

Far Infrared Sauna's – Marketing Essentials

By Troy White...403-616-8890

First of all it is imperative to understand what Far Infrared is...how it works...and how it benefits your health. There is few things out there that have been proven for thousands of years like sweat lodges and saunas. There is no disputing the facts that saunas have been used for thousands of years to help people relax, detoxify, cleanse skin and overall improve your health. Over time there was interest in the sun, infrared and how it can be captured to use in saunas'. Infrared saunas have been used for 80+ years...just not here in Canada...mainly Asia and Germany.

With 30,000,000 people + there is substantial research results in, positive health reports and many, many happy people to substantiate the benefits from Far Infrared.

Things to keep in mind:

The Health Mate and Infratherapist saunas use TRUE Far Infrared...all other competitive sauna products are not true far infrared...or at least they are not for the full time you are in the sauna. There is mathematical formula proving that any form of Infrared heater other than steel (which is used in Healthmate and Infratherapist) cannot remain at Far Infrared for extended periods. Most competitive products use ceramic heaters...they are far infrared for a limited amount of time with the majority of time in non far infrared range.

Far Infrared penetrates and heats the body up to 1.5 inches deep – regular saunas and no far infrared saunas heat up to 0.5 inches deep. This is significant in that it forces your body to heat up 3 times deeper and therefore sweat 3 times as much (which is one of the significant advantages of Far Infrared over other forms of spas).

Hot Buttons and Marketing Approaches – excellent info on pages 17 - 24

Weight loss/calorie loss

Fact: Far Infrared can help burn up to 600 calories in 30 minutes with a heat conditioned person. Not all of this is water either, as it produces a cardiovascular effect by speeding your heart rate up, your blood flows faster and oxygen gets to the extremities of your body quicker.

De-stress

Much of stress and fatigue is caused by toxins in the blood. Far Infrared is one of the most powerful ways to detoxify your body of all unwanted toxins.

Detoxification

Explained in the report at the end

Cellulite

Cellulite is basically small “globs” of fat molecules in the body. Far infrared helps to clear up those globs. As infrared is a form of energy, it vibrates. As it enters the body it vibrates and breaks up molecules that should not be there, or the body wants to get rid of. This combined with the heavy sweat a person gets, is enough to help rid the body of unwanted cellulite.

Arthritis

Explained in the report (p 17 – 24)

Asthma

Explained in the report (p 17 – 24)

Pains

Explained in the report (p 17 – 24)

Marketing Ideas

- Have 3, 6 or 12 month membership programs (like a sun tanning salon)
- Give them the first session or two free – get them used to using the saunas – used to the relaxation etc – basically try to get them addicted to Infrared
- Put together a “Detox” program – mixing detox vitamins, cleanses with the Infrared – make it a 3 month program – for \$120 per month you get 4 x 45 minute sessions, and 4 detox drinks (or something like this).
- If they follow the program as instructed with proof, and do not feel better, look better, have more energy, feel younger etc...then a full refund
- Apply a credit to people who use your sauna for xx months and then decide to buy their own sauna ... give them \$150 off the purchase price (or more)

- If they buy a sauna from you...give them referral fees (\$100 - \$150) for every person they refer to you that buys one. If they lease the sauna – they could convince one friend a month to buy and that would pay for their lease
- The media will enjoy hearing about this form of therapy...write up a press release for each city or town your stores are in
- Have people that use the saunas write out a testimonial...or write it for them and have them sign it. Use this as a marketing tool – use the testimonials in your advertising. Or use the testimonials as a form of special report to give out to people
- Find out if the city or town you are in has a mailing list company (if not use the mailing list companies in larger cities). Find out how much it will cost to buy a mailing list of people that spend over \$500 per year on health products in your city. If within your budget, buy the list and send a very personal (template) letter out to every household on your list. Offer to buy them a free sauna session and a special herbal tea or juice. Make sure you mention in the letter that they have to bring the letter in for the deal. (I can help write a letter like this if interested)
- Are your past clients in a database? No? Then hire someone at \$8/hour to input their names into a computer database...mail a similar letter to these people. Acts as a reminder to visit your business as well as try out your new offerings.
- Form joint ventures with health related businesses in your area. Go to them with an offer like ...we will write the letter offering your clients some freebies...put it on your letterhead, you sign it (they already trust you)...for every person that comes in the door we will pay you \$10 or whatever makes sense.
- Start thinking about the **life-time value** of your clients. They do not come in once and buy from you usually. A typical customer will buy once from you, if you offer good service and products and a compelling reason to keep coming back they will keep buying. So rather than a client that spends \$50 with you and you make \$15 profit...start thinking about each client being worth \$50/month at a minimum...if you keep top of their mind they will visit you for at least 3 years spending at least that every month. Do the math ...lifetime value of a client is $\$50 \times 36 \text{ months} = \1800 or \$540 profit in your pocket if you treat them right. So **what will you pay to get more \$540 clients in your door?** Seriously give this some thought and put the numbers on paper...it can add up very quickly if you factor in sauna rentals, sauna sales, extra supplements and cleanses.
- Once your list of clients has been put in a database then go to other companies and offer them another deal. If they offer a good product or service your clients may be interested in...you will write up a letter on your letterhead promoting their products with a special offer...if one of your clients buys that companies product they will pay you \$xx per sale or xx% of profits

- Make a referral offer to all of your present clients...for every person they send to you with a special card...your client gets 15 minutes free in the sauna and the person they sent over gets 15 minutes free....similar to a frequent buyer card...the more people they refer the more everyone benefits.
- Always remember that the sauna is already on your floor, doesn't cost you for every use...so give away usage as long as people are trying it...people will get addicted and continue to use it
- Have a contest – 1 month of spa usage for entering our draw...collect names at every chance – use these for monthly promotions
- Start hosting local seminars and information nights – give good education about products and services, health trends etc
- Turn your clients into your personal missionaries – make sure they love using your services so much that they want all their friends to utilize you as well,
- Start a monthly newsletter for your clients ...mail it out or email it out...offer specials, education, ideas etc
- Host a local “Sweat-a-thon” for charity...have people donate money which sponsors your regular sauna users to stay in the sauna for extended periods of time. Make sure radio, tv and newspapers know about it.
- Use your local chamber of commerce, visitors bureau to market your services
- Offer a money back guarantee...something like “try our sauna out 3 times, we will even throw in the first session for free. If after the third time you do not find yourself sweating more than any other form of exercise or spa...we will refund your money in it's entirety”.

Things to consider:

- How Could We Make Our Offer Irresistible to Prospects? What could we include with a sauna use or purchase that no one else has or is offering?
- What are you willing to do or spend to get more clients in the door to try you out? Remember that each client is worth \$540 in profit to you (or whatever your lifetime value works out to be). So would you spend \$50, \$100, \$200 to make \$540?

