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THE HERBALIST

SPECIAL ELECTRONIC COVID-19 EDITION



Some of the featured articles in this issue:

Can I still get my herbs? • *Rosmarinus officinalis*

Herbal Alliance Website • URHP Virtual Conference and AGM

Masaru Emoto - Messages from water • Diary Dates

The Association of Master Herbalists and the Unified Register of Herbal Practitioners Biannual Journal

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Herbalist Team - Spring 2020

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LETTER FROM THE EDITORIAL TEAM

This is an unprecedented time for human kind. One that we can hope will draw us together and enable us to be kinder to each other in the future. One positive effect is the reduction in pollution and healing of the hole in the ozone layer.

Plants have a lot to offer us in terms of boosting our immune systems and sanitising. Serena has written an article on the remarkable work of Masaru Emoto which shows the contrast between polluted and mountain stream water and water crystals that have been played different types of music or placed on a photo of Hitler or other persons considered evil. Cassie has added some thoughts that were generated for her in editing this article. We all have access to water and we use it in our medicines. This reminds us how important it is to use the best possible quality of water and our own moods and attitudes whilst preparing and storing medicines as that also is part of the medicine.

Many events are being cancelled or postponed whilst we are experiencing limited mobility and social isolation. People are looking to offer webinars. The EHTPA has set up a website called the Herbal Alliance which is open for anyone to upload events to. This is an ongoing always up to date facility which should widen our CPD opportunities. The URHP has been looking at how we can set up our own CPD events, which will include some online seminars. The URHP conference has been cancelled and an online AGM and lectures are being arranged.

Meanwhile let's do all that we can to increase our knowledge and ability to deal with such pandemics and enjoy our enforced leisure time. Wishing you all health and safety

Liz and Cassie

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Can I still get my herbs?

Christopher Menzies-Trull. Herbalist, Naturopath and Iridologist. ND. URHP. BSc [Hons]

The potential effects of Brexit on herbal supplies.



Worry over supplies of herbal medicines and dried herbs concerns us all. Herbalists are, in many ways, subject to market forces and the availability of herbs. It all depends upon what the suppliers can send us. How often have the herbs been unavailable? You may have noticed in your practice bottles standing unfilled and spaces for dried herbs staying empty as supplies run dry.

Wondering if this is going to be a short- term problem or a long-term issue with Brexit, I contacted six herbal suppliers. I asked these suppliers three questions:

1. *Are you having problems getting herbs?*
2. *Do you envisage any problems in the short term?*
3. *and the long term with supplies?*

- 'Avicenna' – No issues at present. Suppliers have stocked up.
- 'The Herbal Apothecary' – I would say there have not been any 'Brexit specific' issues relating to the supply of herbs yet, although it is of course an ongoing conversation with our EU based suppliers. Short term we don't anticipate any issues, but of course we are all looking towards the end of the year and any potential deal that Johnson might secure to understand where we will end up. Again, impossible to predict at present although we are looking at sourcing herbs from non-EU countries to widen our supply network. Difficult to plan until we get firm answers on any potential additional import checks/ paperwork/tariffs under a new deal.
- 'Liquid sun' formerly Herbs in a bottle – No problems. Do not envisage any problems.
- 'Medi-herb' – No issues so far.
- 'Panacea' – Some herbs are not available. There are no real issues with Brexit.
- 'Planta Medica' – No difficulties so far.
- BHMA/EHTPA chair. After the UK officially left the EU on 31st January 2020, current trade agreements remain in place until 31st December 2020, giving time for a new trade deal to be negotiated with the EU and other countries. So, within that timeframe, nothing is expected to change that will affect the import of herbs into the UK. After the 11-month transition period ends on 31st December 2020 it is very difficult to speculate as to what difficulties may occur, as this will very much depend on the details of the trade deals reached between the UK and other countries. The BHMA and EHTPA will assist herbal medicine suppliers in tackling any issues if they should arise after the transition period.

So, there we have it, there are no real issues so far with the suppliers. This does not mean to say there are no problems.

Perhaps the real issues are unavailability of some herbs for treating patients. This has been a situation for some time with the endangered herbs. Of course, we would not want to use any herbs which are on the CITES endangered plant list. But some herbs which were available are no longer obtainable. Quebracho, Ladies Slipper, and Adonis are some examples of vanished herbs.

As herbalists we do not need to be totally dependent upon imports as most of the remedies that we use can be grown in the UK. While a domestic garden could not provide enough to satisfy a busy herbal practice. I suggest UK herbal growers, if requested, can grow them for us if enough herbalists ask them to.

Problem solved? I like to think so.

Rosemary ~ *Rosmarinus officinalis*

Christopher Menzies-Trull. Herbalist, Naturopath and Iridologist. ND. URHP. BSc [Hons]



Figures suggest up to 80% of dementia cases occur in the UK elderly population. Alzheimer's disease is one cause of dementia, it is a major challenge for treatment. There could be as many as 36 million cases worldwide. This is projected to increase to 115 million by 2050.

The Therapeutic Potential of Rosemary [*Rosmarinus officinalis*] Diterpenes for Alzheimer's Disease, Solomon Habte Mariam. Evidence Based Complement Alternative Medicine. 28.1.2016: 2680409.

Constituents of Rosemary
Some of the main constituents of rosemary are given here.

Volatile oil up to 2% consisting mainly of monoterpenes: 1,8-cineole, α-pinene up to 29%, β-pinene up to 12%, borneol acetate, limonene, camphene up to 23%. Diterpenes up to 4.6%, carnosic acid [CA], carnosol aka picrosalvin [anti-oxidant, prevents DNA damage, neuro-protective, inhibits cytochrome P-450, anti-tumour, anti S. aureus]. Triterpene: ursolic acid up to 5%, oleanolic acid. Hydroxycinnamic acid derivatives up to 3.5%; rosmarinic acid is highest in the young leaves [anti-oxidant, astringent, allays inflammation, anti-tumour].

