

# the VOICE



Volume 14, Issue 4

Do you ever think about the concept of time?

Here we are, almost approaching the end of the year and we are asking where did the time go?

Do we ask this simply because the time seems to be flying by — the kids are getting older and house needs a little more tending — or is it because we have not accomplished as much as we had hoped in the allocated time?

It may be a little bit of both. Though the passing of time is fundamentally beyond our control, the use of our time is not.

If you feel you have not accomplished your intended goals, there may be few reasons for that. Your timeframe may need to be revamped. This is particularly true if you are dependant on other people to get you input or answers or some guidance. While CANNP endeavours to respond to our Members in a timely manner, we find that other organizations are not so speedy. Many times we leave unanswered messages or find that emails need to be resent because we fear they are caught in the techno “nether world.” In such cases, you may wish to rethink your deadline and make it something a little bit more realistic, given the circumstances.

If you are berating your lack of accomplishments and it is not based on the actual time deadline, then maybe you need to take

some other serious action.

Perhaps it would be helpful for you to break down your tasks into more manageable and achievable pieces. Say you are building a new website and you have developed a workback schedule based on your launch date. Take each existing leap in time and make the individual steps just a little bit smaller, into bite size pieces. That way not only won't you get easily discouraged but you will whittle away at the task, little by little.

The other way to handle the situation is to tackle your mind set. If we are honest, there are business related tasks that we all would rather not do but they must be done. Making a list is a great start but then you have to promise yourself to accomplish what is on the list every day.

Though it may sound a little childish, set up a reward system for yourself and work that into your daily routine.

Many people procrastinate, especially at the launch of their business and want to get all their “p’s” and “q’s” into place before they actually start. To this we say — bad idea! For starters, if you are doing it right, your business will always be evolving so you will technically never be done!

To this we say — just start! There is no time like the present!

## Ready, Set, Chat!

For years our chat forum was a private group on facebook. Facebook kept changing making our group almost impossible to manage. So we brought it home!



Now once you log into the Members only area you will find a link under “Members” for the Ready, Set, Chat Whats App group. Here we encourage you to ask questions, get advice, receive advice and learn about Member products and services.

You can leave yourself logged in throughout the day so that you can become an active participant!

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## Insurance News

CANNP is continuing to knock on the doors of insurance companies. We are making headway, and have made definite progress on behalf of the industry, but understand that these insurers are large, slow moving machines. It is a laborious task to work through insurance red tape to provide answers and education.

While we do our bit, we ask that you do yours as well. Please ensure that your clients let their HR departments know that they wish our services to be covered and why. Also have them send us one of 1,000 reasons!

Also, never misrepresent that your services will be covered because there are a number of puzzle pieces that have to align for coverage to actually happen.

**Please remember that CANNP is not in the insurance game and in order to secure insurance of any kind mentioned on our site, or to lodge a grievance, you must deal directly with the representative of the chosen company.**

When clients are making a claim for their own extended health, make certain that they understand that they can only attempt to claim for your nutritional consulting hours.

## Power Hour Know-How

We do our best to make sure that those who have held a spot for a Power Hour have the link a few days before the event. If, on the day before, you have not received it, we ask that you let us know as soon as possible. We would like to rectify the situation well before the following day.

**Please do not share the Zoom link with others** since Power Hours are a Member benefit. We have, from time to time, had waiting room attendees who were not valid.

If you have a Power Hour idea or know of someone who would be a wonderful speaker guest, please let us know at [info@cannp.ca](mailto:info@cannp.ca)

## Power Hours

As one of our most popular offerings, Power Hours, have become quite appreciated.

In July, we explored how to overcome Imposter Syndrome with Angelica Castellaneta. Practical strategies were presented to boost confidence.

August brought our bi-annual free Graphic Critique. It may feel scary to get your hard work looked at in this way, but it is better than finding out after the fact that your font is illegible! CANNP is happy to provide this service again in December for professional Members in good standing.

