



INTEGRATIVE LIFE SOLUTIONS

February 2014 Newsletter

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What's New at Integrative Life Solutions

Because She Wants to Be Pampered. . .



Whether she's your Mom or your sweetheart, show her you care with a Valentine gift certificate for a [Deluxe Manicure & Pedicure for only \\$60](#) or a [1-hour massage and organic facial for \\$90 \(regularly \\$110\)](#). Also, make the day extra-special with a [Sweetheart Couples Massage for only \\$90](#). Start with champagne and sweets, then relax as you and your sweetheart share a luxurious 1-hour aromatherapy massage.

Now Every Day Is “Specials” Day



We have continually run specials on facials, massage, manicures and pedicures, and the many other natural therapies and spa services we offer. And then we thought . . . *Isn't every day special?*

We decided it is, so we have done something rather radical—we have **slashed prices across the board**. Instead of waiting for a special, **you can now enjoy natural therapies and spa services at new everyday lower prices!**

Love getting a massage? Now you can get a one-hour massage for \$45. Rather have an hour-and-a-half massage? You can for the incredibly low price of \$65. How about a foot reflexology session? The price is now only \$30. Reiki, sound therapy, a rejuvenating ionic footbath—all are now only \$30, every day. The prices on more than a dozen therapies and services have been lowered. Come in and see us! You'll reduce your stress, enhance your relaxation, foster your beauty, improve your health, and save money while doing so. Now that's a deal! Check out all our services online at www.IntegrativeLifeSolutions.com.



The Growing Popularity of Complementary and Alternative Health Therapies

Think you're in the minority favoring natural health therapies and approaches? Think again!



Although current statistics are hard to come by, it is estimated that half of all Americans frequently use or have at some time used complementary and alternative medicine, up from the 38% reported in a government survey in 2007.

“Complementary” or “integrative” medicine is a term that describes the use of both alternative and conventional medicine. “Alternative” refers to those therapies deemed to be non-conventional (not sanctioned by government or regulatory bodies, the American Medical Association, and other medically institutionalized organizations). Generally, the accepted

term for non-conventional medical therapy is CAM, an acronym for “complementary and alternative medicine.”

What constitutes a CAM therapy? The list is long, including dietary supplements and herbs, meditation and most mind-body therapies, bioenergetic therapies, chiropractic care, naturopathic care, yoga, aromatherapy, acupuncture, Ayurveda (an Eastern/Indian approach to health), massage, homeopathy, hypnosis, even therapeutic prayer.

Tens of millions of Americans are using these therapies as part of their routine healthcare, making them anything but “alternative.” What are the top CAM therapies? According to some sources, they are dietary supplements, meditation, chiropractic, aromatherapy, and massage.

Surveys from as far back as 2002 show that other popular CAM therapies include deep breathing and breathwork, osteopathic manipulation, thermotherapy (heat therapies), homeopathy, biofeedback, hypnosis, guided imager/visualization, and Ayurveda.

CAM's growing popularity isn't restricted to individuals. Many medical schools are now teaching courses in integrative medicine so that new physicians will be able to talk intelligently with their patients, many of whom are likely to already be using CAM. An increasing number of hospitals are also incorporating CAM therapies into their services. The top CAM therapies in hospitals are acupuncture, meditation, yoga, massage, mind-body practices, art and music therapies, and prayer or faith-based counseling.



Traditionally, medical practitioners and scientists have thought of CAM therapies as suspect at best and dangerous at worst. But CAM research is on the rise, in terms of studying both its efficacy and its cost-effectiveness. For example, a relatively recent study of cardiovascular disease (CVD) and naturopathic medicine showed that after one year people who used naturopathy had a more significant reduction in their risk of having a heart-related “event” than did those who used conventional medical therapies, and the cost of that care was greatly reduced from the norm. There was a “3.3% reduction in 10-year CVD event risk, based on equations developed in the Framingham heart study . . . This resulted in an average net reduction in societal costs by \$1,138 per participant and a reduction in employer costs by \$1,187 per participant compared to usual care alone.” The study went on to

conclude that “the only CVD intervention known to be of lower cost is daily aspirin.” (See http://www.naturalmedicinejournal.com/article_content.asp?article=402.) The government is also studying CAM. For example, the National Institutes of Health, which has an office dedicated to researching CAM therapies, spends approximately \$233 million a year on this research.

