

# camexpo

The Complementary, Natural  
& Integrated Healthcare Event

22-23 October 2011 Earls Court | London



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camexpo  
preview  
special

## Show Preview



Opening times – Saturday 22 October: 10.00-18.00 | Sunday 23 October: 10.00-17.00

[www.camexpo.co.uk](http://www.camexpo.co.uk)

### Inside this preview

#### Big name interviews

Show Preview has exclusive interviews with the biggest names in the CAM world. We hear from women's health expert Dr Marilyn Glenville and mood and wellbeing specialist Antony Haynes.

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With another great line-up the Demo Theatre will feature some of the UK's leading trainers and service suppliers.

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#### The award goes to ...

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camexpo's Taster Workshops offer a great bite-sized introduction to a multitude of new therapies and techniques.

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## Can we do it? Yes we CAM!

Public and media interest in complementary and natural approaches to healthcare has never been higher. More orthodox doctors are also seeing the enormous value of CAM therapies, despite the efforts of a few aggressive sceptics. Yet sometimes it can feel that CAM practitioners are more restricted than ever.

It's this paradox that has led to some of the leading figures in the natural health world urging the whole of the CAM sector to come together — to make a big new push that will extend the benefits of natural healthcare to more people than ever.

“I love it! camexpo is two of my favourite days of the year.”

**CHANTELLE YOUNG,  
PRACTITIONER**

The world-renowned naturopath, Jan de Vries, is one them. He will be using his Keynote talk at this year's **camexpo** to invite all CAM practitioners to create a “united force” and to put natural approaches “right at the fore” of healthcare in Britain. Dr

Marilyn Glenville meanwhile tells us that there is a great opportunity for practitioners to “work creatively around and within the regulations, to make a big push forward”.

So, where better place than **camexpo** to come together as that strong, united force? As Jan de Vries tells us, “**camexpo** is a wonderful opportunity for practitioners to meet” and somewhere offering “guidance and an umbrella for practitioners”.

So let's make the most of this opportunity **camexpo** presents to give our profession that big push forward. **Can we do it? Yes we CAM!**



## We've teamed the biggest speakers with the hottest topics!

In the Nutri Centre Keynote Theatre at camexpo, we've teamed the biggest speakers in the CAM world with the hottest topics of the moment.

The world-renowned naturopath, Jan de Vries, will use his talk to ask some very pertinent questions about one of the most critical issues facing practitioners — their role in the wider health arena, and in society.

Gill Tree meanwhile will take a slightly different view of the practi-

tioners role, arguing that it is no longer enough to be “a great therapist” — “we need to position ourselves as the experts in our field”.

Leading women's health specialist, Dr Marilyn Glenville, will tackle two key health areas in her two talks. On the Saturday she will look at latest

developments in natural menopause management, while in her Sunday



**Rob Verkerk is one of 22 top CAM Keynote speakers**

talk she will be addressing the complex issues around food allergies and intolerances.

Professor George Lewith will talk about the headline-making College of Medicine, which he describes as a “new force fore in the UK for patients, scientists and clinicians”. Other big

Keynote Theatre draws include leading nutritionist and author, Patrick



Holford — talking on The Feel Good Factor, and Dr Robert Verkerk, who will help to show how CAM practitioners can navigate the minefield of EU legislation. CMA president Jayney Goddard meanwhile will be focusing on the latest, scientifically proven approaches to natural anti-ageing.

## Seminar Spotlight: Antony Haynes

Nutritionist and author **Antony Haynes** will be talking on the subject of how to balance hormones and neurotransmitters naturally to improve mood and well-being



**camexpo:** There is growing "official" and political interest in the area of human happiness. But is there enough attention being focused on the nutritional dimension of mood and wellbeing?

**Antony Haynes:** Despite recent political interest, I think there's little evidence of any serious understanding within orthodox medicine of the relationship between what we eat and how we feel.

**camexpo:** You are going to concentrate in your talk on the connection between the major stress hormones and brain messengers. Why is this such an important area for study?

**AH:** In short because it's so prevalent — stress impacts on so many aspects of mental health. It's a huge burden on society. Balancing stress hormones early on in life can really help to mitigate the negative effects of stress — it's a win-win for now, and the future. Well-being

in your brain really is nirvana! You're more likely to have a better quality of life, and be making better life decisions.

**camexpo:** What would you say have been the most exciting discoveries in the wider area of nutritional therapy in recent years?

**AH:** One of them, if we are talking globally, has to be the ability to identify imbalances in cardiovascular health — key markers such as homocysteine, fibrinogen and CRP. All these can be corrected and ameliorated through specific nutritional therapies.

**camexpo:** You have already written two influential books in your field of expertise — *The Insulin Factor* and *The Food Intolerance Bible*. Is there another in the pipeline?

**AH:** I'd like to write a book around some of these themes we've been talking about. Whether I will find the time to fit it in with my current work schedule I'm not sure. For the moment it's on my wish list!

“Everything I need to advance my business further was here today.”

LUCY PUSEY, PRACTITIONER

“Balancing stress hormones early on in life can really help to mitigate the negative effects of stress — it's a win-win for now, and the future.”

ANTONY HAYNES

“I love the talks and seminars — and always come away with positive ideas!”

DAWN COCKBURN,  
HOLISTIC THERAPIST

## You saw it here first

If you're looking for a snapshot of the latest trends in CAM products and services, the New Product Showcase should be your first port of call when you arrive at camexpo. For practitioners, it's the perfect way to research the most efficient ways to allocate your clinic's budget — make a note of the products that catch your eye, and then go and talk to the suppliers right on their stands.

For retailers, the New Product Showcase is a great way to check out the next big thing — and your store's next best-seller!

Better still, camexpo visitors get the chance to vote for their favourite new product or service. The winning product or service picks up the Best New CAM Product Award.



## It's club class all the way!

**camexpo** is far more than just a single annual event and the benefits of attending continue long after show close, with all visitors qualifying for FREE membership to the camclub!

Now in its fifth year, this fantastic resource for the UK's CAM community boasts access to industry papers, podcasts, seminar talks, a host of special member's offers and a monthly e-Newsletter filled with exclusive articles and all the latest industry news.

All visitors to camexpo 2011 gain exclusive FREE access to our website's camclub Members' Area, home to a useful archive of articles by leading figures from the CAM world.