Diterpenes in Rosemary inhibit neuronal cell death induced by a variety of agents both in vitro [in glass] and in vivo [in a body].

Rosemary has many functions and taken as a whole plant in treatment it reveals a major and useful remedy for all age groups. Clinical research reveals it has use in:;

- Aamnesia or blindness [from a stroke].
- Poor memory or concentration.
- Depression.
- Fatigue.
- Giddiness.
- Headache.
- Hyper-activity.
- Hypochondria.
- Improves motor response.

Historical research
Looking back through history Culpeper stated it was good for the memory. Modern research supports Culpeper's findings.

Parkinson says of Rosemary 'it helps a weak memory'.
Physiomedicalists list Rosemary as a tonic and stimulant. Rosemary's taste confirms the stimulant and tonic effects.

Rosemary has many actions some described here for interest.

- Rosmarinic acid is well absorbed from the gastro-intestinal tract and from the skin.
- Increases the production of prostaglandin E2 and reduces the production of leukotriene B4 in human Peroxynitrite scavenger.
- Induces phase I and Π enzymes.
- Strengthens the eyes.
- Stimulates the vascular nerves and is tonic to the vaso-Headaches due to stomach disorders e.g. over indulgence.
- Relaxes smooth muscle of the aorta, trachea, ileum and intestine.
- A diffusive, stimulating and relaxing circulatory tonic, affecting the brain [improves memory and concentration], intestine and stomach.
- It calms, soothes and sedates the nervous system and is suitable for the asthenic [thin physique] constitution.

Combinations
Combined with Salvia officinalis for memory and concentration.

A balneum [bath] can be used to affect the skin and hence the herb will be absorbed through the skin and nose by inhaling Rosemary's volatile oil.
Balneum [Bath]. The bath has the instant benefit of dermal absorption.

Dosage and mode of application is usually
Tinctura [Tincture] 1:5 60% Dose 10ml
Balneum Put 60g leaves into muslin create a closed infusion, cool and then add to the bath water. Immerse immediately.

[Some parts extracted from 'Herbal Medicine Keys to Physiomedicalism including Pharmacopoeia' 2nd Ed]

Creating a business not a passion project

by Gabi Forrester

It goes without saying that you trained as a Herbalist because:
(a) You have a natural affinity with plants and nature
(b) You have a passion for helping others

How wonderful that as Herbalists we all have these traits! But what no-one mentioned when studying for five years is that you'd also need to become a business owner.

When I think back to all the training I did, I think "why didn't anyone mention this to me?!" I knew upon qualifying that I could be a good Practitioner but at 23 years old, I certainly didn't know the first thing about running a business. In fact, it's almost laughable now the preconception I had of me opening the doors on day one and expecting clients to just come walking through the door. And so, 18 years on, there have been successes and disasters along the way, tears of frustration and countless thoughts of giving up, but then I go back to points a) and b) and know that this is what I'm meant to do - I just have to find a way. It comes down to this: Self-worth and Systems

Self-worth
One of my wealthy clients flew in from Dubai that morning purely to see me for an appointment and then flew back again the same day. During our appointment I assessed his iris, tongue, nails, did a blood draw and performed an Electro-Dermal Screening (an energetic skin resistance test for foods sensitivities and hormonal imbalances). After our appointment together I made my herbal and nutritional suggestions and gathered them together. Before paying he asked me for a discount, I laughed. He asked again. I said I don't offer them. He mentioned the amount of people he sends to me (which is a lot I have to admit) and asked again. I stopped what I was doing and said, "the cost is not our time together, it is the years of knowledge I have gained to help you with your health. The charges reflect that and the margins on the products are small. If you would still like me to be here next year to help you with your health, I would ask that you kindly pay the total cost". He has never asked again, even though it is in his culture to do so.

I know I have self-worth and I do not ever ever feel worried, scared, or embarrassed to charge the appropriate amount.

If you don't charge your worth you will not have a business - end of!

I have learnt NEVER to discount but to always ADD VALUE and the way I do this is to continue the advice beyond our physical meeting. I have created a System.

Systems
Straight after the appointment, thank your client. A simple email the day of, or day after their appointment lets them know they are a valued client. Something along the lines of 'It was lovely to meet you yesterday. Here is the video/ recipe/ Ted Talk/ book I mentioned. To helpt to support you, I have created a free series to guide you through the next 6 weeks. If you have any queries, please feel free to email and check our email guidelines'.

Do you ever find yourself wondering how a client is getting on after you've had the first consultation with them? Are you able to keep track of how many weeks it has been since their appointment with you? What have you implemented to keep your client on track?

What happens after they have left your Clinic? What have you put in place to ensure their success so that they rave about you to their friends and family as you helped them to get well? As you know, our role is merely to be a facilitator in the client's own healing journey, but there are steps we can take to ensure they have maximum success and your business grows.

Email
Consider which messages you want to get across to your client. For me, I'd end up saying the same things day in day out - when to drink water, how much to drink, chew food thoroughly, increase bitter and sour tastes, start the day setting an intention, finish the day with restful activities to promote deep sleep etc etc
Not only did I feel I couldn't say it one more time, the client wouldn't be able to take it all in.

I listed out all the ways I could add value to the client's healing journey with snippets of information, and paid someone on Fiverr to schedule them into an automation platform, so now between the 6-week appointment my clients receive 16 emails, with some amazing tools to keep them on track, such as useful apps, a supermarket guide, recipes, a webinar on how the body heals etc. The emails are designed to stop after that time, but the client can opt-in again if they wish.

A quick chat
Pick up the phone! It can be time-consuming to speak with someone, but the very act of taking the time to call, can be a life-line for someone struggling to start your advice.

I now pay for a qualified Practitioner to make these calls but in the early days, I'd fit in the support calls at the start or end of my day and generally these would be around 10 days after their appointment.

