

PRESS RELEASE

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For Immediate Release

camexpo 2010 Exhibitor Show Highlights

camexpo, taking place on 23-24 October 2010 at London's Earls Court, will feature 185 exhibitors – including many of the UK's biggest CAM manufacturers and suppliers. From the latest product launches to brand innovations and new training schemes – the following is just a taste of what show press and visiting buyers can expect to see at the UK's only dedicated complementary and alternative healthcare event for practitioners, therapists, students and independent health store retailers.

Aromantic Natural Skin Care, which is owned Kolbjorn Borseth who won the very first CAM Outstanding Achievement Award at last year's camexpo, will be exhibiting their unique and popular range of cosmetic raw materials for 'make-your-own', cruelty-free, natural cosmetics and toiletries; along with their high quality range of essential oils, vegetable oils and base products. Kolbjorn Borseth will also be launching his brand new book, *Natural Spa Products: How to make your own Professional and Home Use Spa Products using Natural Ingredients*, in which he, once again, reveals the secrets of the cosmetic industry with over 230 recipes. He will be available for book signing at camexpo on stand 1631.

Award-winning school of sports and holistic massage, **Essentials For Health** will be launching its pioneering 'Therapist's Business Passport' at this year's camexpo (stand 1932). This innovative business club for therapists, who are keen to fast track their business success, is the brainchild of the company's Managing Director Gill Tree; an award-winning entrepreneur who established Essentials for Health in 1992. Gill Tree will also be hosting a Taster Workshop session entitled 'Passport To Business Success' at 10:30am on both days of the show. Essentials for Health's research highlighted the need for: guidance and mentorship (via tele-conferencing); business training (via monthly 90-minute webinars); networking; administration software; and access to business supplier discounts. All of which have been integrated into the new business club's offerings.

My One Green Bottle (stand 1832) is a new capsule collection of pure, natural, plant-based aromatherapy products for face and body. The skilful blending of a wide variety of botanical oils, serve

to nourish the skin, repair damage and delay the signs of ageing. The 'Hero' product in the range is the Berry Beautiful Daily Moisturiser blended from Rosehip, Kiwi, Raspberry and Blackcurrant seed oils, creating a light, nourishing, easily absorbed everyday moisturiser for all skin types. The delightful aroma of Rose and Mandarin is uplifting, and the addition of Sea Buckthorn, and Vitamins E and A create a powerful regenerating and strengthening blend.

Long standing exhibitor **BioCare®** will be offering samples of its new BioCare® BioMulsion range of liquid vitamin emulsions, which was launched to great success this summer. Also on display will be the new flagship probiotics Bio-Acidophilus Forte Plus, with an incredible 75 billion viable organisms per capsule. Following numerous requests from clients, BioCare® will be selling the new BioCare® test kit for Kinesiologists, with a fantastic introductory offer! Leading nutritionist Patrick Holford will be hosting a Keynote seminar on immune defences in the show's Nutri Centre Theatre 1 at 12:45pm on Sunday 24 October before joining the BioCare® stand (№ 1416) at 2pm for a book signing.

Bodytox (stand 1813) are proud to announce the launch of its new Lavender Sleep Patches, as well as the rebranding of all Bodytox packaging. The new packaging, to be launched at camexpo 2010, features brand new 6 and 14 boxes, which are more cost effective for customers. Bodytox will also be exhibiting other ranges of products that have been taken on by the distribution business during 2010, including Les Fleurs de Bach skincare range, mohdoh aromatherapy dough, Hennaplus hair colourings, and Royal Greens food supplements.

RaphaYad Bioenergy Healing, the pioneering art of using the body's own energy system to help stimulate the natural healing process, is set to become one of the fastest growing alternative treatments in 2011, according to Bioenergy expert Michael Cohen from **The Bioenergy Healing Training School** (stand 2538). It is a cutting-edge treatment technique that accesses the body's bio-electromagnetic (energy field) circuitry system and essentially presses the master re-set button. The treatment can pinpoint the root cause of emotional, psychological, physical and physiological symptoms. Using hands-on/hands-off manipulation techniques, treatment can release the blockages and memory patterns on a cellular level. On a neuron level, it can transform a patient's perception of their world, by way of rewiring their brain. Michael Cohen will also be hosting a Taster Workshop session on training techniques at 3:15pm on Sunday 24 October.

