

BOWEN ASSOCIATION UK



Bowen News

Autumn 2014 – Issue 65



EVERY BODY IS BETTER WITH BOWEN

Editor's Column

I start this column in melancholic fashion. This week, a good friend and piano teacher to my children for over 10 years lost her battle with pancreatic cancer. As with someone who dies so young, the emotions that my son showed on Facebook were ones of anger and frustration rather than reflecting in the joy of a long life well spent. As a piano teacher, Belinda influenced the lives of many young and older people in the village.

The same can be said of Naheed Khan who also lost a similar battle this week. She too, touched the lives of many and was a contributor to this newsletter. Both of them died young, after a battle of around 10 months, and both have left a mark on their communities.

And another family friend who's suffered from throat cancer for several years finally succumbed as well.

No-one knows for sure why cells suddenly turn cancerous. There are lots of theories but no real progress over the last few decades unlike with other conditions. No doubt, the answer lies in a more holistic solution – mind, body, nutrition, and environment. And also in paying attention to some of the old proverbs – everything in moderation, an apple a day, and so on – wisdom built up over centuries of practice and observation.

A problem with today's world is that there is so much to

know, and the more you know the more there is to know. Thus the world becomes focussed on niche areas and the consideration of the whole is no longer a worthy subject.

Even in complementary therapy I see the same. Practitioners want more cures, more moves, more herbs, more and more of the same thing. Despite the fact that what they currently have serves 80% or more of what comes through their doors.

I believe we serve others better by wanting more of something else; something else that complements what we do and allows us to be more helpful to our clients.

We don't need to know everything about something, we need to know something about everything – or at least several things. Then we can advise better and hand off to other experts when appropriate.

In the USA, I see the term Integrative Healing starting to spread, where centres offer a get well programme that covers several complementary disciplines including modern medicine.

So, I say to you, don't practice in isolation, become part of a diverse practice yourself, and encourage people to take a holistic view of their own health – no-one else will.

This Edition...

In this edition I feature:

- Feedback from the AGM.
- Report on the Back Pain show.

- Introduce our new Chair
- And several interesting letters to the Editor.

Newsletter Prize

The "contribution to the newsletter" prize for this edition will have the following items donated by Helen Perkins:

25ml Bowtech Ease and the booklet: "**Bowtech the Original Bowen Therapy in Harmony with Ayurvedic Aromatherapy**", an insight into Bowtech Ease by Farida Irani.'

This book supports Bowtech Ease, the aromatherapy oil blended by Farida Irani, an instructor of the Bowen Technique (Bowtech), which originally was formulated to assist the bunion procedure.

Its use is also for clients at home, in between Bowen sessions, for general and acute aches and pains. A foreword from Ossie Rentsch promotes the aspect of Ayurvedic Medicine with Bowen that Farida provides (also as a CPD course) and testimonials are included. An informative little booklet.

And finally...

The cover photo shows a new teaching technique used by Ossie and Elaine for the recent SPB2...you have been warned!

Dave Riches

Tel:
07748118071

Email:

dave.riches@bowen-technique.co.uk



Bowen Association Chair report

Dear Members,

I feel honoured to be elected Chair of the Bowen Association UK after 4 years as a BAUK committee member. I qualified as a therapist with Bowtech 11 years ago and I am still amazed every week at the positive outcomes that Bowen provides my clients.

It was great to see other Bowen members at the AGM and Back pain show and to catch up with Bowen friends. It's good to meet up with fellow members and share Bowen experiences. I enjoy being part of the committee and like the regular contact with other committee members. I have made some good friends from being involved with BAUK.

There was a significant surge in visitors to our website after the Back pain show this year so it proved a very worthwhile project for all our members. Thank you again to everyone that gave up their time to help out.

It's time to start planning next year's AGM and it's only fair that we have one in the North this year. If anyone who lives somewhere in the North would like to be involved with the planning of the AGM and seminars, please get in touch ASAP. Also if anyone knows or has any suggestions for interesting speakers – preferably Bowen related. Please also let us know.

Membership renewals for September are going well. Thank you everyone who's got paperwork in on time and please remember to send yours in if you haven't done so already.

We are getting more and more people who ring the office to check whether the practitioner they have heard of is registered with us. If not, which is often the case, then Angela and Sheila at the office have the opportunity to give them registered contacts in their area from our website. This highlights how important it is that people keep their web site details current to be sure that potential new clients can find them - even if it is only an answer phone message.

If anyone is taking a break from their practice for whatever reason, just let us know and we can 'hide' their details for a while.

