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Ancient Wisdom - Modern Healthcare



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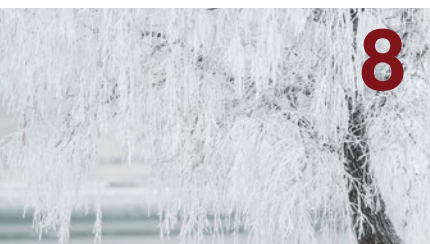
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Year of the Metal Rat

In this article, we look at both an Expert Forecast for 2020, provided by Laurent Langlais, as well as a Practitioner's Perspective on the Year of the Metal Rat, provided by Christian Saint-Pierre, R. Ac.

2020: An Expert Forecast

by Laurent Langlais

Chinese metaphysics works with similar concepts as Chinese Medicine, namely: the Chi, the Yin-Yang flux, and the 5 Elements which are then declined into a system called Stems and Branches to code the time period.

By analysing the "dialog" between the Stems and Branches and the proportions of the Elements, we can understand the Universal Chi at work for a new year, and extrapolate what it could bring to the world.

2020 is a more straightforward affair than 2019. We have a Stem made of Yang Metal on top: that is, the coarse Metal that needs to be extracted and refined to become useful. Below we have the Rat: a Yang Water sign that contains Yin Water in its Roots.

On the surface it looks like a harmonious relationship with Metal feeding Water without conflict. However, one problem is that this heavy Yang Metal is on top rather than below: therefore it will "sink" to the bottom of the sea. The Metal itself will then be weakened and rust. As Metal is associated with many societal structures – banking, politics, the police, etc., we actually have a challenging situation at work.

The other problem is the absolute lack of Fire in 2020 to warm this cold dynamic as well as a lack of Wood to grow from the Water. The Earth is also nowhere to be seen.

Water is the only Element getting stronger, which leads to heightened emotions and societal “waves”.

As Water also relates to the subconscious, 2020 will show the underbelly of our societies. Expect a year with a lot of fear-mongering in politics, difficult diplomacy, and one during which most governments become more authoritarian in order to attempt to gain the upper hand over their citizens. It will seem like a step backward with politics, human rights and the environment. A new financial crisis is more likely: the last one also hit us during the year of the Rat in 2008. Mother nature will also be angry: tsunamis and earthquakes are both likely with such unbound water.

The silver lining is that those strong tidal waves will change things fast and that the old structures will collapse faster to let room for a new, fairer world. It is also a positive year for transports after a couple of difficult ones; and a year during which we'll see breakthrough in psychology and psychiatry, as well as space exploration and discoveries. The oceans will also be a strong focus.

On a personal level, it is an ideal year for travelling (if your Bazi/chart can use the Water efficiently) and an excellent time to learn metaphysics. It is a year during which the Kidney channel is strengthened, which will help people with kidney stones for example. But it is important to bring back a bit of Fire to warm such water and to avoid anxiety. Understand that the Water Element reigns strong and unbounded this year: this is the guideline you can use to understand both ailments and the world through a light analysis of the year of the Metal Rat.

- Laurent Langlais



ABOUT THE AUTHOR

Laurent Langlais is a Feng Shui expert and astrologer, trained by the Han Wu Lineage 汉五派.

Based in Europe, he consults worldwide. You can read his blog at the link below:

www.laurentlanglais.com

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A Practitioner's Perspective on the Year of the Metal Rat

by Christian Saint-Pierre

January 25th, 2020 marks the beginning of the year of the metal rat in the Chinese calendar. This means that the Qi qualities of the metal rat will be present throughout the entire year. What exactly does this mean for us?

Three types of Qi play pivotal roles in human existence. Known as the San Yuan, or Three Essentials, they are:

1. Earthly Qi - the Qi of our surroundings
2. Human Qi - the Qi of human affairs
3. Heavenly Qi - the Qi of time

Earthly & Human Qi are changeable. We can modify Earthly Qi through Feng Shui, and we can alter Human Qi through cultivation and medicine.

Heavenly Qi, however, cannot be deliberately changed. It is the one type of essential Qi that we have no control over. Nevertheless, the Qi of time is constantly changing. Ancient doctors observed that the time of day, time of season, time of year and even the years themselves are imbued with unique qualities of Qi that impact climate, health & behaviour.

The main tool used to chart Heavenly Qi is the Chinese calendar. It is based on the combination of two cyclic descriptions of Qi called the ten Heavenly stems and twelve earthly branches.

The ten Heavenly stems are made up of the five elements - wood, fire, earth, metal, and water - divided into yin and yang aspects. The appearance

of a particular stem in the calendar means that the stem's elemental Qi is strongly present at that time.

The twelve earthly branches are also known as the twelve animals: Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Goat, Monkey, Rooster, Dog, and Pig. Each animal has its own unique Qi which derives from the five elements as well. The appearance of an animal in the calendar means that the animal's Qi is strongly present.

When combined, the stems and branches form a cycle with 60 unique phases. Together, these stem-branch pairs are used to describe four time segments known as the Si Zhu - the four pillars of the hour, the day, the month and the year.

These four stem-branch pairs create an eight character matrix known as the Ba Zi that describes the Qi qualities of a particular time.

Ba Zi plays two important roles in Chinese medicine. First, our Ba Zi birth-chart describes the Heavenly Qi which, at the time of our birth, became a permanent part of our prenatal constitution. Second, Ba Zi describes the quality of Heavenly Qi that is present at any post-natal moment in time. The interaction between our Ba Zi birth-chart and the Ba Zi of time then determines how the Qi of a year, month, day or hour will affect us.

It is impossible to determine exactly how this metal rat year will affect anyone specifically without comparing the Qi of the year to their Ba Zi birth-chart, however it is possible to determine how the metal rat year will affect everyone generally.

THE RAT BRANCH

The rat branch is the first of the twelve branches. In Chinese mythology, the Jade emperor held a great animal race and assigned each animal to the calendar according to how they placed. The rat hitched a ride on the ox's back, whose perseverance and strength put him in the lead, but just as the ox reached the finish line, the rat jumped ahead and finished first. This exemplifies the rat's most noticeable traits: efficiency, intelligence and opportunism.

The element associated with the rat is yin water, which is strongly associated with the Northern direction, the winter solstice, midnight, and cold. Physiologically, it corresponds the kidneys, the reproductive organs, the bones & marrow, the ears, the brain, and essence. Behaviourally, it is

associated with wisdom, intelligence and instinct. Rat branch years bring all of these correspondences to the forefront.

Rats are survivors. They are the most successful mammal on earth besides humans.

People born in rat years will generally be the ones to figure out solutions with the least amount of effort. They do this by being observant, logical and objective.

They are very much in touch with their survival instincts, but their sense of aesthetic design and long term planning is lacking. They tend to live in the moment, and are always on the lookout for an opportunity to make survival easier. 2020 is therefore expected to be prosperous because the associated Rat branch Qi will amplify everyone's instincts and ability to adapt to circumstances.

THE STEM

The yang metal stem is strongly associated with the West, autumn, sunset, and dryness. Physiologically, it corresponds to the Large Intestine, the teeth, and the nose. Behaviourally, It is associated with inflexibility, judgement, money, competition, and militancy. Yang metal stem years bring all of these correspondences to the forefront as well.

COMBINED CLIMATE

Since the yang metal stem harmonizes with the yin water of the rat branch, the climate should be milder than other years. However, metal rat years are excessively dry. We should expect severe droughts and a heightened risk of forest fires.

COMBINED HEALTH

The metal rat year heightens the risk of contagious and common illnesses in people with excess metal constitutions that can cause symptoms of dryness, such as dry throats, dry coughs, dry stool, and

dry skin. Diseases involving liver and gallbladder deficiency can also occur. Conversely, people with deficient metal and water constitutions can expect improved health as the Qi of the year supports them.

COMBINED BEHAVIOUR

People born in the year of the metal rat are opportunistic but have strong personal values. They will not seize an opportunity if it goes against their principles. They are unyielding and calculating, especially in terms of money.

This year, the water aspect of the rat branch will reduce the tendency of deficient water constitutions to be anxious, however excess water constitutions may become reckless. The yang metal aspect of the stem will improve the financial acuity of deficient metal constitutions, but cause excess metal constitutions to become inflexible and aggressive in their views. The overall excess of yang metal will also cause problems in societies where there is already inflexibility. When coupled with the opportunism of the rat, there is a high risk of greed and intolerance deteriorating into armed conflict.

EVENTFUL MONTHS

Each month receives a stem-branch pairing that describes its quality of Qi. The monthly Qi and the yearly Qi interact to create various harmonies and conflicts. This year, there are three important conflict months, which will affect everyone.

MARCH

This March is known as a betrayal month. This is a month where we may find that we betray our instincts by following our desires instead.

JUNE

This June is known as a clash month. This month produces great conflict between desires and instincts. Unlike the betrayal month of March, June is more about struggling to choose between what we desire and what we need.

JULY

This July is known as a harm month. This month will see our reflexes suppressed by overthinking, creating risk. There is a high likelihood of material loss and injury.

HARMONIZING WITH THE METAL RAT

Knowing the Heavenly Qi's general effects on climate, health and behaviour allows us to adapt to it with Feng Shui and Qigong. Although everyone can benefit from the following recommendations, it is recommended that you consult with a Ba Zi practitioner to determine how the metal rat year will affect you specifically.

The general recommendation to balance and harmonize with the Qi of the yang metal rat is to use the element of wood and its correspondences.

- Eat sour foods, especially shoots and sprouts, on a daily basis.
- Add live plants to your home and office.
- Spend more time in the East.
- Be deliberately kind and enthusiastic.
- Nourish the Liver and Gallbladder through medicine and Qigong.