Specialist Herbal Food manufacturer **GRAMMA'S**[®] are launching their extraordinary Herbal Pepper Sauces and Seasonings exclusively to Health/Independent stores and practitioners at camexpo 2010 (stand 2715). GRAMMA'S Herbal Foods are based on the ancient holistic principle that 'Natural Foods are meant to feed and heal'. "Our products are essential cooking aids and Herbal Food supplements, used as part of a nutritionally balanced diet to help improve, manage and maintain optimum health," says founder Dounne Alexander MBE, FRSA. Dounne Alexander and the Joining Hands in Health team will also be introducing, and seeking to engage support for, their groundbreaking petition 'The Nation Speaks', which aims to protect the health industry and consumer health choice.

At this year's camexpo, **Nelsons'** Education team will launch a free online introductory course on the Bach flower remedies. The course gives those interested in natural healthcare an understanding of the Bach system, including the famous Rescue Remedy. This is the latest addition to the courses that Nelsons provide on the remedies, with the core focus of its training being the Bach International Education Programme (BIEP), which is independently approved by the Bach Centre. Special show rates for BIEP course bookings will be available from stand 1733.

Genki Haramaki (stand 1524) will be introducing the Haramaki, a traditional Japanese garment worn to maintain warmth and well-being. This modern interpretation fits snugly, and its double ridged layers ensure warmth. Wear at home to relax, in bed for more restful sleep, or during sports and outdoor activities to avoid chills. Genki's haramaki uses only the softest cotton, gentle enough to be worn directly against the skin or as a stylish outer layer. Keeping the abdominal organs warm helps the body distribute warmth and energy all round. Circulation is improved so even hands and feet feel warmer. Wearing the haramaki can also: aid digestion; ease menstrual cramps; give support during and post-pregnancy; and soothe common abdominal ailments.

The **Complementary and Natural Healthcare Council (CNHC)**, the UK's only Government-backed complementary healthcare regulator, will be at camexpo for the first time this year. CNHC currently registers practitioners from nine disciplines, with two more to follow in 2010 and more planned for 2011. The CNHC's Executive Chair (Maggy Wallace) and Chief Executive (Maggie Dunn) are hosting camexpo's closing Keynote seminar on Sunday 24 October at 3.15pm, in which they will highlight the CNHC's key events and activities; whilst giving plenty of time for questions. The CNHC is offering a £15 discount on its registration fee as a camexpo special offer (stand 2536).

Munchy Seeds (stand 2735) have been hard at work in their factory to surprise, and are inviting all visitors to camexpo 2010 to have a complimentary nibble on the finished article – the gorgeously flavoursome Crunchy Bites. Crunchy Bites is one of the newest flavours available and now comes in new, easily accessible 25g snack packs; at a great price too! In eye-catching packaging, this popular high energy health snack boasts a unique collaboration of flavours, including dry roasted sweet apricot kernels, pumpkin seeds, sunflower seeds and a dash of savoury sauce. Rich in proteins, iron, zinc, vitamin E, folic acid, selenium and essential omega 3, 6 and 9 fatty acids, Crunchy Bites are filling, slow releasing, energising and amazingly nutritious too!

The success story from Scandinavia has now arrived in the UK! **Pennybridge Health Care** (stand 2714) is the sole importer and wholesaler of the original Swedish Acupressure Mat. Based on the Indian Bed of Nails, these mats are the only ones on the market which are easy on the body and user-adjustable in effect and size. Widely used within the CAM community, the mat reduces tension, stress, aches and pains, increases blood circulation, and improves sleeping. It is also able to increase energy levels and feelings of well-being. Use the mat whenever muscles ache or joints feel stiff. When the body is relaxed it's better able to heal and recover.