On another note has anyone got any ideas for Bowen Christmas presents? I offer Bowen gift cards. If you have any other ideas please let us know.

Kim Pearson.

Chair of BA UK

Bowen Association Committee report

The Importance of being a Member

Members of the public put their trust in us when looking for a practitioner and frequently contact Head Office to check if the Bowen Practitioner they were planning to see is registered with The Bowen Association UK. They value the reassurance that their chosen practitioner is a member of a professional association.

Recently we were emailed by someone who had been given a business card with the Bowtech logo on it, assumed he must be a Member, but on discovering that the practitioner in question did not appear on our website, got in touch with us to find out why not.

Only members of The Bowen Association UK are licensed to use the Bowtech and Bowen Association UK logos. This is our policy and the written policy of Ossie Rentsch and Bowtech too. If a member leaves, then they are no longer permitted to use them. Use of the logo implies that a practitioner is a member of our professional association. Its use is the privilege of our members and only they are entitled to the status that it confers.

We investigated, and discovered that the member had left us in 2009 and was no longer entitled to use the logo. We contacted him immediately and informed him he must

cease to do so. A request with which he has complied.

It is always a concern to us if it appears that someone is presenting themselves as a Member of The Bowen Association UK by using the logo. So if you are ever aware of this happening please let us know and we will take the necessary action. It is important that we ensure that our professional standards are safeguarded. We can only give assurances to the public when practitioners are our members. Unlicensed use of the logo is a serious issue for us.

As you all know, only Full Members are listed on the website. In order to be a full member, practitioners need to study and pass Anatomy and Physiology, hold a current First Aid Certificate, have full insurance and undertake Postgraduate Continued Professional Development (CPD) every year. This is the assurance we give the public if we publish a practitioner on the site.

We explained to the member of the public that we were only able to recommend practitioners who are registered with us as Full Members, and thanked him for letting us know, and that we would be taking appropriate action. His response was to say this:

"Thank you - your approach to this has given me great confidence in your organisation".

We think that says it all.

Website Logins

A member recently asked, "Why haven't I received my logins for the website by return?"

In answer to this, we have two websites - ours and Bowtech.com. When changes are made to member's web listings on www.bowen-technique.co.uk and in particular if you are a new Full member requiring log in details, please allow about a week for the changes to take place on the UK website and for your login information to come through to you.

This is because our website maintenance is outsourced and updates to the site and to

members' information are sent to our provider on a weekly basis.

We are able to add your details to the www.bowtech.com site from Head Office more quickly as this is simply a practitioner listing website over which we have control.

CNHC – Exhibition and FAQ

CNHC will be exhibiting at this year's Camexpo at Olympia in London on 4-5 October and holding a seminar on Saturday 4th October from 1.45 – 2.30pm to provide an update on regulation in the sector.

This is an ideal opportunity to go and meet the CNHC team and get your questions answered.

The Committee of Advertising Practice (CAP) Copy Advice team has compiled answers to some frequently asked questions (FAQs) on its website. Topics range from how the rules apply to social media, to what is required to prove efficacy claims.

To see the most recent CAP responses go to Copy Advice FAQs - <http://cap.msgfocus.com/c/14pZWIQMkzPrjRU6QhAEIol>

Marketing

Helen Mawson has taken the role of Marketing for the Exec and is planning some exciting developments on behalf of the association. A re-vamped general Bowen leaflet is currently being developed and should be available in the next month.



Specific leaflets targeting different groups are also being developed that will form part of a toolkit for practitioners to use. The toolkits can be used to target specific groups which will help to raise awareness of Bowen with groups that might not otherwise engage with the therapy.

Helen is also administering Twitter for the association so if you have a twitter account please follow @UKBownAssoc. Helen also asks us to remember to re-tweet and make 'favourite' our tweets!

If you have any ideas for twitter please send these into the office. If you do use twitter already don't forget that using hashtags # makes your tweet visible to more people. She likes to use the following where possible: #bowen #bowentechnique #health #naturalhealth

We have added lots of digital PR to our Facebook, and twitter accounts; and to our website. Please have a look.

Good editorials and news stories are always the best way of getting Bowen known and increasing Bowen enquiries. We get much more feedback from these than we do from specific advertising.

Even small cases of three or four lines can be posted on twitter. So please keep sending these in to the office.

Helen is also developing a one-day marketing workshop for therapists and would really like to hear any ideas concerning what people would like to be included in this. If anyone has any ideas to input please send these into the office.