## Conference call! - two days of inspiring talks and shared learning

Every successful practice is built upon knowledge and camexpo is where 1000s of CAM professionals converge to share learning and promote new ideas. Don't miss this fantastic opportunity to see 22 of the CAM industry's best known subject specialists in action, delivering two full days of inspirational sessions. This year's top line-up of leading scientists, authors and practitioners includes, professor George Lewith, Dr Robert Verkerk, Jan de Vries, Patrick Holford, Dr Marilyn Glenville and Jayney Goddard.

Sponsored by



CPD points available at all seminars and workshops



## FREE Keynote seminar programme

CPD points available at all seminars and workshops

### Saturday 22 October - THEATRE 1

10.30-11.15	Professor George Lewith	The College of Medicine
11.35-12.20	Antony Haynes	Dopamine, Cortisol & Beyond
12.40-13.25	Gill Tree	Essentials For Therapy Success
13.45-14.45	Dr Marilyn Glenville	Natural Solutions To The Menopause
15.00-16.00	Patrick Holford	The Feel Good Factor
16.15-17.15	John Hicks	Increasing Our Well-being With Five Element Acupuncture

### Saturday 22 October - THEATRE 2

10.30-11.15	Alison Cullen	Herbs In Real Life
11.35-12.20	Liz Hawkins	Supporting Patients With Cancer
12.40-13.25	Dr Robert Verkerk	The Art Of Nutritional And Herbal Practice In The Minefield Of European And UK Regulation
13.45-14.30	Maggy Wallace & Margaret Coats Dunn	CNH And The New Agenda In Healthcare
15.00-15.45	Denise Tiran	Working With Pregnant Clients
16.15-17.00	Daniel Baden	Building Biochemical Bridges With Celloids

### Sunday 23 October - THEATRE 1

10.30-11.15	Neil E Levin	The Virtues Of Vitamin D: It's Time We Saw The Light
11.40-12.25	Jayney Goddard	Getting And Keeping Clients With Younger By The Day™
12.45-13.45	Jan de Vries	What Is The Role Of The Complementary Practitioner Today?
14.00-15.00	Dr Marilyn Glenville	Food Allergies/Intolerances - Can They Cause Weight Gain?
15.15-16.15	Professor Paul Clayton	The Innate Immune System Is The Key

### Sunday 23 October - THEATRE 2

10.30-11.15	Bharti Vyas	Can Beauty Really Be Holistic?
11.40-12.25	Nicola Moore	Stress: Breaking The Cycle That's Blocking Your Fertility
12.45-13.30	Mary Atkinson	Positive Touch For Children
14.00-14.45	Kush Kumar	Coping As A Therapist Within The Ever Changing Industry
15.15-16.00	Paul Lewis	Therapeutic Massage

Seminar supporters





## Seminar Spotlight: Dr Marilyn Glenville

In one of her two highly anticipated Keynote talks **Dr Marilyn Glenville** will take on the theme of Natural Approaches to the Menopause



**camexpo:** You say that women often now live 30 to 50 years past the menopause. Do you think this is re-

shaping the way we think about the subject today?

**Marilyn Glenville:** Yes because we now have to think more in terms of prevention and to put in place those preventative measures as early as possible in a woman's life. It is important for women to be able to spend those years enjoying a good quality of life, with, perhaps most crucially, good health.

**camexpo:** What are the symptoms of the menopause that cause women the most distress?

**MG:** Hot flushes and night sweats are the most common symptoms and can cause the most distress because they alter the quality of that woman's life. The other symptom which can cause the most distress but which is not talked about openly as much as the hot flushes and night sweats is vaginal dryness. Some women find intercourse so uncomfortable that it seems easier not to do it and this can have a devastating effect on their relationships.

**camexpo:** What are the treatments and therapies that give you most hope for the future?

**MG:** My passion is nutrition and for me this is where we are going to see more research and evidence emerging as to how we can help women through the menopause. The aim is to use nutrition to allow women to look forward to a natural menopause journey with the minimum of uncomfortable or debilitating

symptoms. To help each woman to nourish her body well by following a healthy diet, adding in nutrients in supplement form and herbs if needed, then any problems really can rectify themselves.

**camexpo:** To what extent, and in what ways, can women prepare for the menopause?

**MG:** Many women will start to experience hormonal changes from around the age of 40. For some women, they can notice changes from the mid 30s onwards. These changes can be so subtle that the woman may wonder if it is all in her mind but rest assured that what she is feeling is completely normal. So the earlier a woman can prepare for the menopause the better.

**camexpo:** More generally, what do you currently see as the biggest opportunities and challenges for achieving a more natural approach to the menopause?

**MG:** The biggest opportunities are for us to help educate women so that they know what choices they have available and can make informed decision so that, for example, in the case of the menopause, it is not HRT or nothing. The challenges are coming from the regulation where it will be more difficult to show what the natural therapies can do. We need to see this as an opportunity to get more creative and find legitimate ways to work around and within the new regulations, challenge where we can, and push forward because we know from our clinical and personal experience just how effective and beneficial the natural approach can be. People should be able to choose how they look after their health.



## Demo Theatre

With one of its strongest line-ups yet, and a lively hands-on atmosphere, the Demo Theatre will feature some of the UK's leading trainers and practitioner service suppliers. Leading names taking part in the Demo Theatre this year include CThA, Sun Chlorella, The Wellness Tree, Affinity, BioCare, Balens, Lifestrainer, EHA, Nutures Plus and Xnergy.

## Get to know your associations

**camexpo offers the one opportunity of the year to have all the biggest names in the industry, including representatives from many of the major associations, together under one roof. So, don't miss out on meeting the people whose specialist know-how can help support your practice and help your business to grow.**

Including



“We need to see regulations as an opportunity to get more creative and find legitimate ways to work around and within them, challenge where we can, and push forward”

DR MARILYN GLENVILLE

## The Award that means so much...

Voted for by the industry, the second annual CAM Outstanding Achievement Award is the ultimate recognition that can be bestowed on an individual who has made a truly outstanding contribution to the CAM community.

Last year's winner of the CAM Outstanding Achievement Award, Mary Atkinson, returns to **camexpo** as Keynote speaker, in a talk looking at the role of touch therapy in reducing anxiety in young people. She told us: "I was honoured when I was



awarded the CAM Outstanding Achievement Award 2010 at the **camexpo** exhibition last October.