EXTRA Strength Probiotic with acidophilus from **OptiBac Probiotics** (stand 1423) is a brand new and unique probiotic launched this month (October 2010). It is a high-strength (20 billion live bacteria/capsule), high-quality probiotic containing some of the world's most extensively researched and best documented probiotic strains (including *L. acidophilus* NCFM®, which has been studied in more than 75 peer-reviewed journals, in various areas including immunity, allergies, cholesterol, lactose digestion, diarrhoea and IBS). Recommended for customers with more serious health conditions such as IBS, IBD (ulcerative colitis, diverticulitis, Crohn's disease), and long term, or high strength, antibiotic use. Like the rest of the OptiBac Probiotics range, the bacterial count is guaranteed until the end of the expiry date, and the formula is completely natural, free from artificial additives, and suitable for vegetarians.

The International Flower Essence Repertoire (**Living Tree Orchid Essences**, stand 1633) will be launching its new book at camexpo. *Orchid Essence Healing* is a full colour guide to the Living Tree Orchid Essences, featuring stunning photos (by its author Don Dennis) of all the orchids used. In the tradition of

Bach Flower Remedies, the book describes this next generation of flower essences and their use in CAM. Visually rich and informative, *Orchid Essence Healing* is a beautiful adjunct to one's inner journey. The 128-page paperback, with a foreword by Martin Shaw, retails at £8.99. (Note: The orchids are lovingly-grown in a greenhouse in Scotland, and, since the essence-making is completely non-destructive, no orchids are harmed.)

Higher Nature® will be previewing the exciting re-launch of its NutriPeople website at camexpo 2010. In addition to its highly-informative content and new, attractive, easier-to-navigate design, the website's 'Find a Nutritionist' directory will now include free listing. Visitors will also be able to find out more about Higher Nature's Practitioner's Choice range, presenting further support for practitioners to support their client's diverse needs. New book *Nutrition Solutions for Optimising Skin Health* is being launched at the show, and co-authors Dr Mark Atkinson and Holly Taylor will be signing copies on stand 2522 following their Keynote seminar 'The Acne Solution' at 3pm on Saturday 23 October. Make an appointment with Sophie Inglis at the show for exclusive details of a highly-exciting new range launching in January 2011.

LifeLogix Inc (stand 2631) is a Canadian company that specialises in science-based and technological solutions for health. They are exclusive distributors of select products that measure the breath and report CO₂ in real time allowing users to learn better breathing. Various osteopaths, Doctors, buteyko practitioners, plus others in mainline health, and complementary practitioners, are currently using this instrument in the UK. New for 2010, is the Life-Pulse Instrument. This very well-priced tool uses sound and light to achieve deep relaxation, sleep, attention, and learning; and improved mood, mental functioning and performance. The effects of the Life-Pulse Instrument have been documented in a number of studies and the instrument is licensed by Health Canada.

Expectancy announces its exciting new programme for 2011! Commencing on 19 January 2011 in central London, The Diploma in Clinical Reflex Zone Therapy for Pregnancy and Childbirth aims to prepare qualified reflexologists to specialise in working with expectant, labouring and new mothers. The programme is taught by internationally-renowned expert in maternity-CAM, Denise Tiran, author of *Reflexology in Pregnancy and Childbirth* (2010) and co-editor of *Clinical Reflexology* (2nd edition due December 2010), and Maggie Evans, co-author of the *Oxford Handbook of Midwifery* (2008). A special introductory offer of £999 (normally £1750) will be available at camexpo (stand 1412).

American company, **NRG Laser** (stand 1724) will launch its NRG Immune Enhancement System onto the UK market at camexpo 2010. With over 80 clinics throughout the US, Canada, Germany and South America already using the NRG System, NRG Laser has had tremendous interest from UK practitioners looking to integrate this exciting state-of-the-art biofeedback and laser technology into their practices. The NRG Wellness System works to energetically modify the body's response toward both internal and external stressors that are affecting the body, often resulting in symptoms and illnesses that diminish the quality of health.

