



WELLSPRING

FOR ALUMNI AND COMMUNITY IN HEALTH, FITNESS AND BEAUTY

JAN 2013

QUARTERLY

OUR LADY GAGA:

Natural fertility expert wins endorsement from medical industry

PROF KERRYN PHELPS TALKS INTEGRATIVE MEDICINE ● TACKLING 3PM SLUMP ● SEASONAL RECIPES
ALLERGIES THREATEN PERFUME INDUSTRY ● THE LAUNCH OF INDUSTRY FIRST FITNESS REHAB CLINIC

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WELLSPRING



Cover: Iva Keene, Natural Fertility Expert and Endeavour (ACNM) graduate

WellSpring is published by the Endeavour Learning Group

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WellSpring is printed on paper which is certified by the FSC (Forest Stewardship Council) and is ISO 14001 EMS accredited. We also have also made an online version available at endeavour.edu.au/wellspring as part of our efforts to reduce our carbon footprint and paper consumption.

On fertile ground...

Amidst the joy and celebration of welcoming in a New Year (along with the resounding hum of many a healthy resolution)... it's often also a time for reflection and laying the groundwork for a successful year to come.

Like many of you I made my own share of personal resolutions, and in my role as CEO of Endeavour Learning Group, I also considered the themes and focus for our institution in 2013.

Having worked in the Australian education sector for more than 25 years now, first as an academic, then in management and now as CEO of Endeavour with continuing roles on various Boards, it is clear to me that the theme of academic excellence is at the top of the list.

Quality of education is at the core of who we are and what we do... it's our reason for being. It's my objective that students become alumni having experienced excellence throughout their study journey through innovative approaches to teaching, even more engaging online learning, passionate academic staff, and a rich peer to peer learning environment. Watch this space.

On a personal note, this issue of *WellSpring* also gave me cause to reflect. As someone who has experienced issues with fertility in my life, the cover story featuring alumnus Iva Keene was an inspiring read. To know that complementary medicine is giving hope to people who may have lost all hope is exhilarating. Iva's story goes to show the difference a single person can make with a clear vision and the focus to realise it.

Your feedback on our first issue showed us we have struck a chord by uncovering success stories from the health and wellness sector you haven't read about elsewhere in the mainstream media.

You'll now find this magazine at leading natural health stores as well as being able to download your free copy online at endeavour.edu.au/wellspring. Please keep the story suggestions and feedback coming to wellspring@endeavour.edu.au.

Yours in natural health

Carolyn Barker AM
Chief Executive Officer
Endeavour Learning Group



@carolynbarker



Healthy Bites:

Unmissable health, fitness and beauty events and initiatives from January to March, 2013

Australian Open Tennis Championship

January, 2013

The world comes to play at Melbourne Park in January for the Grand Slam of the Asia-Pacific.

australianopen.com

Endeavour College of Natural Health Open Day

**20 January, 2013
10am to noon**

Australia's leading provider of natural health education will open its doors to host an interactive Open Day for prospective students considering study towards a Bachelor of Health Science degree or Vocational Qualification in 2013.

naturalhealthopenday.com.au

FIAFitnation Career Event in Sydney, Melbourne & Brisbane

24 January, 2013

The providers of the new gold standard in fitness education will run a career event to give prospective students an insight into studying with FIAFitnation.

fiafitnation.com.au

DIY Skin Care Short Course in Brisbane, Melbourne and Sydney

2 February, 2013

This one day short course run by Endeavour College of Natural Health teaches participants how to prepare skin care products without synthetic chemicals or harsh preservatives. Participants can take home all the products they have made. This course is accredited with the Australian Natural Therapists Association for 6.5 CPE points and costs \$225.

endeavourshortcourses.edu.au

Melbourne Food and Wine Festival

1 – 17 March, 2013

The Festival will showcase the dazzling array of food and wine talent on offer throughout Victoria, with more than 200 events in store.

melbournefoodandwine.com.au

Endeavour College Webinar – Research in Complementary and Alternative Medicine

21 March, 2013

This webinar is free for alumni and is designed to support the career journeys of natural health practitioners.

endeavour.edu.au/alumni/events



Calling all pinners!

Endeavour College of Natural Health recently joined the thriving Pinterest community and we've been busy sharing our favourite images.

We share pins which have inspired, challenged and taught us through their beauty, courage, insights and expertise. Join us – we'd love to see you there.

Follow us on pinterest.com/EndeavourCNH



A woman with long brown hair, wearing a white lab coat over a blue and white striped shirt, is smiling warmly. She is in an office or clinic setting with bookshelves and framed certificates in the background. The image is partially obscured by a large green circular graphic on the left and a smaller green circular graphic on the right.

Keene on treating fertility issues... naturally

Endeavour College alumnus Iva Keene has attracted a worldwide following through her acclaimed natural fertility program ♦

A fascination with helping couples conceive without drugs and invasive procedures combined with an eagerness to embrace online learning resulted in a global, award-winning fertility business for Switzerland-based naturopath and Endeavour College of Natural Health alumnus Iva Keene.

by Nina Tovey

What sets Iva's program Natural Fertility Prescription apart is that it is one of only a few natural health fertility approaches to be endorsed by the conventional medicine industry, with many of her referrals coming from medical doctors who have seen the results of the program firsthand. The program is also recommended and endorsed by Foresight, the international pioneer for preconception care in the UK.

