

## The Nutrition Industry DIFFERENTIATION



### Introduction

While the marketplace may seem complex and confusing to the public, there are distinct and defining parameters in determining which best fits the needs of the individual.

There are those who take a weekend or month course about a specific approach or product and can call themselves a coaching expert.

There are those who have in depth clinical education and experience, working in a medical environment giving them unique knowledge of medications, illness and disease management.

There are those who have a well-rounded education with a focus on establishing optimal health to prevent disease in a proactive manner, working with each person as a unique being with distinct needs, taking into account the entire being.



### Defined

A holistic/natural nutritional practitioner is a health professional who assesses health and vitality in the natural context of a client's whole life experience, including their physical, emotional, social and environmental circumstances, and who uses nutritional choices, supplements, education and lifestyle modifications in a non-invasive way to empower clients towards self-healing, increased health and maximized vitality.



### Goals

A holistic/natural nutritional practitioner investigates to uncover imbalances and then develop a plan to bring the body back into balance by using the power of nutrients in a safe and effective manner. The plan is designed to fit the distinct biochemical make-up of the individual and counselling is meant to guide and educate toward an attainable and sustainable result.



### Approach

A holistic/natural nutritional practitioner uses science and consensus to develop an individualized, well-rounded, balanced approach, incorporating all aspects of health. Often as part of the educational component, nutrition literacy is improved with movement away from a one-size-fits-all diet attitude to a whole body personalized approach. There is a definite partnership in this endeavor, with shared responsibility and respect, taking into account likes, dislikes, intolerances, allergies, lifestyle and circumstance.

At no time does a holistic/natural nutritional practitioner treat or diagnose and at no time it is believed that the advice of a medical doctor, naturopath or dietician can be replaced or usurped. Many times, holistic/natural nutritional practitioners work alongside these professionals to offer a more balanced approach to optimal health. There is no one right answer when it comes to health.



### Education

A holistic/natural nutritional practitioner studies from 2-4 years at a credited facility taking courses that include but are not limited to; Human Anatomy and Physiology, Organic Chemistry, Bio-Chemistry, Nutritional Symptomatology, Preventative Health care, Herbal Medicine, Environmental Nutrition, Fitness and Sports, Advanced Research, Holistic Nutrition, Macro and Micronutrients, Psychology of Diseases, Pathology. In many cases, for example to belong to a self-regulatory association, further education and upgrading hours are required annually.



### Scope

A holistic/natural nutritional practitioner is an expert in the power of nutrients, in the form of natural whole foods and supplements without harmful additives, with an eye on environmentally sound alternatives. Since examining the person as a whole is of paramount importance, the professional may also be versed in, and recommend, alternative therapies as well as lifestyle alterations.



### Standards

A holistic/natural nutritional practitioner who meets the qualifications can apply to become a Member of the CANNP, a professional association offering the designation NNCP. As such Members must adhere to a Code of Ethics, Standards of Practice and meets the annual upgrading requirements in order to remain in good standing.