach looking at the whole person, including lifestyle.	May only look at the symptoms from a medical perspective.
Natural remedies are used to treat patients.	Doctors will tend to prescribe chemical or synthetic drugs.
There are only a few side effects to the use of CAM.	Can have unknown side effects but they are provided to the patient.
They can be quite costly as the NHS only provides a limited amount.	People see the NHS as free even though they pay for their taxes. There will be a charge for prescriptions.
There is not normally a long waiting list to see a practitioner.	You may have to wait to see your doctor.
Some complementary therapies are not regulated which can make them unsafe and open to abuse.	The British Medical Council regulates all doctors.
Not always easily accessed so people may have to travel to use them.	Usually very accessible as there are services in most towns.
Complementary therapies have an ancient background with a long standing history.	Conventional medicine is mainly modern.
People have doubts about the effectiveness of the therapies due to lack of evidence.	All treatments have scientific basis behind them, having been tested on animals first then following strict licensing.
The consultation can last up to one hour in some cases	The average consultation may last only five minutes.

Unlike conventional medicine, most complementary therapies are not tested on animals first; in fact some CAM's are not tested at all. If there is funding available, a therapy can be tested within controlled trials on human participants. This evidence will rarely be scientific but more based on the participant's perception. Some therapies that have undergone both scientific and controlled trials include herbalism, homeopathy, chiropractic and acupuncture.

To be able to find evidence of therapies working is very difficult for many reasons:

- Carrying out research is very expensive and finding funding is difficult.
- It can be difficult to publish findings of research carried out.
- There is a vast amount of material on complementary therapies, which makes it difficult to “pull out” relevant findings.

Therapeutic Aims and Procedures of Complementary Therapies

Therapies will have different aims, and these should be considered when choosing a therapy for a particular person. A therapy may aim to be:

Remedial – aiming to remove the condition. These include homeopathy and herbalism, which can be used on chronic conditions. Chiropractic can be used to put right a skeletal problem

Preventative – aiming to reduce the risk of an illness developing. These include reflexology, yoga and massage and can be used at regular intervals to maintain health.

Palliative – aiming to make symptoms tolerable. These include acupuncture and aromatherapy and are used to reduce pain. Many people who are having conventional treatment, such as chemotherapy will use a therapy for palliative care.

How often a therapy will take place, will depend on the reason for using it in the first place. For example, someone may injure their back, so have two sessions of chiropractic a week as a remedial treatment, but then go onto a preventative programme and just go once a month.

TASK: 3b

Explain the **concepts** of complementary and alternative medicine **compared to** allopathic medicine

TASK: 3c

Critically compare the differences between complementary, alternative and allopathic medicine (consider the positive aspects and limitations of the subject)

Regulation and Guidelines Concerning CAM

At the moment, there is no statutory regulation for complementary therapies, apart from chiropractic and osteopathy, which have both received statutory regulation. This means that there are very few standards for training and working as a therapist. This differs from the rest of Europe, where the majority of countries restrict CAM treatments to registered medical practitioners.

Once a therapist has qualified in a therapy, they can apply to belong to a regulatory body if they wish. This is called **voluntary self regulation**. The regulatory body sets out standards that should be followed, and to guide therapists into good practice, as well as offering further training, advice and support. It is not compulsory for a therapist to belong to a regulatory body, however many therapists choose to belong to one as it gives their work greater credibility. Regulation does also offer some protection to clients as it ensures that only qualified therapists are allowed to join.

Some regulatory bodies will hold a list of qualified therapists. Examples of regulatory bodies are below:

- The British Acupuncture Council
- Complementary Medical Association
- British Reflexology Association
- British Herbal Medicine Association
- Federation of Holistic Therapists (FHT)
- Aromatherapy Council

To belong to a regulatory body, the therapist would need to show evidence that they have carried out their training through an approved organisation, and have taken an accredited qualification. The regulatory body will also ensure that the therapist updates their skills frequently by carrying out continual professional development (CPD)

The government views regulation as important, but the lack of compulsory regulation is a contentious issue, as some professionals feel it should be made compulsory as it would set standards and ensure consistency of training, where others feel that it is an unnecessary procedure as CAM practitioners do not claim to want the same status as medical professionals.