- Think about who else sells higher end health products - hot tubs, jacuzzi tubs, treadmills etc... Each one of these companies is a potential Joint Venture partner. They have clients already. You can show them a way to add more value to their clients, more offerings and put more money in their pockets.
- If your spa was a person - what would they say? look like? act like? I was thinking of a character like a superhero kind of person "The Detoxifier" - all of your promotions (saunas, vits, books etc) could be centralized around the concept of detoxification....What makes you unique from all other companies?
- What crazy stunts could you do to get free media publicity? What type of outrageous challenge could we post to the public (ie gimme 30 days and we will detoxify anyone, no matter how unhealthy....)
- Imagine this....you has been given the chance to do a 60 second presentation to 50,000 people in a stadium - filled to capacity. These are people from all walks of life...some interested in their health, some not. Just as you walk out to start the presentation they announce that people do not have to stay if they don't want. What could you say in 15 seconds to get them to stay for the full 60 seconds? What could you say in 60 seconds to convince them that you are the preeminent expert in the health/detox business?
- What is your vision for your business? Where and what do you want to be doing in 5 years? Who would be your perfect client?
- What types of products compliment the products that you market? Who sells those products? Who sells to those suppliers?
- What hidden assets do you have? contacts, experiences, partners....
- What is being overlooked with products? With the company vision?
- Who are the 3 best sources who can endorse us? People, publications, consultants, organizations, associations...
- What are the top reasons to buy from you? To come back and buy more from you?
- Remember one thing, your clients are buying products from other people (like it or not). Think long and hard on what types of products and services your ideal clients are buying. List them out. Every one of those products is bought from a company that could be a joint venture or alliance partner with you. Be the first to offer this type of an arrangement with them. Everyone makes more money, and the clients come out ahead by learning about a health product that could change their lives.

- Also, same as above...what other products are people (your ideal customer) buying ? Now start to think about offering those products to your clients as some backend products. You do not have to stock them, actually it is better off if you don't. Start a program where once a month you mail your clients a very personal letter talking about a product or service you think they should be aware of. They can buy it through you at a discount or with extra bonuses. Work out the arrangements with other suppliers and manufacturers to drop ship products.

Other areas to think about

- 1) Solve a problem. Sounds simple enough, but develop the skill to really, really understand the client's problem. We're told to "sell the benefits." But it's time to go far beyond that. The biggest benefit you can bring to a client is to develop a total solution. Strategically, you want to have another "U.S.P." and that is to become in the client's mind, the "Ultimate Solution Provider."
- 2) Make me feel "good" about myself, my circumstance or the relationship. Make me feel confident in my trust for you. Someone once said, the four main currencies in people's lives are money, time feeling safe and feeling secure. How many ways can you find to "make me feel good"?
- 3) Take away my stress. Do you know what's keeping your client awake at night or why they wake up in the middle of the night with that "knot" of stress in their gut. If you take away my stress, do you think I care if someone else can sell it to me
- 4) Fear. What are your client's really fearful of? How can you alleviate some of that fear? How many ways do you have to minimize those fears?
- 5) Pain. What are the most painful things that your client can be faced with? What can you do about it? How qualified are you to write the "prescription" to make the pain go away? Can you turn "pain" into a "positive"?
- 6) Perception of Value. Value is a double sided coin. One side is "tangible" value. That may be as mundane as providing an additional discount or a significant as a "lifetime guarantee." The other is "emotional" value. This is always far more powerful than any tangible value and in most instances, costs far less or virtually nothing to provide. However, for most people, "emotional value" is "priceless." How many ways do you have to consistently provide "emotional value"?
- 7) Optimization. Whether looking at the first 6 steps of the process as outlined above, or any other aspect of someone's life or business, how many ways are there to do it better, quicker, more effectively, more productively and provide more meaning and satisfaction in the endeavor..."cheaper"?

Ideas for vitamin products

1) Vitamin Products

- use a coupon in your advertising for information
- the idea is to get the consumer excited...he goes to vit store...if they do not have it buy direct
- monthly mailers, newsletters, offers, proposals, information, articles,
- develop your personality...use that in every mailer...educate them...inform them
- with every shipment that goes out goes a catalog and direct mail sales letter
- full time person with a percent of profits to mail, package, test ads
- Offer discounts to clients (consumers direct) to buy in bulk
- Nutritional education seminars...tape them, transcribe them – offer the tape or transcription as a bonus if the client orders \$xx worth of product – money back guarantee
- Go to anybody who has a mailing list, customer list, affinity group or organization
“ we sell this and this and this, however we also put on excellent nutritional seminars – we will put on a \$500 seminar for your group for free as long as you promote it for us and get a minimum of 20 people to attend.
- Or same kind of groups – have them endorse a letter on their letterhead to their people
- Find people who are good public speakers in the industry...you will run the ads...they speak and distribute the products at the back of the room...show them how to do the seminars...make money...then do this across numerous cities
- Partnering with anyone in the health business can be powerful...their clients want to hear from them...you are providing a valuable service (seminar)
- Do a mailer to important people in charge of large customer lists and memberships...send them a letter, a transcript of the seminar and a 30 day sample of your products – tell them the story, offer them to try the product for 30 days ..they will feel so much better after the 30 days
- Do wellness days for companies...have people do this in exchange for commissions on products sold
- Try selling seats at a wellness seminar for \$10 per person or \$500 for the group...give substantial discounts
- Run a business opportunity ad in health magazines to recruit people to help you out “use your knowledge of education to make a wonderful full time or part time income putting on for profit and free seminars. Send name address phone etc for complete information on a \$50,000 income plan. Charge them a license fee – have it reasonable and made in payments or paid against commissions

- Find proven systems that generate high repeat business with ads and that ...go to retail stores “we’ll grow your business. All you have to do is try this out for 30 days, mail this to your clients we will furnish everything, show you exactly how many bottles you will need, send you the jars on consignment. You have 30 days after you send out the letter to send us back the jars, or pay us for them. Once you help them grow their business, they are yours. Run an ad “ how I increased my health supplement sales by \$1000 a month in 10 minutes”
- An ad for enzymes – “How to double your energy in 15 days” or “Are you strangling your liver?”
- Private labeling of products if they buy x amount
- Remember that the initial sale price is not as important...the goal is reordering...that is where you make the money
- Partner with health businesses...have a joint telemarketing division...”we have just set up a new program that will cost you \$xxx/month and we completely guarantee the product
- Private labels? Have a specific web site with a promotion on it

Here is an article I wrote for some of my newsletters I run (unrelated to the sauna’s). Last December I took a Mastermind Marketing Course by one of the best in the business – Jay Abraham. He charges \$5,000 per hour for his consultations....and he is booked up for years in advance. Here is just a couple points that I learned from that seminar.

“Jay Abraham just beat the crap out of me - and I loved every minute of it !” By Troy White

Yes, it is true - I feel like a freight train ran over my entire body - and yet I could beg for more.

57 hours of non stop blood letting abuse, punches, kicks and slaps in 3 days.

Averaging 19 hours a day - and I wanted more ?

Am I crazy ? Did he knock a few screws loose? Yes and no.

Yes, he knocked more than a few screws loose. No, I am not crazy. In fact - I finally am alive.

You see, many of us struggle day to day working on our businesses. Trying to make a living - or get a business up an running quickly and profitably. And yet - 67% of all businesses are out of business within 6 years. Not only that - but 50% never make it through their first 12 months.