By doing so, the innate risks that this year's Heavenly Qi poses to health and behaviour will be minimized.

As we can see, Ba Zi allows us to fully account for the effects of Heavenly Qi. It is an essential part of Chinese medicine, providing a deep understanding of how time affects both disease and treatment, and is worth studying. In the spirit of the metal rat, if the opportunity to learn Ba Zi arises, then seize it! May the coming year be prosperous, successful and harmonious for you.

- *Christian Saint-Pierre*



ABOUT THE AUTHOR

Christian Saint-Pierre, R.Ac

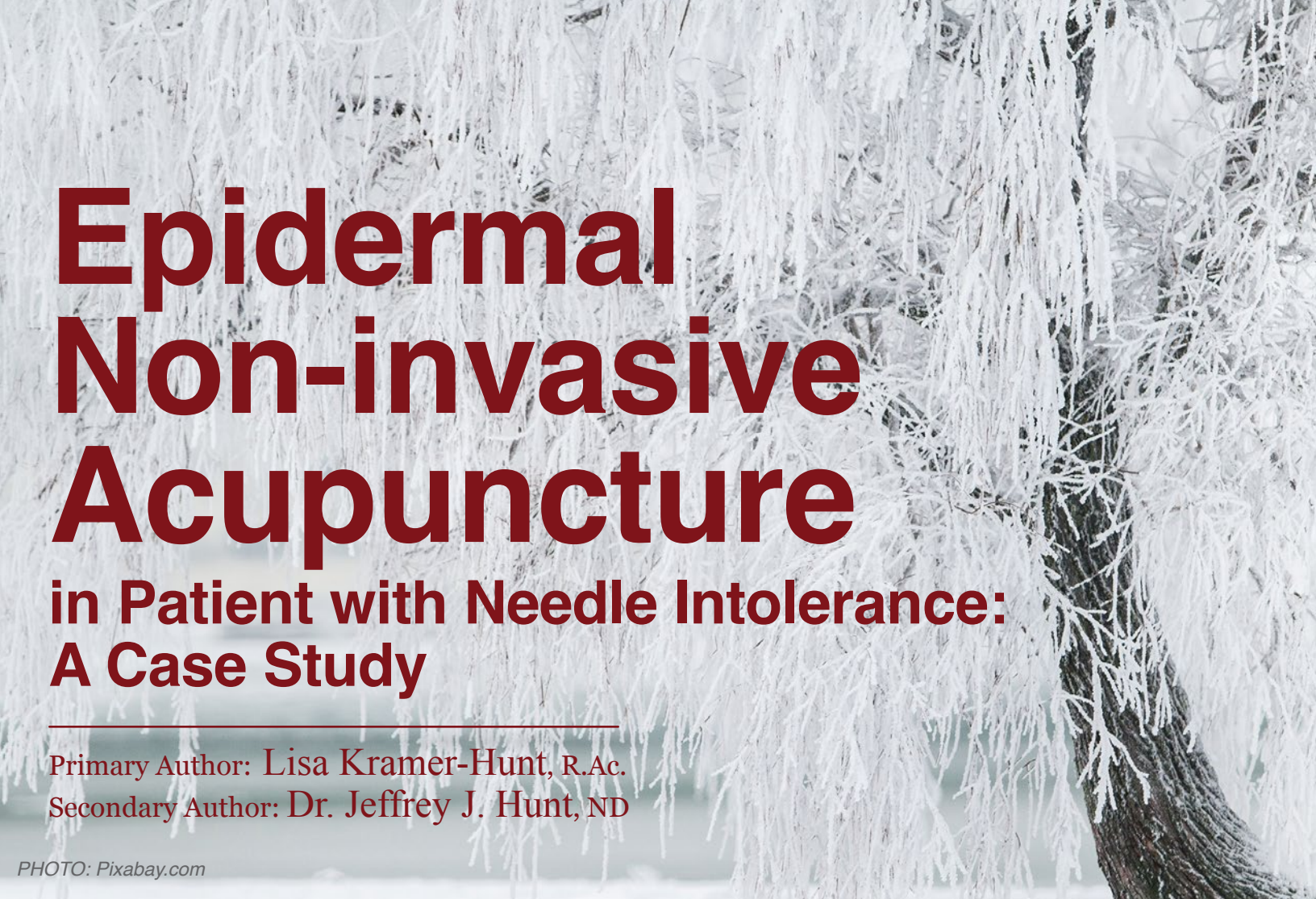
Christian is a partner and acupuncturist at Access Acupuncture in Halifax, Nova Scotia and teaches Ba Zi for The Academy of Acupuncture in San Diego. While studying acupuncture, Bazi, Feng Shui, and Qi Gong with the late Dr. Richard Tan, Christian began to develop and integrate classical and cutting-edge concepts into his practice, including chrono-acupuncture, I Ching and Shen therapy.

He has continued his deep interest and development of these areas, offering a truly holistic and well-rounded treatment approach to his patients, and is actively developing an I Ching Ba Zi Balance Acupuncture technique. Christian received his certification from the Academy of Classical Oriental Sciences in Nelson, British Columbia.

www.accessacupuncture.ca



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Epidermal Non-invasive Acupuncture

in Patient with Needle Intolerance: A Case Study

Primary Author: Lisa Kramer-Hunt, R.Ac.
Secondary Author: Dr. Jeffrey J. Hunt, ND

PHOTO: Pixabay.com

ABSTRACT

Needle resistance or phobia is common in medical settings. Research has revealed that one out of four people experience anxiety with regards to needles. As a result, some patients do not receive vaccinations or do not complete their vaccination schedule. For an acupuncture practitioner, this could potentially translate to a 25% loss of income. Epidermal non-invasive acupuncture was developed to treat a patient who has had needle intolerance during an acupuncture treatment. Similar to blunt needles and acupressure, this method involves stimulation of the skin to treat health concerns. This case study describes the effective treatment of headaches, insomnia, fatigue and stress with a course of weekly epidermal non-invasive acupuncture.

Keywords: acupuncture, needle phobia, needle shock, vasovagal syncope, non-acupuncture

BACKGROUND

BIOMEDICAL PERSPECTIVES

Epidermal non-invasive acupuncture is an unpublished method for patients who are unable to tolerate direct needling. It is a non-puncture acupuncture technique that the principle author has found successful in one case and may be a consideration for those patients who cannot tolerate needling. Several negative situations may arise with needling: e.g. needle phobia¹ and needle shock.² Elderly or weak patients may also require a gentle treatment such as epidermal non-invasive

¹ Paediatrics and Child Health Division, The Royal Australasian College of Physicians. Management of procedure-related pain in children and adults. *Journal of Paediatrics and Child Health*. (Feb 2009) https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1440-1754.2006.00798_1.x

² National Commission for the Certification of Acupuncturists. *Clean Needle Technique for Acupuncturists*. Washington, USE: National Commission for the Certification of Acupuncturists (1989) Third Edition.

acupuncture. Biomedical research reveals that 25% of patients have a degree of needle phobia.³ These studies investigate methods to reduce pain to increase patient compliance for future vaccinations.⁴

This case will demonstrate that epidermal non-invasive acupuncture directly affects the skin which causes a change in the brain and thus impacts the inherent healing mechanism of the body. The Lungs are the organ which controls the skin⁵ and the Kidneys affect the brain and the spinal cord.⁶ In Chinese medicine the organs influence one another. These relationships are applied to physiology, pathology and diagnosis.⁷ According to the Production Phase, there is a relationship between the Lungs (skin) and the Kidneys (brain).⁸ Therefore, one could draw the assumption that stimulation of the skin could create a change anywhere in the body.

There are numerous studies describing the relationship between the epidermis, dermis and the brain. Studies using functional Near-Infrared Spectroscopy (fNIRS) have shown changes in the cerebral blood flow in response to stimulation

of the epidermis.⁹ Neuroimaging studies show the effectiveness of acupuncture (stimulation of the dermis) across widespread areas of the brain.¹⁰ A systematic review of 25 different non-pharmacological interventions, aimed at improving insomnia, revealed that acupressure had 100% effectiveness in improving sleep.¹¹ Acupressure was also effective for constipation.¹²

Dating back to the Shang dynasty 1200 B.C., nine different types of needles were used in China to treat illness. Of these nine needles, the round and the blunt needle did not puncture the skin and were used for massage.¹³ Investigators looking for a more reliable method for randomised double-blind placebo-controlled trials developed a “Streitberger” needle as the placebo needle. The study revealed that the sensation of an acupuncture needle and the “Streitberger” needle were the same. The study concluded that a “Streitberger” needle might be a more effective method to use in randomised double-blind placebo control trials.¹⁴ As pertains to this particular case study, the “Streitberger” needle is an

³ Taddio A, Appleton M, Bortolussi R, Chambers C, Dubey V, Halperin S, Hanrahan A, Ipp M, Lockett D, MacDonald N, Midmer D, Mousmanis P, Palda V, Pielak K, Riddell RP, Rieder M, Scott J, Shah V. “Reducing the pain of childhood vaccination: an evidence-based clinical practice guideline.” *Canadian Medical Association Journal* (Dec 2010):182(18): E843-55. doi: 10.1503/cmaj.101720. Epub (Nov 2010): <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3001531/#b4-182e843>

⁴ Taddio A, Appleton M, Bortolussi R, Chambers C, Dubey V, Halperin S, Hanrahan A, Ipp M, Lockett D, MacDonald N, Midmer D, Mousmanis P, Palda V, Pielak K, Riddell RP, Rieder M, Scott J, Shah V. “Reducing the pain of childhood vaccination: an evidence-based clinical practice guideline.” *Canadian Medical Association Journal* (Dec 2010):182(18): E843-55. doi: 10.1503/cmaj.101720. Epub (Nov 2010):