Bowen Association Executive

Kim Pearson	- Chair
Sheila Whyles	- Vice Chair
Rob Godfrey	- Treasurer
Lorraine Ireland	- Secretary
Camelia Pop	- Projects
Helen Mawson	- Marketing
Veena Lidbetter	- Committee
Gerry Ryan	- Committee
Marco Ferro	- Committee

Bowen in the News

- Mail on Sunday, 22 Jun 2014, "Roll with it".
www.dailymail.co.uk/home/you/article-2662438/Health-Notes-This-weeks-issues-advice.html#ixzz367NyGZsp
- UK Health Magazine, Oct 14: BA(uk) has contributed to an article in this online magazine that is mailed out to 100,000 people with arthritis in the UK.

Quiz the Trainer

It was Trevor Griffiths' turn again to answer questions from you. These are of course his own personal view and you can always invite a second opinion if you don't agree.



Q: The training books imply that TMJ is good for Influenza, how did this link between the two come to be identified, or what reason would there be for this to work?

A: The Bowen Technique resets the body to heal itself by improving circulation, stimulating Lymphatic drainage and imparting a deep relaxation of the body. This response may well have a positive effect on the body's immune system, which may help recovery from certain conditions. The TMJ procedure in particular, is a major lymphatic drainage technique that also stimulates certain Cranial nerves, which also may stimulate the Circulatory, Respiratory and Limbic systems.

Q: Having had requests for Bowen sessions from two different people recently, what's the stance on using Bowen on people who have cancer or are in remission?

A: The official answer to this question from Ossie & Elaine, is that Cancer patients can be treated with the Bowen Technique "**For Relaxation Only**". I believe there are guidelines for this situation to be found on the BA(uk) website. You can also find guidelines on the MacMillan website.

Q: Is it safe to do the hammer toe procedure on someone who has had an operation to put wires in her toe on one foot?

A: Yes it is safe to use the Hammer Toe procedure in this situation but with caution not to over stress the foot or toes. Also, I would advise against using the Shunt in the Ankle procedure.

Q: My client has had an organ transplant, is it safe to Bowen?

A: Yes it is considered safe to use the Bowen Technique in this situation, again with

caution. I would also recommend getting permission from the patient's GP.

Q: Regarding the Bowen procedures that are done in the area of the head (e.g. TMJ, Spider) to the person who has a silicone implant in one eye...is it contraindicated or better to avoid?

A: All implants are considered a contraindication.

Q: I have been having Bowen on and off for a few years to help with back problems and also a mental health condition. I am in the early stages of pregnancy, and would like to know if it is safe to have a treatment? I haven't told anyone yet of the pregnancy, apart from my partner, as I've previously had a miscarriage and an ectopic pregnancy.

A: Yes, it is considered safe and beneficial for the pregnant lady to receive Bowen Therapy. The Sacral Procedure is specifically designed for the pregnant lady in the later stages. However, please remember that the Coccyx Procedure is contraindicated.

Sound bites

Sheila continues this new section with a reminder of what you can find on the Members' Area. *Ed.*

Are you missing something?

Sometimes we get requests from our members to provide something that already exists in the Members Area of your Bowen Association UK Website, www.bowen-technique.co.uk. If visiting the Members Area isn't something you do very often – this article might change your mind!

The website is constantly being enriched, so even regular visitors will often find something new. And if you have anything that you believe would benefit other members, then do let us know, we are always keen to add new things.

Access is available to all Full Members of BAUK. If you have misplaced your logins,

just contact office@bowen-technique.co.uk and we will be pleased to furnish you with replacements.

So what's in there? Here's a random selection to tempt you:

Your Bowen Practitioner Portfolio – your one-stop shop about The Bowen Association and 'being a practitioner'. The Portfolio answers many of the questions we are asked on a regular basis and is a really handy 'go to guide'. It also contains a page for you to record your non-Bowtech CPD because your Bowtech CPD card itself is exclusively for Bowtech courses.

What else?

Well, there's the latest Bowen News (of course!) and...

- Information about Online First Aid Courses and how to access them.
- Presentation videos from our AGMs.
- A Free PowerPoint Presentation about the Bowen Technique for you to use when giving talks.
- Information about Advertising Regulations.
- Info about new publications.
- Feedback from Shows at which the Association has presented.
- Articles on Fascia, Joint Hypermobility Syndrome, Chronic Fatigue and Fibromyalgia.

Plus Guidance on:

- How to give a talk.
- Practice Management.
- Medical PR.
- How to promote yourself including a free PR Flyer to download.
- How to get referrals.
- The story of Bowen.
- Using our Logo.
- CNHC advertising guidance.
- Occupational health research.