Why are people choosing CAM therapies? Overwhelmingly, the people who reported via survey said that they chose CAM because it is more consistent with their life and health philosophies, and with their overall beliefs. About 55% of adults reported using CAM because they believed their health was best served by using both conventional and alternative treatments. Some 50% also were simply curious, thinking it would be interesting to try one or more alternative therapies, while 26% reported that their conventional physician or healthcare provider referred them to a CAM practitioner. Even though most CAM therapies are not covered by insurance, about 13% of people reported using CAM because it was less expensive than conventional medical therapies. Finally, in one survey, 28% of respondents said that they turned to CAM because they believed conventional medical treatment could not help or had already failed to help them.

Richard Dawkins, an Oxford professor, famously said, “There is no alternative medicine. There is only medicine that works and medicine that doesn't work.” As millions of Americans are showing with their trust in, and allegiance to, CAM therapies (and with their pocketbooks), “alternative” medicine is rapidly becoming the new “mainstream” medicine.



Did You Know? Introducing Your Brain



It goes without saying that your brain is the most complex, wondrous and mysterious aspect not only of the human body but also of the universe. We still don't know much about it, but here are some fascinating facts about what we do know.

On average, a human adult brain weighs about three pounds, even though it is 75% water. The cerebrum is the largest part of the brain, making up 85% of the brain's weight. The brain is also the fattiest organ in your body, consisting of as much as 60% fat.

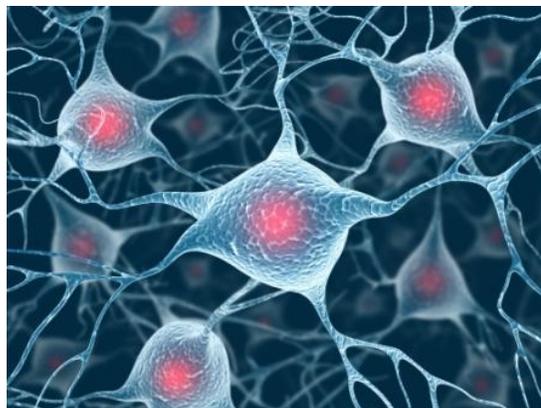
Every day, your brain uses 20% of your energy in order to function. However, it also produces energy—10 to 23 watts, which is enough to power a small light bulb!

Your brain is incredibly busy and fast. There are more than 100,000 chemical reactions going on in your brain every second. If an ant were crawling on your big toe, sensory neurons in your skin would send signals up your spinal cord to your brain at 150 miles per hour, and your brain would send signals back to your motor neurons (muscles) at 200 miles per hour—flick! Your foot shakes and the ant goes flying off your toe.

Once a fetus's brain has formed, it grows about 250,000 neurons a minute! Then during the infant's first year of life, his or her brain triples in size.

There are 100,000 miles of blood vessels in your brain. If you laid them out across the United States, you could stretch them between Los Angeles and New York City more than 35 times!

The brain is comprised of about 100 billion neurons—there are as many neurons in your brain as there are stars in the Milky Way! These are of various kinds, but all neurons are incredibly tiny, between 4 microns and 100 microns. You could fit 50 of the smallest neurons and 5 of the largest on the period at the end of this sentence. But there are so many of them that if you lined up all the neurons in a typical human brain, they would stretch 600 miles (about the distance between Pittsburgh, PA, and St. Louis, MO).



Every person's brain starts out as "female." Then at about eight weeks of gestation, male's brains become masculinized through the influence of the hormone testosterone.