Iva's program boasts an extremely high success rate, reversing infertility in more than 80% of infertile couples and nearly doubling the IVF success rate of patients from 25% to 47%.

Iva believes the key to her success lies in translating her education and extensive research into an online training package which leverages the most current fertility findings and is holistic, affordable and patient-friendly.

"Before developing my program, the only information I could find was fragmented, written for scientists and completely inaccessible to a busy couple. All the material I could get my hands on fell short in some way, so I decided to create my own," said Iva.

Iva spent seven years developing an evidence-based program which infused the most advanced naturopathic fertility science from around the world with little known ways to use sleep to boost fertility and new Ayurvedic and Chinese fertility insights.

Iva said the conventional medical approach to treating fertility issues tended to make men feel powerless and left out of the process.

"My approach gives men as much responsibility as their partner. It's a team effort – as it should be."

"The reproductive systems of men and women are both so vulnerable to radiation and toxins. It is important to protect the health of the egg and sperm during the crucial months leading to conception and throughout the delicate first trimester of pregnancy," said Iva.

"After all, the greatest gift you can give a child is to pass on the best of his or her parents. This is possible by simply providing your body with the best conditions to do its work naturally."

Iva helps prepare clients for IVF treatments, but stresses her belief that this type of invasive treatment is not necessary for most patients.

"Treatments like IVF control the whole cycle through drugs, which in my view takes power away from couples. I empower women to get the results

Iva has created a market niche with her holistic, affordable and accessible program. ♦



they want by taking control of their diet, supplements and lifestyle."

Iva's fertility program has earned the loyalty of thousands of clients around the globe, with some compelling results along the way.

"I recently treated a client who has since fallen pregnant at 43 with her husband's sperm which had been frozen for more than 13 years. Every baby is a miracle, but I was particularly proud of this case."

With most of her female clients in their 30s, Iva says she can help the majority of ovulating women conceive and carry a successful pregnancy, regardless of their age.

"We live in a different time now where women in their physical child bearing prime may not have the security and finances to raise a child."

"There is so much wonderful information about nutrition and supplements, and with the right knowledge we can keep ourselves younger. This relates to the quality of our eggs too – in the right conditions it is possible to improve their quality."

Iva made a conscious effort to keep the costs of her program under \$100 and made the full program available online to ensure couples around the world had access to her findings.

Investing in an online healthcare business certainly came with its challenges, as Iva learned over the crucial first few years.

"I needed to develop a lot of perseverance and patience. It has certainly been a steep learning curve to get the business to where it is today."

Iva credits part of Natural Fertility Prescription's success to the industry and public recognition that came with winning a series of prominent award programs, including the Apex Award in 2011 and 2012 for health and medical campaigns in addition to the Mom's Choice Award for Family Friendly Media, Products and Services in 2011.

Iva also took a bold step which paid off, when she decided to make a large amount of her information and expertise freely available through articles and e-newsletters, netting her several thousand engaged subscribers.

"I have never guarded my expertise and have invested in sharing a great deal of my knowledge which has generated a great deal of goodwill and raised my profile globally."

"For some people, the information from my e-newsletters and blog articles will be enough to help them, which is wonderful. However, many of the people who have been introduced to my work in this way have used my program and worked with me personally."

Raised by a family of medical practitioners who used and respected natural therapies, Iva's father gave her some advice from a radiologist's perspective which helped carve her future career path.

I realised I wanted to use my marketing skills to promote health rather than destroy it.

"He would tell me there was only one type of medicine with many different branches we can draw on depending on the patient and the issue at hand. That is how I look at my work to this day."

After spending her first few working years as a marketer for consumer brands such as Coca-Cola, Iva experienced a watershed moment which led her down a vastly different path.

"I was working on a campaign to get more three year olds to drink Coke. It was a tipping point for me when I realised I wanted to use my marketing skills to promote health rather than destroy it."

This realization took Iva back to her lifelong interest in natural medicine, and she enrolled to study naturopathy with Endeavour College of Natural Health (then ACNM), where she was taught by world-renowned experts to treat chronic conditions such as infertility holistically through diet, herbs and mind-body medicine.

To complement her newfound knowledge, Iva completed a Masters of Reproductive Medicine with the University of New South Wales to continue laying the groundwork to develop her groundbreaking program.

By this stage Iva was treating her own clients in a Melbourne clinic and was taken aback by the number of patients requiring help to conceive.

"Once I saw these techniques work with my own eyes I became obsessed and devoured knowledge from every authoritative source I could lay my hands on."

This thirst for bringing clients the best natural fertility treatments continues to spur Iva ahead to this day. As for what the future holds, Iva's vision is clear.

"I want to provide a valuable service to couples around the world as my business grows – and to add many more gorgeous babies to my baby gallery of course!"

My story: Krisinda, 38 Nutritional Therapist

"Iva's program changed our life! It was exactly the knowledge that I was lacking, my husband was lacking, it was really the missing link. Thank you Iva. We really, really appreciate all your help, you are amazing."

Krisinda from California gave birth to her baby Dakota after trying to conceive for 18 months and battling with endometriosis and her husband's low sperm motility.



HER PROGRAM
CHANGED OUR
LIFE! KRISINDA

Scan this QR code for
Krisinda's full video story.