Dr. Nadine Cyr shared her immense knowledge on sleep, which she deems the primary pillar of health. As always her presentations are well thought out and highly informative.

## Challenge/Accountability

We offered Challenge and Accountability again in September and October. It is always greatly received, so much fun and highly productive. We so enjoy meeting and working personally with members.

We will offer it again in the Spring so watch your eblasts. We open this program up to a very limited number of Members and it is our hope that those who secure a spot do so with good intent to really take advantage of this unique and valuable offering.

Challenge and Accountability takes mentoring to a whole new level.

If you are interested in getting on a wait list for the few available spots, please send us an email at [info@cannp.ca](mailto:info@cannp.ca)

## Upcoming Webinars

**November 12, 11am** - Building Effective Websites with Sabra Way will highlight the fundamentals you need to know.

**December** - Free graphic Critique - have your logo or brochure looked at for constructive feedback — now is the time!

**January 13, 10:30 am** - GI Testing - gut microbiome is so important but so very complex. This company translates scientific evidence into tools that are accessible and actionable.

**February 3, 11 am** - The one and only Julie Daniluk will be with us to discuss Meals that Heal Inflammation — can't wait!

**March 20, 11:30 am** - Cordelia McFadyyn will join us to discuss Business Ethics, a very important topic. Open to Student and Professional Members

**April 9, noon** - Proud Member Joanne Mulhall will be here to speak on Hair Analysis. Everyone is wondering about how this works and if are we able to do this kind of testing.

**May** - Frequent visitor Marla Samuel will join us to discuss hair loss and how we might combat it as we age.

## Power Hours Online

We do try to record and post our Power Hours. Mostly we are successful but sometimes technology is not our friend making it impossible.

We encourage you to show up on line for the actual event so that you can partake in getting the answers to your burning questions. Mark the dates!

### Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

### 5 Reasons to Renew on Time

#### **Superior Support for Your Business Needs.**

CANNP was built on making you successful. We are here to answer questions, find solutions and interface on your behalf.

#### **Your NNCP Designation Means Something.**

It opens doors for your clients to claim your services when and if they have coverage\*; it can get you discounts on products and services; and it shows that you have met our qualifications to be considered a qualified practitioner.

#### **Access to Monthly Power Hour Webinars.**

Take your business to a new level with outstanding speakers. Have your business and nutrition questions answered. Interface with other practitioners because doing this with others is easier than doing it alone.

**Join Challenge and Accountability.** Be matched with another like-minded practitioner to complete important business tasks and advance your practice, new and established, to a new level.

**Access to All Member Benefits.** It is a huge list — always growing and changing. All you have to do is log into the Members only area of [cannp.ca](http://cannp.ca).

\*Your client's employer must have opted to include nutrition in the coverage they have chosen for their organization.

### Ready, Set, Chat

All summer we have been working on changing our chat forum — Ready, Set, Chat. Up until this fall, this Member benefit was a private group only accessible on facebook. With all the changes and limitations on the platform, we went looking for a new home.

With some help from our technical support, we moved the chat forum home to a discussion board. What that means is that you can now log into the Members only area of the [cannp.ca](http://cannp.ca) site and find a direct link to Ready, Set, Chat under “Members.” You can leave the log-in open so that you can watch for updates to anything you post.

We invite you to ask questions, offer and receive advice and also boast about your products and services. It is time to get posting and connect with others who are part of your professional association.

### Free Monthly Giveaways

Who doesn't want something for free, especially if it's super useful!

A quality product that you can share with your client does more than give them valuable information — it keeps your name around when you can't be. It makes a great marketing tool to remind them of you when they are not in immediate need of your services.

July we brought you A Question of Insanity which was one to share with clients. It was intended to help them to understand that there are two aspects where they can control their circumstances — nutrition and lifestyle. It helps clients understand that if one changes nothing, nothing will change.