And that's not all, no, by no means! You'll also find:

- Merchandise order forms
- How to create your profile on the website

- Personalised website opportunities and advice
- Bowen Logos for you to use
- Bowen Association Code of Conduct
- Basic CPD info - always double check with the Office to discover the up to date situation if in doubt
- Testimonials consent info
- First Aid Requirements
- London Area Licence information

You want more?!

How about, Information and the Forms you need for:

- Consultation/permission
- Client record keeping
- Information about the CNHC
- Cancer treatment regulation form
- Insurance and Volunteering

Get the idea?

So, have you been missing out? Why not take a look and find out 😊

Sheila Whyles

Introducing your new Chair

I asked Kim a few questions about herself so that you could find out a little more about

Kim. *Ed.*

Q: Tell me a little about how you come to be in Bowen,

A: Quite a few years ago, I fell off a horse and was knocked unconscious, 'Obviously, they were just worried about my head at the hospital and didn't know at the time that I had fractured a bone in my back. For years afterwards I suffered from incredible back pain. I would get home from work in the evening and just lie on the floor and cry due to the intense pain.

I kept going back to my doctor and finally I was referred to a physio who x-rayed my



back and said "Oh yes, you've had a bad fracture there".'

This was four years after the accident and although the fracture itself had healed, the ongoing damage to the soft tissue remained. They tried physio on it, had my leg in traction, used a machine with electric currents but nothing worked.

I finally found some relief when my Mum suggested I try the Bowen Technique. A friend of hers called 'Angela Cannon' had recently trained in this method. I had a treatment with Angela which helped a lot. I then went to see Stephen Fullick after that for regular sessions as he lived at Kings Lynn which was nearer to where I lived at the time.

After a few sessions my back pain had gone completely. To be in that much pain and then it was just gone was life changing. I was so impressed I had to learn about it.

Prior to this I had no body work experience. In fact I had a food science degree and was working in New Product Development for Food Manufacturers that supplied major supermarkets.

Bowen work is so rewarding. I am now regularly helping other people that have suffered with chronic pain for months or even years.

I have been a Bowen Therapist for 11 years and trained when I was pregnant with my 1st child. I have two daughters aged 10 and 11. I have a clinic at home and work during school hours.

Q: What made you decide to stand for Chair?

A: I was asked by the committee if I would like to be chair and I thought why not? After all, I have been on the committee for a few years now and been involved with decision making; and organised the AGM for both Farnborough and Nottingham Venues. It seemed the next step.

Previous to being a Bowen therapist my full time jobs involved the management and organization of teams of people within different departments within the workplace and required very good organisation skills. Hopefully I can incorporate some of those skills within BAUK.

Q: What do you intend to achieve for the association?

A: I intend to work with our BAUK committee members to promote and market Bowen in a positive manner. To listen and work with our members to provide what they want from their organisation.

Letters to the Editor

Tom's Family

Contrary to the (sometimes) popular belief, The Bowen Association UK does work well alongside other professional Bowen Associations! A fact borne out by husband and wife team Sally and Patrick Mohan.



Sally was trained under the Bowtech system by Joanne Figov of Bowen Training UK in 2012, having been encouraged to do so by her husband Patrick, who learned some 12 years earlier with BPTA. What better example than this of working together to further Tom Bowen's work?

Indeed, Patrick always keeps his favourite photo of Tom Bowen close to hand with an expression that says: 'I have made a successful start in this work and now it's your turn to carry it forwards.'

Patrick says "I think Tom's half-smile would turn into a great big grin if he could see us now, all practitioners, wherever they come from, doing their utmost to carry his work forward. We should each be proud to be a member of Tom's family".

Sally worried initially whether it would be a good idea to have two 'Boweners' in the house – "Could we each make a living, or would we simply dilute the clients between us?" she wondered. "It seemed to boil down to a simple matter of succession planning, if one of us couldn't treat clients for any reason, we would have a back-up plan!" she says.

"When Saturday 27 April 2013 dawned, and I found myself in Christchurch on Module 1 with Joanne Figov, to say I was excited would be an understatement. Patrick dropped me off at the hall - rather like a parent dropping off a child for her first day at school!

Being of a modular nature, the training was easy to assimilate. At each module, we refreshed the previous modules and we learned the new procedures. We took written tests in Modules 3, 4, 5 and 6 and I found this easier than one big exam at the end - at my advanced age that would have really freaked me!"