Natural fertility enhancers in your fridge

Many couples experiencing fertility problems need only look as far as the kitchen for help. These super foods will not only make conception easier, but improve overall health.

Pomegranates: the ruby red superfruit

The most delicious natural fertility enhancers would have to be pomegranates and pomegranate juice. This ruby red fruit is rich in antioxidants, and one glass of juice contains an entire day's supply of folic acid, perfect for helping conceive healthy babies. Drinking pure pomegranate juice has been shown to help stabilise blood sugar, another cause of infertility.

Chia seeds: don't let their size deceive you

Chia seeds are South American natural fertility enhancers. These tiny seeds are packed with omega 3 fatty acids, protein and fibre. Chia seeds are also very high in zinc, a mineral critical for men's fertility.

Maca: the sexiest vegetable

Maca is a root vegetable from Peru and can be made into capsules or a powder mixed into food. This natural fertility enhancer supports the body's production of hormones, especially luteinizing hormone (LH), responsible for triggering ovulation in women. It helps regulate the menstrual cycle and increases energy. Maca also increases libido in men and has been shown to counteract the sexual dysfunction that some men experience when taking certain anti-depressants.



Why you should eat seasonally this summer

By Ronaldo Fulieri, Endeavour alumnus, nutritionist & holistic chef



An important part of getting started with any healthy food plan is to get organised and shop for fresh fruits and vegetables when they are in season, especially in your local area.

Although today's global marketplace allows us to buy foods grown virtually anywhere in the world all year round, these options are not the most sustainable. The seasons dictate what is available at a specific time of the year and these foods will best nourish your body and strengthen your immune system. Thus, vine ripened seasonal produce is also far superior than green and off seasonal produce because of enzyme activity and bioavailability of nutrients.

So, challenge yourself this summer and try to eat only seasonal produce for a while. You will be surprised by the difference it can make to your health and pocket. Here are some examples of fresh produce available this summer.

Summer Fruit (December – February)

Apples, apricots, bananas, berries, cherries, figs, grapes, kiwifruits, lemons, lychees, mangoes, melons, watermelons, nectarines, passionfruits, peaches, pineapples, plums, pears, pomegranates, rhubarb.

Summer Vegetables (December – February)

Asparagus, avocado, beans, capsicum, celery, chilli peppers, chokoe, cucumber, eggplant, leek, lettuce, okra, onions, snow peas, radish, squash, sweet corn, tomato, zucchini, zucchini flowers.

My recipe for you at home today uses some of these beautiful and healthy fruits. Here it goes:

Breakfast in a bowl

Good balanced breakfasts are normally a combination of low GI carbohydrates, proteins and good quality fats. In just a few minutes you can prepare this refreshing healthy fruit breakfast in a bowl.

Ingredients – serves 1

- 1 cup of seasonal fruit of your choice – paw paw, nectarines, mango, passion fruit
- 1/2 cup of coconut milk or almond milk
- 1-2 tablespoon of linseed meal or chia seeds
- 2 tablespoons of a whole grain of your choice – rolled oats, oat meal, muesli or quinoa

www.ronaldoskitchen.com

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endeavourbookstore.com.au



What is your favourite blog and why?



Kristen Soper 31

Endeavour College of Natural Health, Nutritional Medicine student, Sydney

www.mindbodygreen.com

This is my absolute favourite blog. I love its truly holistic view on health and wellness. Each day they release about ten articles from a range of different health practitioners – including nutritionists, chefs, yoga masters, naturopaths, counsellors, holistic health coaches and celebrities. It is also a great way to find further health blogs to follow, as each article includes a profile on the blogger and links through to their blog/website.



Lynda Nguyen 31

College of Natural Beauty, Curriculum Developer, Beauty Therapist

www.ecobeautyeditor.com

This blog is a great read for its informative articles on personal care products and various lifestyle options to better our health and environment. Consumers' insatiable need for the latest beauty enhancing or age-defying cosmetics has taken an interesting turn recently with a rise in demand for organic and sustainable beauty alternatives, and this blog is a great way to keep across the latest developments in this area.



Rob Devereux 48

FIAFitnation, Lecturer

www.pponline.co.uk

Sports Performance Bulletin is from a UK-based company that reviews current research in the sports, health and fitness fields and presents summaries of the findings in a readable manner. The daily bulletin is thought provoking and entertaining and addresses a wide range of topics such as recent articles on Hypoxic Training and Spot Reduction.



Could perfume allergies spell the end of Chanel No.5?

By Heddy Butler, Director Aesthetics Education
at the College of Natural Beauty

A scientific review panel for the European Union made headlines worldwide recently when it called for the introduction of new measures to protect citizens from potentially harmful substances contained in perfumes produced by the world's leading fine fragrance houses.

The panel's recommendations in a nutshell

The panel listed 100 allergens regularly contained in fragrances on a new roster and proposed an outright ban on tree moss and oak moss, which provide the woody notes in the iconic Chanel No 5 and Dior's Miss Dior perfume. The formulas of Guerlain's Shalimar and Angel by Thierry Mugler could also be under threat if the recommendations are acted upon.

It also recommended that when any of the 100 allergens are used, it should be detailed on the product's packaging. Currently companies are required to disclose the presence of only 26 allergenic substances.

