



Elevator Speech Points

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.

Approach

- No one-size fits all approach — every client is considered to be unique and individual.
- The person as a whole is always taken into account.
- Nutritional deficiencies, insufficiencies and excesses are examined and addressed using the positive attributes of nutrients.
- Tools of the trade centre on whole, natural food and supplements without harmful additives, with an eye on environmentally sound alternatives.
- Concentration is on preventing poor health or reestablishing good health, catching imbalances in the early stages, but diagnosis and treatment are not part of the Scope of Practice.
- An effective and lasting approach.
- Education of the client is of primary importance.
- Guidance so that the client remains in control of his/her own well-being.
- Latest available research and clinical evidence is used to develop a personalized health plan based on individualized health goals.
- A practical approach focusing on food choices, lifestyle changes and supplement suggestions, expressed in terms that any client, regardless of knowledge level, can easily understand.