



Natural Therapies Certification Board

NATURAL THERAPIES CERTIFICATION BOARD NEWS

August 18, 2010

Attention Aromatherapy Practitioners

The Reference Guide for Essential Oils by Connie & Alan Higley has just been released (Version 12, July 2010). This new full-color edition is completely updated and expanded with the latest products and product ingredients. New features include an innovative color code system for choosing the right oil, research findings, and much more. The Guide also includes individual sections for the following: Science & Application, Single Oils, Oil Blends, Personal Care Products, Supplements, and an alphabetized Personal Guide. Check out www.abundanthealth4u.com or Amazon.com for more information.

Note from the Editor: I love this new guide as it contains all of the new Young Living Essential Oils, roll-ons, and supplements. The color coding makes it easy to discern which oil is best to use, yet it also gives you alternative choices. Raindrop practitioners will appreciate the Vita Flex and Auricular color charts, anatomy & physiology charts, and chakra energy center information.

Domain Names for Sale

Secret Registrations has advised the NTCB that the following domains have been released for sale at \$25.00 each:

IndigoBiofeedback.biz
IndigoBiofeedback.info
IndigoBiofeedback.net
IndigoBiofeedback.org
IndigoBiofeedback.us

Contact sr@agr8.biz to purchase or for more information.

Need CEU's?

CEUs for recertification are 20 CEUs/year. Ten must be in your particular modality; ten may be in alternative therapies, professional and/or business development from accredited organizations. Remember, if you have taken the Basic Skills Coaching Workshop, that is worth 30 CEUs towards recertification. If you have completed the Aromatherapy Intensive Coaching Skills Workshop, that is worth 75 CEUs.

CEUs may be carried over for two years towards the next re-certification. Also, if you previously submitted more CEUs than required (40, for example), on your next recertification, just state that CEUs were submitted previously and are on file when filling out your re-certification application.

Be sure to check out our Accredited Organizations - <http://www.ntcb.org/accredited.html>. Also scroll down to 'Other Helpful Links' for online training, for example ... Vital Connection University - <http://www.vitalconnectionuniversity.com/> - has daily training for NTCB CEUs for different modalities and some free on-line courses you may take advantage of.

✚ FTC/FDA ... What's in a Name?

FTC is a law enforcement agency responsible for ensuring that consumer products are properly marketed. Whereas the US Food and Drug Administration (FDA) regulates product labeling, FTC regulates product advertising. The two agencies work in close coordination, often with overlapping jurisdiction and joint enforcement.

The FTC's main goal is to stop unfair and deceptive practices in commerce, whereas the FDA differentiates between product categories and types of claims.

There are two principles that the FTC looks for when assessing product marketing:

- Advertising must be truthful and not misleading
- Objective claims must be substantiated before they are made

According to Michelle Rusk from the FTC, *"When we look at an advertising case, we look at how claims are being conveyed to the consumer. It is very consumer-focused; we look at what consumers will take away, not what you intend to say."* Therefore, you are responsible for claims a consumer will take from your ad.

When evaluating product advertising, the agency takes the following into consideration:

- Express and implied claims
- Impression
- Testimonials (*The agency indicates you should be careful about using testimonials*)
- Disclosure of material information

The second part of FTC's analysis involves examining whether claims are sufficiently substantiated. The agency said it looks for *"competent and reliable"* scientific evidence. Rusk added that the agency looks at all evidence, not one study in isolation.

*"We'll look closely at **all** evidence, and that's something you should be doing too. If there are inconsistencies between the study you cite and other scientific literature then there may be a problem or you may need to understand these and explain them."* Rusk highlighted four main points that food and supplement companies should keep in mind when considering the substantiation of health claims on their products:

1. Product claims must match the evidence
2. Do not overstate the science or benefit
3. Anecdotes are not evidence
4. You cannot base claims on placebo effect

■ *Edited from Nutra-Ingredients USA Newsletter, Lorraine Helder, Editor*

✚ **NOTE:** We recently had a mail box change. Mail will be forwarded to our new address. We still answer the phone EDT.

✚ **Is your certification expiring?**

Check your certificate or email us for your expiration date. Visit our website at <http://ntcb.org/apply.html> and follow the instructions to pay online and download a recertification form for your designation. You may also mail your recertification into headquarters (address on the application).

✚ **Have you moved lately?**

Let us know how we can find you by sending us your new contact information, including email address, to ntcb.info@gmail.com. Thank you!

Thanks to all for your continued support.

Jackie Olsen

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The views expressed in this newsletter are my personal opinions and are not to be attributed to the Natural Therapies Certification Board. Upon receipt of information that proves that my expressed views are false or incorrect I will issue the appropriate retractions and apologies.