The panel also recommended restricting the use of 12 substances including citral (found in lemon and tangerine oils), coumarin (found in tropical tonka beans), and eugenol (a component of rose oil) to 0.01 percent of the finished product.

The fallout

Unsurprisingly, luxury brand manufacturers have urged the European Commission against acting on this advice for fear it could be the end of top selling fragrances which could potentially devastate the industry.

Manufacturers have stated the scents of leading brands wouldn't smell the same and that future perfume makers would be left with a limited palette of ingredients if the recommendations are passed.

The global perfume industry is worth \$24 billion a year.

What's next?

The European Commission has reassured the public that there is no plan to ban or limit the perfumes, but that it is in talks with the industry and consumer groups to assess the latest recommendations and the potential industry impact. At this stage the Commission has declined to comment on a timeframe for possible legislation proposals.

It is too early to speculate on possible repercussions of the panel's recommendations in Australia.

The prevalence of perfume allergies

It is estimated that one to three percent of the population is allergic or potentially allergic to artificial and natural ingredients found in perfume. Hypersensitivity to perfumes is the most common contact allergy in adults. The offending ingredients can also be contained in soaps, lotions, room fresheners, fabric softeners and tissues.

Symptoms of perfume allergies include rash, runny or stuffy nose, nausea, vomiting, lip tingling, muscle and joint pain, respiratory issues and even asthma attacks.

Reactions can be brought on not only by wearing perfume but through being in the presence of others wearing perfume. These allergies can get worse with continuous exposure.

Advice

I would advise consumers to use their power of observation. Begin by recognising the things that seem to trigger symptoms, and eliminate them from your environment. Introduce new products one at a time, and use them sparingly at first. If you see an escalation in your symptoms, discontinue using that product immediately.

If you ever find it difficult to breathe or swallow after trying a new product or being exposed to a new perfume or cologne, seek medical help immediately.

If you do experience a symptom you believe is tied to a perfume or scented product, visit your GP who can refer you to an allergy specialist. This specialist can conduct a patch test or blood test to identify the allergy.

Although it is virtually impossible to protect yourself from every perfume-laden product, you can take some measures to protect yourself. Over time, with a little patience and luck, you may be able to identify the irritating fragrance ingredients and begin to breathe deeply and easily once more.

For more trends and insights about the beauty industry, read Heddy Butler's blog at cnb.edu.au.



New public clinic in Sydney to provide free exercise rehabilitation programs

In a first for the Australian fitness education industry, national provider FIAFitnation will extend the practical experience it offers students with the launch of a public clinic which will deliver free exercise rehabilitation programs.

The clinic will launch on January 31 and will be staffed by 2013 Diploma of Fitness students under the supervision of experienced fitness professionals. It will offer the public a free series of consultations about their exercise rehabilitation needs and a tailored recovery program will be presented to them on completion.

"There is nothing like this on offer in the fitness industry in Australia today and we are delighted to add our new public clinic to the mix of benefits we offer our Diploma

students," said Director FIAFitnation Graham Richardson.

"We have also listened to our students and have added an extra twenty face-to-face hours to our course to maximise the knowledge and skills we are able to impart, together with the addition of Advanced Senior First Aid.

FIAFitnation's Diploma of Fitness is a 13 week course, with three trimesters scheduled for 2013 commencing 31 January, 23 May and 26 September. Students can study either online or on

campus. And now that the Diploma of Fitness is VET FEE-HELP approved, the course is even more accessible."

"We are also seeing an increase in interest from practising nutritionists, massage therapists and musculoskeletal therapists pursuing a fitness qualification to enhance their healthcare offering to clients," he said.

For more information about the 2013 Diploma of Fitness and the new public clinic, visit fiafitnation.com.au.

Review: Industry Conference

Endeavour College's Director of Education Dr Seroya Crouch sat down with *WellSpring* to give her insights into the recent Australian Homeopathic Medicine Conference held in Brisbane late last year.

What were the highlights of the conference for you?

This was the first time I had attended a conference devoted purely to homeopathy. It was good to get a feel for the Australian homeopathic community given I spent most of my career in the US. My current role is focused on administration, so I enjoyed the chance to be immersed again with practitioners.

I was impressed by the turnout of about two hundred people from across Australia and I thought the networking opportunities were particularly strong. It was a good opportunity to meet leaders in the profession whom I had heard about. I was also pleased to see so many of our staff, students and graduates attending and participating as speakers.

What stayed with you from the keynote speech from respected homeopath Jeremy Sherr?

It was wonderful to hear first hand about the incredible contribution homeopathy is making to treat AIDS patients in rural Africa where Jeremy has treated 2000 patients, and to see this form of medicine being used in an international context.

Somewhere between 24 and 30 million Africans are infected with HIV and 1.5 to 2 millions die of AIDS each year, leaving 14 million orphans. Jeremy spoke about how his homeopathic treatments are helping patients boost their immune system to fight the disease. He shared that his patients have reported an increase in energy and wellbeing and an improvement in the side effects of their anti-retroviral treatment. His treatments are also successfully treating HIV-related infections and help reduce the occurrence of malaria in these communities. For more information about Jeremy's project visit homeopathyforhealthinafrica.org.



Was there a takeaway message from the conference you'd like to share with other natural health practitioners?

