



Natural Therapies Certification Board

NATURAL THERAPIES CERTIFICATION

BOARD NEWS

November 13, 2012

Reflexology News

This is just in from one of our approved schools - Universal College of Reflexology:

The Lauren Slade (CMR) Show podcast series has just been launched. It is free, and covers many different topics. A recent one exposes the shady beginnings of the myth that "Reflexology is Quackery" - (hard to believe the lengths people will go to just to trash Reflexology). Another covers "Merging Science and Reflexology". Take a minute and go "like" their podcast Facebook page at www.LaurenSladeShow.com and they will mention your name on air in an upcoming podcast. Do notice that listening to these podcasts can earn 1 CEU/50 min. for NTCB Recertification.

The UCR Newsletter is now in a new and exciting format loaded with important information on a variety of Reflexology topics. Please click here to access their [NEW Reflexology Newsletter](#).

You will also find the latest in their upcoming courses for people getting ready to start learning Reflexology, from [free introductory classes](#) to a class on [Relaxation Reflexology](#) and the full [Professional Foot Reflexology certification class](#).

Existing Reflexologists will love the [continuing education classes](#) and they are also launching this month the brand new [Reflexology & Aromatherapy](#) online class.

Integrity Biofeedback Inc. & Academy New Course... **Course Title: Biofeedback LIFE Support**

Do you have ongoing questions about your biofeedback device and how to use it more effectively with specific clients? This bi-weekly teleconference / webex course provides "beyond the basics" instruction for practitioners who have their specialist certification. Your questions will be addressed regarding the L.I.F.E. System and other biofeedback devices, as well as, updates on the latest biofeedback legalities and research. Specific client stress issues are discussed to help you use your biofeedback system to its fullest potential.

Classes are the second and fourth Thursday evenings of each month and are recorded in case you are unable to attend.

Course Facilitator: Brenda Judah, CBS, CBI, SHL

NTCB CEUs: 20

For more information e-mail balanceyourstress@comcast.net

The Natural Therapies Newsletter is a publication of Natural Therapies Associations (NTA) which includes AEOEA, AASHC, BANA, CHCEA, HCANA, MBACB, NCEAI, NHCEA, NHMEA, NTANA and TNEAA. The executive director for NTA is Diane James.

How to Legally Make Claims

The truth is you can legally make claims if you are licensed or operating a private association.

1. Licensed Professionals - those licensed by their state or province - have the right to make certain types of claims regarding any concern, condition, disease, disorder or symptom covered by their scope of practice as defined by their license.
2. Professional members of a private health association can make any claims to other members of that association. But they cannot legally make some of these claims publicly.

The truth is anybody can make claims concerning you and your work.

1. Other people can literally make any claims about you, your work and your successes. They can write things about you that you can't legally write about yourself.
2. They can say these things by word of mouth or in audio recordings or videos. They can say things about you that you can't legally say about yourself.
3. They can use their real name, their initials or a pseudonym. Anybody can use a pseudonym. You can use a pseudonym together with your real name by saying you do business as (dba) on your website, letterhead, business card, brochures, checking account or other media.
4. They don't need to register a pseudonym unless they make money under that name. They can register their dba with their local government.
5. They can use the option to list their city and/or state if that information is important. They should never list their address, phone number or email address unless they want to invite a lot of spam and junk mail.

The truth is some professionals make claims using stealth technology.

1. They register domain names and host them privately and confidentially with Secret Registrations or one of the other major private registration companies.
2. They write the things their clients said or wrote about them. Some use testimonials with initials, city and state or country. Some use first names only. Others use pseudonyms. They protect the privacy of their clients. There's no limit to the number of claims anybody can make using this approach.
3. Several health professionals use this approach. But they'll never admit it. (That's what makes it "stealth.") They tell you they keep all client information confidential and they never break client confidentiality. That's all true.
4. But they do write what their customers said. They just write enough about their client to hide their client's name and location. They never make any claims themselves and they never promote themselves. They use the words their clients said or wrote to make the claims and promote them. And, they protect their client's identity.
4. As long as they do what this website claims they did for others, the customers they get will keep coming back. Success creates customers. It also creates testimonials they use to strengthen the website they created using stealth technology to make claims about them.
5. The truth is this approach works. They're just using stealth technology to tell the truth about themselves and to protect the confidentiality of their clients. They're doing this anonymously or they have a friend doing it for them.
6. They don't need to prove what others claim about them. Their clients said it. They made a record of what their clients said and they keep that record in their client files.
7. If you decide to use this approach yourself, keep it honest and protect the identity of your clients.

Printed with permission ©The Natural Therapies Newsletter is a publication of Natural Therapies Associations (NTA) which includes AEOEA, AASHC, BANA, CHCEA, HCANA, MBACB, NCEAI, NHCEA, NHMEA, NTANA and TNEAA. The executive director for NTA is Diane James – <http://ntana.com> .

BOOKS IN REVIEW

Just published at Amazon.com is the first of a series of eBook reports on Amazon Kindle authored by Bill Cunningham, of White Dove Healing Arts. The current publication is titled "The Ancient Healer Vol. 1" and its purpose is to acquaint the general public and the millions of Amazon Kindle owners with an introduction to alternative health care, and in subsequent volumes to progressively introduce readers to modern complex homeopathy and quantum biofeedback.

If you don't have a Kindle, you can get a free reader download app for desktop or any mobile devices here:

http://www.amazon.com/gp/feature.html/ref=kcp_pc_ln_ar?docId=1000426311

The URL to view and download the listing is <http://www.amazon.com/dp/B009Y6B2Z8>

CERTIFICATION EXPIRING?

If your certifications are due to expire, 11/30, 12/31, 1/31/13 ... it is recommended you renew as soon as possible in order to receive your certificates in a timely manner, without a late fee. We do allow a 20 day grace period, but time does slip away. To renew your certification, please go to <http://ntcb.org/apply.html> and follow the instructions. NOTE: please allow 4-5 weeks for processing if you renew by mail.

NTCB HOLIDAY CLOSINGS

It recommended that you plan for our Holiday Closings. Mail between Christmas and New Year's is usually delayed. Those with renewal dates of 12/31 will be given a 45-day grace period.

- NOVEMBER 21 (PM), NOVEMBER 22 (U.S. THANKSGIVING), NOVEMBER 23
- DECEMBER 21, 2012 THRU JANUARY 4, 2013

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 for your continued support and commitment to Natural Therapies.**

Jackie Olsen, Executive Director  
Natural Therapies Certification Board  
[info@ntcb.org](mailto:info@ntcb.org) \* <http://ntcb.org>  
848 N. Rainbow Blvd., Box 2500, Las Vegas, NV 89107  
800-710-1539 ext.1 s 888-484-3113 (fax)

***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.***