⁵ Maciocia, Giovanni. *The Foundations of Chinese Medicine*. Singapore: Longman Singapore Publishers Ltd., (1989). ISBN 0-443-03980-1 Page 83

⁶ Maciocia, Giovanni. *The Foundations of Chinese Medicine*. Singapore: Longman Singapore Publishers Ltd., (1989). ISBN 0-443-03980-1 Page 96

^{7,8} O’Conner, John and Bensky, Dan. *Acupuncture A Comprehensive Text*. Washington, USA: Eastland Press Inc., (1981). ISBN 0-939616-00-9, Page 6

⁹ Ichizo Morita, Shigemitsu Sakuma, Junko Shimomura, Noriko Hayashi, Sueko Toda. “Brain activity in response to the touch of a hand on the center of the back.” *PLOS* Volume 13(10): e0206451 (October 2018) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6205618/>

¹⁰ Lijun Bai and Lixing Lao. “Neurobiological Foundations of Acupuncture: The Relevance and Future Prospect Based on Neuroimaging Evidence” *Hindawi Publishing Corporation Evidence-Based Complementary and Alternative Medicine Volume 2013, Article ID 812568*. (April 2013) <https://www.hindawi.com/journals/ecam/2013/812568/>

¹¹ Elizabeth Capezuti, Rana Sagha Zadeh, Kevin Pain, Aleksa Basara, Nancy Ziyang Jiang, and Ana C. Krieger. “A systematic review of non-pharmacological interventions to improve nighttime sleep among residents of long-term care settings.” *BMC Geriatrics* 2018:143. (June 2018) <https://doi.org/10.1186/s12877-018-0794-3>

¹² Parivash Abbasi, Mohammad Mojalli, Mojtaba Kianmehr, and Somayeh Zamani. “Effect of acupressure on constipation in patients undergoing hemodialysis: A randomized double-blind controlled clinical trial.” *Avicenna Journal Phytomed*. (Feb. 2019): PMID: PMC6369316: <https://www.ncbi.nlm.nih.gov/pubmed/30788281>

¹³ Deng Lianye, Gan Yijun, He Shuhui, Ji Xiaoping, Li Yang, Wang Rugen, Wang Wenjing, Wang Xuetai, Xu Hegze, Xue Xiuling and Yuan Jiuling. *Chinese Acupuncture and Moxibustion*. Beijing, China, Printing House of the Chinese Academy of Sciences, (1987). ISBN 0-8351-2109-7 Page 336.

¹⁴ Chang-cai Xie, Xiu-yun Wen, Li Jiang, Min-jun Xie and Wen Bin Fu, “Evidence-Based Complementary and Alternative Medicine” (July 2013) Volume 2013, Article ID 251603, <https://www.hindawi.com/journals/ecam/2013/251603/>

example of the similarity between a blunt type needle and acupuncture needle. The question remains, how much stimulation is needed to create a physiological change in the body?

Biomedicine has a history of understanding the epidermis and the relationship of the epidermis to the nervous system. Langerhans cells and Merkel cells are mechanoreceptors found in the epithelial layer of the skin. These cells, when stimulated by touch, create an electrical signal that is delivered to the central nervous system. Langerhans cells suppress autoimmunity by causing an expansion of the regulatory T cells. The regulatory T cells have a modulating effect on immunity.¹⁵ Langerhans

cells, when presented with a main autoantigen found in pemphigus, had an immunosuppressive effect via an upregulation of regulatory T cells.¹⁶ Merkel cells have a relationship with the central nervous system in pain reduction. The Merkel cell neurite complex is a low threshold mechanoreceptor (LTMR).¹⁷ The Merkel cells and Langerhans cells are just one of the many LTMR cells that interact with the central nervous system.¹⁸ In one experiment, capsicum (cayenne) was applied to the skin to provoke tactile allodynia.¹⁹ Tactile allodynia is a condition in which an innocuous mechanical stimulus is perceived as painful.²⁰ This painful condition caused the activation of Merkel cell neurite mechanotransduction which showed a therapeutic benefit to pain reduction.²¹

Epidermal Non-Abrasive Acupuncture Protocol

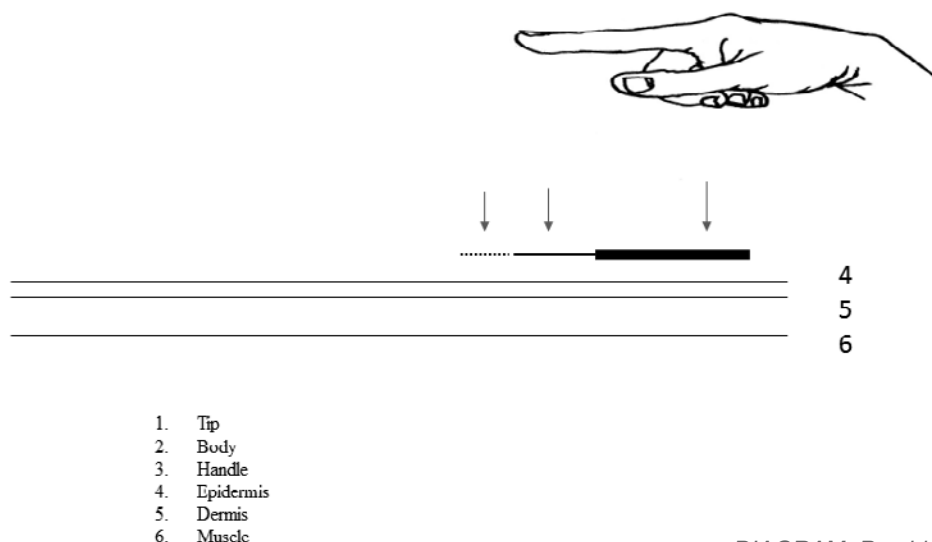


DIAGRAM: Provided by Lisa Kramer-Hunt

^{15, 16, 18} Julie Deckers, Hamida Hammad, Esther Hoste. "Langerhans Cells: Sensing the Environment in Health and Disease." *Frontiers in Immunology* (February 2018). <https://www.frontiersin.org/articles/10.3389/fimmu.2018.00093/full>

¹⁷ Michael Meister, Amel Tounsi, Evelyn Gaffal, Tobias Bald, Maria Papatriantafyllou, Julia Ludwig, Georg Pougialis, Felix Bestvater, Luisa Klotz, Gerhard Moldenhauer, Thomas Tüting, Peter J. Haemmerling, Bernd Arnold, Thilo Oelert. "Self-Antigen Presentation by Keratinocytes in the Inflamed Adult Skin Modulates T-Cell Auto-Reactivity." *Journal of Investigative Dermatology* (August 2015): Volume 135, Issue 8. [https://www.jidonline.org/article/S0022-202X\(15\)39049-7/fulltext](https://www.jidonline.org/article/S0022-202X(15)39049-7/fulltext)

^{19, 20} Michael Meister, Amel Tounsi, Evelyn Gaffal, Tobias Bald, Maria Papatriantafyllou, Julia Ludwig, Georg Pougialis, Felix Bestvater, Luisa Klotz, Gerhard Moldenhauer, Thomas Tüting, Peter J. Haemmerling, Bernd Arnold, Thilo Oelert. "Self-Antigen Presentation by Keratinocytes in the Inflamed Adult Skin Modulates T-Cell Auto-Reactivity." *Journal of Investigative Dermatology* (August 2015): Volume 135, Issue 8. Xinnong, Cheng. *Chinese Acupuncture and Moxibustion*. Beijing: Foreign Languages Press., (1987). ISBN 0-8351-2109-7.

²¹ Michael Meister, Amel Tounsi, Evelyn Gaffal, Tobias Bald, Maria Papatriantafyllou, Julia Ludwig, Georg Pougialis, Felix Bestvater, Luisa Klotz, Gerhard Moldenhauer, Thomas Tüting, Peter J. Haemmerling, Bernd Arnold, Thilo Oelert. "Self-Antigen Presentation by Keratinocytes in the Inflamed Adult Skin Modulates T-Cell Auto-Reactivity." *Journal of Investigative Dermatology* (August 2015): Volume 135, Issue 8. Maciocia, Giovanni. *The Foundations of Chinese Medicine*. Singapore: Longman Singapore Publishers Ltd., (1989). ISBN 0-443-03980-1.

Both Langerhans cells and Merkel cells found in the epithelial layer of the skin relay information to the central nervous system and the immune system. Gentle stimuli such as the epidermal non-invasive acupuncture may also cause mechanical mechanoreceptors to relay information to the central nervous system.

There is a symbiotic relationship between the central nervous system, immune and endocrine systems in the body. These experiments may explain the mechanism that lies behind the epidermal non-invasive acupuncture's success in treating a myriad of health conditions.

BIOMEDICAL TREATMENT

CASE HISTORY

The following case demonstrates how quickly a person responds to epidermal non-invasive acupuncture and how the improvement was sustained over a significant amount of time.

In November 2014, an Italian female patient aged 73 years old, 5'2, weighing 110 lbs, presented with two major health concerns. She had a five-year history of headaches and stress. Her secondary concern was insomnia.

The patient's headaches were occipital, with a pain scale rating of 6 out of 10 (10 being the most severe). Her headaches occurred biweekly, starting around 4 pm and continued until she went to sleep. Her headaches were worse with stress and reading. Associated symptoms were vomiting and vertigo.