'Hello, this is just a support call to see how you are getting on since our appointment and whether you have any queries relating to diet, supplementation or herbal remedies. Is now convenient?' Or if leaving a message 'please feel free to call back if you need help or even better drop an email following our Email Guidelines'

Open communication
Let your client know that you're only a click away. This may sound very simple, but people don't always know they're allowed to talk to you again. At the end of every consultation, I point out my contact details at the top of every sheet they've been given, plus show them my Email Guidelines which is a sheet that gives quick Terms and Conditions for emailing and ask them to contact me if they have any questions. The T's & C's outline how they can set out their questions for ease of response and how many are reasonable to ask before needing to book an appointment. Sounds harsh? At one point I was spending 90 minutes a day answering emails, which brings me onto the next point.

Boundaries
Mr. S contacted me, "I am running short on Magnesium and have found a company where they have several packages of three items. Could you do me a huge favour and when you have a minute have a quick look to see which, if any, might benefit me?"
a) I was delighted to be at the forefront of this client's mind for advice
b) I needed to make my boundaries clearer

"To answer, I will need to check your file to read through your history, my notes, visit the website and then match up the best package for you as I give professional advice. The company can give general advice if you contact them. Alternatively, you can book an email response here". I linked to an online payment.

Countless times, clients are happy to pay for a response and appreciate the fact it is professional advice. It's a win-win.

Create Templates
In the early days I would give either verbal advice or hand-written notes for the client depending on what we'd discussed. As you know, you will attract certain types of clients and I found that there were either bowel issues or hormonal imbalances, and many times the main advice would be fairly similar. I started to create a template of all the products I used alongside my individualised herbal remedies: B Complex, Magnesium, Vitamin D, Omega oils, Iron so I could cut and paste the product dosage and benefits into their protocol. I did the same for Naturopathic Techniques such as Skin Brushing.

The client puts their sheets into a branded folder to take home - I've had clients bring them back 10 years later and say they still refer to the information in it!

Inside it is a business card, which I point out and ask if they can think of anyone who they feel would benefit from seeing me. By this time, I have already asked about other family members' health and had a quick discussion so the client is in the mode of thinking how they can help those they love. It's a great way to instigate a referral so that you have a busy Clinic.

Summary
Building a business isn't easy and there will always be trials and tribulations, but I honestly believe we have the ability to learn HOW to run our Clinics as a business, rather than a passion project.
After lecturing for the College of Naturopathic Medicine for the past six years and seeing countless wannabe Practitioners fail because they didn't know how to make a successful

business, I became inspired to do something about it.

I am currently setting up 'Bridging the Gap in your Health Practice' - a podcast to address these very concerns, plus an online course, called Bridging the Gap between Clinic and Client. If you would like to be notified when these are available, please email me: gabi@bridging-thegap.com

Biography
Gabi Forrester is a Naturopath, Functional Medicine Practitioner, Iridologist and Herbalist, and has been in Practice for 18 years, seeing clients in person, delivering online courses and lecturing for the CNM.

The wake-up call came after qualifying from years of studying - this was now no longer a passion project, but a business!

There have been trials and tribulations, tears, frustration and threatening to give up at least once a quarter with the constant question, "why wasn't I taught how to run a Clinic?"

Gabi has branched out into helping fellow Practitioners with a podcast being released later this year called 'Bridging the Gap in your Health Practice' - a podcast for Nutritionists, Herbalists, Naturopaths, Hands-on therapists and Functional Medicine Practitioners who want to fulfil their desire to help clients whilst effectively running their clinic. It is a weekly dose of deep meaningful conversations, inspiration and practical training so you can create a balance between your clinic, your clients, your time, your income and your sanity.


Gabi Forrester

Whether you run a multi-disciplinary practice or it's just you, each episode aims to bring together consultation tips, clinic growing strategies, communication skills and also bridges the gap between nutritional and herbal advice.

Continuous Professional Development

by Lois Campbell

The ways I have weaved CPD into my life may not be expensive, but can be time consuming. For me the added benefit has been that it actually enhances my social life and proves an excellent way of keeping in touch with fellow herbalist friends and gaining mutual support with case studies and business plans.

I suppose really it started about nine years ago, way before any thoughts of CPD or indeed being a qualified Medical Herbalist. My interest in herbal medicine grew through attending local workshops run by a qualified herbalist. We learnt to make simple home remedies such as skin salves, herbal vinegars, syrups etc. It was really good fun – and do you know what? Herbal remedies actually worked – what magic! Fortunately having a bit of land, I am able grow masses of my own herbs, but I then found that I needed to truly



Lois Campbell

understand what herbal medicine was and how it worked – so I joined the BSc degree course at Lincoln and am now a qualified Medical Herbalist myself. However, I never lost my passion for the hands on growing and making, and have continued bi-monthly workshops with two herbalist friends that I first met at the original workshops, where we explore various techniques and recipes for herbal medications.

In addition, with a recently qualified herbalist, we have set up a herbal study group for five local herbalists, the benefit especially being that it includes a herbalist who has been qualified many years with that attendant experience/ expertise. We present various case studies, and discuss options for treatment - this includes all the necessary research.

With both these groups we meet in each other's homes, all bringing a contribution for lunch. We share ideas, and also orders for products to save on postage.

The most significant way though, that I keep up with research, enhancing my learning, minimising skill and knowledge fade is via Fenland Natural Health, an organisation set up and co-hosted with two other fellow herbalists that I met at college when we were all students. The purpose of this organisation is to promote health and wellbeing and the benefits of herbal medicine. The idea is not so much to make a profit, just working capital, so that our activities are as accessible as possible.

FNH has been going since 2016. We hold a monthly group meeting in a local village hall, open to anyone who is interested (now affiliated to the Herb Society). The agenda includes two or three presentations based on that month's theme, researched and given by us three, supported by plant samples in season and herbal tastings. We regularly have up to 18 attendees including some students on the Lincoln Herbal Medicine degree course. Occasionally we have guest speakers, including a tutor from the degree course, Katie Dobiesz. The agenda for March is 'Herbs for the Heart and Circulatory system', and in April 'Stress and the Nervous system and how herbs can help'. We also run workshops, herbs walks and talks to WI groups. These all require preparation and keep one mentally on one's toes. Our topics past, present and future are available on the Fenland Natural Health Facebook site.