I believe there is a huge opportunity for natural medicine in developing countries, a finding backed by Jeremy Sherr's presentation. In many cases natural medicine offers a more economically sustainable model that can be used in countries where conventional healthcare is out of reach to most people. I urge everyone to learn more about these types of programs and to promote and support them, as they really help people and enhance the reputations of our professions.



Survey: Endeavour graduates twice as likely to run own practice

An alumni survey recently released confirmed Endeavour graduates are an entrepreneurial group, with those working in private practice almost twice as likely to be running their own clinic than working as an employee in a clinic.

The survey showed 44% of Endeavour College alumni respondents working in clinical practice either owned and operated a clinic practice as a sole trader or in partnership compared with 26% of respondents who worked for a clinic they did not own.

"This survey shows the majority of our graduates working in private practice have taken the courageous step of branching out to build a clinic of their own and are playing an active role in building our booming natural health industry," said Endeavour Learning Group CEO Carolyn Barker AM.

The survey also confirmed the vast majority of Endeavour graduates are working in their field of expertise, with

85% of respondents currently using their qualification in clinical practice.

Results also confirmed graduate morale was high, with 77% of Endeavour higher education alumni reporting they were happy with their ability to work in their chosen field.

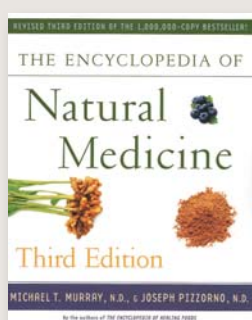
72% said they were equipped to successfully help their clients within one year of graduating.

The results confirmed many Australians are turning to natural health careers because of the ability to pursue flexible work arrangements. 18.7% of survey respondents are currently working less than ten hours a week, 19.7% are working between ten and 24 hours a week and 34.8% are working more than 25 hours a week.

THANK YOU

Thank you to all the *WellSpring* readers who shared their thoughts through our survey and congratulations to our South Australian competition winner Matthew Grosser who will soon receive his new 16GB iPad.

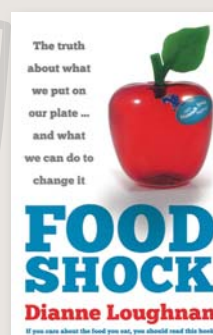
What's hot on the shelf at Endeavour bookstore?



The Encyclopedia of Natural Medicine 3rd Edition

Michael Murray & Joseph Pizzorno

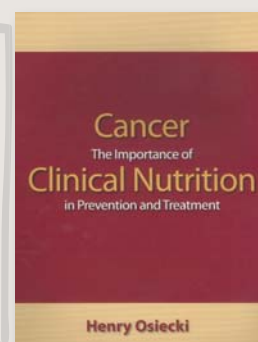
RRP: \$36.95 NOW: \$33.26



Food Shock

Dianne Loughnan

RRP \$29.95 NOW \$26.96



Cancer – The Importance of Clinical Nutrition in Prevention and Treatment

Henry Osiecki

RRP \$93.95 NOW \$84.56

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Sustainable consumerism more than just fashionable



College Director Hedy Butler (left) with Amanda

After surviving cancer, Australian fashion model Amanda Rootsey dramatically transformed her life following a distinguished career representing brands including Cartier, Alex Perry and Salvatore Ferragamo. Today Amanda devotes her career to supporting sustainable consumerism by working only with sustainable brands, and was drawn to the College of Natural Beauty.

5 mins with Amanda

You are known for your work to champion the cause of sustainable beauty and fashion in Australia. How did this come about?

AR: Throughout the experience of battling Hodgkin's Lymphoma my whole perspective on the consumer industry has changed and as a result I made major changes to the way I live and work. I'm determined to raise awareness of how important sustainable consumerism is and to use my work to shine a light on the growing number of companies choosing to embrace sustainability and become more environmentally friendly.

When companies hire a model they are hiring someone to represent their brand. I think it is so much more authentic when that face also shares your brand's values.

What other lifestyle changes did you make in the wake of your cancer diagnosis?

AR: I became a vegan and moved to a solar powered caravan where I could grow my own vegetables and had no access to electricity, power or phone lines on top of a mountain at the Sunshine Coast to take myself 'off the grid'. I have since moved but continue to live simply, only use vegan and cruelty-free products on my skin and I wear no animal products.

What does 2013 have in store for Amanda Rootsey?

AR: One of my biggest projects in 2012 was the launch of the Vegan Card, Australia's first vegan loyalty card which gives card holders access to hundreds of exclusive discounts for vegan products and services. This year through our online vegan portal www.vegancard.com.au we will bring

more partners on board and will launch an international Vegan Card as well.

I am also extremely excited about my new personal development school SHINE from Within launching this month. We offer a Summer School and a Model Masterclass run from the Sunshine Coast. What really sets SHINE apart is the holistic approach to the training. I believe that self-love and self-worth go hand-in-hand with looking great, feeling great and being the very best version of yourself.

We don't just teach our students how to present themselves on the outside, but give them the tools to nourish their body, mind and spirit from the inside.

Review

Keen to take the College up on its offer to review its vegan Deluxe Manicure and Pedicare, Amanda sent WellSpring her thoughts on the experience.