As always, August brought the free Graphics Critique. We invited Members to share a pdf of their logo or brochure for us to constructively analyse before you go to the expense of putting it into circulation. We hope to help you make the best decisions about your branding.

September presented the opportunity to explore the differences between Holistic Nutritionists and others in the industry. We looked at titles, education, employment sectors, philosophy and much more. Meant to be helpful in making you stand out and the ensure that your clients are clear about what you can offer.

October we featured What to do for Your Head Instead. Taking the focus off of nutrition for a moment and focusing on how to manage the overwhelm that may be looming.

Watch eblasts for all the latest news about upcoming giveaways.

### Please Provide Specifics

Please ensure that when you communicate with us, whether via email, pay pal or etrans, you provide your complete name and if possible, include your NNCP number.

When completing information that includes your address, please ensure that you include apartment or unit numbers so that we can minimize returned mail. Keeping these costs to a minimum helps us all out.

Some people go by their business name in some instances and personal name for others. Some people use their spouses account to pay and associate it with their personal name. Some use a maiden and married name. And on it goes. It takes a lot of time to sort these things out at our end. We want to get it right every time. We appreciate your help!

## Time to Get Hobbying!

As defined by Merriam-Webster, a hobby is “a pursuit outside one’s regular occupation, engaged in especially for relaxation.” In other words, we are talking about doing something for pleasure, during leisure time.

Everyone needs a hobby — or maybe two!

You or your client may not feel as though you have the time to cultivate a pastime right now and say, someday — but when you retire or when you are an empty nester or when the time pressure lessens, you will be so happy that you already have one. The time to think about this is now!

### The Power of the Hobby

In the publication *Nature Medicine*, September 2023, it was determined that a hobby is good for your health, mood and more. Researchers followed 93,000 individuals, 65 years or older, from 16 different countries for 4-8 years. They asked the participants to complete questionnaires and were able to use this observational data to determine that, compared to those without hobbies, these people reported better health, more happiness, fewer symptoms of depression and higher life satisfaction. Of course there is a disclaimer stating that this doesn’t prove hobbies caused health and happiness but it was determined that hobbies can lead to better mental health and well-being. (<https://www.nature.com/articles/s41591-023-02506-1>)

The benefits of partaking in a hobby amount to a long list.

Just by mastering a skill, you will get a boost in self-esteem. Even if you don’t accomplish your end result, it is the journey that you should set your intent on and think of each step in the direction of your goal, as an accomplishment.

A hobby can spark and improve creative problem solving. When you find your hobby, you get to determine the path to your end game and often, you are making up the rules as you go. Your ability to navigate the path can lead to unexpected and positive outcomes.

By partaking in an activity that you can

wrap yourself in, you are provided with a “meditative” quality that allows you to relax and distracts you from the stressors of your everyday life.

For some hobbies, you can take advantage of the social aspect providing you with a sense of belonging and community. It is a way to meet and connect with others

Let’s face it, it has to be healthier to focus on one task of intense interest than aimlessly surfing the internet or social media.

### Find the Perfect Hobby

Seeking perfection is not attainable in any area and a hobby is no exception. Tap into a couple of options until you find the one to which you are best suited. Whatever your health need is, from stress reduction to the desire to lose weight, it could be resolved or at the least lessened by developing the proper hobby.

Hobbies look different for everyone so when you are looking for your special interest, find something that you really enjoy — a factor that may be overlooked.

Consider something that you can partake in over multiple seasons. Golfing is a great hobby, but you may have to take it to an indoor range when the weather is not cooperative.

Your hobby should fit your energy level and ability — or the level or ability that you strive to obtain.

It should fit into your week. Find gaps in your calendar when you can relax with your hobby. It does demand a certain amount of time so plan for that and schedule it in.

Remember part of the purpose of developing a hobby is to take you away from your regular day. It is an opportunity to escape your day-to-day work so choose something that is not related to your job.