"The award meant so much to me, as it was an award nominated by people in the therapy industry, so I really felt a sense of recognition and support from my fellow therapists."

**Let us know who YOU think should be the winner of this year's CAM Outstanding Achievement Award. Get involved by nominating a candidate at [www.camexpo.co.uk](http://www.camexpo.co.uk) by 7 October 2011.**

## CAM Clinic of the Year Award

The **camexpo** CAM Clinic of the Year Award is back for a second year with cash prizes from sponsors Viridian, in association with The Nutri Centre. The award is judged against all aspects of running a successful clinic — the treatments offered, marketing, client testimonials, and unique selling points, plus the all-round client experience.

This award is the ultimate recognition that can be bestowed on a clinic that has made a truly

outstanding contribution to the Complementary and Natural Therapy Industry, so make sure you enter your clinic to be in with a chance of winning the **camexpo** CAM Clinic of the Year Award 2011, presented on stage at **camexpo** 2011 by Jayney Goddard after her seminar on Sunday 23 October.

**Visit [www.camexpo.co.uk](http://www.camexpo.co.uk) for more information.**



## Exhibitor List

The Homeopathic of Anglia East College	1210
The Nutri Centre	1223
NYR Organic	1225
Expectancy Ltd	1412
Napiers the Herbalists and Rickard Lanes	1414
BioCare® Ltd	1416
Nutriworks Limited	1421
LIFE Water Ionizers	1422
OptiBac Probiotics	1423
Inspired Vitamins and Nutrition Ltd.	1424
Bamber Watson Associates Ltd	1425
Physique Lifestyle	1432
Positive Health Online	1504
The Smart School Of Coaching	1508
Absolute Aromas	1512
The Association of Registered Colon Hydrotherapists (ARCH)	1514
The Natural Health Practice Ltd	1521
Tonic Gold Alchemical Elixir	1522
Health Etcetera	1523
Natural Health	1524
Doctor Croc	1525
Lumina Jewellery	1526
Affinity / Therapy Essentials	1611
Balens Ltd	1613
PhysioPod UK Limited - Exclusive Distributors for DEEP OSCILLATION® therapy	1614
Probiotics International Ltd	1616
Nordic Naturals and Nutri-Link Ltd	1621
The House of Argan	1622
FS International/ Holistic Supplies	1623
High Barn Oils	1624
Manifest Health	1625
Tiana Ltd	1626
UK Healers	1631
Alliance for Natural Health International	1632
Quantum Wave Lasers	1633
Allicin International Ltd	1635
Healthy Distribution & Logistics	1637
The Healthy Bowels Company	1638
Massage World	1714
Association of Systematic Kinesiology	1721
IFPA	1722
SRMHC Associates	1723
Young Living Essential Oils	1724
Myofascial Release UK	1725
The Aromatherapy Company	1732
Berner 3000 UK Ltd	1737
Eterno Naturals Ltd	1813
Balm Balm	1815
Green People Organic Lifestyle	1816
Sun Chlorella Corporation	1821
Ayurveda Pura Ltd	1822
G&G Vitamin Centre	1823
Adrenne Burlow	1824
Revital Ltd	1825
Pure Massage	1831
Mycology Research Laboratories UK	1832
Miracle Noodle	1833
Naturopathic Nutrition Association	1834
Lamberts Healthcare Ltd	1837
British Alliance of Healing Associations	1838
CAM Magazine	1915
CAM Lifestyle	1915
Salty Lamps	1916
LIFE PRACTICE UK LTD	1921
Get Your Life Back	1923
Complementary Medical Association	1925
Bionutri	1931
The Natural Dispensary Ltd.	1931a
PERFECT POSTURE UK	1932
Essentials for Health	1933
Kinetic Natural Products Distributor	2113
ThinkAboutIt Productions Inc	2115
The Institute for Optimum Nutrition	2116
Rio Trading Company Health Ltd	2121
Bonusan BV	2122
Springfield Nutraceuticals BV	2123
Innersound Wellness Centre	2125
api-ar international s.a.	2131
Health Interlink Ltd	2132
Federation of Holistic Therapists	2134
CThA	2138
British Institute for Allergy and Environmental Therapy	2139

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## Get a taste for a new therapy

camexpo's Taster Workshops offer a great bite-sized introduction to a multitude of new therapies and techniques. Whether you're new to the industry or an established practitioner, you'll benefit from excellent training from top industry experts at a fraction of the normal cost. Try before you buy and get real hands-on experience before committing your time and hard-earned money to a full-time course. With over 40 Workshops running over the two days, you'll have the chance try out an amazing diversity of therapies on offer — from Thai Yoga Massage to Trigger Point Therapy, Cupping to Kinesiology.

All workshops are £17.50 incl VAT. Places are limited, pre-book online now at [www.camexpo.co.uk](http://www.camexpo.co.uk)

Taster Workshops  
Sponsored by



Couches Affinity  
Supplied by

CPD points available at all seminars and workshops



## Workshop Spotlight: Ruth Duncan

MFR specialist **Ruth Duncan** will use one of her two workshops to show how MFR can help with neck and shoulder pain



**camexpo:** What are the benefits that myofascial approaches can bring to the treatment of neck and shoulder pain?

**Ruth Duncan:** The neck, head and shoulders are supported on the frame below. MFR treats the entire connected myofascial system. We look at balancing the entire structure, as opposed to symptomatic treatment. Restrictions in the lower body manifest as symptoms in the upper body and vice versa.

you think this is now a more widely understood phenomenon?

**RD:** Society still has a bit of a road block when it comes to emotions and feelings however, slowly but surely we are understanding the fact that emotion can cause pain and dysfunction and can also come from it. MFR helps people by releasing the physical restrictions tied up with feelings and emotion. The feelings and emotion then come into awareness and then you have the opportunity to change the way you react and feel.

**camexpo:** In your experience, what are the most common underlying causes of these types of problems?

**RD:** Structurally — imbalance in the pelvis, incorrect foot positioning, habitual patterning form repetitive poor posture and strain and illness. Emotionally — stress, strain, lack of sleep. Then also poor diet and dehydration.