The patient's insomnia manifested as excessive thoughts prior to falling asleep. She woke once during the night and had difficulty falling back asleep.

She had disturbing dreams during sleep. Overall, her sleep was light and restless. Her sleep was worse with stress.

The standard questions, in addition to the above information, are listed below:

- Headaches, Dizziness – see above.
- Temperature – cold all over, especially hands and feet, worse between 4:00 pm to 6:00 pm.
- Perspiration – normal.
- Dryness skin, hair, nose, throat – normal.
- Heart – no palpitations, irregular beats or murmurs. History of low blood pressure. One incident of loud pounding sensation.
- Lungs – no coughing or congestion. There was noticeable sighing.
- Eyes, ears, nose and throat – Eyes: history of cataract right eye; eyes easily strained by reading more than one hour; eye lids felt sore and hard. Ears: high pitched ringing.
- Digestion – ileostomy at age 16 which led to irritable bowel syndrome (IBS).
- Energy – The energy was affected by lack of sleep. Energy: 3 out of 10 (10 being the highest amount of energy).
- Emotion – Physical and emotional abuse as a child. Current: family discord. Over-thinking prior to and during sleep.
- Sleep – see above.
- Pulse: Left cun – weak, guan – wiry, chi – not felt. Right cun – weak, guan – weak and slippery, chi – not felt.
- Tongue: purplish body, with scalloped edges and a thick white coat.



PHOTO: Pixabay.com

TRADITIONAL CHINESE MEDICINE DIAGNOSIS AND ETIOLOGY

The diagnosis was Liver qi stagnation with the Liver attacking the Spleen and concurrent Spleen qi deficiency. There was also Heart yin deficiency. The Liver qi stagnation presented as occipital headaches. The Heart yin deficiency presented as difficulty falling and staying asleep and dream disturbed sleep. The Spleen qi deficiency manifested as rumination with low energy.

The Liver influences emotions. When Liver Qi stagnates, this can manifest as anger, frustration, and depression.²² The Liver also has an effect on all the organs especially the Spleen and/or Stomach leading to digestive concerns.²³ According to the Overacting sequence the Liver can have a negative effect on the Spleen.²⁴ Headaches may be a result of pathogenic wind, deficiency of both qi and Blood, or the upsurge of Liver yang.²⁵ The headache was classified as deficiency of both qi and blood because the manifestations were blurred vision, overstrain and mental stress.²⁶

The Spleen's main function is that of transforming and transporting food.²⁷ Over-thinking directly weakens the Spleen.²⁸ Irritable bowel syndrome could be the result of damp-heat, cold-dampness, or deficiency of the Spleen.²⁴ The patient's IBS was classified as cold-dampness because it manifested as watery diarrhea and chilliness.³⁰

The Heart governs the blood and houses the mind.³¹ Blood and yin house the mind.³² If blood and yin are deficient there may be symptoms of depression and sadness.³³ Heart blood deficiency and Heart yin deficiency manifest as insomnia, the latter making it difficult to fall and stay asleep.³⁴ Insomnia may be the result of deficiency of both Heart and Spleen, disharmony between the Heart and Kidney, upper disturbance of Liver fire, or dysfunction of the Stomach.³⁵ In this case, the insomnia was classified as deficiency of both Heart and Spleen because it presented as difficulty falling and staying asleep and dream disturbed sleep.³⁶

^{22, 25, 26, 29, 30, 35, 36} Xinnong, Cheng. *Chinese Acupuncture and Moxibustion*. Beijing: Foreign Languages Press., (1987). ISBN 0-8351-2109-7.

^{23, 24, 27, 28, 31, 32, 33, 34} Maciocia, Giovanni. *The Foundations of Chinese Medicine*. Singapore: Longman Singapore Publishers Ltd., (1989). ISBN 0-443-03980-1.

TRADITIONAL CHINESE MEDICINE TREATMENT PRINCIPLE

Treatment Principle: harmonize the Liver, calm the Stomach, nourish Heart yin.

TRADITIONAL CHINESE MEDICINE TREATMENT

During the initial treatment, one needle was retained for five minutes. The patient experienced light-headedness, at which time the needle was removed, and the patient agreed to the administration of epidermal non-invasive acupuncture.

Treatment: Epidermal non-invasive acupuncture* Liv 3 with P 6, H 6, H 7 and Sp 4. Bilateral treatment using a 34-gauge, 1-inch needle.

Epidermal non-invasive acupuncture protocol was performed as follows:

1. The practitioner put on gloves to protect the sterility of the needle and to minimize risk of infection.
2. The acupuncture points are swabbed with alcohol.
3. The tip and body of the needle is laid horizontally over the acupuncture point while holding the handle of the needle, with the dominant hand.
4. With the non-dominant hand, place the index finger over the tip and body of the needle.
5. With the dominant hand pull the needle out from under the index finger of the non-dominant hand either distally or proximally along the channel
6. The practitioner continues laying the needle over the acupuncture point with the dominant hand (step 3), placing the index finger over the tip and body of the needle with the non-dominant hand (step 4), and with the dominant hand pulling the needle out from under the index finger. This is repeated a total of 21 times (7 seconds duration).



RESULTS

The patient returned after one week and reported that the headaches had diminished completely. The patient also reported being able to sleep solidly for 7 hours or if woken would fall back asleep quickly. The patient's energy level improved to an average of 7 out of 10 (10 being the highest amount of energy).

The treatment continued weekly, using epidermal non-invasive acupuncture protocol as mentioned above. Treatment was administered once a week for 5 weeks for a total of 6 treatments. Subsequent treatments were then given once a month for 5 months. Then the patient had a follow up treatment after 2 months and then again after 3 months.

Throughout the remainder of the treatments, the patient reported an increased sense of being able to cope with stress without reactivity, no recurring headaches, sleep that lasted between 7–8 hours and energy that continued at a consistent range of 7 out of 10 (10 being the highest amount of energy). Although there was family discord, the patient reported that these situations did not cause a feeling of stress, or a recurrence of headaches.

DISCUSSION

Epidermal non-invasive acupuncture was developed to treat a patient who had a negative reaction to acupuncture but who still wanted treatment. By coming up with a solution, I was able to address her

health concern. My practice is primarily acupuncture and I do not use herbal medicine. This apparent limitation has allowed me to explore the full range of acupuncture.

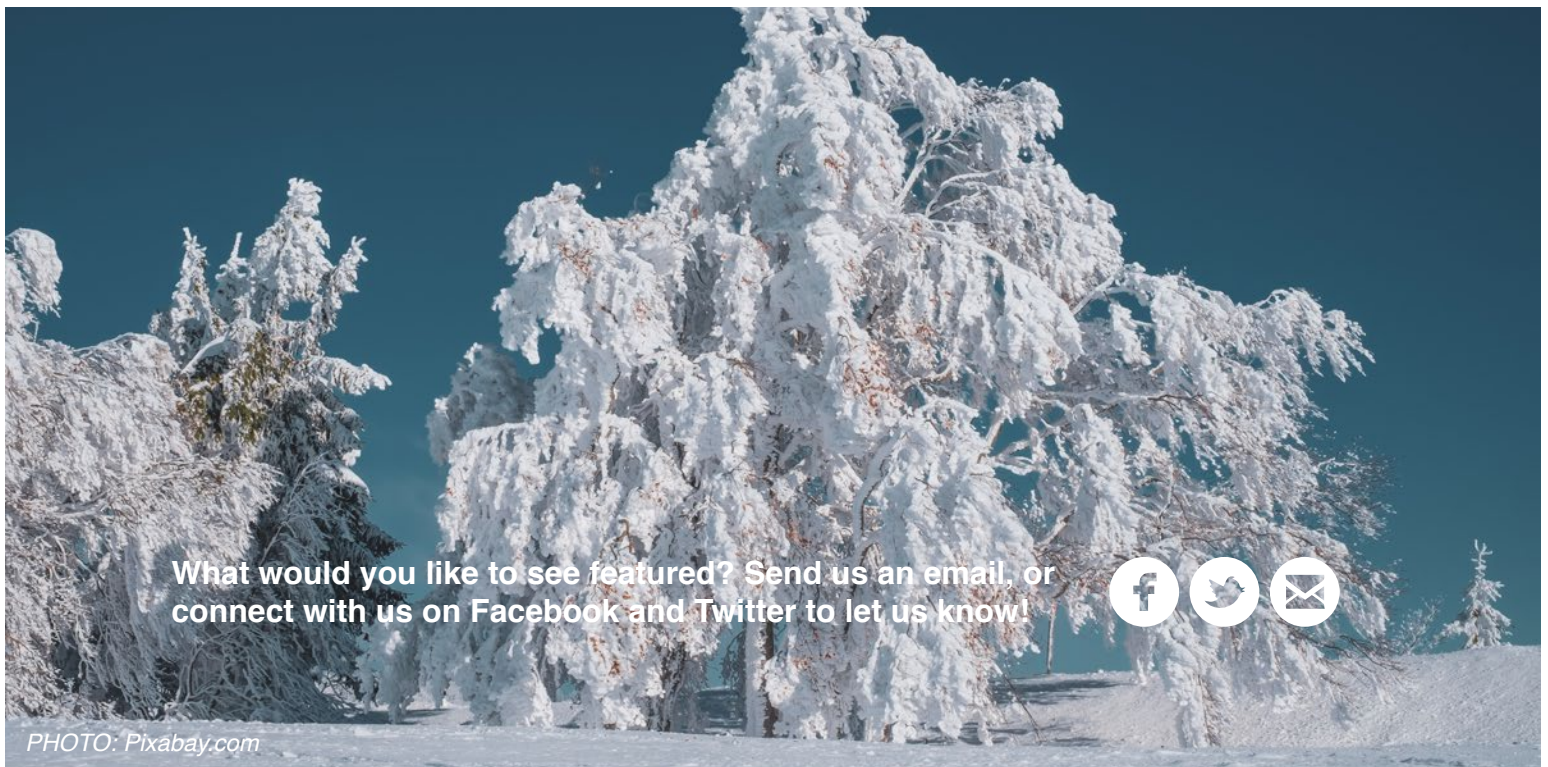
I practice in a rural community which initially did not have an acupuncturist. I continue to see patients who have explored other avenues of health care with little or no success. Most of these conditions are chronic and the patients have a feeling of defeat.