### Hobby Options

There are so many things to choose from, it is hard to know where to start.

Reading: On your own or with a club, reading exposes you to things, places and

situations that you may not otherwise find yourself able to experience. You can be quiet and meditative once you are immersed in a great story.

Gardening: Known to be very relaxing but also there is a great deal of satisfaction in growing something and mucking around in nature and dirt

Art: You can draw or paint, sculpt, play music, take photos and more. You can take a class to help enhance your talents and make friends.

Athletics: Again a large range to choose from depending on your interest and ability. Physical pursuits give you the opportunity to improve with practice and they have the added bonus of helping both with your physical and mental health simultaneously.

Dancing: Even if you are not that coordinated, there are classes like line dancing which are very specific and require no previous ability. Dancing has the social aspect and because you need to understand right and left instructions, it aids with cognitive sharpness.

Crafting: Knitting or crocheting for example. Both can be very meditative and productive, offering a sense of satisfaction.

Volunteering: The act of giving back is a big one for added benefit and treating your volunteer position as a hobby will change your mindset. You are not “wasting time” when spending it on something worthwhile.

There are many other hobby choices but whichever you decide to undertake, do so with the idea of exercising your brain. You want to get out of your regular, repetitive routine. Step out of your comfort zone. So for example, if you have a job related to art production, then your best hobby choice might be something that is more logical in nature.

Very frequently, when we get busy our hobby is the activity that goes out the window. Dr. Duckworth, author of *You Are Not Alone*, believes that hobbies are “good for the soul.” Think of how to spend your downtime — today.

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*Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.*

## Do It As You Go

Do it as you go sounds simple enough, but in truth — it takes some foresight and little bit of effort on your part, but the payoff is huge! By setting up your business with this premise in mind you will have increased accuracy, less time pressure and less on-going stress. Sound worth it?

1. **Upgrading.** This is an easy example of doing it as you go. If you take a course or you read an appropriate business related book, write an article or presentation, simply drop the appropriate paperwork into a file on your desk or in a folder on your desktop. You may find it helpful to have a plastic or cardboard magazine holder perched somewhere close to you so that you can just drop in the receipt or certificate or book for sorting when the time comes. CANNP gets so many notifications from renewing Members that they can't find, don't recall, not sure when — all around upgrading. This productive hack will take the heat off!
2. **Accounting.** We all know that tax season comes in April. Remember what they say about being able to count on taxes and death? So when you receive your CANNP package, with your receipt for dues paid, again, drop it in a file folder or in a magazine box. This is the place to keep all your business related receipts. Keep anything related to your business in one place for when that inevitable time arrives. It may be advantageous to pick a date per month, the same date, to take care of your income and expenses, your bank reconciliation and all your accounting related tasks so that accounting never becomes overwhelming.
3. **Insurance.** Every year you get a new receipt to share with clients. Every year you renew your E & O insurance. You may get insurance answers that you wish to refer to from time to time. You may have extended health benefits that need to be tended to. All these sorts of related papers or files on your computer need to be kept together for easy access.
4. **Client Notes.** Don't wait on updating these. Whether you are typing on the computer or handwriting, manage your client files as soon as you can after your client leaves. It is important for you to capture accurate information about what happened, and where you plan to go with the client. Be sure to note some of the little items that you discussed, whether related to health or not, so that you can refer to them with ease at a later time showing you were listening to the details of their journey.
5. **Client Tracking.** I am a firm believer that if you do more of the right stuff, you will ultimately see positive results. Keeping track of the number of people that you have reached out to via phone or email, will help you keep a handle on the promotional aspect of your business. Remember you need to be working ON your business while you are working IN your business. Setting goals and tracking how this process is progressing will help you to identify issues before it is too late — before you have no one coming in your doors! It affords you the opportunity to catch up and keeps you motivated.
6. **Planned Follow up.** You know by now that I am a huge fan of following up. You need to follow up with every client that crosses your threshold. You need to follow up with past and potential clients. It is best to start this process at the beginning of your work week because Friday comes fast and you may be tempted to leave your duty for the following week — defeating the purpose! The idea of following up in a nutshell, is to keep your door revolving.