**camexpo:** You also have a more general interest in the body/mind connection. Do

**camexpo:** As an experienced CAM practitioner, would you say you are generally optimistic about the future for natural healthcare?

**RD:** Yes I am optimistic, we are seeing more and more therapists wanting to learn MFR. In general there are works in progress with advertising, a national qualification framework, the standard of available courses and integration into the NHS. I'm sure we will get there.

“So much diversity, there really is something for everyone. I have found so many answers and come away completely inspired.”

TRACEY WINSKILL, AROMATHERAPIST



## Workshop Spotlight: Deborah Kelly

In her workshop, internationally trained massage therapist **Deborah Kelly** will be demonstrating one of the most exciting new massage therapies around — Heated Holistic Bamboo Massage



**camexpo:** Heated Holistic Bamboo Massage is a new therapy. How was it developed, and which other massage therapies is it mostly closely related to?

**Deborah Kelly:** Heated Holistic Bamboo Massage comes from a long and varied tradition, developed and used mainly in Asia. It's been quickly growing in popularity in America too. The therapy it proba-

bly resembles most closely is hot stone massage, because the therapeutic properties are similar.

**camexpo:** What types of conditions benefit in particular from Heated Holistic Bamboo Massage?

**DK:** With the effect of the heat and the deep tissue massage, it is really useful for arthritis, sports injuries and things like tendonitis. But it's also good for stress, tension and circulatory conditions.

## Workshop Programme Saturday 22 October 2011

Zone	Time	Workshop	Presenter	Ref
1	10.30-11.30	An Introduction To Seated Acupressure	Pauline Baxter	W1
2	10.30-11.30	Sophrology	Florence Parot	W5
3	10.30-11.30	Effortless Power Sports Massage	Susan Findlay	W9
4	10.30-11.30	The Back: Clinical Tips And Tricks	Jane Johnson	W13
5	10.30-11.30	Thai Foot Massage	Chris Parker & Annalisa Zisman	W17
6	10.30-11.30	Trigger Point Therapy + Stretching	Rachel Fairweather	W21
1	11.55-13.25	Ayurveda For Women	Dr Deepa Apte	W2
2	11.55-13.25	Thai Yoga Massage	Dympna O'Brien	W6
3	11.55-13.25	Colon Massage Workshop	Galina Imrie	W10
4	11.55-13.25	Postural Assessment	Jane Johnson	W14
5	11.55-13.25	Thai Herb Compress Massage	Chris Parker	W18
6	11.55-13.25	Myofascial Release For Carpal Tunnel And RSI	Rachel Fairweather	W22
1	13.50-14.50	Heated Holistic Bamboo Massage	Deborah Kelly	W3
2	13.50-14.50	Bi-Aura School Of Bio Energy Therapy: Working With Chakras	Dan Kahn	W7
3	13.50-14.50	Kinesiology — Helps You To A Positive Future	Linda Hodges	W11
4	13.50-14.50	Positional Release And Cranial Technique Workshop	Jonathan Lawrence	W15
5	13.50-14.50	Inspire Facial	Glenda Taylor & Niki Wakeman	W19
6	13.50-14.50	Pregnancy Massage	Meghan Mari	W23
1	15.15-16.45	An Introduction To Reflexology And Pregnancy	Gill Thomson	W4
2	15.15-16.45	Energy 4 Life	Caroline Shola Arewa	W8
3	15.15-16.45	Introduction To Osteopathic Techniques To The Upper Body	Cameron Reid	W12
4	15.15-16.45	MFR In The Treatment Of Jaw, Face, Sinus And Head Pain	Ruth Duncan	W16
5	15.15-16.45	Table Thai Massage — Traditional Thai Massage With The Comfort Of The Couch	Chris Parker	W20
6	15.15-16.45	Hot Stone Fusion — Clinical Treatment For Chronic Low Back Pain	Meghan Mari	W24

## Workshop Programme Sunday 23 October 2011

Zone	Time	Workshop	Presenter	Ref
1	10.30-11.30	Hands Free Chair Massage Techniques	Pauline Baxter	W25
2	10.30-11.30	The Power Of Breath	Swami Saradananda	W29
3	10.30-11.30	Kinesiology — Helps You To A Positive Future	Linda Hodges	W33
4	10.30-11.30	The Back: Clinical Tips And Tricks	Jane Johnson	W37
5	10.30-11.30	Pregnancy Massage	Kim Johnson	W41
6	10.30-11.30	Deep Tissue And Forearm Massage	Meghan Mari	W45
1	11.55-13.25	Traditional Ayurvedic Facelift Massage	Dr Deepa Apte	W26
2	11.55-13.25	Energy 4 Life	Caroline Shola Arewa	W30
3	11.55-13.25	Introduction To Osteopathic Techniques To The Upper Body	Cameron Reid	W34
4	11.55-13.25	Postural Assessment	Jane Johnson	W38
5	11.55-13.25	Meridian Massage	Nick Johnson	W42
6	11.55-13.25	Clinical Massage For Migraine And TMJ Pain	Tracey Kiernan	W46
1	13.50-14.50	Have You Got A Pain In The Neck? MFR Can Help	Ruth Duncan	W27
2	13.50-14.50	Bi-Aura School Of Bio Energy Therapy: Working With Chakras	Dan Kahn	W31
3	13.50-14.50	Tsuboki® Face Massage	Anne Parry	W35
4	13.50-14.50	Neuroskeletal Re-Alignment Therapy — Revolutionising The Treatment Of Back Pain	Carole Preen	W39
5	13.50-14.50	Cupping Workshop	Nick Johnson	W43
6	13.50-14.50	Fix In Six: Introduction To Advanced Clinical Massage Techniques	Rachel Fairweather & Meghan Mari	W47
1	15.15-16.45	Adrenal Fatigue — The Integrated Naturopathic Approach	Jackie Day	W28
2	15.15-16.45	Dorn Method For Back, Neck And Joints	Brigitte Nath	W32
3	15.15-16.45	Colon Massage Workshop	Galina Imrie	W36
4	15.15-16.45	The Balance Procedure	Jenny Cox	W40
5	15.15-16.45	Trigger Point Therapy	Kim Johnson	W44
6	15.15-16.45	Treating Common Sports Injuries With Advanced Clinical Massage	Rachel Fairweather	W48