Health Etcetera (stand 1523) is the new, raw living foods residential detox centre in the UK, which has been modelled on the renowned Hippocrates Health Institute in Florida. The centre uses green juices (never sugar-laden carrot juice!), wheatgrass, and living foods to help their clients detox, lose weight or regain health. Set amidst acres of land, it offers yoga, Tai Chi, sound baths, breathing techniques, meditation and daily lectures, all designed for clients to learn how to improve their lifestyles once they return home. Whilst clients benefit most from a full three weeks stay, weekend or one or two week long visits are also available. Health Etcetera also hosts one-day events for the general public.

Swedish Company **Back on Track** (stand 2340) will be exhibiting its new range of therapeutic products made of a fabric infused with a ceramic powder consisting of metal hydroxide that reflects the body heat. As all Back on Track fabric is breathable any moisture created by the reflected heat escapes between the ceramic powder and evaporates, leaving the body with a dry heat. The reflected heat is canalized to create a far-infrared wavelength, which is easily absorbed by the body. The effect of the wavelength may: provide pain relief; increase blood circulation; relieve inflammation; speed up healing; reduce muscle tension; and prevent injury. The products can be used constantly without causing any adverse effect; and are used by many of the world's leading sportsmen and women, and the general public. It is also available for horses and dogs.

Conscious Food, the pioneering Indian Organic company, introduces more gluten free, dairy free, and guilt free nibbles at camexpo (stand 2415). If you're bored with the current offering of rice and oat cakes and health bars, then prepare yourself for something tasty, which won't expand your waistline! The 3 mouth-watering new products include: Ginger Crunch – tasty bites of toasted amaranth, sesame, coconut and ginger; Mumbai Masala Munch – a healthy twist on Bombay Mix, with baked chickpea

sticks, puffed brown rice and millet together with Indian spices; and Digestive Mix – handmade to a traditional Ayurvedic recipe, with a heady swirl of herbs, seeds and spices, it helps aid digestion, soothe your system, freshen breath and revitalise spirit. All products are suitable for vegans, and contain pure, natural ingredients, handmade with love and sourced from small organic farms and cooperatives in India.

New to the UK and exhibiting at camexpo for the first time, **Bonusan**'s range of nutritional supplements will be available to UK Practitioners from January 2011 (stand 2122). A Dutch, family-owned, business already operating in 7 countries in Europe (Holland, Belgium, Germany, Spain, Portugal, Switzerland and Austria), Bonusan researches, develops and manufactures all its own products to ensure the highest quality. In 1999, Bonusan created the Natura Foundation to share its research results and insights with a wider audience. The Natura Foundation runs seminars and educational courses in nutritional therapy, phytotherapy and clinical psycho-neuro-immunology (cPNI) for physicians and healthcare practitioners. February 2011 sees the UK launch of half-day seminars across the UK discussing 'The expensive organs that determine human health: the pancreas as primary caretaker', followed by full day seminars in May 2011 on 'The relationship between evolution, movement, food patterns, supplementation and cPNI'. Key speakers will include Leo Pruijboom MSc, Professor Loren Cordain, Dr Tom Fox and Dr Charles Raison.

The worldwide launch of the Limited Edition of BRONCHO PAM® from **Pam Medica UK** (stand 1922) will take place during camexpo under the slogan 'Winter Fairy Tea'. The first fashion-inspired herbal tea in the world, it is an innovative mix between an exclusive product that supports the immune and respiratory systems during the winter and a delicious herbal tea. It comes in an iconic snow-white and gold box made of premium eco-friendly materials. This special edition contains superior grades of thyme with fresh lemon scent and Echinacea, cultivated by leading European experts. The original BRONCHO PAM has had an outstanding international reputation since the 1980s. Dr Pamukoff has worked with healing herbs since 1942 and is world-famous as one of the founders of Scientific Phytotherapy, which examines medicinal herbs and their effect using contemporary methods. Over 2 million copies of his books have been published in many languages.

