

ESSENTIALS FOR HEALTH at CAMEXPO 2011

Essentials for Health is one of UK's leading massage training schools. They have been providing vibrant, fun and interactive Level 3 ITEC and Level 4 BTEC Holistic Massage courses and Level 5 BTEC Sports Massage diploma courses at the most advanced level from their central London training venues since 1992.

This year will see Essentials for Health exhibit again at **camexpo 2011**, the annual complementary, natural and integrated healthcare show, where they will be showcasing some of the new and exciting services that they have created over the past two years. They will also be launching an enticing '**Bundle Offer**' to potential students and graduates with the opportunity to become part of the Essentials training programme.

The past two years have seen a very busy period for the business with the launch of these unique and invaluable services. One of the new services is the Essentials for Health business support service, the **Therapist's Business Passport**. This unique free programme offers graduates an opportunity to gain valuable business knowledge and helps to get set up in the industry and into their new chosen career. The package includes monthly therapy business-focused email advice and support and action points to assist and work towards building your business. And overall, a consistent support network to tap into at any time for advice and help.

The **EfH Licensed Therapist** programme is another service which has been launched for students and graduates. Therapists that have trained with Essentials for Health get all the support of the Therapist's Business Passport PLUS one to one time with EfH founder, Gill Tree, to discuss and talk through individual business plans, and the benefit of licensing the EfH brand with a website, business cards and other branded materials provided. Gill Tree, founder of Essentials for Health, Massage World magazine business writer and award-winning entrepreneur, decided to launch this service to assist those who want run a business but want to benefit from a brand that has the established reputation and is already tried and tested.

Gill says: *"When I think back to the start of Essentials for Health, boy do I wish I'd had something like this. The security of a tried and tested brand to launch me, the backup and support of people who had already done it and the cost and time savings would have been immense. It took me 6 months just to get my business name and another 3 to get the logo and colours right!"*

As experienced massage training leaders, Essentials for Health has recognised how important not only a qualification is to a graduate, but everything else that goes with it; the right insurance, membership of an accredited industry association and ongoing business support. The new '**Bundle Offer**' being launched at **camexpo 2011** will help potential students and graduates who want to further their qualification portfolio and also receive support and help with their business at the same time to get them started in the industry.

The '**Bundle Offer**' includes:

- Either an ITEC Level 3 course in Holistic Massage or a BTEC Level 5 course in Sports Massage, either weekend-based or fast-track, at heavily discounted rates (save up to £461)
- Free student insurance and membership of leading industry association, the FHT (Federation of Holistic Therapists)
- Free 6 months of business support, including email advice & monthly business help from Essentials for Health owner and founder, Gill Tree.

- Free Anatomy and Physiology online revision aid (12 months access)

Not only has Essentials for Health been busy creating these exciting new services they have also been busy setting up a charity service, **The Essentials for Health 'Touch Foundation'**.

This new charity has been a long term dream of business founder, Gill Tree, and has the aim to help change the world through the healing power of touch.

Gill says: *"My experience in social work had led me to working with probably some of the most vulnerable in our society. It was no surprise that my massage clients were often those that other touch therapists felt under confident to work with, the dying, the sexually abused and those with HIV and AIDS.*

I always wanted to continue this service and have always dreamed of having our own charity to facilitate this. I have decided to wait no longer and am extremely proud to announce that the Touch Foundation has been born! I truly feel that its birth will be something that we can all be immensely proud to be associated with."

The charity aims to make volunteering easy by identifying volunteering opportunities, long- and short-term, and then bringing them to therapists via the Essentials for Health website portal. Essentials for Health can even organise training and help to prepare therapists for the challenges volunteering may present.

As a volunteer, time and energy is all that is needed to help someone in need. It offers an invaluable platform to help therapists become specialists, and develop their skills and confidence and touch people's lives. Gill says *"It is a fantastic way to give something back for the wonderful lives we've been able to lead since we found massage"*.

Essentials for Health, is a school of massage that provides a career, not just a course. They have trained 1000s of therapists to the highest standards of excellence. Their Massage and Sports Massage Course graduates run highly successful therapy businesses and schools in the UK and beyond, and more than that they now lead the lives they dreamed of.

EfH believe that together with their proven track record, accelerated learning and flexible option of online virtual classrooms for theory, and business support, service sets them apart and they are proud to provide so much more than a course.... but a start of a new career, a new life.

Visit Essentials for Health at Stand 1933 at camexpo 2011 and meet Gill Tree who will be a keynote speaker on Saturday 22 October 2011 12.40-13.25 talking about Essentials for Therapy Success.

Or contact sarah@essentialsforhealth.co.uk for more details and press packs.

CamExpo October 22-23rd October 2011 Earls Court, London

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