## Prizes to be won!

There are £100s of prizes to be won in **camexpo's** free prize draw, including:

- The British Institute for Allergy and Environmental Therapy  
A free place on our Diploma Course.  
**Prize worth £1,500**
- Learn Buteyko — A free Classical Buteyko Workshop (5 x 2 hrs including 3 week follow up and reunion)  
**Prize worth £345**
- Symprove — Three month's supply of Symprove Mango & Passion Fruit multi strain probiotic  
**Prize worth £214**
- 1880 Living — A selection of products including Salvestrols® and cleanmarine® Krill Oil  
**Prize worth £150**
- Complementary Medical Association — Year's Free Membership of The Complementary Medical Association  
**Prize worth £150**
- Jing Advanced Massage and Training — One FREE day of training with the Jing Institute of Advanced Massage Training — **Prize worth £150**
- Essentials for Health — A place on either our one-day holistic Massage Magic workshop (for beginners) or on our one-day Deep Tissue workshop (for qualified massage therapists) — **Prize worth £110**

## camexpo - A 'must-visit' for health store owners too

More health store retailers than ever visited camexpo last year, as store owners used the show to meet with key suppliers ahead of the crucial winter selling season.

You'll find many of the best known names in VMS, nutrition and natural beauty products at the show this year. And with the 6th National Health Store Conference taking place on Friday 21 October at Earls Court — the day before camexpo starts — the timing couldn't be more perfect — or cost-effective!



**6th** National Health Store Conference  
Earls Court | London | 21st October 2011



### BANT Nutrition Lounge



What do you know about recent legislation, how does it affect

your practice? For guidance and answers to your specific questions visit the **BANT Nutrition Lounge** at camexpo and speak to a BANT representative.

## Education! Education! Education!

Demonstrating camexpo's ongoing commitment to ensuring its education programme reflects the current needs of the CAM community, this year's show sees more training opportunities than ever for attending practitioners and students wishing to advance their skills. Discuss course options with some of the industry's leading colleges and training providers, choose from 48 taster workshops, 22 free seminars, and a myriad of exclusive exhibitor demonstrations. This is one CAM-packed weekend that's not to be missed.

“camexpo is a fantastic event where anyone interested in complementary and alternative therapies can learn from a huge variety of speakers, seminars and workshops on offer”

PATRICK HOLFORD, NUTRITIONIST AND BEST-SELLING AUTHOR



“The show is a one-stop event to be able to see suppliers and pick up useful information on new products, to meet the schools and colleges and to get information on how to grow your practice.”

DR MARILYN GLENVILLE,  
LEADING WOMEN'S  
HEALTH EXPERT



## CAM stage LIVE

The **CAM stage LIVE** makes a popular return to camexpo. Showcasing a host of practical demonstrations from a selection of exhibitors, see essential oil blending, healing, massage, beauty demos and much more.



“It's been well worth coming over 400 miles for camexpo. Fantastic, informative seminars.”

JULIA MARSH, HEALTHWISE EARTH

## Exclusive show discounts

Check out the fantastic show offers at the back of this camexpo Preview. You'll find a host of discounts and deals that are exclusive to camexpo visitors. Your great day out at camexpo just got better!



## Exhibitor List

JYOREI - JAPANESE SPIRITUAL HEALING	2140
Lifewave	2144
Dexsil Labs SPRL	2215
Conscious Foods	2216
Acupressure Mats UK	2222
Songbird Naturals Ltd	2225
Kara Dairy Free	2228
The Herbjär	2231
Vita Green	2232
Niki's Organic Balms	2234
Body & Soul School of Complementary Therapy	2236
Acumag Ltd	2237
Holistic Insurance Services	2239
PharmaCare Europe Ltd	2240
A.Vogel, Bioforce UK Ltd	2311
CherryActive	2312
The Jing Institute of Advanced Massage Training	2313
The Zentist	2315
College of Naturopathic Medicine	2316
Bee Health	2321
Int Fed of Aromatherapists	2322
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# BIG DEAL DISCOUNT VOUCHERS

Massive discounts for visitors only available at the show. See the following pages for more details...

# BIG DEAL DISCOUNT VOUCHERS

massive discounts for visitors only available at the show



**Essentials for Health** stand 1933

## WOULD YOU LIKE TO ADD A NEW STRING TO YOUR BOW? INCREASE YOUR EARNINGS POTENTIAL? DELIVER A WONDERFUL HANDS-ON HEALING THERAPY?

Then study Holistic Massage with Essentials for Health, the school that offers you a Career not just a course. And if you book today, you'll save £615! We also offer Level 5 Sports Massage diploma courses.

### 25% OFF

Normal Cost: £2460,  
Maximum Saving: £615



**Natural Health Practice** stand 15 21

## FULLY STOCKED RETAIL UNIT (INC DISPLAY STAND)

Visit the Natural Health Practice on stand 1921 and find out about our range of supplements and how they will be of benefit to your customers. Also exclusively for camexpo we are offering 25% off the trade price of our fully stocked retail unit, giving you a margin of 50%!

### 25% OFF TRADE PRICES

Discount: 25% Size of unit: Case 192 x bottles  
Normal Cost: £939.94 Maximum Saving: £352.48  
T & C's: Show only offer



**Complementary Medical Association** stand 1925

## THE CMA BUSINESS DEVELOPMENT WORKSHOP - DEVELOPING YOUR PROFESSIONAL PRACTICE

### £30 OFF

Normal Cost: £130  
Maximum N°: 10 Workshops per person  
Maximum Saving: £300



Providing a career, not just a course

**Bio-Kult Probiotics** stand 1616

## BIO-KULT 60'S, 120'S AND BIO-KULT CANDÉA PROBIOTICS

Bio-Kult is a unique, multi-strain probiotic with 14 strains of beneficial bacteria, expertly formulated to help maintain healthy digestive and immune systems. Bio-Kult can help with specific conditions such as: antibiotic associated diarrhoea, traveller's stomach, irritable bowel syndrome and inflammatory bowel disease.

### 50% OFF BIO-KULT 120'S AND 60'S

### AND BIO-KULT CANDÉA 60'S

Discount: 50% Normal Cost: £15 for a single discipline  
Maximum N°: 10 of each Maximum Saving: up to £300 T & C's: Offer not applicable to wholesalers or retail groups.  
Maximum number is a guide only and at the discretion of the stand holder.