"I felt very prepared for the final assessment, thanks to Joanne and also to Patrick who was my mentor and practice buddy through the 10 months of training, and for that I feel very fortunate. I appreciate not everyone has this luxury! Our small group of students was a joy to work with; we all supported and helped each other through a variety of problems – some small and some huge - and I am sure we will keep in touch. Lifelong friends are made this way."

"I look forward to meeting other members of the Bowen Association UK and the Bowen family, and sharing experiences which will no doubt add to my own lifelong learning of this wonderful technique".

Sally and Patrick Mohan, Somerset

Assessment

I have been on a few courses recently and assessment has come up on a regular basis. This is with good reason, because we want to direct our Bowen treatments as accurately as possible to where the issue is in the body. I hear my instructor's words well, "The victims always scream louder

than the criminals". As well as listening to the client's inputs as to where they think the issue is, you can also listen to what the body is telling you by using various tools/tests.

Other than watching how people move/walk, my favourite test at the moment is the Derifield test because it's simple and generally directs the therapist to the correct area of issue. I was wondering what other tests people use, where you can get a description of the test, and why they liked them?

For information, the Derifield test is described very clearly in Graham Pennington's Book.



Kevin Druce, Fleet, Hants.

Little People UK Conference

The Little People UK organisation held its conference in Lincolnshire at the end of August and Angela Cannon was invited to participate, as a therapist of course. [I'm sure there's a joke in here somewhere but I'd most probably get into trouble 😊 Ed.]

Angela writes:

The Little People UK delegates were all the families who had been affected by dwarfism or various medical conditions which resulted in small individuals. For both children and adults it was a very happy day with lots of interesting speakers, children's activities, and comedian Tim Vine. It was a day filled with plenty of chatter, laughter and appreciation for the fund raising carried out during the year to support those families in need.

Little People UK was co-founded by Warwick Davis, who is also its Patron, in 2012. You can see him at Angela's stand in this photo.



I asked Warwick if he would allow us to put his photo on our website along with a link to their LP UK site and he was happy to agree.

I didn't know what to expect when I was invited to go to the conference. I didn't take a couch, I knew there was no one I had already treated as a client to demo on and of course it's not appropriate to take a confidential case history in a public place.

Instead I put plan 'B' in operation, I took my laptop, played John Wilks' short video to hold people's attention, and I had the Bowen Association and Bowtech websites open all day looking for practitioners from Scotland to Sussex to Australia and back to Ireland! People came from all parts of the globe. You might get a call, unfortunately no-one was from Lincolnshire ☺



You can find out more about Little People UK at www.littlepeopleuk.org/ If you think that Warwick looks familiar, this photo shows why.

Angela Cannon, Lincs.

SPB 2 August

Here's a photo of all the practitioners who attended Ossie and Elaine's SPB 2 course back in August.



The course was held at Sheffield Hallam University where they were guests of the Physiotherapy Wing of the University. What's more there were 16 electronic couches all laid out for them to use!



Lesley Baxter, Midlothian

Healing Crisis

Steve Ludbrook writes: “Recently I had a client who experienced a significant reaction to Bowen. I expect all of us have at some time been surprised by such reactions even though we probably performed only a limited amount of BowenWork at the time.

As a result of this experience, I investigated the issue further and found an interesting article on the web. I hope the article will assist other therapists who may encounter this situation”

“I am sure everyone reading this article already explains to their clients that they might experience a degree of discomfort following a Bowen treatment session. Normally such reactions, if they do occur, last only for a couple of days and might manifest themselves as fatigue, or general aching in the body.

I previously explained this as being a result of the body commencing to rebalance itself and the changes in stresses in the connective tissue of the body. However, the article described below links such reactions to the fact that the body is de-toxing at a rate that it cannot cope with.

Of course, our skill as Therapists is to only perform the minimum amount of Bowenwork necessary to recommence the natural healing process and hence the importance of the ‘consultation process’ to determine the degree of treatment that we apply. The more vulnerable a client, the less we perform - “Less is More”. This is so important with clients who report with a multitude of conditions, or conditions such as ME, MS Fibromyalgia, Strokes, Food intolerance, etc.

However, with all the due care in the world, a reaction might occur that neither you, nor your client was expecting. In such circumstances, it is then beneficial to explain to the client, in greater detail, what is happening to their body.