The three groups I have mentioned are super fun, even if it all needs time and effort, and I am happy to share set up tips with anyone who is interested. I can be contacted on FenlandNH@mail.com

I have also found it useful and again socially enjoyable to attend conferences such as the URHP conference, where there is a variety of subjects and the opportunity to benefit from others knowledge and expertise, and also specialised events such as the Medicinal Mushroom conference where a subject can be explored in depth.

Herbal Alliance Website

HERBAL ALLIANCE

A useful new website has just been launched for all herbalists that lists herbal related events: www.herbalalliance.uk It lists CPD, training, webinars and various other events of direct interest to herbalists. Anyone can post an herbal-related event on it, so make sure you bookmark it and regularly visit the site. It also encourages local collaboration where herbalist from different professional associations and potentially different traditions can get together to set up local meetings and post them on the site.

URHP have been very much involved in setting this up. This is the background:

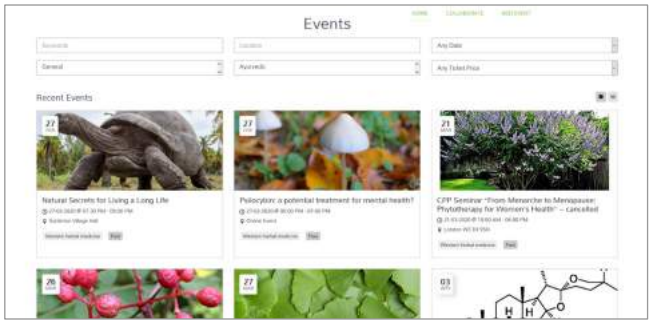
A new collaborative online herbal events calendar

A few months ago, a small group of herbalists from different professional associations got together and looked at ways that herbal professional associations could easily and usefully collaborate to benefit all herbalists. One idea was to make an online calendar where all herbal practitioners in the United Kingdom and Ireland could post and share their herbal events free of charge for all to see. This has several advantages:

- By giving advance notice of planned events potential date clashes for events can be prevented.
- We can easily see where there are events hosted by other groups that we would like to attend.
- Local herbal groups could use the calendar to publicise their meetings and events.
- The general public can also see events that are open to non-herbalists.

Searching for a name, we decided on the "Herbal Alliance Calendar". This represents the idea of the shared calendar and is therefore not an organisation or business as such, but a cooperative vision. We are currently inviting all professional associations and registers to help us publicise and post their events on the calendar which we intend will be run independently of any one particular group.

A website has been built by one of our members. This is a work in progress and as the calendar develops, we can refine and improve the service in response to those who are using it. Please visit the website at www.herbalalliance.uk and you will see events listed so far on the home page. There is then a



page that promotes herbalists to collaborate locally and lists the various professional associations in the UK and Ireland. Another page allows anyone to add events. After submitting the details of your event, a moderator will post it on the calendar for you. You can request a password enabling you to edit your event and add more events as needed.

This should prove not only a useful resource for all those interested in herbal medicine, but also a point of entry into exploring collaborative work between the many different groups involved in promoting it. We welcome any relevant feedback about this project which has just been launched.

We hope that all herbal practitioners will be keen to use this resource and encourage their professional association(s) to participate in this important collaborative venture.

Laura Yarham: President - Unified Register of Herbal Practitioners
Lloyd Gee: Vice president - Unified Register of Herbal Practitioners
Chris Etheridge: President - College of Practitioners of Phytotherapy
Phil Deakin: President - National Institute of Medical Herbalists

Wavewall in the U.K.

by Serena Macbeth



In these days of increased radiation around us and a recent court finding in Italy that declared our mobiles could create tumours if we spent too much time on them, many of us are looking to find ways to minimise the risks.

One recent discovery of mine is Wavewall, a British company that makes phone cases that are made to be radiation proof and shield us from those rays.

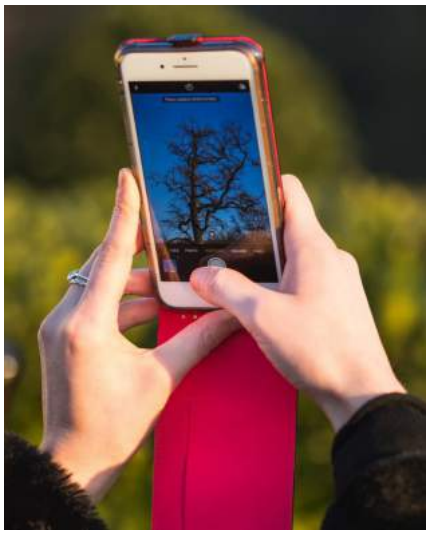
The phones stick onto a sliding panel in the phone cases, so that you can slide the phone up to use the camera. But the key part in using the phone is that once you have dialled the number you then close the cover before you lift the phone to your head so that there is a shielded case between you and the phone.

At this moment there is very little science that talks about the effect of mobiles on our brains, but there is much more data that describes the effect of phones on sperm count, and you can check this out on Wavewall's site. They also detail the lab tests they have done that show the effectiveness of the their phone cases.

It follows that if you put the phone in your pocket the correct way round (clearly marked) you are not radiating your heart, breast or reproductive regions with EMFs as your phone continues to receive texts and emails.

I'm sure it is not the only way to protect ourselves from this technology, but it is worth checking out in your research for the method that suits you and your lifestyle.





If headphones are your thing, Wavewall also sells airtube ear phones that are an alternative to the wired headphones that take the messages from the phone into your ear. If you remember Boy Scout tin can telephones that used a taut piece of string to carry the messages, the air tube carries the sounds from the phone to our ears through an air tube. https://www.wavewallcases.com/how-airtubes-work/. Dr Mercola sells them in the US, but I have only found them through Wavewall in the UK.

