Contact Us

If you would like to become an AONH Member, upgrade to the Elite Membership, or register for our Annual Natural Health Care Conference, please email:

info@aonh.org or call 202-505-AONH (2664)

Upcoming Events

- **AONH Monthly Webinars**

  Wed., Oct. 15, 2014 at 8 pm EST/7 pm CST

  AONH Members will receive an email invitation to join us for the AONH Monthly Webinar. Susan Somerset-Webb, speaks on ***"Embracing Detours-Emotional Grounding"***

  Wed., Dec. 3, 2014 at 8 pm EST/7 pm CST

  AONH Members will receive an email invitation to join us for the AONH Monthly Webinar. Joe Christiano speaks on ***"Living with Chronic Pain"***

- **SPECIAL COURSES**

  (TNC) Therapeutic Nutritional Counselor Course, 2014 dates*

  2015: Jan 12-16 (WI), Feb 9-13 (UT), Mar 16-20 (WI), April 13-17 (UT) ** This course requires from 2-4 months of preparatory reading, study modules, and assignments prior to the hands on training. Course sign up deadline is fast approaching. Contact: 262-629-4301 or education@karensenergy.com*

- **SPECIAL EVENTS**

  AONH Annual Natural Health Care Conference, Nov. 6-8, 2014, "Living Up to Our Full Potential"-Douglasville, GA

  The AONH Annual Conference joins health care advocates and providers for an enlightening program geared to the up-to-date natural health care practitioner. Registration for the event is normally $350. AONH ELITE MEMBERS $240, SELECT MEMBERS $280, ASSOCIATE MEMBERS $315, NON-AONH MEMBERS $350. Registration is required.

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The Mission of Your Association

AONH is dedicated to public education and the professional development of natural health care around the world. Our aim is to unite our like minded members and speak as one voice and with one purpose.

Getting Involved

Associate, Select, and Elite Memberships are available.

For futher information on benefits you or your company can receive, please register for membership by visiting: www.aonh.org

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AONH NEWS

this issue

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"Standardization of Complementary Medicine"

The World Health Organization reports a global increase in the use of traditional medicines or herbal medicines. This expanded use is not limited to low income countries where traditional medicine is part of their culture but it has gained popularity in developed countries. Governments, international agencies, and corporations are increasingly investing in traditional herbal medicine (THM) research. China, India, Nigeria, the USA and the World Health Organization have all made substantial research investments in it as well. In China, THM played a prominent role in the strategy to contain and treat severe acute respiratory syndrome

(SARS)[6]. South Africa recently included the need for investigating THM within its national drug policy.

In 2004 The National Cancer Institute committed nearly 89 million USD to studying a range of traditional therapies. The National Center for Complementary and Alternative Medicine and the National Institutes of Health spent approximately 33 million USD on herbal medicines in 2005. In 2006, the Australian National Health and Medical Research Council allocated 5 million USD in funding to a research grant initiative targeting Complementary Medicine (CM) research[7]. That same year, Novartis reported that it would invest over 100 USD million to investigate traditional medicine in Shanghai alone[5]. This trend demonstrates the high level of interest from public, industry and government sectors and also highlights the importance of establishing a scientific base for the safety and effectiveness of these modalities.

Is standardization possible?

There are huge variations in the way medicines are used in herbalist practice, including herb source, preparation, dose, and indication. Plants can be sold raw or as extracts where the plant is macerated with water, alcohol, or other solvents to extract some of the chemicals. This results in products containing dozens of chemicals including fatty acids, sterols, alkaloids, flavonoids, glycosides, saponins, and others. Because any given herb contains multiple ingredients, some manufacturers attempt to create standardized herbal products by identifying a suspected active ingredient and altering the manufacturing process to obtain a consistent amount of this chemical.

By utilizing a high-pressure liquid chromatogram, graphs can quantify constituents of a specific herb, and the manufacturer might standardize the extract to a specific level of one of such components. While

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this analysis is potentially useful for quantifying chemical constituents of a given herb, variations in analytical methods of herbs create uncertainty. For most herbs, the exact chemical (or combination of chemicals) that produce a biological effect is unknown and it is difficult to create a precise chemical fingerprint of the optimum herbal product. Also, it is not known whether the combination of chemicals in a given plant would produce a superior effect to one isolated chemical component of the herb. A recent analysis of 25 available ginseng products found a 15 to 200-fold variation in the concentration of two ingredients believed to have a biological activity; ginsenosides and eleuthrosides . As such, it is difficult to ascertain with certainty the precise contents of the products of interest.

Because standardization is lacking, it is difficult to generalize results from a formal, structured and highly monitored trial. It is next to impossible to know what would happen in the widespread dissemination of the herbal medicine. ***It is argued the most critical element for future research will be to define specific standards for herbal products to ensure consistency between studies.*** Even recent studies are open to criticisms about the formulation of the herbal product used because no clear, well-established standard of the chemical fingerprint exists for most commonly used herbs. Growing attention has been paid to a group of additional ethical issues surrounding publication bias, financial conflicts of interest, and clinical trial registries. When cross-cultural differences exist in the definitions of valid science, as is the case of traditional herbal medicine research, these questions compound.