I recently became aware of an article entitled “Healing Crisis – When it’s Good to Feel Bad”,

www.undergroundhealth.com/healing-crisis-when-its-good-to-feel-bad/

This article explains that people normally associate pain and discomfort with the fact there is something wrong with the body, whereas such discomfort can be as a result of the healing process and such signs are a positive indication that they are in fact healing. As the article says:-

‘A healing crisis, or healing reaction, is a temporary worsening of symptoms that occurs when the body is going through the process of healing itself through the elimination of toxins. It occurs when the body “re-traces old injuries, wounds, infections or other imbalances from its past.’

This process or Healing Crisis is termed a ‘Herxheimer Reaction’.

The article describes how a healing crisis is generally initiated by some type of cleanse or detox process, such as a dietary change, e.g. cultured foods high in probiotics, coconut products, supplements (B12, probiotics, herbs), a detoxifying treatment or therapy, e.g. chiropractic care, ozone therapy, rife therapy, acupuncture, etc., or a period of fasting. It occurs when the cells within the body release toxins and impurities faster than the body’s elimination systems, skin, liver, bladder, kidneys and lungs, are able to process them.

Bowen is a detoxifying therapy because we encourage lymphatic drainage via a variety of procedures, so it’s not surprising that we can induce such reactions.

When necessary, I have provided the above link as a means to reassure clients that the discomfort they are experiencing is a step along the road to recovery and for them not to feel disappointed that such symptoms have arisen.

I would recommend that you at least read the article to enable you to better appreciate the “Healing Crisis” that can sometimes arise.”

Reading

The intention with this reading section is to point people towards material that will widen their understanding of the body. These are personal recommendations and not part of the official Bowen teaching syllabus. Let me know if you would like to recommend any.

Ed.

You're not sick, you're thirsty

Written by F. Batmanghelidj M.D. in 2003, this book explains why hydration is the key to our wellness.

We need water for the two most important bodily functions - brain and digestion. Some water, 10%, is taken from our blood but the majority, 60%, comes from our cells. Ever wonder why you feel sluggish after a meal? Because of a lack of water in our cells. Having a drink of water ½ an hour before a meal helps prevent this feeling.

It was interesting to learn that our water requirements change throughout our life and importantly so does our awareness of being thirsty. This is why older people, in particular, tend to drink less than they should – they simply don't recognise they are thirsty. By the time a dry mouth appears you are considerably de-hydrated.

The book discusses 46 reasons why your body needs water every day and what happens through dehydration.

This book is a comparatively easy read and also one that will provide you the ammunition to counter those clients who are difficult to be convince as to the importance of water to their health. Such typical common excuses are "I don't like the taste of water", "I drink a lot of other beverages", or "I don't want to keep going to the loo".

With regards to the importance of water to Bowen treatments, it is useful to be able to explain to the client quite how it helps relieve their conditions. Some conditions mentioned include:

- Feelings of anxiety
- Asthma - dehydration causes histamine release leading to spasms of the bronchioles making them constrict. The air sacs in lungs have very thin walls and need water to keep them moist at all times. So a lack of available water restricts the breathing.
- Auto Immune Diseases, Alzheimer's, Parkinson's and Multiple Sclerosis - normally the brain does not suffer from dehydration since the body prioritises delivery of water to it. However, long periods of dehydration leads to brain damage due to the acidity in the cells.
- Blood Pressure - A lack of water raises blood pressure as the larger vessels tighten their walls to keep the blood vessels full.
- Constipation - The greater the dehydration, the slower the digestive system operates.
- Pain in the lower spine or joints of the hands and legs is a signal of water deficiency in the area where the pain is felt. The pain occurs because there is not enough water circulation to wash out the acidity and toxic substances.

In essence – it's a book that every Bowen Client as well as Therapist should be encouraged to read to understand the importance of water to their wellbeing.

Steve Ludbrook, Oxon.



Lucky Prize Winner...

...is **Steve Ludbrook**, who will receive his prize within a week.

Contribute an article to the next edition and you'll be in with the chance of winning.

Behind the Scenes of an AGM

Many thanks to everyone who came to the 2014 AGM, it's always a thrill to see you there. If you didn't make it, do try next year, it really is a great day to be involved in, and for those who spend a good deal of time organising it throughout the year, it's their reward for all the hard work!

The AGM general takes place during the month of June, although we can move it 2 months either side in order to secure a particular venue or speaker we don't want you to miss out on. And as anyone who has ever been involved in the organisation of the AGM knows, there's a lot involved.