Is it because of bad ideas ? Look at the pet rock – bad idea but highly profitable. Is it because the owners or entrepreneurs are not motivated ? Of course not - entrepreneurs are the most highly motivated people on this planet - they create 98% of all jobs.

Well Troy, why are we not profitable?

The basic premise behind Jay Abrahams success, and the success of his students, is that you have to be creative and you have to take action.

Creativity allows entrepreneurs to see angles, partnerships and offers that no one else would be able to see. Some of the most bizarre offers and business concepts are by far the most profitable.

For 3 days we learned how to see these angles and to start thinking differently about business.

For example - we discussed a dentist in Australia that locks his doors and does not let you through those doors no matter how much money you have to spend or how badly your tooth hurts. In fact unless someone has specifically asked the dentist to open the door for you - you will NEVER get in. And yet this dentist makes 10 times as much as his competitors.

I am not going to tell you about all these successful people and stories here though. Because the number two thing we learned is that you have to take action. Without that - you will never be successful.

So, I have done you a big favor here. I have summarized some of the key points I learned there (that cost me personally \$6,000 to learn) and you can obtain these - but only if you take action.

Click here to receive a seperate email with all 56 lessons I learned

===>> <mailto:jayabrahamlessons@infogeneratorpro.com>

Because I am still in awe of what I have learned in 3 long days - I am also going to share this with you at no charge. I may decide to charge for this later but I love all of you and I want you to benefit also.

So without further ado - please click here to obtain your report. You have to take action to get the report otherwise it is wasting yours and my own time.

===>> <mailto:jayabrahamlessons@infogeneratorpro.com>

If you don't sign up for this series of information – you are missing out on what could be the absolute most important mind set you will ever learn in all of your years of business.

Remember - there are very distinct reasons that Jay Abraham has made many millionaires, many times over. And I have put 56 of those reasons in this report

====>> <mailto:jayabrahamlessons@infogeneratorpro.com>

56 Key Profit Building Lessons I Learned from Jay Abraham's MasterMind Marketing Training.

Jay Abraham is a man you should all know. If you do not - go to the library and start learning - just do it!

He has created over \$12 Billion dollars in profits for his clients. I had one person ask me where this number came from and why they should believe it. I mean - \$12 Billion is a big number and hardly believable - right? Well - it is proven, documented and analyzed - it is true. It is not a claim it is fact.

I heard from numerous people at the MasterMind Marketing Seminar on how Jay's techniques single handedly made them hundreds of thousands (if not millions) of dollars in profits. In fact probably 10% of the room were millionaires and got that way through Jay's techniques. As well, of those millionaires in the room - the MasterMind Marketing Training was on average their 4th training class they had taken from Jay Abraham. And his courses average \$10,000 - and quite a few of those same people had taken his \$25,000 course.

So his stuff works. Get learning it.

I am going to *save you some time and money though*. I am going to summarize some of the main points that you should all immediately start applying to your life and your business.

From there though - it is up to you. Will you keep doing what you have always done? Or will you make a change and profit beyond your wildest expectations?

It is entirely up to you. I want you to profit. But I will not hold your hand along the way though. If you take action and let me know you did - I will work one on one with you to implement these techniques in your own business.

Lets get on with it!

1 - Ask yourself this question - "**Are Your Goals Worthy of You ?**" Read it and ask it again. It is the opposite of what 95% of people ask - they switch the words and ask if they are worthy of their goals. **WRONG !** You need to have confidence in your self and your vision in life. Are your goals big enough and grandiose enough? Make them so. Dream big, really really big. And then ask again - is that goal worthy of you?

2 - Start working in time chunks. Set aside 2-4 uninterrupted hours for you projects. Most people will start a project and deal with interruptions as they come through the door, or email, or phone. **WRONG!** You are now a time chunker - and people around you need to understand this is the way you now work. Get used to this way of working and you will accomplish amazing things.

3 - Start seeking the valuable lesson in everything you do, hear, experience and pass by. No matter if the project fails or succeeds - write down what you learned from it. Every person you meet and every thing you do - has a lesson you can learn. It is up to you to find out what that lesson is though. And do it before you forget. Write it down in your journal (if you do not have a journal - go get one).

4 - Read your lesson journal - which lesson can you apply today to your next project? Or your next problem? Then do it. Find a way to apply and use that today - do it and record your results.

5 - No matter what your business is - get your journal out and write down this question at the top of the page - "how can I personally make my clients lives better?" A simple question but very powerful. Think about it - how many companies that you deal with off line or online - apply this model? Less than 10% I bet. Most of them are out to get the sale and then move on to the next "prospect". If they actually considered how they could help your life be better - how effective could they be? For example - there is a company that I personally dealt with offline that sell kids educational products. I spent \$2,000 on their products about a year and a half ago. And never heard from them again. If they had though about how they could help me and my kids have a better life they would quickly realize that they could offer me products to help us at least monthly. I would gladly spend \$100/month on my kids future and success. And yet I have never heard from them again. Do you know anyone like this? How does it apply to your business?

6 - Always have your antennae up. Look and listen for ideas, insights, concepts that you have never thought of. Write them down. Talk to anybody and everybody you run into.

Ask them what they do, how they do it, why they do it, what could make their jobs better, their offerings better, what are their dreams and aspirations?

7 - Ask yourself - "what don't I know that is absolutely critical to my success?" Then decide where you can find that information quickly. Start writing down ideas on how you can work with people that have that knowledge. If you do not have money to pay them for their expertise - how else can you work with them? Any way you can trade services for services or services for products or products for products?

8 - Start writing a book. On whatever you are good at, or whatever you want to be good at. Start researching the industry and successful businesses in that industry. A book is one of the most important tools to building your credibility and to build on publicity for your business. The book does not necessarily be one you sell - it can be a bonus for prospects or clients to show them you know what you are talking about.

9 - Find or pick a charity that you deeply believe in. How can you help them accomplish their goals? Possibly volunteer your services or donate products they can auction off to raise funds. Donate a percentage of all revenue you receive to the charity. Find multiple ways to help them and you will quickly find opportunities knocking on your doorstep.

10 - Start building a dream team. These people can be people in your life now (if they are motivated and positive people) or people you would love to work with. If you do not know them now - think of ways you can give back to their interests, passions or charitable causes they are interested in. Start interviewing these people and find out what makes them tick.

11 - Create your stadium pitch. Get some paper out and think about your product or service. Imagine you have a stadium of 50,000 people at your beck and call. You get 30 - 60 seconds in front of the audience to convince them of you and your offering. What would you say? How could you get your point across so convincingly that they would be stupid to say no? Now consider the fact that any one of them can walk out at any point in time and do not have to listen to your pitch. Would your pitch change? What can you say to make them stay? What can you say to make them buy?

12 - Consider that there are only 3 ways you can grow your business. You can increase the number of clients, increase the average sale price, or increase the number of times they buy in a year. Most people (90%) focus in on increasing the number of clients - and it is the least effective and the least profitable. So what can you do to increase the other 2 methods?