Brain cells have no pain receptors, so the brain can't feel pain.

What you eat affects not just your brain (and body) but your intelligence as well. Studies revealed that students who regularly ate lunch foods that contained no additives, preservatives and artificial flavors scored 14% higher on intelligence tests than students who ate foods containing them.

We are what we think. Studies have shown that up to 70% of all doctor visits are due to stress" which is not something that happens to us but is dependent on our *perceptions* about what happens to us. In other words, the meaning we attach to people, situations, and occurrences directly affects the functioning of our nervous system and immune system—our health.



Scientists used to think that as you aged, your brain could no longer change. Now they know that the brain has "plasticity," which means it can change, learn, and redistribute function throughout your life, even into old age. That means there is hope for people with brain injuries, strokes, and other types of neurological disease. They may, with diligence and the right type of therapy, be able to recover at least some of their lost function or improve the function they do have. So what kinds of therapies help? Meditation has been shown to beneficially change the brain in as little as eight weeks. It helps with focus and attention, concentration and executive functions, emotional and mental problems, and even has physiological effects such as lowering blood pressure and countering the effects of stress hormones. Neurofeedback, discussed below, is also one of the premier therapies for changing the brain, often permanently ridding people of neurological deficits.

The brain can retrain itself. Neurofeedback is a relatively new therapy whereby a person whose brainwaves have strayed from the normal patterning can retrain their brainwaves back toward normal. Doing so can help relieve depression, anxiety, OCD, post-traumatic stress disorder, migraines, even

improve capabilities in those with autism or who have stroke- or injury-related loss of function. It can help improve memory in those with injury-, disease- or age-related memory problems, and it has the potential to slow the negative effects of aging. The positive changes are often permanent. (ILS offers neurofeedback. Call us for details or learn more online at www.IntegrativeLifeSolutions.com.)

The first time the word “brain” was used to refer to intellectual powers was in the 14th century. The use of the anatomical term “brain stem” dates back to the year 1879. The terms “brain teaser” and “brain drain” were coined in 1923 and 1963, respectively.



Feature Article

Natural Remedies for Cold and Flu

Flu season is upon us—with a vengeance. To help protect yourself and your family, you’re doing the



obvious: washing your hands often, minimizing your exposure when possible by avoiding crowded places, and keeping your immune system strong by eating a healthy and balanced diet. But there is more you can do—naturally!

Most of us have heard of one or more natural remedies to treat colds and flu, such as the herb Echinacea, but there are a host of other strategies that you may not know about. Here’s a quick primer on how you can keep yourself and your family healthier during these illness-prone winter months.

Zinc: Zinc lozenges help kill viruses that are colonizing in your throat, reducing the severity and duration of a cold. It’s best to start sucking on zinc lozenges at the very first sign of a cold, when it will do the most good. Follow the directions for the lozenges you buy, but generally you should take one every two to three hours during the day—allowing it to melt in your mouth on your tongue. Don’t take them more frequently than that or for more than one week, because they add a lot of zinc to your body and too much is not good for your immune system. Doses may be different for pregnant women and children. Also, beware that some mineral-based remedies and supplements can be contaminated with trace amounts of lead, so look for a high-quality lozenge that is lead-free.



Elderflower Tea: For centuries elderflower has been an herbal remedy for detoxification, allergies, and asthma. Medical research has confirmed that elderflower tea and herbal preparations can shorten the duration of colds and flu. It is packed with antioxidants and phytochemicals, including vitamins C, A, and B 1, 2 and 3. These and other properties make it a natural anti-viral. As a tea, it is a remedy for relief from the symptoms of coughs, colds, sinusitis, and bronchitis. However, since this tea can also be a diuretic, indulge only once a day! You can also find elderflower gargles that help with coughs, hoarseness, laryngitis, and flu symptoms. Elderflower also helps clear your system of toxins through the lymph glands.