Virtual Conference and AGM

by Laura Yarham

The URHP council are very sad to announce that this year's summer conference and AGM is not going ahead as planned. As we always enjoy this herbal gathering so much, it was very hard to make this decision but one that makes complete sense in the current pandemic situation. However, there are always creative ways to bring you something of the learning that we were planning.

We aim to provide several webinars which are in the process of being organised. We are aiming to bring these to you on the evenings of the original conference dates (23-25th June), but we still need to have final agreement from speakers. We will send Eventbrite invitations out for all of them and you may join any number that you wish to.

The AGM will now be held via a Zoom meeting (which it is also possible to dial into) on 26th September 2020 from 10am to 2pm. Details will be circulated in advance with the reports and agenda and proposals.

25th Anniversary of the Association of Master Herbalists

We are excited to announce our speakers for our 25th Anniversary Conference and AGM. To be held at St Peter's College Oxford on September 11th and 12th 2020

Friday September 11th

1:00pm	Doors open for registration
1:15pm	Official opening by our Chair - Rumana Zahn
1:20pm	Peter Jackson-Main will share how the AMH was formed and our history over the years. Peter will then introduce our first speaker, who we are very excited to announce is Rupert Sheldrake
1:30-2:15pm	Rupert Sheldrake
2:15-2:30pm	Tea Break
2:30-3:15pm	Rupert Sheldrake
3:15-3:45pm	Q&A with Rupert
3:45-4.00pm	Tea break
4:00-4:45pm	Peter Jackson-Main
4:45-5:00pm	Q&A with Peter Jackson-Main
5:15-6:15pm	AGM
7:00pm	Dinner and Social at St Peter's College

Saturday September 12th

10:00-10:45am	Rumana Zahn
10:45-11.00am	Q&A with Rumana Zahn
11:00-11:15am	Tea Break
11:15-12:00pm	Emma Wightman
12:00-12:15pm	Q&A with Emma Wightman
12:15-12:45pm	Dr Richard Schulze in a special film for our 25th
12:45-2:00pm	Lunch
2:00-2:45pm	Julie Bruton-Seal
2:45-3.00pm	Q&A with Julie Bruton-Seal
3:00-3:45pm	Andre Tranquilini
3:45-4:00pm	Q&A with Andre Tranquilini
4:00-4:15pm	Tea Break
4:15-5:15pm	Topics for discussion and debate (TBA)

For those staying over there will be announced details on dinner and social

Sunday September 13th

First Aid Instruction with Herbalist and First Aid instructor Georgie Dean. A three-year EFAW certificate to be awarded after course. This is only available for attendees that are members. More details to be announced as soon as possible.

Lunch, dinner and accommodations are paid by the attendees. Conference and break refreshments free to members of the AMH. Our confirmed schedule and details of each speaker and their topics will be posted as soon as possible. Details on booking through Eventbrite will also be announced on our website, so please do check regularly for updates. Also details on accommodations, meals and travel on this event will be posted.

Masaru Emoto ~ Messages from Water

by Serena Macbeth



If you look up Dr Masaru Emoto (who died in 2014) you will find conflicting information: either he was a pseudo-scientist, or he was one of the most important water researchers the world has known.

This Japanese doctor of complementary medicine revolutionized the idea that our thoughts and intentions can have an impact on the physical realm. It is a concept that makes sense to a homeopath and among others who work with energy medicine – in fact his photographs are a wonderful manifestation that homeopathy might not be so mad.

Most of his photos of water crystals are extremely beautiful, but they are also very interesting. They show that polluted water freezes into crystals that are completely different from crystals that came from a mountain stream. So far, so good; we may even be able to convince the conventional scientists. However we are now going "off- piste" into realms that the trolls love to pour scorn on: he took pictures of water that had had beautiful music played to it (Mozart, Beethoven, Shubert) and compared those crystals to others that had been in the presence of Heavy Metal music. What a contrast!

And he went further still by comparing the crystals from a bottle of water that had been wrapped in the message "I love you" to those from another bottle of water that had sat beside the photograph of Hitler. The two crystals are like chalk and cheese! And from there he talks about the healing power of water and messages from water and the universe.

I came across a conventional scientist the other day who didn't realise that Jacques Benveniste

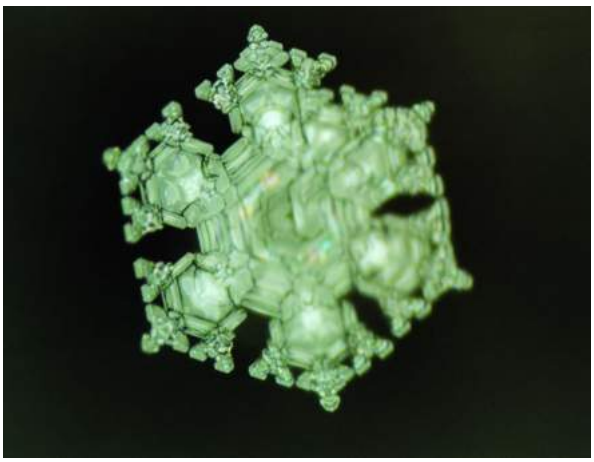


was converted by his own experiments. Benveniste was a conventional scientist who did not expect a homeopathic version of a substance would be as effective as the substance itself. In fact he told the student who'd persuaded him to run the experiment that it would be a massive waste of time. We all know the outcome. Benveniste stood up for the results that had taken him by surprise and sank from Nobel prize category to penniless and despised "crank". He was vilified by the conventional scientists. They threw all they could at him to disprove his results and the article he had written for Nature on the Memory of Water was withdrawn.