13 - Use a shotgun approach to marketing your business. Think of multiple ways to promote your offering - and have them all happen at once. Very similar strategy to war - air, land, water each of which has multiple resources and fire power coming at the target (the customer) at once. How does this apply to your offering ? What types of fire power will you use?

14 - Test all of your crazy ideas. No matter how crazy they sound - try it out. Find out which ones work. Then optimize how effective they are. Test all variations of that idea. Find out which variation works best.

15 - Think of your offering your prospects see. What can you do to educate your prospects to the extreme that they know everything there is to know about what you do? If you are an expert (which you need to be) in your business - how can you show your clients how they too can be an expert - before they purchase?

16 - What is your "magnificent obsession"? You must have a passion so deep that everyone who you talk to understands what you stand for and what you want to accomplish. When you build your obsession and ingrain it into your soul - nobody will be able to derail you from obtaining your goal - no matter how negative they are.

17 - A 30 second personal drill you must do. Ask yourself – am I having fun? What could you do to enjoy your life more? How big or small of a company do you want to run (2 people or 200 to manage)? What would happen to your business if you decided to take a month off? Once you have these answers you now understand areas you MUST start working on immediately.

18 - Your customers are marketing geniuses - they know exactly what they want and it is your job to find that out. Find ways to phone, email, fax or talk to them about their needs, wants, desires, passions, concerns etc. When you know what type of a company they want to deal with - you have your ticket to fortunes. People deal with you because they want you to change their life - do you deliver on their wants?

19 - Always follow your gut feelings, intuition and instincts - they will lead you in the right direction. If you do not know how to tap into these resources or want to build on them to strengthen them - learn how. There are a multitude of resources out there including the <http://www.moonlightmovitation.com> guide that show you step by step how to build on them.

20 - What would you do differently in your business if it was treated like a movie theatre? Admission is charged at the door and word travels quickly if it is a box office hit or a box office flop? How would your movie be received?

21 - Referrals can be one of the most important tools you can use to exponential grow your business. There are hundreds of ways to generate referrals. Do you use any of them now? How could you reward people to refer others to your business? If you have not done your job on making your clients happy - you cannot ask for a referral. Are you comfortable asking? Some of the tools available to generate referrals; pay them per lead, ask your competition, bribe people in a fun way, ask your vendors, automate the referral process, donate to charity, be outrageous, put on an event, publicity, conference calls, ask, family and friend programs and there are many many more. The key is though to start writing down ideas on what works for you. Then start doing it.

22 - Think about the lifetime value of your clients. Maybe your front-end sale is \$40 but how many times will they buy in a month, a year, a lifetime? Add the numbers up - what is 1 client worth to you in a lifetime? How much do you spend to obtain 1 new client? Do you see the difference here? Most people spend under \$10 to obtain one new client and yet the lifetime value of that client is \$1,000. Do you see the problem? For every \$10 you invest you receive \$1,00. How many \$10 bills will you now invest in client acquisition?

23 - Ask - "who else does business with my ideal client?" Now go talk to those people - competitors or not. Explain your mission in life and the goal of your business. Find out how their business is doing and if they are looking for new ways to generate business. Start finding ways to deal with everyone that your clients buy from.

24 - What can you say to your clients or prospects to make them ask "huh, what did you just say?" Make your statements so outrageous that they ask you to prove it. And then prove it.

25 - If you are in a retail business - do not sell the products. Sell the experience of your store. This is the biggest reason retail business go out of business so quickly - they are there to discount products - and that is it.

26 - Set the buying criteria for your prospects. One they have seen your offering - they have to reevaluate how they decide who to buy from because you made them realize - you are the only one that provides an experience as high quality as you do.

27 - Plan your long-term strategies before you plan your tactics. Strategy shows where you plan on going, who you want to be, and what types of clients you want as your friends. Tactics show how to get all of your strategy accomplished.

28 - Use risk reversal in your offer. Make it so your clients come out so far ahead by dealing with you they would be stupid not to. Even if they decide that your product is not for them and they return it - they still come out of the deal with the refund and many bonuses that they never had before dealing with you.

29 - Ask yourself - "Is my business a refreshing alternative to all others?" If it is not - make it so. You do not want to be mainstream - or you will be out of business.

30 - When you fall in love with your clients more than you love your business - you have it figured out.

31 - Are you living your life like your business preaches? If not, start now. You will be out of business in no time if you don't.

32 - One hour every week - work on your business as opposed to in your business. Most people get so caught up in the day-to-day grind of making everything work properly, generate leads, close sales, deal with questions etc. The sad thing is that working in your

business you forget about working on your business and where you want it to go. So once a week, every week - block off an hour and work on your strategy for the year and where you want to be a year from now.

33 - Anything you are not #1 or #2 in your business or industry - get rid of it. Focus on the areas you do exceptionally well and forget about the rest.

34 - Ask yourself and your clients what else they are buying that is related to what you offer. How can you add it to your product mix? How can you joint venture with people that offer it?

35 - Call back all those that said no to your offer. Offer them a special discount, incentive or offer - and tell them why you are doing this.

36 - Learn how to barter. Look around at people you work with, want to work with or you are fascinated with their business or products. What types of products or services do they need to make their lives easier? Where can you find those products or services? Can you find ways to trade products for products or services for services or variations of these? Apply this to people you want to work with - help them out and they will be forever grateful.

37 - Dare to do what no one else does.

38 - Follow your hunches and see where they take you.

39 - Make an outrageous claim or challenge. Don't worry about how you can meet the challenge - just get out there and do it. Your mind will find ways to meet the challenge when the time is right.

40 - Always remember that if you don't do it - someone half as smart and half as nice will do it.

41 - Create an itch they have to scratch. Make something known to them that they may have never thought of. Make it so important to them to find the answer or solve the problem.

42 - Always tell prospects right from the start what you are about to do and why

43 - Small incremental improvements leveraged by technology leads to incredible breakthroughs.

44 - Forget about inside the box or outside the box thinking. Get rid of the box !

45 - Find a script that works for selling your clients. Then document the script. Improve it and test variations of it. Do this consistently every day. Remember that whoever has the best words in the best order - wins.

46 - Write down every objection you hear. Put one objection at the top of the page then write down your responses to that objection.

47 - Bring up the objections before your clients do. If you don't they will be thinking it so address it before you lose the deal.

48 - Always remember to find ways to up-sell, cross-sell and down-sell while you are making your offer.

49 - Create momentum in your business - Find a new trial - implement it - test it - introduce next - implement it - test it - modify it - implement it - test it

50 - Would you sell your product or service to your mother or father? If you wouldn't, then reconsider what you are offering.

51 - If you send out catalogs to your clients - do you send a sales letter with it? If not you are missing out on a 30 - 300% increase in sales.

52 - Barter knowledge based products or services. Knowledge is power and if you have specialized knowledge it is worth a significant amount to people.

53 - Build yourself multiple mastermind groups. Form some inside your industry, some outside your industry, client mastermind groups etc. Make it worth their while to do.

54 - Continually test old techniques that used to work and have not been tested in a while.