Aromatherapy: Essential oils are made from plants—their roots, stems, leaves, flowers and more—and have proven themselves to be “nature’s pharmacy.” High-quality essential oils (often called clinical grade or therapeutic grade) can be powerful agents for healing. They can be used in many ways, including as a gargle, in a warm compress, added to a carrier oil and massaged into the skin or added to a bath, diffused into the air, or inhaled gently straight from the bottle.



Here are some tried-and-true cold and flu favorites:

- For diffusion or gentle inhalation, which can reduce or destroy germs in the air or in your throat and nose tissue, choose lavender, eucalyptus, camphor, cajuput, rosemary, pine, tea tree or clary sage.
- For congestion, a warm compress with eucalyptus will do the trick. Dampen a washcloth with very warm water, wring it out, then dispense one or two drops of high-quality eucalyptus essential oil onto the cloth. Lay it over your chest and allow the oil to penetrate as you also gently inhale the aromatic fumes. If you don't like the smell of eucalyptus, substitute with sandalwood, cedar wood, frankincense, peppermint, or rosemary.
- Although you never want to ingest essential oils, they can be helpful when made into a gargle. Always check the precautions for the oil before you use it, as some can irritate mouth and throat tissue, and a few can even cause damage. The following essential oils are useful when the flu or cold comes with a scratchy throat: tea tree, eucalyptus, lemon, garlic, ginger, sage, or thyme.
- For chills and fever, make a warm compress using one or two drops of chamomile, black pepper, peppermint, hyssop, lemon or tea tree essential oil.
- For aches and soreness, try making a massage blend, using a high-quality carrier oil such as jojoba, almond, or fractionated coconut oil. Add four to six drops of essential oil to two ounces of carrier oil, then gently rub into the achy area. Choose from camphor, marjoram, cypress, lavender, eucalyptus, or black pepper essential oils.
- A warm bath is always a treat when you are ill. When infused with essential oils, a bath can be a “one-remedy” way to treat all of your symptoms. The warm water and oil will help with muscle aches, and the aroma that wafts off the warm water will enter your nose, throat, and lungs to help reduce congestion and ward off or kill germs and viruses. Here's the trick to using an essential oil in the bath. You need to add a “fat” or salt to help disperse the oil. So, add a half or whole cup of milk to your bath or throw in a handful of Epsom salt or a natural salt, such as Himalayan or sea salt. Do not add artificially colored or scented bath salts—they defeat the purpose of going natural! Once you have added the fat or salt, then dispense one to two drops of oil to your bath water. Choose from among eucalyptus, lavender, rosemary, clary sage, basil, lemon, rose, or thyme. Remember, less is more! Some essential oils can irritate delicate tissues and skin.



At Integrative Life Solutions, we carry therapeutic-grade essential oils, plus a range of natural immune boosters and flu/cold remedies. Stop by to check out Bioron homeopathics, Premier Research Labs nucleo-immune support supplements, Gaia herbal products (Quick Defense, Bronchial Wellness, Throat Shield), XClear nasal spray, and other all-natural health and wellness products.

Important Notes: Because essential oils are highly concentrated, they pack a powerful punch. They must be used properly and safely, so make sure you check out the precautions and contraindications for the oils you plan on using. When in doubt, check in a reliable aromatherapy book or with a clinical aromatherapist. Here are a few suggestions. Never use essential oils on infants (up to 18 months of age) and use cautiously and fully diluted on children. For example, eucalyptus, an essential oil commonly used for cold and flu, even when diluted may irritate the sensitive and small airways of young children, potentially causing dangerous airway inflammation. Also, beware of certain oils around pets, especially cats and birds. Some oils when diffused into the environment can be harmful to them or even deadly (cats' livers cannot process certain molecules that humans' can, so toxicity can build up over time). Never

ingest essential oils, even when diluted. And when it comes to essential oils, less is definitely more, so use the minimum number of drops. Finally, it pays to buy the highest quality oils you can. Many inexpensive brands are not pure and so don't have the therapeutic quality that better brands do.