A comprehensive range of natural and 100% active products called **pepperfit** has been launched for remedial, pre- and post-sport care. pepperfit (stand 2236) has been created by experienced sports

massage practitioners and aromatherapists to fulfil the need for a quality natural range of products for use by professionals, as well as sports enthusiasts of all ages and disciplines. The pepperfit range currently consists of four sub ranges: rescue – remedial; boost – pre sport; relax – post sport; and zest – conditioning (for use by all ages from 5+). pepperfit provides a new and unrivalled opportunity for professional therapists and trainers to extend the services they provide to their clients.

NUGA BEST specialise in therapeutic medical and beauty care equipment. The new NM-5000, being showcased at camexpo 2010 (stand 1414), is a Therapeutic Medical Equipment incorporating Chu'na Therapy, Acupressure, Massage, Low Frequency Therapy, FIR and Anion Therapy into one automated session. It is designed to correct the posture of the spine and improve the circulation in the body; providing a platform where the body's immune system and the metabolism can naturally improve. Many testimonials have indicated improvement for conditions such as back pain, neck pain, obesity, hypertension, sciatica and insomnia. It has also been proven to boost recovery from physical exhaustion and sports injuries.

First time exhibitor **Soukya International Holistic Health Centre** (stand 2611) is an integrative medical facility, which treats the person with a holistic approach – mind, body and spirit, in the context of his surroundings. Soukya is the first of its kind in the world, a centre where different systems of medicines (Ayurveda, Homeopathy, Allopathy, Naturopathy, Siddha, and Unani etc) and more than 30 therapies from Acupressure to Zero Balancing are practiced under one roof. Situated on a 30-acre organic farm on the outskirts of Bangalore, it has treated guests and patients from more than 60 different countries. Dignitaries from the World Health Organisation and UN, Noble Laureates, Royal Family members from the Middle East, India and the UK (including, recently, Camilla The Duchess of Cornwall), and several National and International CEOs have all stayed at the Soukya facility. Soukya have wellness programmes for health promotion and medical programmes for specific disease conditions.

Developed by Sydney naturopaths and medical herbalists, **Vital Greens** (stand 1831) is Australia's leading greens product. A complete Superfood, it contains 76 ingredients delivering hundreds of nutrients essential for optimal health, energy and vitality to every cell in the body. Nutrients include enzymes, organic whole-food, sourced vitamins, and both macro and trace minerals – all balanced and in correct ratios. Vital Greens comes in a powdered form for easy and complete absorption. Its great taste ensures patient compliance. Vital Protein has been newly rebranded from Phyto Protein.

Containing 88% protein, 98% digestible, it's the only alkaline (pH 7.5) protein powder. It comes in three great tasting, all-natural flavours – original, chocolate and vanilla.

Trion:Z, the UK's most popular brand of Magnetic and Ionic bracelets and necklaces, will showcase its latest developments in design, style and technology at camexpo (stand 2322). Trion:Z products combine patented ionic and magnotherapy technology – widely used as a complementary and alternative medicine to aid pain relief and injury recovery – as well as being used as a performance, focus and endurance enhancing product. Trion:Z's comfortable, lightweight and stylish range of wristbands and necklaces are the most powerful ionic technology available on the market (50-100 times greater than other similar products), and are an exciting addition to this year's show.

Neal's Yard Remedies introduce **NYR Organic**, their direct selling arm, launched in April last year and exhibiting at camexpo for the first time. NYR Organic is designed for practitioners with a passion for organic and holistic health, and who want to earn money by promoting NYR Organic in their area. With generous rewards and a low start up cost, there will be incentives available for consultants wishing to join at camexpo (stand 2433). Boasting the only Soil Association recognised colour range, NYR Organic will also be showcasing its existing organic skincare range and this year's gift packs, alongside a new supplements range and brightening products.