There are undoubtedly other applications of the “do it as you go” approach but these are most easily implemented. Procrastination, as defined by Merriam-Webster dictionary, is to put off intentionally or habitually. Procrastination therefore, is not your business friend.

CANNP has highlighted the 5 Second Rule by Mel Robbins in past issues. Basically the rule means that if you have an instinct to act on a goal, you must physically make a move within five seconds or your brain will kill it. At the moment that you think of what it is you should do or have the feeling that you need to take care of something, that is the moment to say “5, 4, 3, 2, 1 go.” Then you schedule it, somehow take care of it or otherwise put a solid plan in place. Don't become distracted — instead move forward.

Being proactive, planning your week and staying organized will keep you on a good and productive path.

Science is saying that sugar-free food and drinks may not be a healthier choice — imagine that! Specifically, researchers were looking into Erythritol (sugar alcohol) which is touted as having 70% of the sweetness of sugar with fewer calories. (Seems like we have been here before.)

While the FDA lists it as safe, a study in the *Arteriosclerosis, Thrombosis and Vascular Biology Journal* found that the additive may be linked to an increase in blood clot formation. Consumption seemed to change platelets increasing their tendency to clump together. Hazen, one of the researchers says, “The current data that we have is arguing that having the glucose-sweetened beverage in moderation is actually a safer choice than the erythritol-sweetened drink.” Of course more research is needed since erythritol also occurs naturally in the body.

<https://www.scientificamerican.com/article/artificial-sweetener-erythritol-likely-linked-to-thrombosis-risk-study-warns/>

A study at Aston University suggested that parents are very influential in their children’s eating behaviour not only by how they feed their child but also by how they themselves eat. The researchers divided parents into “typical eaters,” “avid eaters,” “emotional eaters,” and “avoidant eaters.” Then they looked at the eating behaviour of the children. The direct links were most notable in avid and avoidant eaters. The lead researchers notes, “it is important to establish how a parent’s eating style is associated with their children’s eating style and what factors could be modified to encourage healthy relationships with food.”

<https://www.sciencedaily.com/releases/2024/08/240812123238.htm>

A review was conducted to examine if there was a relationship between diet and inflammatory bowel disease, a broad label applied to issues of the tissues in the digestive tract. The review was published in *Advances in Nutrition: An International Review Journal* and encompassed 47 reviews which met their criteria. They concluded that, “a high intake of fruits and vegetables are both strongly associated with reduced incidence of ulcerative colitis and Crohn’s disease.” In addition they stated, “Mediterranean, vegetarian, and semi-vegetarian diets are associated with reduced incidence and progression of inflammatory bowel disease.” They also noted differences in the association of diet as it relates to ulcerative colitis and Crohn’s disease. An intake of fiber, for example, lowered the risk of Crohn’s but was not associated with ulcerative colitis. The authors concluded that it would be a “lost opportunity” to not provide dietary guidance when treating such diseases.

<https://nutrition.org/is-there-a-relationship-between-diet-and-inflammatory-bowel-disease/>

*The Annals of Internal Medicine* published a study which noted that women with urinary incontinence would benefit from regular, low-impact exercise such as yoga, stretching and strengthening. After 12 weeks of such a yoga program, about 65% of the female participants reported fewer episodes of incontinence. The control group participated in classes that did not include stretching and strengthening specific to the pelvic floor. Researchers pointed out that the benefits are on par with medicinal intervention. “What I love about it is that it’s safe, inexpensive, doesn’t require a doctor and accessible wherever you live.”