Feeding Baby: How Healthy (and Safe) is Commercial Baby Food?



While breast milk is the most nutritious food for infants, how can you be sure your baby is getting the most healthful foods once he or she starts on soft foods?

As with most things “natural,” controversy swirls, with health-conscious parents and nutrition advocates pitted against baby food producers and industry organizations. The bottom line is that nothing is more nutritious than baby foods made from fresh (and preferably organic) fruits and vegetables. For example, a serving of bottled supermarket apricots contains only ½ to ¼ of the vitamin A that is in the fresh fruit. Plus, if that store-

bought pureed apricot is highly processed and pasteurized, it has lost most of its enzymes and nutrients.

Even if you decide to make home-cooked baby food, you may still have to stay on top of the news. Sadly, the purity of our food supply, even for organic foods, is continually being held suspect. For example, news reports within the past year and independent testing reported by *Consumer Reports* alerted parents to the dangers of arsenic in some rice-based cereals. Arsenic is, of course, a poison, and even in tiny amounts has the potential to adversely affect development. The truly startling part of this controversy is that some organic brands of rice cereal had as much or more arsenic than supermarket brands.

While most food packagers, including baby food manufacturers, who used BPA plastic (a potential carcinogen) in their containers have removed it since the government took a firm stand against its use, what many people don't realize is that it may still be found in the plastic coating or lining found on the underside of many glass jar lids. So even if you switch from plastic to glass jars for food storage, there may still be some risk.

In another report, in 2010, toxicologists warned that benzene levels in some jarred vegetables, especially carrots, was a potential health risk, especially for children, since their developing systems are highly sensitive to chemicals.

But this isn't an article meant to frighten parents—instead we hope to motivate them. There is a lot you can do to give your baby a natural and healthy start to their diet. It really doesn't take much to prepare pureed foods for babies, and the nutrition and health-benefits are well worth the tradeoff in time and the cost of organic vegetables and grains (grains generally are not appropriate for children under one year of age).



You can find hundreds of healthy baby food recipes online. Here we would like to provide a few overall tips about preparing and serving baby breakfast, lunch and dinner. Serving babies organic homemade food helps provide them with the essential nutrients for the rapid growth and

development they are undergoing. It helps reduce or eliminate their sugar intake, and reduces or eliminates their exposure to additives and preservatives. It ensures freshness, lowers your food costs, and can make eating more fun. Remember to have fun yourself—be imaginative and make food preparation a creative experience for yourself and your young ones!

Tips for Feeding Baby

- Always consult with your pediatrician when changing your baby’s diet or adding new foods.
- It’s best to introduce one new food at a time. Your baby may be allergic to the new food, so follow the “four-day wait rule.” Generally, once you introduce a small amount of a new food, wait four days to see if any allergic reaction develops. Avoid cooked egg whites as children under one year of age tend to be allergic to them. Also never serve raw honey because it may cause botulism.
- Choose nutritious foods that you won’t likely find in the baby-food section of your grocery store, such as fresh, ripe avocado, which is easily mashed or pureed and is packed with vitamins and nutrients. Also try melons, which in addition to being hydrating are also highly nutritious. Today’s supermarkets provide a rich variety of fruits and vegetables from around the world, so (after checking with your pediatrician), be bold and try something new.
- Steaming foods preserves the most vitamins and nutrients.
- Avoid using salt or adding sugar to the baby foods you make. Plus, consider introducing vegetables first, before fruits. Fruits are higher in sugar, and baby may get used to that sweetness and so reject vegetables when they are offered later.
- Never feed your baby homemade pureed beets, spinach, turnips, or collard greens, as they contain naturally occurring nitrates that can cause anemia. Commercial baby food is tested for nitrates, so if you want to serve these vegetables look for an organic commercial version instead of making your own.
- Remember that home-prepared foods contain no or few preservatives, so they won’t keep as long as store-bought foods. Date the containers you store in your fridge or freezer, and/or use them within a few days. Make small batches a few times a week. The fresher the food, the better your baby’s nutrition. Many Moms make small batches in ice cube trays for convenience.