Luc Montagnier is another Nobel Prize winner who has stood up for the memory of water and been vilified by the Quackometer. At 82 his career is possibly less vulnerable than Benveniste's was but it doesn't take long on the internet to see that his more recent work is pretty controversial: https://tinyurl.com/zf4zqcx. But to illustrate both Benvenite's and Montagnier's claims and "prove" that maybe they are not so far off beam, do look at Masaru Emoto's photos. They are beautiful and they illustrate a truth that can only make sense to those who have stretched their minds beyond dear old Isaac Newton.

Books published in English by or about Masaru Emoto:

1. The Hidden Messages in Water
2. The Miracle of Water
3. Messages from Water and the Universe
4. Secret Life of Water
5. Water Crystal Oracle: Based on the Work of Masaru Emoto Author of the Hidden Messages in Water
6. Water Crystal Healing: Music and Images to Restore Your Well-Being
7. The True Power of Water: Healing and Discovering Ourselves
8. Love Thyself: The Message from Water III
9. Water for Unity: Working with Water Memory to Heal the World
10. The Healing Power of Water
11. The Shape of Love: Discovering Who We Are, Where We Came From, and Where We're Going



Editor's Note for article on Masaru Emoto

The article has actually got me thinking: there's an increasingly referred to phenomena - autonomous sensory meridian response (or ASMR) - which people recognise "describes a feeling of euphoric tingling and relaxation that can come over someone when he or she watches certain videos or hears certain sounds". I know I've noticed it with some music, live or recorded. Given the high percentage of water in the body, perhaps to some degree, on some level, perhaps in connection to other systems too, this is a modern manifestation of the water-being-impacted-by-sound concept. Might help explain the sensations. I've heard of both ASMR and the water-reactions-to-sound stuff before, but never made the potential connection before now.

Herbs, Essential oils, foodstuffs antiviral for COVID-19

by Vicki Pitman F: URHP

Dear All, Having been in bed more recently due to my own upper resp. virus, I used some of the time to do research for myself, and so put together the following notes, I hope it can be of some use to colleagues. I'm no expert but this is what I've gleaned.

Herbs, essential oils, foodstuffs with reported antiviral properties, and herbal strategies for COVID-19 Vicki Pitman, F. URHP. My thanks to colleagues Anne Stobart and Kim Walker for also contributing to these notes.

Remarks
Some background I found of interest, from Wikipedia and other online sources: Corona virus is a group/ family of viruses were discovered in the 1960s, and the group includes the common cold virus. Scientists investigate different compounds for properties against viruses, so if something is said to be "antiviral", you have to go beyond that, scientifically, to see if this means against which type(s) of viruses, the research was done on, e.g. herpes, hepatitis, corona viruses, etc. Corona viruses are "enveloped, positive-sense single-stranded RNA (ssRNA) viruses the Coronaviridae family. The COVID family consists of several species and causes upper respiratory tract and gastrointestinal infections in mammals and birds. In humans, it mainly causes common cold, but complications including pneumonia and SARS can occur", etc.

While generally mild, the worry is the infection could lead to pneumonia, heart failure, kidney



failure. COVID is related to SARS. The "19" in the name of this virus, signifies it was first identified in 2019 (December).

As an "enveloped" virus, a corona virus has an envelope on its outer layer at the stage in the life cycle when it is between host cells, and this helps it avoid the immune system, and fuse with the host cell.

Antiviral Botanicals identified in scientific papers

After the SARS epidemic some papers were published which searched the literature for relevant botanicals (for potential sources of drug development). "Antiviral" indicates to me an agent that inhibits a virus, disrupting its interaction with the host cell or immune system via some pathway or modulating its activity. Virucidal means an agent that can destroy a virus outright

Two studies on PubMed cite investigations. Important to note, the evidence base is mostly from in vitro or animal studies. Sometimes a study has investigated a particular compound of the herb or essential oil, e.g. gingerol and zingerone in ginger.

The articles provide useful context and information explaining the nature of the Corona-type, and indeed other viruses. They speculate about possible ways the natural compounds may be inhibiting or disrupting the virus in question.

Read the articles for full description of activity. There are likely more articles if you search for individual botanicals.

Clinical treatment

There are judgements to be made as regards such questions as how any vitro effects can be extrapolated to oral ingestion of a whole plant preparation. Additionally, the type of preparation whether tea/decoction, tincture, extract in pill form, etc; the dosage and frequency of ingestion or application, possible enhancement media for the dose, e.g. honey. Certainly about the person presenting: constitution, strength of immune system, age, underlying conditions, possible stage of the infection when presenting, and so forth. Also, nursing and naturopathic support.

Many herbalists are reviewing herbal traditions for historical treatments for e.g. Influenza, pleurisy, etc. For example, Bonset, *Eupatorium purpureum*, Pleurisy Root, *Asclepius tuberosa.*

Articles:
PubMed: PMC2957173: https://tinyurl.com/t96cp67
Potential of Complementary and Alternative Medicine in Preventive Management of Novel H1N1 Flu (Swine Flu) Pandemic: Thwarting Potential Disasters in the Bud Evidence Based Complementary and Alternative Medicine, 2011. 2011: 508506

Extracted from the above article (which reviewed Ayurveda and TCM papers): Holy Basil, *Ocimum sanctum*, increased immunity in vitro, increased Helper T-cells. Anti-viral for one virus in cattle, para-influenza type.

Garlic, *Alium sativa* - in vitro anti-viral against influenza A &B, viral pneumonia, rhinovirus, stimulates immune cells.

Peppermint, *Mentha piperita*: essential oil with its menthol and rosemarinic acid anti-viral and anti inflammatory; in vitro peppermint leaf extract acted against Influenza virus A, and lowered levels of inflammatory compounds.

Green Tea. *Camellia sinensis* polyphenol compounds/ catechins inhibited absorption of influenza subtypes viruses onto red blood cells; and enhance cell-mediated immunity

Licorice, *Glycirrhiza glabra*: *glycyrrhizin* , *liquiritigenia*, glabridin compounds have powerful antiviral effects in vitro

Ginger, *Zingiber officiale*: in vitro effects against avian flu; gingerol and zingerone inhibit viral replication and prevent virus entry into blast cells.