Launched earlier this year to great acclaim, **Green People Organic Lifestyle** (stand 1816) offers one of the only make-up brands in the world that has organic certification (certified by EcoCert). Mineral make-up has many benefits for the skin: it does not clog pores, allowing your skin to breath naturally; minerals reflect light, minimising pores, fine lines and wrinkles, and give the illusion your skin is smoother and flawless; and, most importantly, it doesn't contain toxic, skin destroying chemicals (Mercury, Phthalates, Parabens, Bismuth Oxychloride, Propylene Glycol, PEGs, Mineral Oils, Synthetic fragrances and colourants). Green People will also be re-launching its newly formulated Organic Homme range. Containing ten organic 'power-packed' products to meet every man's grooming needs, it is made with certified organic formulations (by EcoCert and Organic Food Federation) and fairly traded ingredients. Moisturisers No 4 (skin guard™ face defence SPF15) and No 7 (active fix™ repair serum) from the range also contain an innovative new age reversal formula for younger looking skin!

Life Water Ionizers returns for its second successive year at camexpo, bringing with it the most advanced water technology. On display this year, the 2010 and 2011 models, including the beautiful, and tough, 9-plate unit in counter top and under the sink, a new compact, mini, 5-plate model and the BPA free bottles. Visit stand 1422 to sample Life Water Ionizers' anti-oxidant rich, detoxifying, high pH water, and discover their exciting practitioner programme.

Niki's Organic Balm (stand 2234) is the product everyone is talking about. Developed and handmade by Niki McGlynn, reflexologist and homeopath, this balm is loved by reflexologists and their clients. Niki's Balms were recently featured in *Massage World* magazine and are recommended by Tina Reid of the Federation of Holistic Therapists (FHT) and is now stocked by The Association of Reflexologists. Niki's Balms come in three sizes, 100g, 50g, and a new 10g handy size to use as a lip balm or just keep in your pocket. They smell lovely and are great for the skin. Clients will love them!

Sample a free healing session on stand 1838 at camexpo from one of the **British Alliance of Healing Associations'** fully accredited spiritual healers (200 hours tuition) at camexpo 2010. Healing is a relaxing experience linking to the natural self-healing ability of the body, not dependent on massage or other manipulation. The BAHA is a long established umbrella organisation representing some 43 associations that provide healing services, with a 2000-strong membership. Additionally, the BAHA is a leading light in healing sector development working in conjunction with a range of influential groups within organisations, such as the Department of Health, the NHS, and various Doctor and healing networks, both in the UK and internationally.

The **British Institute for Allergy & Environmental Therapy** was formed in 1987 as a training body and professional organisation for dedicated allergy therapists and is now the largest organisation of practising allergy therapists in Britain. Its membership consists of a wide range of alternative therapists as well as doctors, nurses and other mainstream health professionals. Membership qualification is via the Institute's diploma course, which teaches their extremely successful methods of diagnosis and treatment. Visit stand 2139 to see examples of the Institute's allergy treatment remedies.

First time camexpo exhibitors **PulseWave Cardio Screening** (stand 2425) believe in prevention not intervention. It is recommended for patients suffering with any of the following: raised blood pressure or cholesterol; poor circulation (cold hands/feet); numbness/tingling in extremities; Diabetes; a family

history of heart attack and/or stroke; fatigue; palpitations; indigestion; and ED. FDA approved, PulseWave measures arterial stiffness and central blood pressure. A screening includes: a 20-30 minute consultation (plus after care support), a copy of results (plus full report on request), and nutritional advice; including best foods/supplements.

Being happy with your body begins with being happy with yourself; and **Hypnodiets** (stand 2523) is one of the only weight-management programmes in the UK today that fully addresses this. No supplements, no restrictive diets; but a gradual change in lifestyle leading to permanent weight-loss and increased self-esteem and purpose. The Hypnodiets Programme is designed to run over six sessions where clients learn to establish healthy eating habits and a new relationship with food. Hypnodiets provides comprehensive training courses to enable anyone, regardless of previous experience, to become a fully qualified Hypnodiets Consultant and to run their own successful, ethical business.