<https://www.sciencedaily.com/releases/2024/09/240906234111.htm>

## www. Wild, Wacky, Wonderful

### faxzero.com

Do you remember faxing? Yes, there are other options these days but sometimes a fax just does the trick or it is required by the receiving party. Few people or organizations have fax machines any more but this site has the answer. You can sign up for a free option and send 3 pages plus cover for a maximum of 5 faxes per day. The only small catch is that their branding appears on the cover sheet.

\*Do your due diligence especially if you are sending something personal or in need of privacy.

### snopes.com

With all the “false news” circulating, this site may become invaluable. It is a fact checking site. How cool! It presents you with some of the latest findings, or you can search for your own interesting story and check if it is true or fake, a mixture, labelled as satire or unproven. For every entry the site will first indicate the fact checkers find, and then go on further to explain.

This is the kind of site that could be very handy when doing any kind of research.

### stickk.com

If you or your clients have trouble sticking to a goal, this may be a helpful site to look into. They claim there is a big difference between having a goal and achieving one. They implement a Commitment Contract. The contract is a binding agreement with yourself to ensure that you follow through with your intention. It uses the power of loss aversion and accountability to drive behavioural change. You put stakes on the line — financial or reputational. You can pick a referee to help you stay on track. Very cool concept that may in fact be quite helpful for some.

\*CANNP takes no responsibility for any outcomes that present from using any of the information on this page and encourages all readers to investigate further to ensure their best experience.

## 22 Top Reasons for Hair Loss — A Start

by Marla Samuel, MSc, BA, RNT, CFMP, DipHom

Hair loss can be stressful for both men and women, causing anxiety, low self-esteem, and depression. Understanding the root cause may provide hope and clarity on what approaches may work best.

**1. Iron imbalance:** Anemia is more common than high iron, however both can cause hair loss. Excess iron increases inflammation and effects scalp and therefore hair growth.

**2. Thyroid imbalance:** HPT (Hypothalamus-Pituitary-Thyroid) axis hormones regulate the energy of hair follicle metabolism which, if unbalanced, hair can be affected.

**3. Androgen imbalance:** High androgen levels contribute to male and female-pattern baldness and thinning, called androgenic alopecia. Androgens such as dihydrotestosterone (DHT); and their pro-hormones, dehydroepiandrosterone sulfate (DHEAS) and androstendione (A)—are the key factors in terminal hair growth. This condition causes hair follicles to become inflamed, which in turn causes the follicles to shrink and hair shaft to weaken. High androgens also prevent hair follicles from transitioning out of their normal resting phase.

**4. Auto-immune diseases:** Alopecia Areata, either patchy or totalis /universalis, is when Inflammation leads to an autoimmune condition that attacks hair follicles. Other auto-immune diseases which can affect hair loss include Lupus, Crohn's, Hashimoto's, Vitiligo, Graves, Psoriasis.

**5. Gut dysbiosis & Immune dysfunction:** Without proper nutrients, hair growth is slowed or stopped. Changes in gut microbial diversity and inflammation in the intestines lowers the success of healthy gut permeability, and thus may contribute to hair loss and shedding. Poor gut function may lead to tissue changes surrounding the hair follicle, increase oxidative damage, impair growth cycle phases, and decrease in normal functioning of dermal papilla cells. Leaky gut syndrome, psoriasis, fungal infection, and seborrheic dermatitis are immune-inflammatory compromised conditions. Histamine production resulting from inflammation alters the immune environment of the follicle. Other sources of inflammation: injury, surgery, scar tissue, illness, infection, hista-

mine, cytokines, lipopolysaccharides (LPS); may exert its inflammatory action both within the gut and externally, into the bloodstream.

**6. Post Partum:** Naturally lowered estrogen and progesterone causes many hairs in the growing phase to suddenly enter the resting phase.

**7. Menopausal hormone changes:** Again, naturally lowered progesterone and estrogen causes hair to grow more slowly and become thinner. These hormone decreases may increase androgen levels. Androgen excess or deficiency may shrink hair follicles, resulting in head hair loss.