Since the onset of my practice I started exploring alternative needling techniques. There is a wide range of stimulation available which is dependent on the vitality of the disease, the intensity of the disease and the ability of the patient to receive a mild or strong treatment.

Epidermal non-invasive acupuncture is based on the physiology mentioned above. I understand that the body has the ability to heal, and if we can find the right method, we can be instrumental in creating this change.

At one time, many forms of needling were used. Some of these have been published, but perhaps there are other methods to be discovered. Certainly, for an acupuncturist who uses needles primarily, it is important to consider how one is needling and how to use the needle in a way that is most effective.

Perhaps this case study will open the door to exploring epidermal non-invasive acupuncture on other patients and seeing the effectiveness in other



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health conditions. Findings warrant a larger controlled trial comparing the effectiveness of epidermal non-invasive acupuncture to standard acupuncture. This case may provide an alternative for patients who cannot tolerate needle punctures.

DECLARATION OF ETHICS

This case study has adhered to the National Certification Committee of Acupuncture and Oriental Medicine Code of Ethics and The Clean Needle Technique for Acupuncturists as outlined by the National Certification Committee of Acupuncture and Oriental Medicine. This has been reviewed by the Oregon College of Oriental Medicine Research Department. There has been no funding, sponsors or institutional affiliation. There are no known conflicts of interest.

- Lisa Kramer-Hunt and Dr. Jeffrey J. Hunt



PHOTO: Pixabay.com



*Lisa Kramer-Hunt
R.Ac., Dipl. NCCAOM*



Dr. Jeffrey J. Hunt, ND

ABOUT THE AUTHORS

Lisa Kramer-Hunt, R.Ac., has been in practice for over 25 years. Practicing in a small town, with a limited number of acupuncturists Lisa quickly developed the ability to treat complicated and intractable diseases. Lisa holds a master's degree from the Oregon College of Oriental Medicine.

Dr. Jeffrey J. Hunt, ND has been in practice for over 27 years. Working in a town that has the world's largest smelter plant in Canada, Dr. Hunt has taken an interest in the treatment of heavy metal toxicity amongst other health conditions. Dr. Hunt graduated summa cumma laude from the Canadian College of Naturopathic Medicine.



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Acupuncture 2020: Rising to the Challenge of the World on Fire

Russell Brown, L. Ac.

PHOTO: Banter Snaps for Unsplash.com

Take a moment to remember how you felt the morning after the 2016 (U.S.) elections. What was it like to breathe the air that day? I remember returning to my practice a few days later just as the Ku Klux Klan announced plans for a victory march.

My patients complained of waves of nausea; many couldn't sleep. Some talked about canceling Thanksgiving plans or making appointments for IUDs. Almost all described a deep fatigue, but their pulses weren't weak or thin. On the contrary, they were wiry and burning with Heart Fire, like they couldn't breathe and were fighting but they didn't understand exactly what they were fighting. It was like they were in resistance to reality itself, which was flagrantly hostile.

It's almost four years later and another election.

Take a moment and acknowledge where we are now—like really acknowledge it, feel it in your bones. Stuff seems pretty bad at this crucial moment in history: American fascism, global neo-nationalism,

hyperactive environmental collapse—things many still refuse to believe are possible in their lifetimes. Sunny latte foam art on Instagram can't erase children being indefinitely detained in holding cells; women seeking abortions being mandated by the Supreme Court to listen to fetal heartbeats; the routine murder of trans women; and not knowing if the person next to you may be totally cool with it all. Then there's the ache that accompanies the creeping loss of hope—even if one does make progress, what does it matter if the world has past its breaking point?

That's the air we breathe. Some people might not care, but it's still the air they breathe.

Our patients live in this world. It's a reality some have been forced to live with longer than others, many for their whole lives—the feeling of being continuously under siege, in ways that can seem invisible and ways that increasingly are not. They may be aware or unaware of how they somatize this; it may be discussed or unspoken.

But our job is to take the pulse. That's the actual job—to have our finger on the pulse.

Our relevance relies on acknowledging and heading into this, not willfully denying it or feigning ignorance and spiritually bypassing it. Instagram photos of latte foam can be sunny because you never see what's at the bottom of the cup. Are you waiting for a more dire moment to “release the exterior invasion”?

Acupuncturists don't have the luxury of political obliviousness if only for the selfish reason that the sustainability of the profession is on the line.

Political currents are determining your clientele—who has expendable income, who has the right insurance, who has insurance at all—and it's naive to think that white nationalist theocrats have any

interest in supporting Asian “alternative medicine” (that eschews Big Pharma and the A.M.A.). It also bears repeating, particularly in this golden age of Apolitical Wellness Influencers, that North American acupuncture exists because of immigrants, and to remain apolitical—to have no public opinion about even immigration—is the height of narcissism, and disrespects the people who built our house.

Adapting practices to address current needs is not optional. So how are we practicing differently? What does helping someone “feel better” mean right now and for the foreseeable future? This is the conversation I want to have with other practitioners. It's the conversation I want other practitioners to have with other practitioners. I don't have all of the answers but here are a few ideas and some points of departure.

It can be treatments one might not have considered before:

- I've seen patients stuck in a fight-or-flight response, unable to down-regulate their own nervous system, or they can down-regulate but are retriggered by the daily barrage of political news. Kidney Trauma Treatment can be a powerful way to reset the parasympathetic nervous system and soothe the Po.
- J.R. Worsley's Aggressive Energy treatment is another type of systemic reset. It scrubs superficial toxicity from the Sheng Cycle and reharmonizes all five elements.



PHOTO: Rodion Kutsaev for Unsplash.com

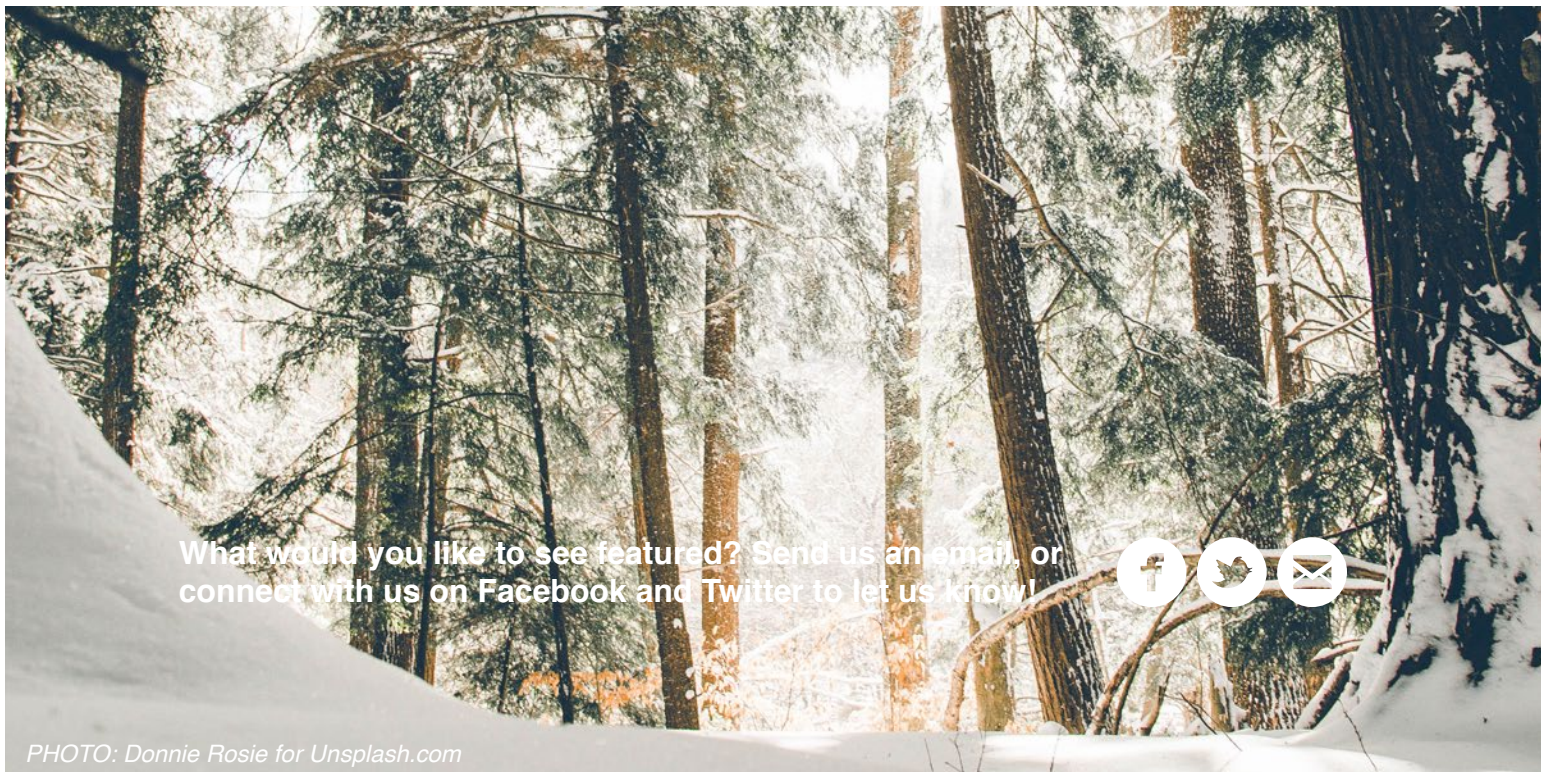
- For some patients, other people's voices, moods, opinions, and criticism can strangle their autonomy and inhabit them like a form of possession. Internal and External Dragons treatments can be useful for freeing possessions, realigning the HT/KD axis and restoring constitutions.
- There are other patients who may feel similarly overwhelmed by social interaction but have an entrenched core belief that the world is hostile and will never support their primary survival needs. They shut down their ability to deeply examine their lives and realize their potential because maintaining a status quo is the only way to regulate their nervous system and feel safe. The protocol for Husband-Wife Imbalance can reverse this shutdown.