Balens (stand 1613) are a quality specialist insurance broker servicing the various Insurance needs of complementary and alternative health professionals and their organisations. An ethical firm celebrating 60 years, they have pioneered many initiatives and are always improving their offerings and delivery systems. Balens reach is very wide and it incorporates health product producers or retailers, charities and not for profit organisations, and many other types of business. Its facilities are very comprehensive and include sound ethical financial advice through H&L Balen. Once again, Balens return as sponsors of camexpo's 48-strong Taster Workshop programme.

Apart from looking great, all **Enerjii UK** jewellery (stand 1736) is infused with natural energy elements which assist with well-being. For the first time in history a company has combined fashion and function, by creating designer jewellery with active technology that makes its wearer feel good. Named 'The Cool Brand for 2010' at camexpo 2009, Enerjii is on its way to being the next 'must have' fashion accessory for young and old. Over 3 million pieces have been sold worldwide – and that was before Enerjii added the fashion element! Enerjii uses essential natural elements to enhance positivity and help boost well-being, including Far Infrared – health giving rays from the sun; Negative Ions – feel good 'vitamins of the air'; and Magnets – the world's strong magnetic force.

Siew Allen, founder of **Health through Massage** (stand 2727), is an experienced professional remedial massage practitioner who will be exhibiting her unique professional body massager for the first time at

camexpo. She has produced a remedial massage instruction book and DVD to accompany the massager, which is designed to take the hard work out of remedial massage and provide fast pain relief. It is the first type of professional electrical massager which can be used for five different types of massage techniques; including acupressure massage, Chinese tendon massage, neuro-muscular massage, tuina massage and remedial massage.

Naturamedicatrix will be showcasing the power of Dr Jacob's Pomegranate products at camexpo (stand 2531). Whilst Pomegranate benefits are well known, what's important to remember is that the polyphenol content may vary. 100 pomegranates per litre are used to produce its Pomegranate Elixir, making it the richest product in polyphenols on the market. In addition, its fermentation stabilises the antioxidants long term as it pre-digest them, cutting them up into smaller and better absorbable molecules. Furthermore, fermentation metabolises some polyphenols, making them more effective. Pomegranate Elixir and GranaProsan capsules, which are freeze-dried powder of 100% fermented pomegranates, are more effective and contain at least 23 times more polyphenols than any juice.

The Comfy Client™ Body Bolster Cushion is an essential therapy tool, which is NHS-approved and offers comfort and support for all massage, pregnancy massage and spa and beauty treatments. How comfortable are Therapists' clients? Do they ever complain of pressure on their breast tissue, or regularly turn their head from side to side, and do they struggle to make pregnant ladies comfortable? What about the therapist – can they easily gain access to their client's neck and shoulders during prone, supine and side work? Or are they putting pressure on their hands and body? Therapists in the UK and overseas are saying that The Comfy Client™ Cushion is their best investment ever for their practice (the testimonials on their website say it all!). The Cushions differ from any other body bolster or body cushion available. To test their comfort, visit stand 2439 at camexpo.

Tonic Gold® (distributed in the UK by Kadak Health Products, stand 1522) is a rare elixir, hand-crafted by one of the World's only living Master Alchemists. The distillation of the pure unconditioned life force into solid form, known as 'Potable' or 'Celestial Gold', is a process traditionally known as 'bringing heaven to earth'. 'Potable Gold' forms the basis of Tonic Gold®, a true elixir for healing and rejuvenation, restoring balance and harmony to mind, body and spirit.

In collaboration with the top universities in China, **AcuMedic** (stand 2222) and Chinese Medical Institute and Register (CMIR) UK offer a range of high quality, interactive one-day CPD courses, including: Successful Clinic Development, Management and Marketing; Cosmetic Acupuncture with Syndrome Differentiation; Treating Infertility with Chinese Medicine; and Electro-acupuncture. MSc and PhD programmes in Chinese Medicine and Acupuncture are the latest additions to its classic range of courses. *An Integrative Guide to Chinese Medicine and Acupuncture* is a special issue of the authoritative AcuMedic Review, which features 100+ pages highlighting the education, equipment and patient's products available from AcuMedic. Free copies available from stand 2222 at camexpo.