AR: I recently had the absolute pleasure of enjoying a spa date at the College of Natural Beauty's clinic. The professional clinic is staffed by senior College students and I have to say I was extremely impressed. The clinic is just like any other salon – you walk in, are greeted at the front desk with a warm smile, sit down on a comfy couch to fill in a form and are then escorted by your therapist in to the treatment room.

It is a large room with individual treatment areas which are curtained off. I felt like it was very private and it's nice to know that the supervising teachers are in the same area. All the students I encountered were impeccably presented and the student therapists that treated me were caring, thoughtful, confident and knew what they were doing. They gave me a deluxe

manicure and pedicure with all vegan products from Spa Rituals (which I love!).

It was a beautiful experience and, even though it's a couple of hours drive away for me, I'm sure I'll be back there one day soon! I've got my eye on the one hour hot stone full body massage (just \$45!).

The College of Natural Beauty Deluxe Manicure (60 mins) costs \$22 and the Deluxe Pedicure (70 mins) costs \$30. Both are available using vegan products Spa Rituals and Zoya Nail Polish.

College of Natural Beauty turns even greener

Brisbane's leading beauty college recently sharpened its sustainability credentials further by introducing biodegradable bed sheets for use during clinic body treatments instead of towels. This has allowed the College of Natural Beauty to reduce its usage of water, electricity and cleaning products.

Editor's Note

What is sustainable consumerism?

Sustainable consumerism describes the choosing of products and services which draw on minimal materials from the environment and do not employ harmful production methods. Ultimately, sustainable consumerism is about living within our means and factoring in the finite resources available into our purchasing decisions.

Twitterview... with Prof Kerryn Phelps

Prof Kerryn Phelps is a respected medical industry powerhouse who wears many hats – she is a doctor, public health and human rights advocate, past President of the Australasian Integrative Medicine Association and a mother of three. *WellSpring* took to the “twitterverse” for a quick-fire Q&A...



Professor Kerryn Phelps AM

Where are you tweeting from today?

I have been consulting at our integrative medicine clinic at Surry Hills in Sydney.

What is the most important aspect people interested in studying natural health should look for in an education provider?

Look for excellence in preparation for clinical practice, and employability of their graduates.

What is the best career advice you ever received?

Best advice No 1: Learn about the business of owning and running a medical practice.

Best advice No 2: Get involved in the politics affecting your profession.

Best advice No 3: Develop a niche area of special expertise in your clinical practice.

How can natural medicine students and practitioners best support the integration of conservative and complementary medicine?

Communicate in a common health language, refer appropriately, work with like-minded doctors and other health professionals.

Has a particular discipline of natural medicine helped you or your family personally and if so, which one?

I have tried many natural healthcare disciplines. I just returned from China studying integration of TCM and Western Medicine.

What is the most promising development underway regarding the collaboration between traditional and complementary medicine?

Major cancer centers in teaching hospitals in Australia are starting to set up integrative models of care responding to patient need.

Prof Kerryn Phelps has made countless contributions to the Australian health industry, including pioneering the Australian Medical Association's first position statement on complementary medicine during her time as President. She was also awarded the Centenary Medal for Services to Health and Medicine in Australia and more recently was announced a Member of the Order of Australia for her service to medicine.



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Opinion: the difference between nutritional medicine and dietetics

by Sandy Davidson, Senior Lecturer, Endeavour College of Natural Health

I am often asked to explain the difference between the work of nutritionists and dietitians.

Both nutritionists and dietitians practice evidence-based medicine and hold the same overarching vision – better food, better health and wellbeing for all. However, the two practices draw on substantially different philosophies. Nutritional medicine draws on a holistic approach to healing which takes into account the whole person – mind, body and spirit.

Nutritionists recognise that disease is complex and is caused by a combination of factors. This constitutes individualised care which is the cornerstone of holistic practice. Dietitians on the other hand are primarily trained to give evidence-based dietary advice to treat a range of conditions and translate scientific nutrition information into a tailored diet plan for each client to address their health goals.

Nutritionists tend to work in holistic medical centers or private practice with other practitioners that share a similar ideology. Dietitians largely work with

population health, frequently in settings where clients have specialised dietary needs such as hospitals and nursing homes. The need for improved nutrition in our community is increasing with an ageing population and the increasing incidence of lifestyle diseases such as diabetes that are largely preventable. There is a role for both disciplines to provide choice and be responsive to community needs.

For more about Nutritional
Medicine courses visit
endeavour.edu.au

Dear Me

A letter to myself as a fresh graduate

If you could write a letter to yourself as a first year graduate about your journey, what would you say? Welcome to our new regular feature, where *WellSpring* will ask a series of inspiring Australians just that. This edition *WellSpring* asked leading nutritionist, author and Endeavour alumnus Lola Berry to share a personal letter written to her younger self.



Hey Lola!!!

Righto! Well you've done it! Here's your ticket to the ball, now you can wear whatever you want!

So you say you want to be the "Steve Irwin of Fruits and Veggies" – mate, go for it!

Here's a few tricks to help you along the way...

When you hear the word 'no', get used to ignoring it. You're the master of your own destiny and no one can stop you achieving your dreams. It's totally up to you, the ball is in your court so work with it and make things happen.