It can also be reconsidering routine treatments:

- For example, when we use ST36 to "tonify" digestion, how are we thinking about digestion differently today? The context is crucial. We are now constantly absorbing and processing, not just food but information, and not just information but often crass, charged, potentially toxic information that we are called on to instantly vet. This absolutely impacts the Spleen Yi. We are both mind-constipated and totally starved for nutrition, simultaneously full of information and reaching for the phone in the middle of the night to take in more.

If you don't currently use them, you might try Secondary Vessels, which deal with life armor and what happens when that armor fails, when trauma can penetrate to the deepest levels, even compromising one's understanding of their life's purpose:

- The Tendo-Muscular Meridians (TMMs) or Sinew Channels exclusively regulate Wei Qi and function as the first layer of armor against the exterior world. You might access these when trauma presents in the skin and muscle.
- If the TMMs fail, pathology can go deeper, into the Ying Qi/Blood level. If the Heart blood bears the trauma and begins affecting a patient's demeanor, mood, and permanent disposition, the Luo Vessels may be bled to free this stagnation.
- If the Wei Qi and Ying Qi both fail, the pathology can go all the way into the Yuan Qi, the deepest level, where it can damage the constitution itself. In these instances, using the Eight Extraordinary Vessels can treat issues related to growth, aging, identity, humanity, and ultimately one's ability to move forward pursuing our life's curriculum.
- Also consider the Divergent Channels, which bridge Yuan Qi and Wei Qi, to treat pathologies when they present both deep in the constitution and in the skin or muscle. For example, autoimmune diseases that flare with stress.



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Or approach it all with a different perspective entirely:

- Jeffrey Yuen takes a macro-philosophical approach discussing the Seven Levels of Manifestation, beginning with materialization and culminating with the communion of all life on earth—plant, animal, and human. For those patients whose pain comes from self-identifying with their human trauma—only seeing life through a human lens—Yuen offers an acupuncture protocol based on the Chong Mai to encourage that final level, so they can step back and connect to something infinite.

And then there's the shift that can happen before the needles even go in:

- Is it a subtle change in the intake? For example, is it adding a question and making the "Ten Asking Song" the "Eleven Asking Song"? Maybe it's as simple as, 'How are you handling the world right now?' or 'How much and what kind of news are you consuming?'
- Are you inquiring about or listening for pain connected to the suffering of others? The suffering of strangers?
- Are you available for a different kind of conversation with your patients?

This is not about reinventing acupuncture, which has succeeded as a tool for healing through violent and chaotic political times, from the Barefoot Doctors of the Imperial Revolution to the Communist takeover of China to the Black Panthers and the Young Lords in 1970s New York City. And it doesn't have to be about new or esoteric treatments. It's about acknowledging and connecting the state of the world to what we do in our clinics. (Shout out to the incredible Jackie Arellano who established the first weekly acupuncture clinic in Mexicali, Mexico, to treat people waiting for asylum in the U.S.)

Consider this a challenge in the best way. We are being called on to do our jobs in profound ways that most of us never could have imagined. As students, when we learned about the vital work of acupuncturists throughout history, it often felt far away—we didn't see ourselves in their stories because of the safe distance of relative prosperity. But we may actually be those acupuncturists. We are about to find out.

- Russell Brown



ABOUT THE AUTHOR

Russell Brown, L. Ac.

Russell graduated from the University of California, Berkeley and worked in feature film development before receiving his acupuncture license in 2007.

He opened Poke Acupuncture in Los Angeles in 2009. Russell has operated pro-bono acupuncture clinics for the HIV/AIDS community at the Immune Enhancement Project in San Francisco and Being Alive in L.A., and was the in-house acupuncturist for the Alexandria House, a transitional home for women also in L.A.

He was a columnist for the feminist newsletter Lenny Letter and wrote a book on meditation titled Maya Angelou's Meditation 1814.

www.pokeacupuncture.com



PHOTO: Pixabay.com

Tracing the Nature of the Points

Flora Joan, R.TCM.P. and
Michael Silvester van der Giessen

PHOTO: Markus Spiske for Unsplash.com

Acupuncture points and meridians were named long before they were lettered and numbered, and learning their traditional names can enhance your skills as a practitioner and support self-healing.

Unfortunately over time, the poetic names and meanings of the points have faded into the background in favor of their numeric sequencing. This is unfortunate as the names convey something essential. Apart from describing actions and effects, their traditional names reveal the shen (nature or spirit) of each point. Additionally, being deeply rooted in philosophy, religion, mythology, alchemy, astrology, architecture, feng shui, shamanic ritual, sexology, strategy and the "art of war", they also refer to nature. These references to nature are especially important because they are transcultural, i.e. they are part of the intangible cultural heritage of humanity. (UNESCO put acupuncture on its Intangible Cultural Heritage List in 2010.)

As acupuncturists, we need to remember that, in treating a human being, we are essentially dealing with an inner landscape with a cosmic dimension. Dynamics that occur in nature also occur in the human body at a physical, emotional, mental and spiritual level.

One of the most important classical texts of traditional Chinese medicine is the Neijing, which states "that which the heart remembers is called yi." Yi can be interpreted as "medicine", yet it also translates as idea, image, thought, opinion, meaning, intention, proposal, attention, aspiration, desire and feeling.

The semantic relationship between intention, attention, image and medicine points to something important. There is a deep inner connection between image, awareness and healing. It was this that led

us to create a visual aide-memoire for each of the points (The Nature of the Points project).

Inspired by the words of Confucius, who said, "I hear and I forget, I see and I remember", we create a visual interpretation of each point that engages the mind's eye, so yi can be perceived more deeply and remembered.

The pictorial Chinese characters in the names of the points lend themselves to visual interpretation that reframes them in ways that speak to us today.

The more we understand just how deeply nature is reflected in the acupuncture points, the more likely we are to find the right point to treat or meditate on.

MEANING



DU-4 GV-4 Mìngmén, 命門, Gate of Life, Gate of Destiny, Gateway of Life, Destiny and Life's Unique Purpose, Life Gate, Connected, Bamboo Stick, Palace of Essence.

B-A-L-A-N-C-E!



BL-40 (54), Wěizhōng, 委中, Equilibrium Middle, The Centre of Balance, Middle of the Crook, Bend Middle, Supporting the Middle, Blood Cleft, Central Cleft.

HISTORICAL TIDBIT: Acupuncture points and meridians were used in certain meditation and breathing techniques long before needles were used.

As practitioners, we can make patients aware of the importance of intention (yi) in medicine (yi).

Qi can be moved by our intention. It is not always necessary to use needles.

We can also advise patients to meditate on and/or massage certain acupuncture points. Homework that encourages patients to participate in their own healing can be very empowering. In recognizing that intention is an essential aspect of medicine and thereby facilitating self-empowerment, the ancient art of acupuncture is very much aligned with the needs of today.

- Flora Joan and Michael Silvester van der Giessen

EX-CHANGE (receive and let go)



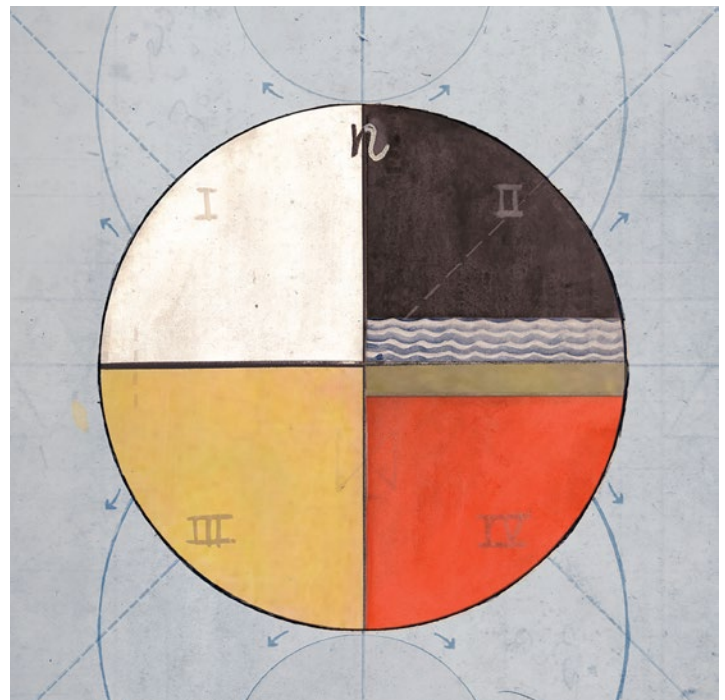
Lu-11 少商, Shàoshāng, Young Shang, Our Inner Quality of Value, Little Merchant, Lesser Shang, Ghost Faith.

