

# Business

## Embracing Spa Trends

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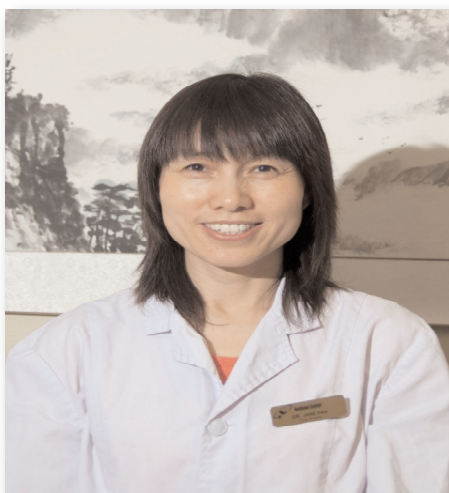
“The Science of Spa”- a 2012 top trend, wherein the medical effectiveness of certain spa therapies is being revealed. There is a macro shift- a blending of traditional medicine and complimentary spa therapies.

The concept of medical prevention- more holistic concepts of well- being and now even “happiness” is now being taken into consideration. The U.K. and French governments have performed national “happiness indexing” studies in 2011 which explores the concept that true “health” is much more than the absence of illness and is comprised of both subjective and biological assets”.

The intangible concept of - “happiness” is now a field of scientific inquiry because medical research supports the approach.

In the U.S, the National Institutes of Health has nearly doubled its grants for complementary and alternative medicine from 2007-2011. Preventative services that can keep individuals as healthy and happy as long as possible- are now being taken seriously. This is an encouraging development for medical practitioners who embrace complementary and alternative medicines. WOW!!! That sounds incredible.

Dr. Jane Fan, Clinical Director, B.M., M.SC. TCMD (P/R. China) R. AC. RMT of the Bethune Oriental Medicine Center in Edmonton Alberta is a successful and admired practitioner of complementary and alternative medicine. The Bethune Oriental Medicine Center is also a learning facility for students who are studying acupuncture program at Grant McEwan University.



Dr. Fan’s interest in alternative and complimentary medicines began during her childhood in China. If anyone in the family or a neighbor fell ill, a neighbor uncle who was, a folk herbalist, always cured the sick person's ailment with some herbs, including plants, grasses or roots. When she had an illness, Dr. Fan’s mother

always used cupping or Gua Sha methods to nurse her back to health. This left a deep impression on Dr. Fan and the intimate relationships that patients had with their herbalists stayed with Dr. Fan throughout her life. This approach to medicine complimented Dr. Fan’s warm heart and out-going personality. The harmony presented in alternative medicine between nature and patient and the recognition and respect of traditional wisdom stayed with Dr. Fan and guided her through her own studies in Traditional Chinese Medicine (TCM).

After five years of full-time study at the world-wide famous TCM institution - Nanjing TCM University, Dr. Jane Fan graduated with top honors and received her Medical Degree - her childhood dream was finally realized after years of dedication and hard work. Dr. Jane Fan first worked at the TCM Hospital (a major teaching hospital specializing in integrating Eastern and Western medicine in China) as an Internal Medicine physician and then as a senior and chief physician overseeing residents.

One of Dr. Jane Fan’s passions is the study of women’s health issues and gynecology. During a ten- year period of specialty training, she had the opportunity to study and intern with Dr. Xia Guicheng, one of China’s foremost experts in gynecology in Traditional Chinese Medicine. Dr. Jane has 20 years of clinical experience in China, the U.S.A, and Canada. With her rich clinical knowledge, skills, and caring manner with her patients, she is well known in the Alberta- Chinese community. As Clinical Director at the Bethune Center, she leads a dynamic clinical team to provide quality care to all of the clients. She excels in herbal therapy and acupuncture.

Her extensive experience is in the treatment of the following illnesses and conditions:

Menopause syndrome, irregular menstruation, infertility, hormonal imbalance, acne, eczema, psoriasis, bronchitis, asthma, I.B.S., poor digestion, urinary tract infection, prostatitis, yeast infection, insomnia, fatigue, depression/anxiety, hypertension, allergies, obesity, arthritis, trauma/injuries, back/neck pain, migraine, etc.

Stimulating the acupuncture points with fine acupuncture needles helps to redirect the flow of Qi and blood throughout the body to restore balance and health. In particular to the female hormonal system, acupuncture meridians connect the uterus with the kidneys, the heart and the brain which helps to explain the influence of mental thoughts and emotions on hormonal function and vice versa.

According to classical Chinese philosophy, Blakeway says that these acupuncture meridians "are often compared to rivers running through the body, in order to nourish the tissues," she explains. "Stagnation in the flow of these energy rivers is like a dam that is backed up."

Traditional Chinese medicine asserts that, we have channels of "energy" called meridians that run through our bodies. If any stagnation or disruption of the flow happens; it can lead to physical and emotional illnesses, including menopause. These meridians can be affected by needling specific points, also known as acupuncture points. By needling the acupuncture points, the flow of the energy gets "unstuck" and is allowed to flow in a free and balanced way.

Current research demonstrates that acupuncture treatment influences the production and circulation of hormones in the body. It also has an effect on endorphins, which are heavily linked to hormones and thus mood changes at different times in our cycle or different phases of our lives, such as menopause. In TCM terms, acupuncture regulates the flow of energy and substances in the body. In Traditional Chinese Medicine, herbal medicine plays an equally important role as acupuncture. It is very effective in helping to resolve some hormonal and gynaecological complaints. In most clinical observations, a combination of herb formula and acupuncture achieves the best results.

The results of acupuncture treatments focus on the controlling the symptoms of menopause, such as:

- Hot flashes / night sweats
- Low libido
- Sleep disturbances
- Mood swings / anxiety
- Vaginal dryness / itching
- Weight gain / food cravings

According to clinical statistics compiled at the Bethune Oriental Medicine Center, menopause and pre-menopause symptoms are controlled very successfully. The effectiveness is more than 95%. ***The Science of Spa – a top trend***; leads to new visibility for the growing archive of clinical evidence that exists for approaches like acupuncture, massage, herbal therapy and meditation.



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