Although we need (constitutionally) to give you 2 months written notice of the date and venue of the AGM, because there is so much to organise, we actually decide the venue as soon as possible after the previous one, and at the latest have sourced, costed, and decided upon a venue, after intense research, by Christmas. We'll email you to tell you at this point, and then repeat the info in the January issue of your Bowen News. At the same time, we start the search for afternoon speakers, who we hope will stimulate and interest you during the seminar part of the day.

After the initial publication, we keep you up-to-date and send you booking forms, nomination papers, paper work for the day, by email and sometimes by post. We try to economise on postage by including such items alongside other mail-outs e.g. Bowen News, membership renewal paperwork etc. So watch out for it. Do remember though, that email isn't fool-proof, and is only as good as members remembering to tell us their current email address!

Either the first Newsletter after Christmas, or the subsequent one, will include the information again, together with draft agenda, booking forms, nomination forms and proxy voting forms. This may seem early, but it isn't. Because Notice of Motions affecting the Constitution, as opposed to conventional Agenda items, must legally be given in writing to the Secretary no later than five (5) weeks prior to the date of the AGM we need to start early. And if left until the next Newsletter,

legal deadlines get too tight for comfort, plus the fact it's always useful to have an early indication as to the number of members attending to allow good planning for the day.

The Bowen News around Easter time, confirms the details and put a bit more flesh on the bones to tempt you! Legally, confirmation of the date and venue of the AGM must be sent to all members at least one month prior to the date, and must include the details of any proposals to make amendments to the Constitution. Effectively that means that if someone has proposed an amendment to the constitution, then you have to either email or post out to everyone again with details of that proposal, 1 month ahead of the AGM.

On the day, the organisers will be at the venue at the crack of dawn to layout the room, and, by now, Executive Reports have been written, badges made, delegate lists prepared, itineraries set, speakers organised, printing is done. All those involved in its organisation are running round like scalded cats to make the event run smoothly, co-ordinating catering (and special diets), help for any members that may have a disability who might need assistance, organising marshals, signage, putting meeting paperwork packs on seats, taking care of speakers, maintaining delegate registration, and so on.

And once it starts - then we all can breathe, and be very happy and pleased to see all the members who have come along to support us.

...and when it's all over and we are lying exhausted in the shade with a glass of wine or cup of tea, we start thinking of where we are going to hold the next one...

If you haven't been before, or for a while, why not make 2015 the year you do?! Come and join all our regulars...we'd love to see you there. Look out for your next Bowen News to find out where we'll be.



Sheila Whyles

The AGM – A Review

One of our new practitioners attended the AGM and picked out what she thought was most important to her and the other students who qualified in the summer. *Ed.*

“Lisa, Mari & myself went to the AGM & Back Pain show on Sunday which I thought was really worthwhile attending as we met a lot of other Bowen Practitioners and were able to put faces to the names of some of the Bowen Association that we deal with in the office, e.g. Angela Cannon and Sheila Whyles.

We also helped out on the Bowen stand - doing Bowen on each other, chatting to the public and handing out leaflets. Good fun and for me it was good to see what it's like and how I could run something like that myself in my area. Lisa, I know, is already the expert in this with the tasters that she's been running up in Bedford.

Anyway, to cut to the point, I took a couple of notes down while I was there and thought I may as well send them on as you may also find them useful. See below:

Associations

For those who are full members of BAUK, we can join the Complementary & Natural Healthcare Association (CNHC) which is a voluntary register for certain complementary therapies which was established in order to help maintain standards within those therapies in order to protect the public.

However, from our point of view as therapists it may be of interest to be registered as being part of CNHC brings a certain level of recognition and credibility that we meet set standards. You can use their logo on your materials and are listed on their website also.

The Bowen Association helps with your registration to CNHC. Go onto the CNHC website to see the other benefits that members receive. www.cnhcregister.org.uk

Sheila mentioned that there are many other associations out there that will try and get us to join their registers - but we should be

wary in terms of their credibility, what we actually receive and if it is really going to benefit us. She said they can be expensive and some are not recognised as credible associations. I guess you could always ask the Bowen Association if unsure

CNHC and other associations operate in the interests of the public first and foremost. The Bowen Association UK is the professional association set up in our interests as practitioners.

Health Insurance

Bowen Therapy is covered by some Health Funds up to a specific amount. For example, Westfield and Provincial Health are a couple of providers that BAUK thinks covers Bowen sessions

It is worth asking all your clients to check with their medical aid as sometimes 'Bowen Therapy' may not be specified but if the individual approaches their insurance company and requests cover for Bowen then it could be approved.

Sometimes, if client states that Bowen is more effective for them than physio, some of the money under the 'physiotherapy' umbrella can be reallocated to cover their Bowen treatments instead - so it is worth getting them to check this out.