Bamber Watson Associates imports Sri Lankan virgin coconut oil into the UK under the brand name **Coconoil**. Coconoil is the value for money, high quality Virgin Coconut Oil brand of choice for leading nutritionists, elite sports bodies and charities. The nutritional and bacterial benefits of virgin coconut oil are a must for all age groups. Coconoil's unique Coco-Jack flapjack, with no added sugar, will be showcased on stand 1425 at camexpo 2010. Made from just oats, Coconoil and sweet freedom – it's the healthy snack bar to crave for...but without the sugar!

Tesla Technologies' products are made for balancing and harmonising Geopathic stressors in our lives (eg mobile phone towers, earth energy, electromagnetic radiation from appliances and more). Chaotic electrical signals are affecting us, and as electrical beings we have no defence for these interferences (EMR and EMFs). All of this is helping to create ill health, including tiredness, feelings of unease, insomnia, and waking exhausted. Use Tesla's Phone Tags for mobile phones, and Personal Pendants to help with the effects of computers, fluorescent lights and the everyday stresses of life. We're using more and more electrical items than ever, and the intensity is growing daily. To complement Tesla's products, Young Living Therapeutic Grade Essential Oils will also be showcased at camexpo (stand 2540) for all to experience.

Moksa Elixir is 'one drop harmony' provided by **Harmony.Moksaelixir.hu**. A complex resonance information product (similar to the principals of the Bach therapy), created on the basis of homeopathy, Moksa Elixir is a nutritional supplement oral drop, with added Vitamin C, that supports the proper operation of the immune system and enhances physical and mental strength. Uses natural ingredients only, with no additives. To find out more about harmonising your body and initiating self-healing, visit stand 2232 at camexpo 2010.

Making their camexpo debut this year, **Life Practice UK** (stand 1637) offers accredited and recognised training programs to individuals aiming to become NLP Practitioners, Clinical Hypnotherapists and Life Coaches of the highest calibre. By inspiring, motivating and educating their delegates, Life Practice equips them with the necessary tools and skills to achieve success in the field of personal and professional development. Courses focus on modelling the techniques used successfully in Life Practice clinics and on completion the delegates feel confident that they can put these skills into practice immediately. Additionally, the Affiliate Program allows successful delegates to start their own 'Life Practice' clinic in the location of their choice. By joining a nationally-recognised brand, they can enjoy flexible working patterns and earn a comfortable living whilst helping others in the process.

German manufacturer **Time for you!** will be exhibiting its range of yoga mats, head massagers, finger massage rings, and massage balls at this year's camexpo. Their marketing message is one of 'massage, relax, enjoy' and they aim to supply massage products to aid well being and fantastic feelings, plus health and prevention. They are looking to meet both importers and retailers at the show (stand 2431).

camexpo's comprehensive CPD education programme will run alongside the central exhibition on both days of the show. This includes 22 free Keynote seminars and 48 Taster Workshops. There will also be a host of highly informative demonstrations, taking place in the Demo Theatre and new CAM Stage LIVE, packed with trade tips from participating camexpo exhibitors. Taster Workshops are £17.50 per session, and can be booked in advance online at www.camexpo.co.uk.

For further information, please visit www.camexpo.co.uk.

ENDS

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Notes to Editor:

- camexpo was shortlisted for Best UK Trade Exhibition (Under 2,000m²) by the Association of Event Organisers (AEO) in their 2010 Excellence Awards.
- camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.

VISTOR INFORMATION:

Admission: £7 until 22 October, reverting to £18 payable on the door (however, entry costs may vary with promotional codes).

Location: Brompton Hall, Earls Court, London SW5 9TA

Open: Saturday 23 October 10.00–18.00 & Sunday 24 October 10.00–17.00

Website: www.camexpo.co.uk

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to camexpo, Diversified UK also organises the Independent Health Store Conference, Natural & Organic Products Europe, lunch!, and, new for 2010, office*. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.
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