55 - Do not interact with anyone unless you can make them better and improve their life. Become obsessed with other people and how you can help them, learn from them and help them be better people.

56 - Ask what you don't want in life and in business. Then decide what you do want.

Most importantly - TAKE ACTION TODAY.

Health Mate Infrared Saunas

adapted from Dr. Aaron M. Flickstein

Far infrared (FIR), also known as radiant heat, is simply a form of energy that heats objects directly through a process called conversion. The infrared segment of the electromagnetic spectrum is divided into 3 segments by wavelength, measured in microns or micrometers (a micron = 1/1,000,000 of a meter); 0.76 - 1.5 microns - near or close; 1.5 - 5.6 = middle or intermediate; 5.6 - 1,000 = far or long wave infrared. The infrared segment of the electromagnetic spectrum occurs just below or "infra" to red light as the next lowest energy band of light. We cannot see this band of light with the naked eye, but we can feel this type of light in the form of heat. Our sun produces most of its energy output in the infrared segment of the spectrum. Our atmosphere has a "window" in it that allows IR rays in the 7-14 micron range to safely reach the earth's surface. When warmed, the earth radiates infrared rays in the 7-14 micron band with its peak output at 10 microns.

Molecules of water and organic substances absorb Infrared easily, since it is their resonant frequency, consequently they vibrate vigorously at that frequency and become the radiator of the frequency, as well as the receiver. Molecules of water and organic substances absorb Infrared easily, since it is their resonant frequency. When organic substances are heated by near infrared waves (0.76 to 5 microns), the surface gets hotter than the interior, and the interior gets heated by conduction means from the surface.

We live in a FIR temperature range. Our skin radiates 9.36 micron far infrared wave since our body temperature is 97.7 degrees Fahrenheit. This is very close to the resonant frequency of a water molecule. This makes perfect sense, since about 70% of our body is water. The army has far infrared binoculars to spot the enemy at night.

We have many different wave lengths radiated at us and some frequency wave bands pass through us and others are reflected away. For instance, the visible light spectrum with very short wave lengths is reflected away, while a radio frequency with a long wave length just passes through the body. Some wave bands are absorbed by the substance and the temperature of the substance rises. For our body and many other living organic substances, the far infrared waves are the heat generating waves. We live in an environment of far infrared waves and our body receives and radiates them. Among the energy spectrum coming from the sun, the far infrared waves are the safest and the most beneficial electromagnetic energy sources available.

The Health Mate Infrared Sauna

The heaters in the Health Mate Infrared sauna radiate at 2 - 25 micron, making it completely compatible to the body. Our company is 29 years old. We use clear cut red cedar for our saunas. There are five sizes ranging from 44" wide, 40" deep, and 73" high to 84" wide, 44" deep and 73" high. The three smaller sizes run on 110 Volt, with the two larger using 220 Volt. Our saunas are very economical, the cost of running our sauna for 30 minutes a day, every day for one month is between \$2 to \$3, compared to \$20-30 a month for a conventional sauna. The Health Mate sauna has a warm up time indoors of ten minutes compared to 20 to 30 minute warm up for a conventional sauna. Since far infrared penetrates the body, and does not have to heat the air around the sauna to be effective, warm up time is by preference of the person using the sauna. Some people turn on the sauna and get in while it is cold and warm up with the sauna, and are receiving the far infrared benefits even before the sauna warms up. Our sauna has a heat range of 100 to 180 degrees, but you can get a complete detoxification with the sauna set between 110

degrees to 130 degrees, making it comfortable to fully detoxify in our sauna, compared to 180 degrees to 220 degrees in a conventional sauna. Far infrared saunas work even with the window and door open, so can be used with clothing on for a pre-warm up for exercise. Our saunas are portable and can be set up in approximately 20 minutes or less, with six panels that are manufactured to fit exactly and held together with steamer trunk type clip hinges. This makes our sauna portable for use indoors or outdoors.

There are at least 200 doctors in the USA using the Health Mate sauna in their practices for pain relief treatments. These treatments cost from \$30 - \$50 for a 30 minute treatment session. Our sauna has been approved by the FDA for treatment of pain relief and some insurance does co-payment for in-home saunas.

World Wide Reports on Infrared Sauna Use

Over the last 25 years, Japanese and Chinese researchers and clinicians have completed extensive research on infrared treatments and report many provocative findings. In Japan, there is an "infrared society" composed of medical doctors and physical therapists dedicated to further infrared research. Their findings support the health benefits of infrared therapy as a method of healing.

There have been over 700,000 infrared thermal systems sold in the Orient for whole-body treatments. An additional 30 million people have received localized infrared treatment in the Orient, Europe and Australia with lamps, which emit the same 2 to 25 micron wave bands as employed in a whole-body system. In Germany, physicians in an independently developed form have used whole-body infrared therapy for over 80 years.

Infrared Heat for Cardiovascular Conditioning

In the August 7, 1981 issue of the *Journal of American Medical Association (JAMA)* reported what is common knowledge today: many people who run do so to place a demand on their cardiovascular system as well as to build muscle. What isn't well known is that it also reported the "regular use of a sauna may impart a similar stress on the cardiovascular system, and its regular use may be as effective as a means of cardiovascular conditioning and burning of calories as regular exercise."

It has been found that the infrared sauna makes it possible for people in wheelchairs, those who are otherwise unable to exert themselves, and those who won't follow an exercise/conditioning program, to achieve a cardiovascular training effect. It also allows for more variety in any ongoing training program. Blood flow during whole-body hyperthermia is reported to rise from a normal five to seven quarts a minute to as many as 13 quarts a minute.

Because infrared rays penetrate the body over 1-1/2 inches, there is a deep heating effect in the muscle tissue and internal organs. The body responds to this heat with a hypothalamic-induced increase in both heart volume and rate, leading to a beneficial heart stress and sought-after cardiovascular training and conditioning effect. Medical research has confirmed that the use of a sauna provided cardiovascular conditioning as the body tries to cool itself. Extensive research by NASA in the early 1980's led to the conclusion that infrared stimulation of cardiovascular function would be an ideal way to maintain cardiovascular conditioning in American astronauts during long space flights.

In its *Wellness Letter*, October 1990, the University of California Berkeley reported that "the 1980's was the decade of high-impact aerobics classes and high-mileage training. Yet there was something elitist about the way exercise was prescribed: only strenuous

workouts would do, you had to raise your heart rate to between X and Y, and the only way to go was to "go for the burn." Such strictures insured that most 'real' exercisers were relatively young and in good shape to begin with. Many Americans got caught up in the fitness boom, but probably just as many fell by the wayside. As we've reported, recent research shows that you don't have to run marathons to become fit - that burning just 1,000 calories a week is enough. Anything goes, as long as it burns these calories.

Guyton's *Textbook of Medical Physiology* reports that producing one gram of sweat requires 0.586 kcal. The *JAMA* citation above goes on to state that "A moderately conditioned person can easily sweat off 500 grams in a sauna, consuming nearly 300 kcal - the equivalent of running two to three miles. A heat conditioned person can easily sweat off 600 to 800 kcal with no adverse effect. While the weight of water loss can be regained by rehydration, the calories consumed will not be." Since the Health Mate infrared sauna helps generate two to three times the sweat produced in a conventional hot air sauna, the implications for increased caloric consumption are quite impressive.