Loads of people will put you down and won't believe in you. Some will tell you to your face but most will say it behind your back. Don't worry, that's their jazz, not yours. For some weird reason lots of people freak out when they see a real person living their dream and they do everything they can to knock you down. I'm not saying you have to block these neggo cats out (cos that can be hard) but know if you're doing what you love and people are kicking you down it's their own insecurities.

Trust your intuition, you know yourself better than anyone else in this world. Be with your instincts, if something doesn't feel right, trust it and protect yourself when you need to.

Do things that scare you, even if that means singing and dancing for charity (yep your singing voice doesn't get any better but you do get some pretty amazing opportunities). Try new foods, explore new places, travel... lots!

Laugh at yourself, because you'll have some stuff ups and burn through lots of cash just to film a web series on the other side of the world, but they are some of the most amazing experiences you'll have and you get to share them with some pretty awesome souls! You work so so hard, and you've got to be able to laugh at yourself.

I know you don't think you'll be writing books, but you will and they will be helping people all over the world so stick to it, and be proud of what you create.

You have an inspiring network of people who really love you, and you are so lucky to have them. Thank them more than you think you should cos they really are amazing and so talented.

Don't freak out when you get your heart broken. The right person won't break it, and the ones who will break it are here to teach you something. Never change yourself for anyone. All you can be is real and love who you are, Lols – "if your flame of life is not burning, how can you make the unlit lamps of others aflame? You have to be aflame; only then can you put others on fire." That's an Osho quote.

Always love with your whole heart. Lets be honest, it's the only way you know how to love, but don't let the heartbreak taint that.

Be honest, open, compassionate real and true. And never be scared of change, it's always happening so go with it.

Work really, really, really hard. and every time you fall get up again, because every time you get up, you get that little bit stronger. Follow that feeling, you know that feeling you get in your heart when you know you're doing the right thing.

So in wrapping this up all you need to know is pretty simple: love who you are, believe in yourself, dream so big it scares you, be real, cos the really real people are few and far between and it's the real ones who can make the impossible happen, they make things sparkle, they shine so bright they light up every room they enter, they make things magic. Realness is your key.

Big love special soul.

Love Lola

xxxxx



Outsmarting the dreaded 3pm slump



The clock ticks past 3pm and suddenly it is harder to focus, your stomach is churning and you are hit with a wave of fatigue. Welcome to the infamous 3pm slump – a fall in energy levels many people grapple with daily.

The lucky Spanish and Italians are able to indulge in an afternoon nap, shown to restore wakefulness and productivity. Closer to home, the standard response to this dip in energy tends to be a scurry to the nearest vending or coffee machine.

This can hit the spot for a time, however when blood sugar levels drop quickly the dreaded crash and burn tends to follow, not to mention other undesirable side effects.

A 3pm slump is so common due to a fall in blood sugar levels and body temperature which traditionally occurs several hours after lunch. According to naturopath and National Head of Clinics for Endeavour College of Natural Health Sheila Murray, there is no mistaking your symptoms once glucose levels hit a low point a few hours after your last meal.

“As the sugar runs out of the system, there is simply not enough fuel feeding the brain and muscles, and people experience ‘brain fog’ and need to sit down to conserve energy,” said Ms Murray.

“We see a large number of clients through our clinics seeking our help to remain alert and productive through this period of the day.”

Sheila said there were several elements which could exaggerate the effects of the 3pm slump.

“It is best to keep stress and consumption of drinks with high caffeine or sugar levels to a minimum. A lack of exercise will also make the mid-afternoon energy dip more pronounced, so getting a walk at lunchtime can help balance energy levels later in the day.”

The good news is there are simple and effective techniques available which are far healthier than reaching for the nearest caffeine drink or snack bar.

“Feed your body high quality protein and lower GI foods. They will take your body longer to break down and you will avoid the highs and lows associated with unhealthier dietary habits. Eating high protein snacks will tune your body to crave what it needs to run effectively, as opposed to craving quick fixes.”

Sheila’s slump fighting foods

- Organic boiled eggs are a fabulous afternoon snack. A rich source of B12 for energy and folic acid with six grams of high quality protein per egg, it is one of nature’s most complete foods.
- Walnuts are a wonderful energy source. It has always been amusing to me that they look like a brain, given they do such a great job to feed the brain. One serve provides up to 90% of the recommended daily requirement of Omega 3 fatty acids.

- Add nuts, plain yoghurt and cinnamon to your fruit to lower the overall GI of your dish and balance blood sugar.
- Miso soup from a packet is a convenient and delicious high protein, low GI snack which stimulates digestion and energises the body.
- Fenugreek tea and Oolong tea will help reduce blood sugar levels. Fenugreek seeds are also delicious toasted and added to salads.
- Bitters are an excellent herbal option for balancing blood sugar and aiding digestion. And yes, Sheila means the combination of bitter herbs you will find in the popular lemon, lime and bitters and Manhattan cocktails. The healthiest way to combine bitters in a drink is with soda. You can also buy bitters in teas, capsules or tablets.

Traps to avoid

- Trail mix is great in theory but beware of your serving size as there are meant to be three serves in a pack and it can be easy to devour a whole packet in one sitting. The carbohydrate component of trail mix is actually quite high due to the sultanas, chocolate chips and goji berries.
- Be wary of juices, even if they are 100% pure fruit juice. Combining juice with mineral water is delicious and a great way to lower the sugar content of the drink.