HEAL (healing is every step)



Kid 22 步廊, Bùláng, Walking Corridor, Walking on the Verandah, To Step Out Into the Garden Courtyard, Step Upward, Walking Gentleman, Corridor Walk.

ENOUGHNESS (the balance you're seeking, is also seeking you)



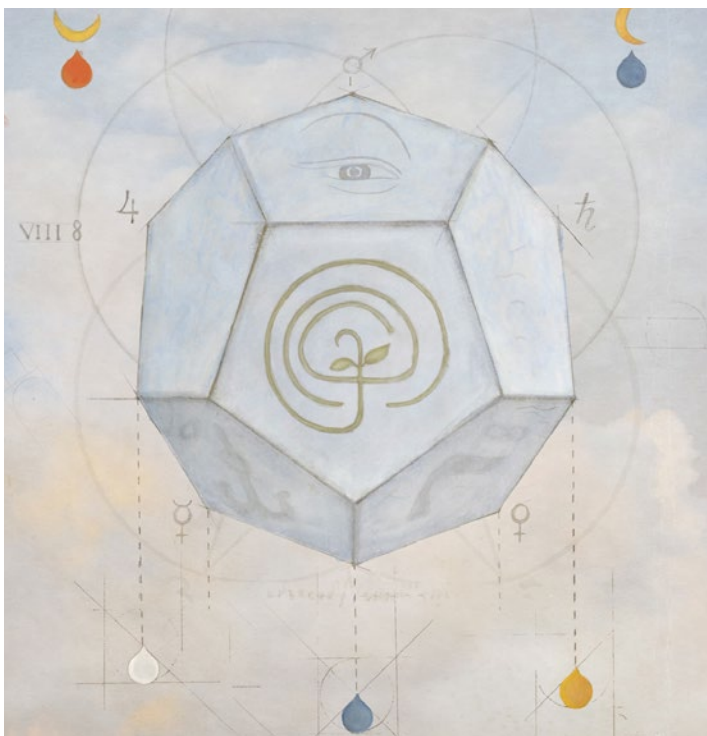
Kid 14 四滿, Sìman, Four Fullnesses, Fullness and Balance of the Four Directions, Fourfold Fullness, Four Full, Marrow Mansion, Marrow Center

BURST (is it a seed or a weed?)



Liv 12 急脈, Jímài, Urgent Pulse, Hasty Pulse, An Urgent Vital Circulation, Goat Arrow, Lovers Pulse.

REJUVENATE (water your (life) plan)



Liv 8 曲泉, Qūquán, Crooked Spring, A Maze of Spring Water, Spring at the Bend.



ABOUT THE AUTHORS

Flora Joan and Michael Silvester van der Giessen are an inseparable creative duo.

They've been working together for over fifteen years in artistic, editorial and commercial imagery. Recently the couple introduced themselves to the world of 'the healing arts' through 'The Nature of the Points' project. Flora grew up in a family of acupuncturists and this shaped her art and identity. A professional cultivation of this upbringing became a beautiful addition to her curriculum after she herself graduated from the academy as an acupuncturist where she works as a clinical assistant. Prepping the students for their exams gave her a good indication how mnemonic devices could help with learning the name, the meaning and function of each point. The couple is reverse-engineering this insight into easy to consume memory aids / aide-mémoires for students. Flora believes that exemplifying the nature of the points may invigorate a practitioner's art (and could inspire a patient's interest in the waiting room as a bonus).



PHOTO: Unsplash.com



Three New Ways to Think About Marketing Your Practice

Michelle Grasek,
L.Ac., MSAOM Acupuncturist

PHOTO: Joshua Fuller for Unsplash.com

Does the word “marketing” bring to mind images of used car advertisements or uncomfortable networking events? If there’s one thing that unites us as acupuncturists, it seems to be an inherent dislike of marketing our practices.

As healthcare providers, we make an enormous effort to establish strong, honest reputations in our communities. In my five years teaching marketing strategies to other acupuncturists, I’ve learned that many acupuncturists are afraid of tarnishing this reputation with marketing.

As a group, we lack confidence in our ability to execute marketing that feels genuine and trustworthy. We’re afraid that if we do any advertising at all, it will come across as pushy, salesy, greedy, or dishonest.

Making matters worse, many acupuncturists get very little or no marketing education in acupuncture school. So even though we know marketing is a necessity to reach new patients, we have no idea where to begin, let alone how to do it effectively. The result is a mix of guilt and stress that results in avoidance.

Fortunately, there are approaches to marketing that help eliminate the fear of coming across as aggressive or salesy. It’s time to let go of negative assumptions about what marketing looks and feels like. You can market your practice using methods that lead with authenticity and generosity.

Let me share three concepts that will change the way you think about marketing for the better:

1. MARKETING IS SIMPLY LETTING THE PEOPLE WHO NEED YOU KNOW THAT YOU EXIST.

This is the foundation for strong, honest marketing. If you take only one thing away from this article, I hope this is it.

Marketing is simply letting the people who need you know that you exist. What does this mean? It means that your goal for marketing should be to educate your community and help people understand how much acupuncture can help them. In addition, you also want to let them know that your clinic exists in their community. Basically, you're teaching them how you can help them, and how to find you to access that help.

This is such a profound way to think about marketing, because it's all about sharing information. You're essentially empowering people with knowledge that they can use to make their lives better.

Using this statement as your guide, it's much easier to create marketing that feels good to you and your potential patients. I've found it often helps acupuncturists let go of their negative feelings about marketing. It's difficult to create pushy, salesy marketing when you're using this as your guide.

You know how powerful acupuncture is. There are people out there whose lives could be significantly altered for the better because of acupuncture. But first you have to reach them. You have to help them find you.

So whenever you find yourself thinking about marketing as pushy, sleazy, or salesy, ask yourself if the marketing is coming from a place where you're keeping this concept in mind.

2. MARKETING IS ABOUT BUILDING TRUST.

One of the main goals of marketing is to generate enough trust that your potential patients feel confident making an appointment. From the view of the potential patient, there is both a financial risk to acupuncture, as well as the "risk" that comes along with an unfamiliar medicine involving sharp objects.

Basically, your marketing should help them overcome the doubts they may have about acupuncture.

I like to use the example of getting someone to schedule an acupuncture appointment versus selling them a pizza. Let's say you get a postcard in the mail for a pizza place, and it comes with a coupon. You take one quick look and think to yourself, "Cheese, pepperoni, this looks legit. I'll totally order a pizza from this place."

They don't have to do a lot of work to generate trust, right? It's just a pizza. People already trust pizza - because they're familiar with it.

But for people to trust us to put needles in them and to divulge personal health information, we as acupuncturists have to work a little harder and generate more trust than the average small business. So one of the goals of our marketing is to build up people's trust in us as acupuncturists.

How can we generate trust through marketing? First, it's important to have consistency of your brand and your marketing message across your entire online and in-person presence. Why? Consistent branding and messaging implies professionalism and makes you look like a well-established and reputable business.

Secondly, it's important to give potential patients the opportunity to get to know you. To see who you are as an individual and get a taste of how you approach this medicine. This allows people to decide (whether it's a conscious decision or not) whether you're a good fit for them as a healthcare provider. For example, whether they would be comfortable sharing their personal and health information with you.

How can you give people the chance to get to know you through your marketing? Blogging, posting consistently on social media, occasionally sharing small tidbits about your life (your interests and hobbies outside of work), and recording video for your social media are all good options that build trust. They give potential patients a peek into who you are and your perspective on this medicine. And you don't have to "over share" on social media in order for this to be effective. I always tell my marketing students – share to your comfort level on social media.

It's a long-established concept in marketing that people like to buy things from people they know, like and trust. The more familiar you feel to potential patients, the more comfortable they'll be making an appointment.

3. MARKETING REQUIRES CONSISTENCY TO BE EFFECTIVE.

Consistency is paramount in marketing. Even if your marketing isn't perfect (and of course, no one's marketing is perfect), if you're just consistent, you will see results eventually.

This should be an uplifting and liberating thought! You don't have to achieve "perfection" for marketing to be effective. You can begin right now, learn as you go, and as long you get your message out in your community consistently, you'll start to see results.

What is this need for consistency rooted in?

Consistency is essential because it takes five to seven touchpoints, or reminders, before a person purchases something.

This means that if you have a potential patient, you need to put yourself, your branding, or your message in front of them five to seven times before they decide to make an appointment. Most acupuncturists are simply not marketing consistently enough to get in all those touchpoints.

If you think about it, five to seven times is a lot of reminders! It's repetition of your marketing message over and over again. It's probably going to feel like too much at first – this is a really common theme among my marketing students when they first get started. They often feel like they're being redundant, which must be annoying to people.

And I always remind them of two things:

First, not everyone is exposed to each marketing effort you take. Though you may be repeating your message, this may be the first time some people have heard it.

And second, it is normal and necessary for marketing to be repeated in order to be effective. Why? Because your goal is to accumulate those five to seven touchpoints! So even if people are hearing the same message over and over, that's fine. That's normal and typical of effective marketing.