Assuming one takes a sauna for 30 minutes, some interesting comparisons can be drawn. Two of the highest calorie output exercises are rowing and running marathons. Peak output on a rowing machine or during a marathon burns about 600 calories for 30 minutes. An infrared sauna may better this from "just slightly" up to 250% by burning 900 to 2400 calories in the same period of time. It might in a single session simulate the consumption of energy equal to that expended in a six to nine mile run.

Health Benefits of Infrared Heat

The McGraw-Hill Encyclopedia of Science and Technology reports "medical practitioners make use of infrared radiant heat to treat sprains, strains, bursitis, peripheral vascular diseases, arthritis, and muscle pain..."

Dr. Masao Nakamura of the O & P Medical Clinic in Japan reported success with the use of infrared heat treatment for:

- Whiplash
- Sciatica
- Menopause
- Arthritis
- Shoulder Stiffness
- Insomnia
- Acne
- Gastroenteric Problems
- Ear Diseases

Effects of Infrared Heat on Rheumatoid Arthritis

A case study reported in Sweden involved a 70 year-old man who had rheumatoid arthritis secondary to acute rheumatic fever. He had reached his toxic limit of gold injections and his Erythrocyte Sedimentation Rate (ESR) was still 125. After using an infrared heat system for less than five months, his ESR was down to 11.

The rheumatologist worked with a 14 year-old Swedish girl who had difficulty walking downstairs due to knee pain from the age of eight. This therapist told her mother the girl would be in a wheelchair within two years if she did not begin gold corticosteroid therapy. After three infrared sauna treatments, she began to become more agile and subsequently took up folk dancing without the aid of conventional approaches in her recovery.

A clinical study in Japan reported a successful solution for seven out of seven cases of rheumatoid arthritis treated with whole body infrared therapy.

Other Therapeutic Effects of Infrared Therapy

The following information has been summarized from Chapter 9 of *Therapeutic Heat and Cold*, Fourth Edition, Editors Justus F. Lehmann, MD, Williams, and Wilkin, or concluded from data gathered there.

Generally it is accepted that heat produces the following desirable therapeutic effects:

1. Infrared heat increases the extensibility of collagen tissues. Tissues heated to 45 degrees Celsius and then stretched exhibit a nonelastic residual elongation of about 0.5 to 0.9 percent that persists after the stretch is removed. This does not occur in these same tissues when stretched at normal tissue temperature.

Stretching of tissue in the presence of heat would be especially valuable in working with ligaments, joint capsules, tendons, fasciae, and synovium that have become scarred, thickened, or contracted. Experiments cited clearly showed low-force stretching could produce significant residual elongation when heat is applied together with stretching or range of motion exercises.

2. Infrared heat decreases joint stiffness. There was a 20% decrease in rheumatoid finger joint stiffness at 45 degrees Celsius (112°F) as compared with 33 degrees Celsius (92°F) which correlated perfectly to both subjective and objective observation of stiffness. Speculation has it that any stiffened joint and thickened connective tissues may respond in a similar fashion.

3. Infrared heat relieves muscle spasms. Muscle spasms have long been observed to be reduced through the use of heat, be they secondary to underlying skeletal, joint, or neuropathological conditions. This result is possibly produced by the combined effect of heat on both primary and secondary afferent nerves from spindle cells and from its effect on Golgi tendon organs.

4. Infrared heat treatment leads to pain relief. Pain may be relieved via the reduction of attendant or secondary spasms. Pain is also at times related to ischemia due to tension or spasm that can be improved by hyperthermia that heat-induced vasodilation produces, thus breaking the feedback loop in which ischemia leads to further spasm and then more pain. Heat has been shown to reduce pain sensation by direct action on both free-nerve endings in tissues and on peripheral nerves. In one dental study, repeated heat applications led finally to abolishment of the whole nerve response responsible for pain

arising from dental pulp. Heat may lead to increased endorphin production and a shutting down of the so-called "spinal gate" of Melzack and Wall, each of which can reduce pain.

Localized infrared therapy using lamps tuned to the 2 to 25 micron wave band is used for the treatment and relief of pain by over 40 reputable Chinese medical institutes.

5. Infrared heat increases blood flow. Heating one area of the body produces reflex-modulated vasodilators in distant-body areas, even in the absence of a change in core temperature. Heat one extremity and the contralateral extremity also dilates; heat a forearm and both lower extremities dilate.

Heating muscles produces an increased blood flow level similar to that seen during exercise. Temperature elevation also produces increased blood flow and dilation directly in capillaries, arterioles, and venules, probably through direct action on their smooth muscles. The release of bradykinin, released as a consequence of sweat gland activity, also produces increased blood flow and vasodilation.

Whole body hyperthermia, with a consequent core temperature elevation, further induces vasodilation via a hypothalamic-induced decrease in sympathetic tone on the arteriovenous anastomoses. Vasodilation is also produced by axonal reflexes that change vasomotor balance.

6. Infrared heat assists in resolution of inflammatory infiltrates, edema, and exudates. Increased peripheral circulation provides the transport needed to help evacuate edema, which can help inflammation, decrease pain, and help speed healing.

7. Infrared heat introduced in cancer therapy. More recently, infrared heat has been used in cancer therapy. This is a new experimental procedure that shows great promise in some cases when used properly. American researchers favor careful monitoring of the tumor temperature; whereas, the successes reported in Japan make no mention of such precaution.

8. Infrared heat affects soft tissue injury. Infrared healing is now becoming a leading edge care for soft tissue injuries to promote both relief in chronic or intractable "permanent" cases, and accelerated healing in newer injuries.

Chinese Studies Report Positive Effects of Infrared Heat

Researchers report over 90% success in a summary of Chinese studies that assessed the effects of infrared heat therapy on:

- Soft tissue injury
- Lumbar strain
- Periarthritis of the shoulder
- Sciatica
- Pain during menstruation
- Neurodermatitis

- Eczema with infection
- Post-surgical infections
- Facial paralysis (Bell's Palsy)
- Diarrhea
- Cholecystitis
- Neurasthenia
- Pelvic infection
- Pediatric pneumonia

Speculation About Infrared Heat Effects on Blood Circulation

All of the following ailments may be associated to some degree with poor circulation and, thus may respond well to increased peripheral dilation associated with infrared treatments: Arthritis; Rheumatism; Sciatica; Strained muscles; Backache; Fatigue; Hemorrhoids; Stretch Marks; Nervous Tension; Menstrual Cramps; Children's Overtired Muscles; Varicose Veins; Neuritis; Bursitis; Leg and Decubitus ulcers (that fail to heal using conventional approaches); Post-operative edema (treatment has proven so effective, hospital stays were reduced by 25%); Peripheral occlusive disease ("the goal is to maintain an optimal blood flow rate to the affected part.... In general the temperature should be maintained at the highest level, which does not increase the circulatory discrepancy as shown by cyanosis and pain." *Therapeutic Heat and Cold*, pp. 456-457).

