



Camexpo Exhibitor Press Release Date 18th October 2011

ARCH exhibits for first time at Camexpo after 96 per cent of clients¹ & Viva Clinic² recommend member services

The Association of Registered Colon Hydrotherapists (ARCH) is attending Camexpo at Earl's Court on the 22/23 October for the first time in its 24-year history.³

Newly elected ARCH Chair, Gillian Edwards, and Vice-Chair, Linda Booth believe that Camexpo will give the association a public platform to create more awareness and education about the benefits and safety of modern naturopathic colon hydrotherapy, as practised by ARCH therapists. Edwards and Booth have helped re-design the ARCH website, set up active Twitter and You Tube accounts and will also exhibit at The Health & Wellbeing at Work Exhibition at the NEC next March.

ARCH is determined to address and refute many misconceptions regarding colonic hydrotherapy. Its members are not only passionate about the efficacy and safety of the therapy, but also about educating users to choose treatments from ARCH members. Says Linda Booth: “Doctors at the World famous Clinic, The Viva-Mayr Clinic for Modern Medicine⁴ in Klagenfurt, Austria will only recommend ARCH therapists to patients who are returning to the UK, and still require follow-up colon hydrotherapy.”

Every year, for the past four years, ARCH only therapists have gone to Viva to study with the Medical Director, Dr. Harald Stossier (voted one of the top five Diet Doctors in the World), and his wife, Dr. Christine Stossier, who specialises in women's health.

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¹ In 2009/2010, ARCH conducted a small client survey (308 participants). 96% said they had already recommended the treatment, or would recommend the treatment.

² Viva-Mayr Clinic for Modern Medicine

³ ARCH celebrates its 25th year next year, and is the largest and oldest colonic Association in the World.

⁴ <http://www.viva-mayr.com/en/> referred to as Viva-Mayr Clinic for Modern Medicine

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All ARCH therapists are registered with the Government backed Complementary & Natural Healthcare Council⁵ as naturopathic colon hydrotherapists. They are the only colon hydrotherapists in the Country to attain this standard.

Says Edwards, “A problem we face is that anyone can set themselves up in practice and say they are a colon hydrotherapist, with very little training, and no pre-requisites. This has led to adverse publicity in recent months in the media. We at ARCH need to redress misconceptions created around these stories (including BBC Radio 2’s Jeremy Vine Show). The individuals who had poor experiences with colonics had been treated on an 'open' system, not a 'closed' system, and not with an ARCH therapist. “It's very important that people know the difference between an 'open' (very popular in America) and 'closed' system of colon hydrotherapy. An 'open' system is nothing more than an enema, but unfortunately, people do not know the difference. Also because it is 'open', it is messy and smelly, as there are no pipes to take away the waste. It is quite common for the therapist to leave the client during treatment. This is something that should never happen. The therapist should be in attendance at all times. There is no abdominal massage, and no monitoring of the treatment, and in our opinion this could be dangerous. ARCH does not support the use of 'open' system colonics”.

ARCH members are naturopathic colon hydrotherapists, and so are trained to advise on diet and lifestyle, and create awareness on the importance of bowel health and hygiene to help reduce the risk of some bowel cancers⁶, and certain other bowel conditions.

They can also offer education and advice on Irritable Bowel Syndrome (IBS).

Approximately 20 percent of the UK population, will, at some time in their life, be affected by typical symptoms of abdominal pain, bloating and irregular bowel movements. Such symptoms affect quality of life, and sickness absence from work may also be a problem.

⁵ <http://www.cnhc.org.uk/pages/index.cfm>

⁶ Bowel Cancer is the second biggest cancer killer in the UK. It kills more people than breast and prostate cancer put together. There's a DoH led bowel cancer awareness campaign starting at the end of January (including advertisement on TV) in an attempt to encourage people to get change in bowel symptoms checked out, and for the over 60's to do the faecal occult test kits, and send them back to the labs. Many cases of bowel cancer can be picked up early, with good outcomes if it's caught in early stages.

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www.youtube.com/archcolonics showing 'Closed' Colon Hydrotherapy treatment on a 'gravity' system

ARCH website:

www.colonic-association.org

Five reasons to see a Naturopathic Colon Hydrotherapist

- Significantly reduce the debilitating symptoms of abdominal pain, and bloating and intermittent bowel movements. Although we have no double blind, controlled studies to prove this, we have 1,000's and 1,000's of positive anecdotes.
- Improve skin; eczema, psoriasis, acne, dry/flaky skin
- Increased energy and vitality
- Constipation
- Dietary and lifestyle assessments to help reduce risk of some bowel cancers and bowel infections. (i.e. research has proved that a diet high in processed meat can increase risk of bowel cancer. ARCH therapists are trained to offer dietary advice)

Five ways to keep your bowel healthy

- Don't ignore the urge to go, and always empty your bowels fully.
- Chew your food well. That way, it's easier to digest.
- Exercise regularly. This helps move food through your system.
- Drink at least 2 litres of water daily
- Eat more semi-soluble fibre such as oats, psyllium and dark green, leafy veg.