Within The House of Lords Science and Technology (sixth report), Professor Edzard Ernst at the Department for Complementary Health Studies, University of Exeter, states that "The nature of regulation (e.g. statutory regulation or self regulation) seems of secondary importance. What matters is that regulation achieves its primary aim, which is to protect the public. As long as this can be demonstrated, any form of regulation would seem welcome" (P 230).

Where CAM's are being used within health settings, there will usually be guidance to their use. For example the Royal College of Nursing (RCN) have produced guidance on the use of CAM's within clinical practice. The National Occupational Standards (Skills for Health) have also set out standards of good practice for regulatory and training bodies to follow.

As already discussed, herbalism now has to follow guidance set out by The EU Directive on Traditional Herbal Medicinal Products

Researching CAM's for effectiveness

Finding evidence that a treatment works, whether it is conventional or complementary is very important for several reasons:

- To find out if they are safe to use
- To ensure that they are not going to be dangerous if mixed with other treatments
- To find out if they can improve the quality of life
- To find out if they are worth spending your money on

If you carry out any research into the effectiveness of complementary therapies, you will be met by an array of information and different sources. Such organisations as Cancer Research, Arthritis Research, Age UK, NHS and The Alzheimer's Society are all big advocates of CAM and in particular, campaigning for evidence of the effectiveness of CAM. It is very important that research carried out is unbiased and reliable. CAM organisations are going to choose research findings which are favourable to their therapies and could be misleading to the general public.

TASK: 3d

Explain the importance of government guidelines in relation to education, training and regulation of CAM's.

Training Routes Within CAM

You may already be a complementary therapist expanding your knowledge or you may be considering entering this rewarding field. Wherever you are within your studies, the field of CAM is a continual journey and you will want, and indeed need to expand your knowledge to keep up with the latest developments.

Choosing the correct qualification and training institution is an important step. The education and training CAM practitioners receive is a major factor for clients and employers when choosing a therapist. The qualification that you study needs to be one that is accredited so that you are able to join a regulatory body and apply for insurance.

Most training has evolved with relative freedom due to the unrestricted practice, which can be a positive as it has allowed creativity, but it also means that some training providers will be offering training that cannot be used with the general public due to not be accredited. A piece of paper is of no use if you cannot use it and with developments in the field of regulation, there may come a time when you have to join a regulatory body.

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The more established therapies, such as osteopathy, chiropractic, acupuncture and herbalism already hold a firm place within Higher Education (HE), and therefore have to follow the strict controls that other courses being taught within HE hold. The standardisation of other therapy training. The House of Lords Science and Technology (Sixth report on CAM) (2000) states that “ High quality, accredited training of practitioners in the principal CAM disciplines is vital in ensuring that the public are protected from incompetent and dangerous practitioners”.

As already discussed, joining a regulatory body will require you to continue with your professional development (CPD) and this will ensure that your skills stay up to date and that you are able to further your career progression. There are a number of ways you can achieve this, such as attending lectures at exhibitions or conferences which are held frequently across the country, carrying out additional training or even contributing to research or published articles.

There is a great deal of opportunity for CAM practitioners, whether it is working in a spa, clinic, hospice, health centre, salon, sports events or even on a cruise liner, each day will be varied and rewarding.

TASK: 4a

Review training and career pathways in the field of CAM and write an account on them.

TASK: 4b

Explain the importance of identifying related sectors in terms of further career progression. (This relates to CPD and its importance in terms of progression and employment)

Well done, you have now reached the end of your course. When you are ready to, please email your completed tasks to alliemaisey@wsbht.co.uk or post them to Allie Maisey, The Wiltshire School of Beauty and Holistic Therapy, 706 Delta Office Park, Welton Road, Swindon, SN5 7XS.

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