Infrared Heat and Coronary Artery Disease, Arteriosclerosis and Hypertension

Finnish researchers, reporting the regular use of conventional saunas state "there is abundant evidence to suggest that blood vessels of regular sauna-goers remain elastic and pliable longer due to the regular dilation and contraction" of blood vessels induced by sauna use, such as the Health Mate Sauna.

In 1989, German medical researchers reported in *Dermatol Monatsschr* a single whole-body session of infrared-induced hyperthermia lasting over one hour had only beneficial effects on subjects with State I and State II essential hypertension. Each subject experienced a rise in core body temperature to a maximum level of 35.5 degrees Celsius (100.5°F). All the subjects in one experiment had significant decreases in arterial, venous, and mean blood pressure that lasted for at least 24 hours and linked, according to researchers, to a persistent peripheral dilation effect. An improvement in plasma viscosity was also noted.

Another group of similar hypertensive patients was also studied under the same conditions of hyperthermia, with an eye toward more carefully evaluating the circulatory system effects induced by this type of whole-body heating. During each infrared session, there was a significant decrease of blood pressure, cardiac ejection resistance, and total peripheral resistance in every subject. There was also a significant increase of the subjects' heart rates, stroke volumes, cardiac outputs and ejection fractions. The researchers cite these last three effects as evidence that stimulation of the heart during infrared induced hyperthermia is well-compensated, while the prior list of effects show

clear detail of the microcirculatory changes leading to the desired result of lowering blood pressure.

Ear, Nose, and Throat Conditions Relieved with Infrared Heat

In Japan, ear, nose, and throat conditions were relieved with infrared heat treatments:

- Chronic middle-ear inflammation or infection (in one study of chronic serous otitis media no pathogenic bacteria were isolated in 70% of the subjects studied after the use of heat)

- Sore throats
- Tinnitus (chronic severe case cleared with 10 infrared treatments)
- Nose bleeding (reduced)
- Infrared therapy is used routinely in burn units throughout Asia
- Skin conditions improved in Japan and China with the use of infrared heat application.
- Nettle rash
- Clogged pores (unplugged of cosmetics, unexcelled skin texture and tone)
- Poor skin tone (restored to a more youthful level)
- Scars and pain from burns or wounds (decreased in severity and extent)
- Lacerations (healed quicker with less pain and scarring)
- Acne (three to four treatments may open pores that have been nonfunctioning for years, forcing out clogging cosmetics, and loosening dry outer skin)
- Teenage skin problems (clearing acne and blackheads)
- Body odor (improved functioning of the skin especially body odor, induced by occupational exposure to odorous chemicals)
- Eczema and Psoriasis (respond well)
- Sunburn (According to the *Clayton's Electrotherapy*, 9th Edition, "infrared radiations are the only antidote to excessive ultraviolet radiations.")
- Ketoids (form at a reduced rate in those prone to their formation and may be softened by infrared heat if they have formed)
- Dandruff (increased blood flow through the scalp)

Mikkel Aaland's book *Sweat* (Capra Press, 1978) Quotes a Finnish Doctor

"The best dressed foreigner can come into a doctor's office, and when his skin is examined, it is found to be rough as bark. On the other hand, as a result of the sauna, the skin of any Finnish worker is supple and healthy."

For more information on the Health Mate sauna, please contact:

The Power of Detoxification –

http://www.clinemedical.com/infrared_sauna.htm

Reducing toxic body burdens of heavy metals and nonmetallic toxins may be a critically important factor in restoring health and vitality to individuals with chronic illness. Toxicology research is making it increasingly clear that our environment plays an enormous role in health and sickness. Many researchers now believe that environmentally related illnesses are likely to predominate as the health threats of the new millennium. Safeguarding our bodies against the ravages of our toxic world may pay big dividends in energy, brain function and in disease prevention.

At the Cline Medical Center we have been making great strides in helping individuals who are suffering from the effects of accumulated toxic metals. Until recently our program has

focused largely upon the use of chelation therapy to provide detoxification from heavy metal body burdens. We have witnessed scores of people who have been helped immensely by our heavy metal detoxification program. However, our goal has been to continue advancing forward to provide the best possible treatment for our patients. In keeping with this goal we have now established a second detoxification program which greatly complements our heavy metal detoxification program. Heavy metal detoxification using various chelating medications will continue to be provided as always to those patients who would benefit from this approach. In addition, we now have an exciting new program which utilizes a high-tech sauna along with nutritional support for detoxification.

Detoxification Using Hyperthermic Therapy

Methods to induce sweating have been used for centuries by many cultures to bring about improved health and relief from disease. Over 2000 years ago, the famous Greek physician Parmenides stated "give me a chance to create fever, and I will cure any disease". This traditional wisdom has certainly stood the test of time. Using various methods ranging from hydrotherapy (hot mineral baths), to sweat lodges, to saunas and steam baths, individuals

have enjoyed the revitalizing effects of induced hyperthermia (artificially elevating body temperature). Only in recent years has science begun to seriously examine this age old healing technique. Organizations such as the U.S. Environmental Protection Agency have now taken a serious look at hyperthermic therapy as a means to detoxify individuals who are ill from exposure to environmental poisons and several good research papers have now been published.

Poisons in The Sweat

Traditional wisdom has suggested that saunas work largely by promoting detoxification through the sweat. In recent times research has repeatedly demonstrated that this indeed does occur. Saunas also stimulate cells to release toxins which can then be eliminated by the liver and bowel. Several published studies have now shown that hyperthermic therapy can bring about the rapid removal of a wide range of toxic substances from human body. Volatile hydrocarbons (solvent residues) easily enter the human body through the lungs and skin. Volatile hydrocarbons are exceedingly common environmental contaminants and are often found as indoor air pollutants in the home or work place. Most of these are not easily

These and other toxic organic compounds exit the body quite effectively using hyperthermic therapy supported by specific nutrients and natural medicinal substances. As well, sweat therapy has been used for many years by miners in Europe to prevent and treat occupational heavy metal poisoning. Studies have now demonstrated that hyperthermic therapy can indeed bring about significant detoxification from heavy metals including mercury. Measurements of sweat from metal toxic patients undergoing sauna therapy indicate very high levels of toxic metal. Since hyperthermic therapy removes metal contaminants from the body by a different mechanism as does chelation therapy, it is quite complementary to

metabolized and they accumulate in fatty tissues including the brain and cells of the immune system. Other organic toxins such as PCB's and organochlorine pesticide residues are also common contaminants of the human body.