**Vulsini** stand 1623

## VULSINI I MOBILE HOT STONE BAG

Introducing the new Vulsini Bag, a revolution in hot stone therapy! For the first time hot stone massage has gone mobile allowing hot stone therapists the opportunity to perform this popular massage at their client's home. By eliminating the need for traditional water heaters, on site prep time is cut dramatically opening up hot stone therapy to a whole world of opportunities.



### 1 FREE FOR 3

Discount: 25% Size of Unit: Single Normal Cost: £234  
Maximum N°: 1 Maximum Saving: £254

**Eterno Naturals** stand 1813

## BODYTOX DETOX, WARM AND LAVENDER PATCHES

Eterno Naturals are pleased to offer 25% off the Bodytox Detox Patches, Natural Warm Patches and Lavender Sleep Patches. When Bodytox Patches are applied to the feet, powerful natural ingredients encourage the release of any waste material, helping to clear the pathways which can result in better energy, vitality and well-being.

### BUY 3 GET ONE FREE

Discount: 25%, Size of unit: Single packet of 14 patches or 6 patches, Normal Cost: £11.99 for 6, £23.99 for 14, Maximum N°: 24+8, Maximum Saving: £191.92  
T & C's: Maximum number is a guide only and higher numbers of the products can be ordered



SHOW-ONLY OFFER  
Save £191.92

SHOW-ONLY OFFER  
Save £615.00

SHOW-ONLY OFFER  
Save £352.48

SHOW-ONLY OFFER  
Save £30 OFF



**NATURAL SALT LAMP**

Working in EMFs or Positively ioned Environment? Feeling Stress and anxiety? Have some Breathing problems? Do not worry we have natural solutions for your problems. Breathe in the healthy Himalayan salt environment with our Natural salt lamps.

**BUY 2 GET ONE FREE**

Discount: 33%

Size of Unit: 120 x 2-4kg Salt Lamp Normal Cost: £20

Maximum N°: 12+6 FREE, Maximum Saving: £120

SHOW-ONLY OFFER  
Save £120

Ayurveda Pura's SLS stand 1822

**AYURVEDA PURA'S SLS, PARABENS AND PERFUME-FREE SKINCARE RANGE, HERBAL TEAS AND MASSAGE OILS**

Purchase any three products from Ayurveda Pura's Natural Cosmetics, Herbal Teas or Massage oils and receive a fourth one free.

**BUY THREE GET ONE FREE**

Discount: 25%

Size of Unit: Sizes vary

Normal Cost: £9.95-£24.95

Maximum N°: 3 Free

Maximum Saving: £74.85 based on 200ml face cream

T &amp; C's: Each offer is limited to purchasing three in the same product range.

SHOW-ONLY OFFER  
Save £74.85

Green People stand 1816

**GREEN PEOPLE**

Green People offer a complete range of award-winning natural and organic beauty products – 100% pure, natural and made with certified organic and fairly traded ingredients. They are kind to the environment all skin types, even sensitive and those prone to eczema and skin allergies. Dedicated ranges for Babies, Children, Teens and Men. Our products are made without parabens, lanolin, SLS/SLES, fluoride, GMOs, petrochemicals, phthalates, PEG's or other 'nasties'. www.greenpeople.co.uk

**BUY THREE GET ONE FREE**

Discount: 25% Size of Unit: 200ml Normal Cost: £16.95, Maximum N°: 3

Maximum Saving: £50.85, T &amp; C's: Maximum number is to work out the value only, there is no maximum number

SHOW-ONLY OFFER  
Save £50.85

Inspired Vitamins and Nutrition Ltd stand 1424

**INNOVATIVE CHILDRENS DAILY MULTIVITAMINS WITH MINERALS**

Our one a day multivitamin for children aged 3-12 years is "all goodness" – they contain only vitamins and minerals! There are no other ingredients. They have "no badness" - NO sugars, NO artificial sweeteners, NO artificial colours, NO artificial flavourings, NO fillers or anti-caking agents. They are also gluten-free, kosher and suitable for vegans and vegetarians. The tiny capsule is made from vegetable cellulose. They are suitable for those with allergies as they contain no nuts, wheat or eggs. They have the added bonus of being "splitable".

**BUY THREE GET ONE FREE**

Discount: 25% Size of Unit: 1 tub = 31 Capsules

Normal Cost: £4 Maximum N°: 12 Maximum Saving: £48 T &amp; C's: Offer valid for

SHOW-ONLY OFFER  
Save £48

Hadley Wood Healthcare Ltd stand 2415

**ACIDOPHILUS PEARLS**

Acidophilus Pearls takes probiotic technology to the next level. With our patented True Delivery Technology and simple one-a-day no refrigeration needed format it's never been easier to get your daily dose of healthy bacteria. Our probiotics are encased in tiny spherical pearl shaped capsules made using True Delivery Technology.

**BUY THREE GET ONE FREE**

Discount: 25% Size of Unit: 30 capsules, Normal Cost: £7.94

Maximum N°: 5 free, Maximum Saving: £39.70

T &amp; C's: Show offer is independent of any pre-existing pricing structure.

SHOW-ONLY OFFER  
Save £39.70

Symprove Probiotics stand 2341

**SYMPROVE MULTI STRAIN PROBIOTICS**

Symprove is a completely new next generation probiotic supporting digestive functions and immune health. Non-dairy and gluten free, Symprove delivers 4 strains of naturally occurring live activated probiotic bacteria to the gut. Its powerful and patented water-based delivery system enables Symprove bacteria to pass through to the small intestine without triggering a digestion attack in the stomach. Symprove bacteria establish and multiply in the gut within 20 minutes of being swallowed – that's fast! Symprove will shortly be removing the need for refrigeration storage.

**BUY 1 GET ONE FREE**

Discount: 25% Size of Unit: 500ml, Normal Cost: £19.50

Maximum N°: 2 free, Maximum Saving: £39

SHOW-ONLY OFFER  
Save £39.00**NAPIERS VALERIAN TINCTURE**

Napiers Valerian Tincture is a licensed traditional herbal medicinal product used to aid sleep, and for the temporary relief of the symptoms of mild anxiety, based on traditional use only.