Public health and safety demand all Complementary Medicine research adheres to the same ethical standards as for mainstream clinical research, and placebo-controlled trials should be used to assess the efficacy of complementary treatments where feasible. Others propose the paradigms of CM including Traditional Chinese Medicine (TCM) and Western Herbal Medicine (WHM) cannot be evaluated accurately using placebo randomized controlled trials. The practices of TCM and WHM can be described as complex modalities using multiple interventions with individualized treatments for each patient. Such characteristics do not fit neatly within the placebo-controlled model, and are more suited to pragmatic designs that accommodate complex whole systems interventions. Researchers have demonstrated an acceptance that CM can be rigorously evaluated applying randomized trial designs.

Researchers trained in biomedical methods of clinical investigation argue that the only valid source of knowledge regarding clinical efficacy must come from the randomized double blind, placebo-controlled trial. They argue deviations from this gold standard amount to worthless science. Critics of biomedical research conducted on traditional medicines charge that attempts to evaluate traditional therapies with biomedical methodologies may fail to generate true knowledge since that knowledge itself depends on a scientific vocabulary that only makes sense from within the concepts of biomedicine, representing an imperialistic "western" mode of thinking.

Conceptualizations of health and illness can vary across medical systems and populations, making agreement on valid inclusion and exclusion criteria for international herbal medicine research collaborations more difficult to achieve. If American researchers want to test an herb's effects on heart failure, they might use the New York Heart Association's classification as part of the inclusion/exclusion criteria. This classification makes little sense from a

TCM perspective, in which heart failure may be viewed primarily as either a heart yang chi deficiency or a kidney yang deficiency. TCM practitioners may prefer to categorize patients based on pulses, tongue examination, and other elements of traditional diagnosis. Investigators have simultaneously used both biomedical entry criteria and stratified for TCM diagnosis. Such an approach is scientifically ideal because of its ability to maximize the external validity of results[6].

It is proposed collaborative partnership including democratic deliberation, offers the context and process by which many of the ethical challenges in international herbal medicine research can, and should be resolved. Collaborative partnership displays a commitment by all parties in international research agreements to work together for common language and goals. By cross-training investigators, and by investing in safety-monitoring infrastructure, the issues identified by this comprehensive framework can promote ethically sound international herbal medicine research that so envisioned contributes to global health.

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Enjoy Your AONH Community Attend the AONH Natural Health Care Conference

AONH Annual Natural Health Care Conference -November 6-8, 2014

Join this fascinating group of natural health care professionals, and those who are seriously interested in natural health care, for an intensive 3-day conference complete with our new Vendor Pavilion. The Pavilion allows attendees to "try out' new modalities and products as well as meet industry personalities, authors, and leaders. The program will be centered on the latest advances in natural health care as well as the battle to keep it available to all who choose to utilize it!

Where is the conference?

Douglasville Conference Center
6695 Church St., Douglasville, GA 30135
(A short drive west of Atlanta just off of I-20)

How much to attend?

As a member of the AONH you are eligible for special savings!

$240 for Elite AONH Members
$280 for Select AONH Members
$315 for Associate AONH Members
$350 for a non-member

- Price includes a healthy daily lunch
- Healthy morning smoothies will be served daily to registrants, at no charge
- A well stocked vitamin and herb bar will be available for your enjoyment at no charge during breaktimes
- AONH Elite & Charter member attendees are eligible for daily prize giveaways
- You are eligible for event giveaways (valuing thousands)
- Vendor booths will be available for your perusal at break and lunch times.

Hotel Options

Special Rates (book before Oct 15):

Hampton Inn, 6371 Douglas Blvd., Douglasville, GA 30135, 770-577-2110, $79 + tax, Booking Code: 80625328

Holiday Inn Express, 7101 Concourse Pkwy, Douglasville, GA 30134, 866-920-9228, $82 + tax

Sleep Inn, 7055 Concourse Pkwy., Douglasville, GA 30134, 866-920-8880, $57.50 + tax

La Quinta Inn & Suites, 1000 Linnenkohl Dr., Douglasville, GA 30134, 770-577-3838, $64 + tax

Program highlights to date

- *"Looking beyond standard western medicine; Potentializing our client care"*-James Hawver, Naturopath
- *"Preserving the aging brain"*-Ellie Campbell, D.O.
- *"Handling emotions: when usual techniques fail"*-Peter Bauth, DC
- "Living with intention and ritual"-Sylva Dvorak, PhD
- *"The four pillars of potential living. 1. anti-oxidation. 2. detoxification. 3. alkalinization. 4. spiritual balance."*-Joseph Holliday, MD and EDS Technician
- *"Introducing the O'NA-What it can do for you"*-Dr. Kevin Ross, Chief Strategy Officer O'NA
- *"Your skin care; Optimizing the potential of your body's biggest organ"*-Melody Lowery, Licensed Asthetician
- *"The ills of modern diet"*-David Garwood, M.D.
- *"Train your brain for success"*-Roger Seip, Author, Speaker and Personal Development Trainer
- *"What your hair says about you-Nutritional inter-relationships in hair mineral patterns"*-David Watts, President of Trace Element Labs, D.C., Phd.
- *"Probiotics"*-David Garwood, M.D.
- *"Autism: The misdiagnosis of our furture generations"*-Rashid Buttar, D.O.
- "*Dealing with compassion fatigue"*-Dr. Abdel Rahman Alkhalouf & Susan Somerset Webb, E.R.T. Therapist
- *"Current potential of cancer early detection methods"*--Dr. Ahmad Athamneh
- *"Doctor's panel"*-Guided by AONH Director of Publicity Camille Carlson
- *"Biofilm, disseminated intravascular coagulation, and parastitic infections"*-Leila Zackrison, M.D.

Register: email geri@aonh.org or call 202-505-AONH