The Far-Infrared Sauna

The main drawback to using saunas or steam baths for hyperthermic therapy is the discomfort that many people experience when using these devices. Traditional saunas or steam baths use extremely high external temperatures to warm the body by intensively heating the surface of the body only. Many individuals, especially those with chronic fatigue syndrome, fibromyalgia, or multiple chemical sensitivity find this intense heat very oppressive. Many people also feel claustrophobic in these devices and find it hard to breathe. Fortunately, technological advancements have resulted in a new type of

chelation and may be used to further the benefits derived from chelation. Also, in some cases hyperthermic detoxification may be used as an alternative for those who are unable to undergo chelation therapy.

sauna which is superior in many ways to traditional saunas or steam baths. This new generation sauna, known as far-infrared sauna utilizes completely invisible infrared light to warm deeply inside the body tissues without heating the air or the external parts of the body much at all. Many individuals who have been previously been able to tolerate a traditional sauna will find the far-infrared sauna very pleasant and highly effective. As well, the far-infrared sauna is roomy and has windows to prevent claustrophobia. This is really the first really user friendly sauna.

The Detoxification Program

Individuals undergoing hyperthermic therapy at the Cline Medical Center will also be given instruction in a special nutritional support program which is a critical aspect of the detoxification process. The complete detoxification program takes from four to eight weeks depending on the person's condition. During this time the individual will be placed on a simple diet in which common food allergens are eliminated and special foods are recommended. In addition, a range of nutritional supplements are prescribed to assist the liver, kidneys and bowel in their detoxification activities. Saunas are normally

taken two to five times per week depending on the individual's condition and their personal schedule. Normally, twenty to thirty saunas are taken throughout the detoxification period. Most people will find the saunas so pleasant and relaxing that they really enjoy each session. As well, the majority of patients start feeling so good after their sauna treatments that they can't wait to return for their next session. Taking the time and making the effort to undergo a thorough detoxification program can pay big dividends in health, vitality and quality of life.

Living On The Chemical Planet

In recent years, science has made tremendous progress in helping to unravel the effects of environmental toxins on human health. It has become increasingly clear through toxicology research that toxic substances often exert their ill effects at levels far lower than that which was originally suspected. In some cases a chemical is initially thought to be entirely non-toxic and only after many years does it finally become clear that it is actually very harmful. For example, for years PCB's were considered so harmless that workers exposed to these agents were permitted to immerse unprotected hands in liquid PCB's without any concern whatsoever. Now PCB's are known to be persistent toxins of the immune system and brain and they are completely banned from all uses. More recently it has been shown that pesticides are commonly found on fruits and vegetables at levels hundreds of times higher than that which is considered safe by science. Some of these poisons are cumulative and exert their ill effects over many

immune and reproductive systems. Unfortunately, powerful industries often go to battle against science claiming that the evidence against their products is faulty or non-existent. Meanwhile people are exposed daily to thousands of toxic substances which interact in myriad of harmful ways. It appears as though we are conducting an entirely unapproved, uncontrolled experiment on the human population which will eventually result in a great deal of information about the effects of environmental chemicals on human health.

Unfortunately, we are all the guinea pigs in this vast experiment! How we as individuals fare in this great experiment will be determined by the level of our exposure to a wide array of metallic and non-metallic toxicants, the adequacy of a wide range of nutritional and lifestyle factors and our genetic susceptibility to toxic influences. Periodically undergoing a scientifically based detoxification program may be one of the most effective steps we can take to live healthy on this chemical planet.

years. Others are directly toxic and cause harm to the brain,

The New Science of Detoxification

Effectively neutralizing and eliminating contaminants from our bodies is a complex process involving thousands of cellular and biochemical processes. Efficient detoxification requires the provision of a wide range of nutritional substances. Traditional forms of fasting (water or juice fasts) may not provide adequate nutritional support to enable modern day, chemically contaminated humans to detoxify in a safe and effective manner. Traditional fasting indeed causes accumulated toxins to be released from polluted organs and to enter the circulation. However, if the liver and kidneys are not supported with adequate quantities of a wide range of important nutrients, these detoxifying organs are placed under tremendous stress and detoxification

becomes highly inefficient. At the Cline Medical Center, we recommend a scientifically validated program which nutritionally supports detoxification. During detoxification therapy, the individual remains on a very simple prescribed diet which is free of most possible food allergens. In addition, patients utilize a medical food product known as UltraClear Plus which was designed by scientists at the Functional Medicine Research Center in the State of Washington. UltraClear Plus is a powdered food used to make "smoothie drinks". This medical food product contains dozens of important nutrients which are required for effective detoxification. It works best when used as part of highly systematic and comprehensive detoxification program.

The Effectiveness of Detoxification

Research conducted by American scientists has demonstrated that close to 80% of individuals with chronic fatigue syndrome will improve markedly by a guided detoxification program based upon nutritional optimization of detoxification using UltraClear Plus and a low allergy diet. This approach is called "enterohepatic resuscitation" and is being used by healthcare practitioners around the world. At the Cline Medical Center we combine enterohepatic resuscitation with hyperthermic therapy using the far infrared sauna, as well as exercise and chelation therapy. The results

we are seeing with this program are very promising. In fact, the approach used at the Cline Medical Center is setting new standards for detoxification based therapies and it is being taught in full credit courses to physicians from around the world at the Institute for Functional Medicine in Washington State. Dr. Cline's approach to detoxification will also be described in an upcoming medical textbook entitled "Fundamentals of Functional Toxicology". Look closely at your schedule and begin planning now for your detoxification program. It should be time well invested!

Deep Tissue Cleaning May Be Critical for Good Health

Many of the illnesses facing modern society have strong links to the environment. Cancer rates are rising every year with all fingers pointing at the lifestyles and environment of our population. Diseases virtually unheard of twenty years ago, such as chronic fatigue syndrome and fibromyalgia, now exist in epidemic numbers and these numbers continue to rise with each passing year. Children are amongst the most tragic victims of our changing environment with rates of attention deficit hyperactivity disorder (ADHD) and autism rising several hundred percent over the past two decades. Many people wonder why they feel exhausted, why their head seems to be in a fog, why they so frequently have to live with pain. The stress of accumulated toxic substances may be a primary factor in the poor health of millions of North Americans. There are now hundreds of thousands of toxic chemicals released into the environment daily. Many of these are cumulative

are at particular risk from the adverse effects of environmental pollution. Getting smart about the sources of environmental contaminants and avoiding unnecessary toxic exposures at home and at work is a vitally important health principle. In addition, optimizing nutrition to support efficient detoxification and leading a healthy lifestyle will help to reduce toxic stress on the body. On top of this, a scientifically based program of therapeutic detoxification can bring about enormous improvements in health, vitality and brain function. This past decade has seen great advancements in the science of therapeutic detoxification and effective programs are being developed worldwide at reputable environmental medicine clinics. The Cline Medical Center has been following these advancements and is very pleased to now have the equipment and facilities to conduct comprehensive detoxification programs. Space for these programs is limited and is available on a first come first serve

and end up in our bodies to some degree. Heavy metals, pesticide and herbicide residues, solvent residues and byproducts of fossil fuel combustion can be found in significant measurable quantities in the bodies of virtually every human on this planet. Those who are more genetically susceptible, who have less than optimal nutrition or who have experienced excessive exposure to toxic agents

basis. Most people will find that an annual or semi-annual detoxification program is one of the most beneficial things which they can do for their health. In the years to come, keeping our bodies free from toxic stress may be the deciding factor in determining whether we live our days sick and tired or vibrantly alive and energized!