Coconut oil, *Cocus nucifera*: Essential Fatty Acids breakdown to medium chain fatty acids which kill or inactivate the virus by changing the lipids on its envelope; also may interfere with its signal transduction, assembly and maturation.

Guduchi, *Tinospora cordifolia* - enhances humoural immunity.

Neem, *Azadirachta indica*: so pounds are antiviral.

Kalmegh, *Andrographis paniculata*: Andrographolide component reduces symptoms of cold virus, the "Indian Echinacea".

Several other herbs were discussed.

2nd PubMed article: The Journal of Traditional Complementary Medicine, 2014, Jan-March, 4(1) 24 Anti-viral Natural Products and Herbal Medicines Reports TCM herbs: https://tinyurl.com/sajunxg

Also I found these papers online:



Dandelion leaf, *Taraxacum officinale*. Aqueous extract in vitro may "combat" Influenza A, H1N1/ WSN by inhibition of viral replication: https://tinyurl.com/qqulcya

Echinacea E. purpurea: in vitro effects confirmed against influenza virus; root especially boosts the immune system: https://tinyurl.com/vpj8l9d

Some very interesting things in this paper. They observed the presence of multiple products commercially, reviewed the literature on these; used "Echina Force" in the study and found the following effects:

(1) a direct virucidal activity against several respiratory viruses; (2) reversal of the pro-inflammatory response of epithelial cells and tissues to different viruses; (3) reduction in the excessive secretion of mucin by airway cells and tissues; (4) lack of cytotoxic effects or disruption of tissue integrity by Echinacea in airway cell cultures or tissues, at practical antiviral concentrations; (5) additional potentially positive effects on cellular gene expression. A combination of these beneficial activities could reduce the amount of prevailing viable virus, and their transmission, and also lead to amelioration of the virus-induced symptoms.

Melissa, *M. officinalis*, Lemon Balm: The essential oil is antiviral against avian flu and other viruses, via suppression of viral replication, in vitro study: https://tinyurl.com/snjhqve



Lemon Balm (melissa)

Other antiviral e.o.'s for influenza viruses include Eucalyptus ,Clove, Ginger, possibly Tea Tree, Ravensara, Ginger, Thyme cf: https://tinyurl.com/wgoj2yw

Rosemary, *Rosmarinus officinalis* (RHS recently reclassified to Salvia rosmarinus but not on their website yet!): Oeanolic acid in Rosemary shows effects against influenza in animal and in vitro studies: https://tinyurl.com/rq2esvu

Astragalus, *A. membranaceous*: An Astragalus polysaccharide preparation had effects against avian flu from in vitro and animal studies: https://tinyurl.com/vnea367



Sambucus nigra (elder)

Elder *Sambucus nigra* berries extract shown to reduce symptoms of upper respiratory infections; in mice, concentrated juice suppressed flu virus replication; concentrated juice suppressed flu virus replication: https://tinyurl.com/qnqdqrh

NB: Matthew Woods recommends Elderflower as well to keep the skin pores open

US Herbalists who've been active on this. (I'm sure there are others.)

Stephen Buhner's webpage: https://tinyurl.com/t66dyhm

Note: I went out in glorious March sunshine yesterday afternoon and picked the Elder leaves, thankfully in an easy to reach group of trees. Flowers are just beginning to form on some. I only took a small amount and tried to avoid ones with the buds, as want to come back for the flowers and leaves later.

I wanted to make up Stephen Buhner's antiviral Elder Tincture. I have made up 7 oz of fresh leaves also using traditional 2x amount of fresh as dried. (I think it was a typo in Buhner's article). I got about 500ml of menstrum As I don't have any vodka and can't get it now, as am in sequestration, I added apple cider vinegar and maybe some honey or molasses. I tried it about 30 ml last night, it was strong, mainly the vinegar taste and did



Sambucus nigra (elderberry)

not get any tummy responses. I don't expect to need to use it but wanted to try it. I've also collected and dried as well.

A website with good information from TCM perspective is that of Dr Sharol, a Botanical Physician from Oregon: https://tinyurl.com/vsc5bjk

From naturopath-herblist Farida Sharan
www.purehealth.com/blog "First Response Cold, Flu, Colds, Coughs 2020."

From Michael and Leslie Tierra
https://tinyurl.com/qt6hcu6

Experiences of two Chinese Medicine doctors in Wuhan, Translated into English and posted on Matthew Wood's Facebook page: https://tinyurl.com/s8tvbmt

Also I was sent the information below copied from Matthew Wood's Facebook page, 3rd March 2020. I hope he won't mind if I copy it in, because going via the link did not take me to his page but others can try: https://tinyurl.com/tr7rhh2

"CORONAVIRUS (COVID 19) By Matthew Wood
Here is my latest and more matured interpretation of the paper from the government of China on TCM treatment. (Thanks to Jen Ciccolella for the translation and sending it to me; the interpretation into Western herbal protocols is my own, with a few suggestions for others.) Remember, we are all required to report in for possible quarantine if we suspect Coronavirus. Thanks to herbalist Michael Cottingham for ideas and feedback.

Note: if you are on blood-thinners check for contraindications for some of these herbs (Angelica, Lomatium may thin). If you are on prescription drugs do not take St. John's Wort unless it is not active with that drug. If you are pregnant consult an herbalist and a doctor.

Clinical observation stage (This may be just an ordinary flu, not Covid 19, but visit to clinic advisable.)

Indications: Typical flu symptoms. fatigue with gastrointestinal discomfort. Fatigue with fever.