**BUY ONE GET ONE FREE**

Discount: 50%

Size of Unit: 100ML Normal Cost: £6.14

Maximum N°: 18 +18 free

Maximum Saving: £110.52

SHOW-ONLY OFFER  
Save £110.52

Learn Buteyko stand 2715

**LEARN BUTEYKO**

LearnButeyko offers Introductory talks and workshops across the London and Brighton/Lewes areas on the Buteyko breathing method. Based on Professor Buteyko's discovery that all symptoms of chronic disease are caused by breathing more than is optimal the Classical Buteyko Method is an extraordinary, effective and drug free approach to reversing a diverse range of chronic diseases and health problems. Reducing the breathing also quiets the mind, brings about sustained equanimity, improves logic and helps in cultivating mindfulness meditation.

**15% OFF ANY WORKSHOP**

Discount: 15% Normal Cost: £375 Maximum Saving: £56.25

T &amp; C's: SAVE 15% ON ANY WORKSHOPS IF YOU PURCHASE AND PAY AT CAMEXPO. Details: only 1 workshop per client. Deposit of £100 must be made by cash or cheque at camexpo.

SHOW-ONLY OFFER  
Save £56.25

Bemer 3000 stand 1737

**BEMER CLASSIC AND BEMERVET**

Bio Electro Magnetic Energy Regulation. Experience amazing results from improved circulation, oxygenation of the body and detoxification. Very safe, no negative side effects, and non-invasive. Medically accredited in most of the 40 countries where it is already successful with thousands of medical practitioners using it, and over a million people using it daily in the comfort of their own homes. Please visit Stand 1737, it could be a life changing experience!

**£50 OFF THE HIRE OF THE BEMER**

Normal Cost: £2300, Maximum Saving: £50.00, T &amp; C's: Show offer only.

SHOW-ONLY OFFER  
Save £50.00

Paul Lewis stand 1432

**LEWISTE KIMONO**

DVD & "Lewiste" Client Treatment -Assessment 1/2 Kimono set

Buy any one of these multi-language DVDs each and receive 25% Off when you buy a Lewiste kimono.

**25% OFF LEWISTE KIMONO**

Discount: 25%

Size of Unit: Single Lewiste treatment Kimono

Normal Cost: £59

Maximum Number: 1

Maximum Saving: £44.25

SHOW-ONLY OFFER  
Save £44.25

Viridian Nutrition stand 2531

**VIRIDIAN NUTRITION ORGANIC RAW COCONUT OIL**

Organic Raw Coconut Oil can be used to soften and soothe ageing, dry skin; used in cooking to add delicious and healthful essential fatty acids to the diet; added to smoothies and shakes to aid weight management (the coconut contains special fats called MCTs which are a better choice of fat for dieters as they are burnt for energy rather than stored, a secret many athletes and gym-bunnies have known for years) and applied as an intensive hair-repair oil (simply comb into hair, leave for 30 minutes and wash as usual, for a silky, youthful gloss).

**BUY 500G GET 25G FREE**

Size of Unit: 500g or 25g, Normal Cost: £14 for 500g, £3.95 for 25g,

Maximum N°: 10, Maximum Saving: £39.50,

T &amp; C's: Maximum number is for calculation only

SHOW-ONLY OFFER  
Save £39.50

New Music Productions stand 2628

**FEEL GOOD MUSIC COLLECTION**

Now you get the chance to offer your clients the much loved Feel Good Collection CD's to purchase (if you don't already do so). Numerous therapists that use our music normally get asked by clients where they can get hold of the music playing during treatments so this is the perfect opportunity to improve your service and increase your takings!

**BUY THREE GET ONE FREE**

Discount: 25%

Normal Cost: £132 Maximum N°: 18 CDs get 6 free

Maximum Saving: £33, pay only £99

T &amp; C's: Minimum order 18 CD's and listening post for free

SHOW-ONLY OFFER  
Save £33.00

**Workshop Offer**

20% off any one day workshop booked at camexpo or 10% off any one day workshop booked within a month of camexpo.

**10% - 20% OFF ANY ONE DAY WORKSHOP**

Discount: 10-20%, Size of Unit: One day workshop

Normal Cost: £95 - £130

Maximum N°: 8 per course

Maximum Saving: £26

T & C's: No other offer applies.

**Perfect Posture UK stand 1932****POSTURE SUPPORT**

Perfect Posture is a UNISEX posture support designed by orthopaedics to help with the common problem of SLOUCHING and related neck and shoulder pain. Its lightweight, comfortable and discreet to wear. Available in two sizes and in black and white. Suitable for men and women of all ages. [www.perfectpostureuk.com](http://www.perfectpostureuk.com)

**£5 OFF**

Discount: 12.5%, Size of Unit: Single

Normal Cost: £40, Maximum N°: 5

Maximum Saving: £25

T & C's: Show offer for therapists and retailers. Minimum order 6 pieces - £30 each

**CNHC stand 2536****REGISTRATION DISCOUNT FOR NEW APPLICANTS**

CNHC, the UK regulator for complementary healthcare practitioners set up with Government support, is offering a £15 discount on the cost of registration for new applicants at this year's camexpo. Come to Stand 2536 or the CNHC Seminar on Saturday 22nd October from 13:45 - 14:30 to pick up your voucher and find out how to apply.

**£15 OFF**

Discount: 33% (for a single discipline)

Normal Cost: £45 (for a single discipline)

Maximum N°: 1 per person

Maximum Saving: £15

T & C's: Come to stand 2536 for details

**The Wellness Tree stand 2537****THERAPEUTIC MUD BATH**

With our high stressed society and level of toxins and pollutants in our air, water and food, now more than ever we need to take responsibility for our own health. We provide the vital elements for you to reach and maintain optimum health both at home or with your health practitioner. Visit us at STAND 2537 and with every light experience you will receive a free Therapeutic Mud Bath valued at £12.50: an experience that soothes body and soul bringing the pleasure of a high end spa experience to your home or practise.