Our other experts lend a hand on how to beat the 3pm slump

“Chinese medicine teaches that the mid-afternoon slump can often be an indication that your lunch was too large and the stomach and spleen are now straining to digest your meal and supply the natural energy required for good mental functioning. A Chinese Medicine practitioner could support your digestive organs using acupuncture, moxa and warming herbs such as Chinese dates and ginger.”

Greg Cope
Acupuncture Practitioner

“Consider the benefits of manual therapies to combat the slump. Therapists are easier to find near workplaces than ever before; a relatively short, sports style massage may be just the thing to get you back on the ball after lunch each day. This style of massage consists of relatively vigorous light to medium level stroking over as much of the body as possible within the time limit.”

Jim Olds
Program Leader Remedial Therapies
Endeavour College of Natural Health

“Change your body position from sitting to standing. High knee marching will allow you to bring more blood to the hip and undo stiffness from sitting. Perform 10-20 walking high knee marches by bringing your knees up to a 90 angle in an alternating fashion. This will re-oxygenate the brain to allow you to think clearer.”

Choppy Somjee
Trainer, FIAFitnation

To book into your local Endeavour Natural Medicine Clinic, visit www.endeavourclinics.com.au.

Q&A: Eta Brand

President, Australian Naturopathic Practitioners Association (ANPA)



1. Tell us about ANPA and your role?

The Australian Naturopathic Practitioners Association was founded in 1975 and represents the interests of naturopaths nationally. This is my second term as President. I started as a student member when I was studying, and as soon as I graduated I took a role on the committee. I believe if you want improvements or change you have to participate and make it happen, not wait for someone else!

2. What are the key ways ANPA supports members and the naturopathy profession?

Advocacy to government at both State and Federal levels is a priority activity. By the end of January 2013, a new submission is being called for to maintain the private health insurance rebates for naturopaths. Advocacy to the private health insurers is also important. We are participating in the review of the Health Training Package for Naturopathy.

3. What does ANPA offer new graduates?

New graduates need specific support as they embark on their career path. ANPA understands this can be a financially demanding and emotionally daunting time. We offer these graduates mentoring opportunities and a special pro-rata package rate with a reduced fee structure.

4. Is statutory registration important?

Statutory registration is very important for a few reasons. It is the highest form of legislation and has the legal teeth a recognised profession needs. Statutory registration ensures a minimum standard of education. Delivery of the curriculum currently differs according to the education provider and clinical practice standards also differ. Importantly, registration would ensure an independent complaints mechanism.

ANPA supports the Australian Register of Naturopaths and Herbalists (ARONAH) whose mandate is to set the standards for Naturopathy and Herbal Medicine. They have set up their register according to the National Scheme for the other registered professions and are aiming to be ready for registrants mid 2013.

5. What are your favourite magazines, websites or blogs to keep abreast of health industry developments?

I watch conventional medical sites as well as those directly related to our naturopathy profession. Here are a few: Herbal Gram and Herb Clips from the American Botanical Council, e-medicine, Medscape, John Weeks – The Integrator blog, Natural Medicine Journal, Alternative Medicine Review, Bioregulatory Medicine Journal, Organic Gardener, Medical Observer, e-newsletters from Mediherb, Nutrmedicine, Bioconcepts and many others. Mims and Pubmed for journal searches.

6. What can naturopaths and patients do to further increase awareness?

Naturopaths can make it their business to be fully informed about their profession. They can phone or visit their local MP to lobby for statutory registration. Patients can lobby their member as well and contact their private health insurer to remind them how important it is that the rebate for naturopathy is maintained.

7. Why are CPE points so important and what advice would you give practitioners seeking the best options to accrue CPE points?

Naturopaths need to be life-long learners to be competent practitioners. CPE points are important because they ensure you continually expand your capacity to be an informed practitioner.

Eta Brand is a university trained naturopath with expertise in treating a wide range of conditions affecting women, men and children. She is also trained in pathology testing and public health. Eta is passionate about evidence-based natural medicine and has thirty years experience in natural and conventional medicine and understands both perspectives.

Skill up with CPE points

There are a range of reputable options available for those who need to top up their Continuing Professional Education (CPE) points to stay sharp in their profession. For full details of courses on offer, visit endeavourshortcourses.edu.au.

Reflexology

This two-day reflexology course run by Endeavour College of Natural Health is a comprehensive introduction to the popular therapy, with a focus on foot reflexology, its uses and applications.

Cost: \$325

13 CPE points (accredited with the Australian Natural Therapists Association)

Hot Stone Massage

This massage is increasingly popular due to the benefits which cannot be reached by relaxation massage alone. Heated volcanic basalt stones are used as they retain applied heat.

Cost: \$300

8 CPE points (accredited with the Association of Professional Aestheticians of Australia)

Certificate in Exercise Rehabilitation

This online course run by FIAFitnation provides fitness instructors with an excellent knowledge base of common injuries.

Cost: \$525

15 CEC points (accredited with Fitness Australia)

Myofascial Release Therapy Level 1 & 2

This two-day course run by Endeavour College of Natural Health teaches how to apply direct Myofascial Release techniques on the most common areas treated and introduces more specialised treatment areas.

Cost: \$325

13 CPE points (accredited with the Australian Natural Therapists Association)

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HELPS LOWER
HIGH BLOOD
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