INTRODUCING
COLON HYDROTHERAPY
TO DUBAI

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AGENDA

• Background

• Joining Synergy Integrated Medical Center

• Initial Marketing

• The Big Question from Patients – Why Colon Hydrotherapy

• Integrating Colon Hydrotherapy

• Case Studies 1 - 7

• Gastroenterology

• Personal Success Story
BACKGROUND

• First clinic in Dubai offering colonics opened in 2003 *

• Currently 10 clinics/spas offering colonics in the UAE, with a further 2 more in the process of opening *

• Dubai Health Authority (DHA)

• Ministry of Health (MOH)

• Alternative/Complementary Medical Industry in Dubai
JOINING SYNERGY INTEGRATED MEDICAL CENTER

• Family, Sports & Naturopathic Medicine
• Anti Ageing / Cosmetic Treatments
• Physiotherapy
• Osteopathy
• DORN Therapy
• Acupuncture
• Nutrition / Food Intolerance Testing
• Quantum Healing / Bio Feedback
• Psychology
• Life Coaching
• Hypnotherapy / NLP
• Theta Healing
• Pranic Healing
• Brennan Healing
• Reiki
• Kinesiology
• Jin Shin Jyutsu
• Colour Therapy & Crystal Healing
• Aromatherapy

• AND COLON HYDROTHERAPY!
INITIAL MARKETING

- Introducing Colon Hydrotherapy to the staff with live demonstrations
- Media & Press Releases
- Magazine interviews and articles
- Open evening talks
- Dropping off brochures and business cards at clinics in the area
- Referral systems
- Joining loyalty programs
- Flexibility with working hours
- Monthly special offers
- Email shots to the clinic database
THE BIG QUESTION FROM PATIENTS – WHY COLON HYDROTHERAPY?

• Approaching the concept from a different angle, starting from scratch and educating the public first

• Diversity of culture, ethnic origins, religion, lifestyle and eating habits

• Determining their individual needs, where do we go from here?

• Gaining trust and building therapist/patient relationships
INTEGRATING COLON HYDROTHERAPY

• General / Naturopathic Medicine
• Gastroenterology
• Nutrition
• Osteopathy
• Energy Healing
• Acupuncture
• Hypnotherapy / NLP
• Anti Ageing / Cosmetic Therapy
CASE STUDIES (1)

- Patient had severe diarrhoea every day for 6 months.

- Referred by a GP and a Gastroenterologist with no conclusive evidence.

- Patient put on a boring, moist diet consisting of cooked oats porridge, salads, steamed vegetables & fish with a series of 5 colonics over a period of 6 weeks. Improvements showed after the first colonic. Total remission achieved after week 6 and a rotation diet introduced.
CASE STUDIES (2)

• Patient suffered from Major Fatigue and Irregular Bowel Movements.

• Diet consisted largely of constipating food, skipped meals. Stressful lifestyle, business failing, very controlling, not able to let go easily.

• Abdominal massage showed immense tension, no bowel release during first colonic session.

• Referred to an energy healer using Brennan Healing, Reiki and Jin Shin Jyutsu for a month with 5 sessions of colonics.

• Improvements each time but session 4 was the turnaround with an emotional release and constant bowel release after patient acknowledged her situation.
CASE STUDIES (3)

- Patient has severe Psoriasis, Arthritis, food intolerances and slight obesity.

- Sessions integrated with a Rheumatologist, Nutritionist and Osteopath.

- Food intolerance test showed 35 individual food items listed as IgG immune reactions. Main items were dairy, eggs, gluten, red meat, some fruits & vegetables.

- Diet and portion control monitored closely together with 5 colonic sessions over 2 months.

- Osteopathy helped to improve circulation, nutrition & drainage via the peripheral nerves to all organs including the skin.

- Changes showed after 1 month with a loss of 7kgs. Psoriasis still there but with remarkable improvements.
CASE STUDIES (4)

• Lower back pain and constant constipation caused by a discectomy, 1 anterior and posterior fusion with 8 screws, a second fusion surgery, multiple surgeries to unblock nerve channels, cutting out of scar tissue etc. Patient afraid to eat too much for fear of constipation. Borderline anorexic. Consumed a high sugar, low fibre diet.

• Total of 5 colonic sessions over one month integrated with an Osteopath and Nutritionist.

• Osteopath helped to improve range of motion in lower lumbar spine. L1 – L5 stimulates/aggravates the ascending and descending colon.
• **Ankylosing Spondylitis** patient integrated with an Osteopath, Nutritionist and two colonic sessions.

• Advised to avoid foods from the nightshade family.

• *Remarkable results after the first colonic session. Patient able to sleep through the whole night.*
CASE STUDIES (6)

• Daily laxative abuse for 15 years.

• Initial 6 colonic sessions integrated with a Psychologist and Nutritionist for a period of 6 weeks.

• Patient came off the laxatives “cold turkey” after week 3. Rotation diet introduced after 2 months.

• It's been 9 months now and patient has a colonic once every 2 months.

• Self awareness has improved greatly.
CASE STUDIES (7)

- Excessive use of Psyllium. Patient suffers from Diabetes Type 2 and is a colonic “addict”. Holding up a barrier for self healing.

- Sessions integrated with an energy healer and a hypnotherapist.

- Came off psyllium after 4 months, replaced with flaxseed. Slowly weaning off colonics and down to 1 every 2 months.
• importance of doing a thorough consultation prior to any colonic treatment
• the challenges of approaching Gastroenterologists
• working with a referral system
• constant communication, ask questions
• integrate treatment plan
GASTROENTEROLOGY (2)

- viewing a live colonoscopy
- understanding the shape of the large intestine, getting past the sigmoid to the descending, distention of the colon
- viewing the triangular shape of the transverse
- viewing peristalsis
- reaching the cecum and appendix
- viewing the villi in the small intestine
- new research into Hydrocolonoscopy – water infusion instead of air insufflation
RECENT NEW CASE STUDIES

Sleep Apnea

Metabolic Syndrome

PCOS

Autoimmune Arthritis

Rheumatoid Arthritis

Autism
PERSONAL SUCCESS STORY

Recognised Training

Certified Equipment

Constant support and communication with trainers and suppliers

Monthly budget & target, increase each month

Persistence, Passion & Patience. Don’t give up!

Flexibility & submissiveness with local government licensing authorities

Keep strong media and public relations ties, offer freebies to journalists

Ask questions and integrate, continuous research, record all case studies

Self-heal, cleanse, breath and constantly ground yourself

Monthly budget & target, increase each month

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THANK YOU!