**FREE THERAPEUTIC MUD BATH WITH EVERY LIGHT EXPERIENCE**

Discount: 1 free Maximum N°: 1 Maximum Saving: £12.50

**Absolute Aromas stand 1512****ORGANIC FLORAL WATERS**

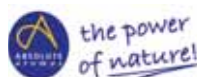
Absolute Aromas have introduced four beautiful Organic Floral Waters to their range. These natural waters are produced from the steam distillation of the whole plant and can be used directly on the skin as a natural facial toner. Available in Lavender, Rose, Orange Blossom and Chamomile. Visit us today with your voucher to take advantage of our show special offer 'buy one get one FREE' while stocks last!

**BUY ONE GET ONE FREE**

Discount: 50%, Size of Unit: 100ml

Normal Cost: £3.34 + VAT, Maximum N°: 1

Maximum Saving: £3.34

**Shea Delight stand 2713****SHEA JOY, SHEA HEAVEN, SHEA PARADISE, SHEA RAPTURE, SHEA INDULGENCE, SHEA RELIEF**

Shea butter unrefined and a unique range of body butters. Discover a gorgeous new range of hand-made body butters and lotions for beautiful skin.

**BUY 3 GET ONE FREE**

Discount: 25%, Size of unit 200ml

Normal Cost: £8.50

Maximum N°: 12 + 4 free

Maximum saving: £34.00

**£25 OFF ANY TRAINING COURSE**

£25 off ANY training course run by the Jing Institute of Advanced Clinical massage. With everything from Hot Stone to Pregnancy, you will be spoilt for choice! You also have the option of using it against one of our longer courses such as our BTEC level 6 Professional diploma in advanced clinical and sports massage therapy (HIGHEST MASSAGE QUALIFICATION IN THE UK!), or our certificate in Musculo-Skeletal Anatomy: If doing massage without knowing your anatomy is like driving without a map - and after completing this course you will feel like you have Satellite navigation!

**£25 OFF ANY TRAINING COURSE**

Maximum Saving: £25

T & C's: Show only offer

**Best Care Products stand 2730****HAWAIIAN SPIRULINA & HIMALAYAN CRYSTAL SALT**

Pre-order Hawaiiin Spirulina & Himalayan Crystal Salt today and save more than 45% on Retail

**20% OFF TRADE PRICE**

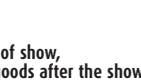
Discount: 45% on retail

Size of Unit: Multiple

Normal Cost: £11.00-£45 per item

Maximum Saving: £5-£25 per item

T & C's: Offer available only for the duration of show, supply varied, we reserve the right to ship goods after the show.

**CNHC stand 2536****REGISTRATION DISCOUNT FOR NEW APPLICANTS**

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**£15 OFF**

Discount: 33% (for a single discipline)

Normal Cost: £45 (for a single discipline)

Maximum N°: 1 per person

Maximum Saving: £15

T & C's: Come to stand 2536 for details

**The Wellness Tree stand 2537****THERAPEUTIC MUD BATH**

With our high stressed society and level of toxins and pollutants in our air, water and food, now more than ever we need to take responsibility for our own health. We provide the vital elements for you to reach and maintain optimum health both at home or with your health practitioner. Visit us at STAND 2537 and with every light experience you will receive a free Therapeutic Mud Bath valued at £12.50: an experience that soothes body and soul bringing the pleasure of a high end spa experience to your home or practise.

**FREE THERAPEUTIC MUD BATH WITH EVERY LIGHT EXPERIENCE**

Discount: 1 free Maximum N°: 1 Maximum Saving: £12.50

**Absolute Aromas stand 1512****ORGANIC FLORAL WATERS**

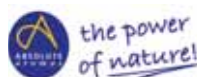
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**BUY ONE GET ONE FREE**

Discount: 50%, Size of Unit: 100ml

Normal Cost: £3.34 + VAT, Maximum N°: 1

Maximum Saving: £3.34

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Shea butter unrefined and a unique range of body butters. Discover a gorgeous new range of hand-made body butters and lotions for beautiful skin.

**BUY 3 GET ONE FREE**

Discount: 25%, Size of unit 200ml

Normal Cost: £8.50

Maximum N°: 12 + 4 free

Maximum saving: £34.00

**THE ZENTIST CD COLLECTION****BUY TWO GET ONE FREE ON ALL CD's**

Discount: 33% Size of Unit: 1

Normal Cost: £14.99

Maximum N°: 2 + 1 free

Maximum Saving: £14.99

**The Wellness Tree stand 2537****THERAPEUTIC MUD BATH**

With our high stressed society and level of toxins and pollutants in our air, water and food, now more than ever we need to take responsibility for our own health. We provide the vital elements for you to reach and maintain optimum health both at home or with your health practitioner. Visit us at STAND 2537 and with every light experience you will receive a free Therapeutic Mud Bath valued at £12.50: an experience that soothes body and soul bringing the pleasure of a high end spa experience to your home or practise.

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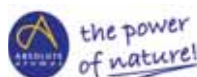
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**BUY 3 GET ONE FREE**

Discount: 25%, Size of unit 200ml

Normal Cost: £8.50

Maximum N°: 12 + 4 free

Maximum saving: £34.00

**Bioforce stand xx****NATURE C FRUIT TABLETS**

Spend £20 at the stand today and receive a free Nature C - fruit tablets containing natural Vitamin C and flavonoids worth £5.25

**1 COMPLETELY FREE**

Normal Cost: £5.25

Maximum N°: 1

Maximum Saving: £5.25

**Kinetic stand 2113****NUTVIA, JASON, AMAZING GRASS**

Nutiva is the number 1 selling Organic Hemp and Coconut Brand. Producing the highest quality organic super foods, Nutiva provides superior nutritional value to our customers, while supporting sustainable agricultural practices and a fair return to farmers upon who we depend.

**NUTVIA: BUY 1 GET 1 FREE****JASON: BUY 2 GET 1 FREE****AMAZING GRASS: BUY 3 GET ONE FREE**

Discount: Nutvia 50%, Jason 33%, Amazing Grass 25%

Normal cost: £4.47 - £52.49

**Physique Lifestyle stand 1432****LIFESTYLE EAR CANDLES**

Physique Lifestyle Ear Candles just £1 a pair! Clean with excellent burn qualities. Made from unbleached natural cotton beeswax, fitted with a curved, filtered end of comfort and safety. The professional therapists choice.

**£1 A PAIR!**

Discount: £4.99, Size of unit: Pair

Normal cost: £5.99

Maximum Saving: £4.99