By getting your children off on the right track nutritionally, you can help ensure that as they grow they will



have developed a taste for natural, preservative-free foods that are lower in fat and added sugar, and that contain no artificial ingredients. Hopefully, making wholesome food choices will become a life-long habit. If nothing else, your child’s developing system will benefit, giving your child a nutritional one-up in terms of intellectual and physical growth. (See the item under “Did You Know: Introducing Your Brain” earlier in this newsletter for research showing a 14% increase in intelligence testing for students who ate lunches free of artificial ingredients and preservatives.)



Events and Classes



For more information about these and other classes and events, visit our website, www.IntegrativeLifeSolutions.com, and click on the [Events](#) button on the Home Page.

The Energetics of Essential Oils: All About Aromatherapy and Health

Saturday and Sunday, March 1-2, \$75



ILS Classroom

**10 am to 5 pm, Saturday, March 1
1 pm to 5 pm, Sunday, March 2**

Enjoy special discounted prices on essential oils and related products purchased during the class.

Promote and maintain physical, mental, emotional and spiritual well-being using nature's pharmacy.

Aromatherapy is the use of plant-derived essential oils to enhance well-being and stimulate health. If you prefer a natural approach to health, then you will want to learn from clinical aromatherapist Cynthia Loving, who is one of the Triad's foremost teachers in this field.

Aromatherapy is both a science and an art. Spend a day and a half learning about the energetics of essential oils and how to use them to best keep you and your family healthy the natural way. Some of the questions Cynthia will be answering for you are: Where does you begin in your use of aromatherapy? How do you determine which oil to use for which purpose? How do you judge the quality of essential oils? How do you use them safely and to the greatest benefit? What is dilution? How do you make essential oil blends for use on the skin or in the bath? What are the various ways you can use them besides diffusing them into your environment?

There will be plenty of time for questions and even personal interaction with Cynthia. You'll get to sample many of the essential oils. Cynthia's classes are always loads of fun and incredibly informative.

Class fee: \$75. Space is limited, so please reserve your place by pre-registering. Call ILS at (336) 778-1950.



Essential Oils: Make Your Own Natural Cleaning Products

**Saturday, March 15, 1 pm to 5 pm.
\$25 (includes supplies)**

By making your own all-natural, essential-oil based cleaning products, you'll never again have to worry about spreading chemicals and toxins while you clean and sanitize your home.

Spend a fun afternoon learning the “recipes” for a host of essential-oil cleaning products and even make two of your own! All supplies are included in the price of the class.

Sanitizers, deodorizers, room and carpet fresheners, germ-busting sprays, window and surface cleaners, even toilet bowl cleansers—there is just about no cleaning product that you can’t make naturally using essential oils. Essential oils have natural anti-bacterial, anti-viral, anti-fungal and a host of other beneficial properties. Plus, they smell great! Spend an afternoon learning and doing—your family will be glad you did!

The class fee includes all supplies for making two cleaning products: \$25. Space is limited, so please reserve your place by pre-registering. Call ILS at (336) 778-1950.

**Theragem Training
Light, Gemstone, Crystal Therapy
Friday, April 4, evening seminar open to public
Saturday and Sunday, April 5-6, Professional Training
ILS Classroom**

Details to come in our next newsletter!



**Friday through Sunday, May 2-4
Advanced Clearing Energetics with Richard Flook
ACE Parts I, II and III
ILS Classroom**

Details to come in our next newsletter!



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For inquiries about this newsletter, ideas for future stories, feedback or questions, please contact the editor, Joan Parisi Wilcox, at Info@IntegrativeLifeSolutions.com.