My marketing mentor always used to say that you should give a new marketing effort at least three

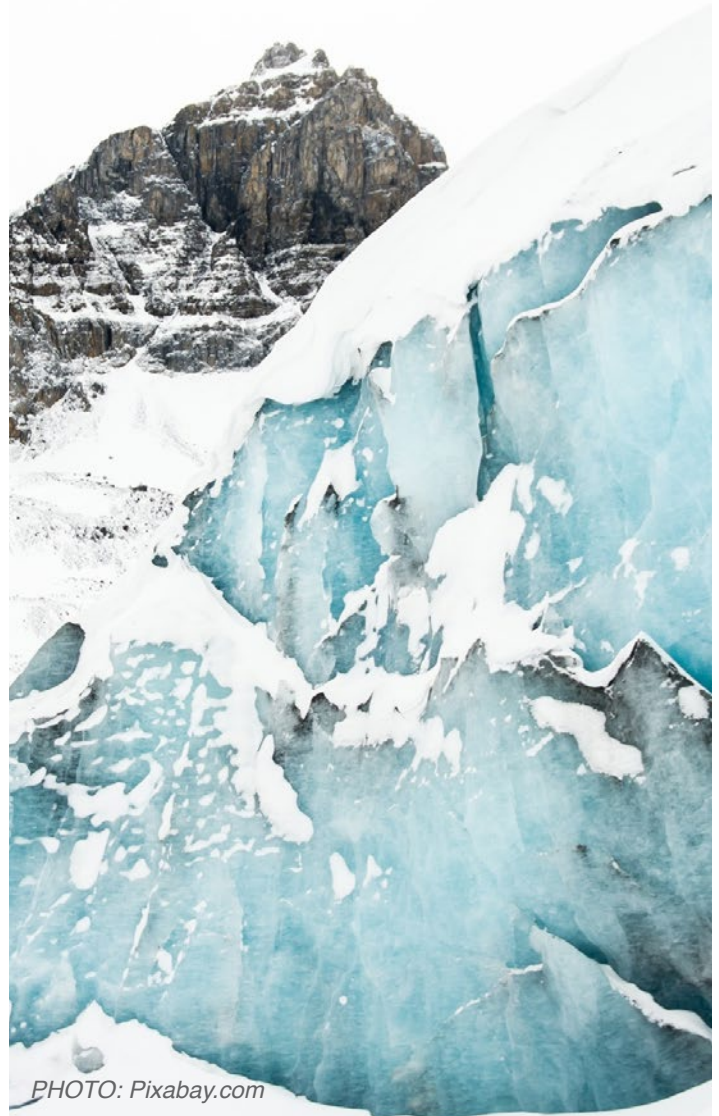


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months before deciding whether it's giving you a good return on the investment of your time or money.

Three months is a long time. If you're bouncing from one marketing approach to another every few weeks and deciding that they aren't working, then you're probably not giving those marketing efforts enough time.

Commit to being consistent with your marketing, share your message often and repeatedly, and give your marketing efforts enough time to mature. I think you'll find it's much more effective!

I hope these ideas help you shift the way you think about marketing. There's no need to fear or avoid it. You can create genuine, honest marketing by sharing information that educates and empowers your community. In addition, allow people to get to know you and your passion for this medicine, and share your message often. You have an incredible healing gift that can impact so many people in your community. Marketing simply helps you find new people to share it with!

- Michelle Grasek



ABOUT THE AUTHOR

Michelle Grasek is an acupuncturist and marketing strategist who's been blogging and teaching marketing for five years. After escaping a corporate job, she made it her mission to help acupuncturists grow their businesses using marketing techniques that are genuine and generous. Through her articles and online PDA courses, Michelle aims to help you outline a strategy, focus on marketing that makes you feel good, and get new patients every week.

She shares all of her practice-building secrets at michellegrasek.com and on social media @michellegrasek.



PHOTO: Marc Marchal for Unsplash

MRM's Best of 2019

A summary of the top posts of 2019 based on activity and engagement within the Medicinal Roots Magazine online community.

Click the links below to read the posts, and keep the comments and shares coming.

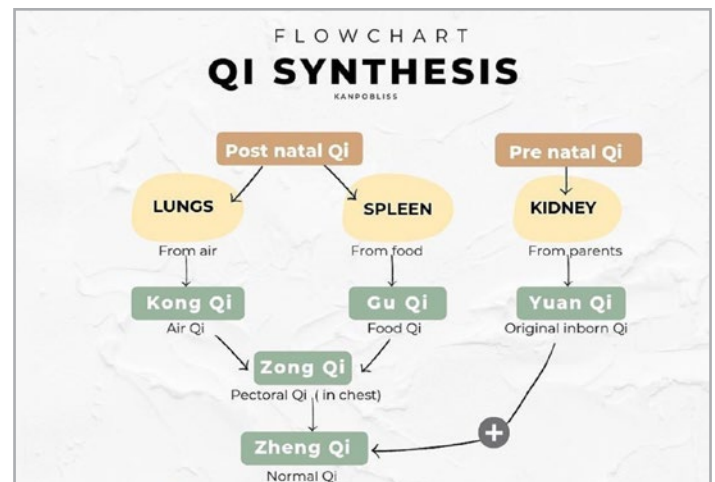
APRIL – WSJ "NO DRUGS FOR BACK PAIN"

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MAY – QI SYNTHESIS FLOWCHART

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MAY – PREPARING GINGER TEA THE TRADITIONAL CHINESE WAY

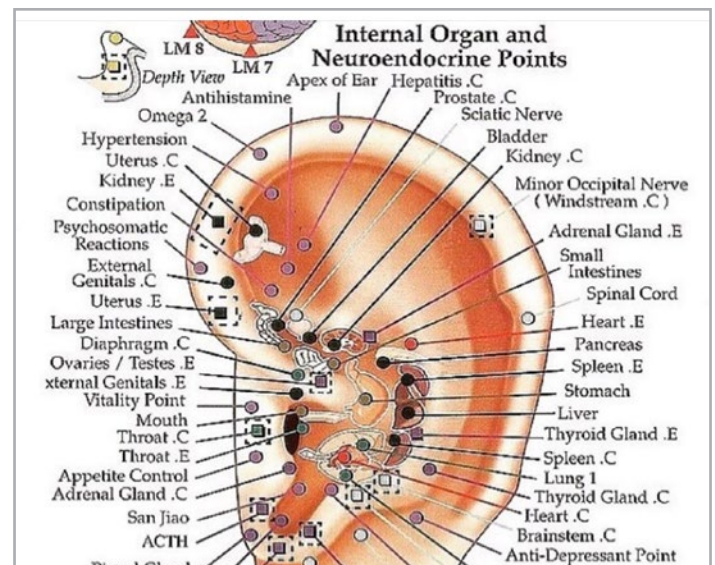
MRM video and article from Christine Fung

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JUNE - AURICULAR ACUPUNCTURE

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JULY - LOVE, LIGHT AND SPIRITUAL BYPASSING

MRM Article by Russell Brown on Acupuncture's Social Media Message

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Instagram is blowing up (in a good way) about this article. Have you read it yet?

#medicinalrootsmagazine #socialmedia #tcm #acupuncture



SEPTEMBER - THE SENSORY STIMULUS CREATED AT ACUPUNCTURE POINT KIDNEY 3

<https://www.facebook.com/MedicinalRootsMagazine/videos/699179943921460/>

The sensory stimulus created at acupuncture point Kidney 3 is sending out continuous signals along the common peroneal nerve to the sacral nerve plexus, a group of nerves at the base of the spine responsible for bladder function. Paired with a point called Spleen 6 that stimulates the posterior tibial nerve, this technique called "neuromodulation" 🧠 is able to change bladder function over a long period of time! Numerous studies have shown electroacupuncture at these points to be far more effective than placebo and drugs for an overactive bladder and urinary incontinence, even 3 years later. 🙌

You know what's even more amazing? That the Chinese knew this thousands of years ago, and attributed these points with the function of strengthening the Kidneys - which have an important relationship to the Bladder in both Chinese and Western medicine. The Kidneys are also considered to be the powerhouses of the body, the root of our reproductive function, and our life force reserves. This means that these points also increase your energy, boost your sex drive, and slow down the signs of aging! Pretty. Damn. Cool

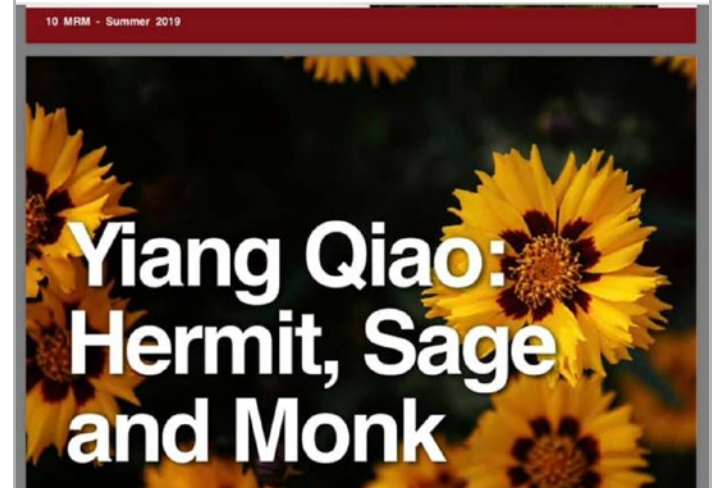


SEPTEMBER - YANG QIAO: HERMIT, SAGE AND MONK

MRM Article by Yvonne R. Farrell

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We can't get enough of Dr. Farrell's articles. Have you read her latest one? Also, did you spot our error in the title?? That's right!! It should read Yin Qiao not Yang Qiao, seems like we blended our words 🙊. Sorry about that.....the article is still incredible despite the typo. Check it out here: <https://www.medicinalrootsmagazine.com/current-issue.html>



NOVEMBER – A CASE FOR COMMUNITY ACUPUNCTURE

MRM Article by Jean-Paul Thuot

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