Remedies: Antivirals: Elderberry or Elder flower (this is even available at a liquor store, i.e., Manischwitz, St. Germaine's, Ikea carries a good quality Elder flower syrup), Helichrysum (or Rabbit Tobacco in the American South), Nigella, Thyme. Gently keep the skin and bowels open from this stage on. We don't know if Covid 19 will respond to the typical, known antivirals, but it is worth trying. Elder flower helps keep open the skin more than Elderberry. Nigella is more of an immune tonic, modulator, stimulator, whereas Elder is more antiviral. Basically, two approaches is better than one. Start these remedies as soon as there are people around with these symptoms.

Clinical treatment stages
Stage 1. "Early Stage:"
Indications: Cold, dampness and functional depression. Fever or no fever, dry cough, dry throat, fatigue, chest tightness, nausea. The tongue is pale or red, the fur is white and greasy, and the veins are pulsating.

Interpretation: All we can do at this point is make educated guesses. Paradoxical symptoms. Modification to my post here: It looks like this is describing a shift from cold blocking heat to heat breaking out. Cold symptoms: pale tongue, no fever, cold and dampness despite dry cough (from constriction, which comes with come kinds of cold), white coating, greasy, indicates cold blocking heat. Depressive functions is also cold. Then we have red tongue, pulsation, fever. It looks to me like we have to bring the heat up to the surface with warming remedies, then switch to cooling remedies. Yarrow works both ways. Nigella too. Fenugreek. Warming: angelica, lomatium, etc. chai spices, kitchen spices. Even kitchen oregano and "herbs du Provance" or Italian spices should not be despised---despiced?) If the tongue is red, the mucosa dry, the pulse throbbing (to pick out symptoms from the list above), this is the most serious presentation, I would think. This sounds like homeopathic Belladonna. Keep the skin and bowels open, open, open.

Stage 2: "Plague closes Lungs:"
Indications: Persistent body heat or cold and fever, cough with little sputum, or yellow sputum, bloating and constipation. Chest tightness, shortness of breath, coughing and relief, asthma when moving. The tongue is red, yellow, greasy or yellow, and the pulse is slippery. Comment: notice how the tongue has moved from the preceding pale (sometimes) to red (now a solid symptom), from white coating (cold blocking heat) to yellow adhesive greasy (heat), from maybe fever to body heat or chills. Now they need cooling remedies. Also, the bowels need to be kept open. And always, the SKIN, SKIN, SKIN. Laxatives, alteratives (help the metabolism of debris---these listed at the end). The Chinese formula had rhubarb; I would recommend yellow dock root, gentler. They are both cooling and laxative. Magnesium if there are spasms. Yerba Mansa



Rumex crispus (yellow dock)

(dampness), Pleurisy Root (I have seen this one work beautifully in asthma and bronchitis when the bottom of the lungs are full of water), Hyssop (very good for closed pores; smells like a skunk=penetrating). Penetrating, warming herbs. Garlic, Onion. Keep the skin open. Those who know how to use Lobelia can do so but this complex, paradoxical-acting remedy is not recommended to the novice.

Stage 3: "Severe Period:"
Indications: "closed in and out." Dyspnea, dyspnea or asthmatic ventilation, fainting, irritability, cold sweaty limbs, dark purple tongue, thick greasy or dry fur, large pulses without roots. I have never seen a client with a dark purple tongue in thirty five years of practice. If possible, keep open the skin so the water doesn't flow into the chest. These people absolutely have to be in the hospital.

Stage 4: Recovery period. Deficiency of lung and spleen Qi:
Indications: shortness of breath (but now more from exhaustion than from closure), fatigue, anorexia, nausea, fullness, "weak stools," unpleasant irrigation [evacuation?], pale



Ulmus rubra (slippery elm bark)

tongue, and greasy fur. YES! They lived, they made it, but they are exhausted and depleted. Astragalus and Codonopsis are in the Chinese formula. Gruel. Oatmeal. Slippery Elm bark. Slippery Elm with wild cherry bark is there is a little irritation left.

Throughout:
The better the elimination the better the interior. The better the metabolism (without being excessive) the better the catabolism of waste products: St. John's wort (unless contra-indicated), milk thistle, dandelion and bittermelon to help what we herbalists call "the liver" (the metabolism, really).

5. "Release standards and discharge standards:
Body temperature returned to normal for more than 3 days, respiratory symptoms improved significantly, lung imaging showed significant absorption of inflammation, and two consecutive respiratory pathogen nucleic acid tests positive (sampling interval at least 1 day)."

Personal note:
No evidence in the literature of traditional herbalism or modern pharmacology but I believe Holly (Ilex spp.) is good for deep, profound infection with virus or bacteria. Personal experience with bartonella. Considered toxic (berries for sure---leaves?) so use the Bach flower essence or gently use a leaf at a time. Just a wild suggestion from thirty five years of experience but no proof outside clinical results in a few people."

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Diary Dates

Please Note: Due to COVID-19, events may be subject to change or cancellation
For more events, visit: https://herbalalliance.uk

May 16th – **EHTPA Seminar: CBD in Herbal Practice**
Speakers include Simon Mills and Dr Kevin Spelman.
Location: Brewer & Smith Conference Room at Mary Ward House,
5-7 Tavistock Place, London, WC1H 9SN
For more information, visit the Herbal Alliance website:
https://herbalalliance.uk/event/array-ehtpa-seminar-on-the-use-of-cbd-by-medical-herbalists/

May 17th - **Food, Herbs, Health and Healing**
The use of food and herbs as medicine in different cultures: from the folk medicine traditions of Europe and America, to the 5 Element systems of China and India. A multicultural and holistic approach to healing.
3 - 4.45pm - Bristol Theosophical Society - 149 Tyndall's Park Bristol BS8 1PY
To book: email thenewdimensionsgroup@gmail.com or phone 0117 9049705

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The Junior Herbalist Club website: https://namasteherbalhealing.co.uk/junior-herbalist-club-2/

Association of Master Herbalists Conference & AGM
25th Anniversary Conference and AGM, to be held at St Peter's College, Oxford
September 11th and 12th 2020 Email: masterherbalists@gmail.com

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