Marketing

The Bowen Association provides a free press release writing service for us if we have a case or result that we feel could be a good one to get published and spread the word about Bowen and, of course, us as the local Bowen therapist. They do this for radio or magazines/paper.

Experience so far is that Editorials are more effective than adverts in getting new clients and phone calls.

The Association is currently working on a new toolkit of leaflets and other promotional materials for members which should hopefully be out later this year. One example was leaflets targeted at specific groups, e.g. cyclists, and how Bowen can benefit them.

When doing Tasters you should always get the client to sign a form giving their consent

that they have understood the treatment they are going to receive, are aware of contra-indications and are willing to proceed. Probably the best bet is to contact the Association if you want them to send you some of these. Otherwise we can spend the time talking to the public and handing out leaflets and then demonstrate on a friend/relative rather than working on the public.

Keeping in contact

For those who are a bit savvier than me, you have probably already joined it but apparently there is a Facebook page for the Bowen Association as well as a Twitter feed that we can follow to keep up with other members and what's going on in the Association [see Bowen in the News section, Ed.]

Bowen Association Funds

The Bowen Association funds are running low predominantly due to lower membership over the last couple of years with not as many new therapists joining and old ones retiring. They requested that if we do know other Bowen Therapists who aren't members to encourage them to join up. Don't think



this applies to any of us as we all did our paperwork at Module 7 but if you know anyone in your area that this applies to...

Victoria Maclean-Boaysen, Brentwood

The Back Pain Show Review

Wow! What a show!

A huge thank you to all who took part on the very busy Bowen Association UK trade stand at the Back pain show at Olympia in July, which ran alongside our AGM. I think you will agree that the photos show a really superb response from the public to both our stand, the excellent presentation given by our Editor Dave Riches and the demonstrations given by our practitioners.



Bowtech Stand - Sunday

We were aware of the possibility that the location of the show would mean that only people from London might attend. However, found that they travelled not only from all areas of London, Surrey and the south of England, but also from as far afield as Birmingham, Manchester, and even Geelong in Australia!

We shared the three day show with Bowen Training and BTPA which meant that we were all able to spread the Bowen message at a very cost-effective price.

The Bowen Association recommends that demonstration treatments are only carried out on practitioners at shows because there is no opportunity to take a satisfactory case history from a member of the public.



Bowen Training Stand - Saturday

An alternative is that on a member of public you demonstrate **how a Bowen move feels** and perform two or three moves as an example. These moves should not be part of any normal protocol and you should stress that this an example not a treatment. [I like to use Elbow move 2, especially on children who find it fascinating, as a way of demonstrating not only the gentleness but the fact that it causes a reaction in a totally different place to the move, i.e. the finger, hence reinforcing the fact that we treat the body not the symptom. *Ed.*]



Presentation and Demonstrations

And this alternative is what we did on this occasion because of the layout, the large number of practitioners, and the size of the audience, as you can see from the photo above. We demonstrated the **feel** on more than 30 persons during our slot.

Following the show, we were very encouraged by this report from our Bowen Association UK Web Master.

“Our web traffic monitors showed a significant increase in page visits in the two weeks following the show and still show increased traffic to date. The ‘Find a Practitioner’ page has had the most traffic other than the home page.”

The Show combined the Back Pain Show and the Allergy Free from Show which gave a really interesting mixture of Food, Therapies and anything else that would contribute to a healthy lifestyle.

The show itself was of immense value to the practitioners who attended, allowing them the experience of taking part in a show, and being able to practise chatting to the public, and describing the benefits and effects of Bowen Technique in a short space of time.



The stand spread the ‘Bowen message’ to a huge amount of people, and it certainly was a really worthwhile marketing opportunity. Once more: many thanks to everyone who took part.

Angela “no longer the Chair” Cannon

p.s. Could the practitioner who left a small beige cardigan on the stand please contact Head office and we will post it to you!

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Deadline for the next Edition – 1st December 2014

Send your articles to dave.riches@bowen-technique.co.uk

We are always eager to hear from you, for example interesting case studies, ways you have found to run your business, charity work you may be involved in, unusual circumstances you have done Bowen in, work on animals or children, events or shows you have been to – also please send in your pictures or post information on our Facebook site.

Office address: The Bowen Association, PO Box 210, Boston, Lincs, PE21 1DD

Telephone Number: 01205 319100

Email: office@bowen-technique.co.uk Website: www.bowen-technique.co.uk