**8. Medications:** Change in birth control pill, blood pressure medications, steroids, anti-depressants, Accutane, chemotherapy, wrong dose of hypothyroid medication, cholesterol and seizure medications, anti-fungals, vaccinations, etc.

**9. Vitamin and Mineral Deficiencies OR Excesses:** Either lack of, or excess nutrient consumption, or decreased absorption ability (vitamins A, C, D, and E, zinc, copper, iron, B vitamins, folate, B12, biotin, essential fatty acids) may slow hair growth or cause hair loss.

**10. Diets, protein malnutrition and nutrient absorption:** Hair needs amino acids to grow properly. Diets including low carb, ketogenic, carnivore or plant-based, inflammatory diets which are high in sugar, gluten, refined and processed foods, diets low in protein and good fats, insufficient water and mineral intake all may contribute.

**11. Weight loss:** Anorexia, or simply not eating adequate calories for energy which supply the hair follicle.

**12. Weight gain:** Metabolic dysfunction

**13. Female Sex Hormones:** Estradiol significantly alters hair follicle growth and cycle by binding to estrogen receptors, influencing aromatase activity, which is responsible for converting androgen into estrogen (E2). Low progesterone, at the level of the hair follicle, may increase the conversion of testosterone into DHT, via increased 5-alpha reductase activity.

**14. Male and Female Prolactin:** Directly regulates hair growth with its inhibitory

influence on hair shaft elongation and the premature induction of the catagen phase.

**15. Genetics:** Genes influence the expression of various growth factors (IGF-I, bFGF, VEGF). Hormones influence the genetic expression, essential for initiating and maintaining the growth phase. Single-nucleotide polymorphisms (SNPs) effect genetic expression involved in androgen metabolism, prostaglandin pathways, and vasodilation.

**16. Over-exercise training causing sustained cortisol release:** Leading to inflammation in the body, including the scalp, causing hair follicle shrinkage and possible hair loss. High cortisol is connected to premature degradation of hyaluronans and proteoglycans — important modulators of hair follicle function.

**17. Parasites:** Tinea capitis; fungal infection or ringworm.

**18. Traction alopecia:** Hair tightly bound.

**19. Chemicals:** Hair dyeing, unsafe body products, glyphosates, food chemicals, environmental toxins; mold, heavy metals, etc.

**20. Hair loss from high stress levels:** Significant stress pushes large numbers of hair follicles into a resting phase and out of the growing phase. Within a few months, affected hairs might fall out suddenly. Hair regrows when stress is resolved. Cortisol dysregulation can disrupt cell signaling and cause oxidative stress, disrupting the normal transitions of the hair growth cycle. Chronic cortisol release resulting in insulin resistance is also a factor.

**21. Trichotillomania:** Irresistible urge to pull hair out from the scalp, eyebrows, or other areas of the body as a way of dealing with negative or uncomfortable feelings which may have started with a trauma or stressful event. OCD and a genetic component often co-exist.

**22. Brain-Hair Follicle Axis:** Hair follicles have their own independent peripheral HPA-axis. At the distal end of the “brain-hair follicle” axis are mast cells which modulate follicular cycling during stress.

*To learn more including what nutrients and supplements can help, plan to join Marla in a **Power Hour** coming in May! Marla offers CE online courses at marlasamuel.com*

## Book Review

**Anxiety RX: A New Prescription for Anxiety Relief by Dr. Russell Kennedy** <https://www.theanxiety.md.com/home>

Can't recommend this book enough if you, someone close to you or with whom you work, suffers from anxiety.

Dr. Kennedy lets us into his own personal anxiety journey which makes him abundantly relatable. He claims that anxiety, though not all anxiety but most, stems from the childhood trauma of feeling unsafe or abandoned. His position is that though talk therapy can be effective, it is only helpful to a degree and that to get to the root of anxiety or what he refers to as alarm, you must heal from the neck down.

"I've put everything I know together and created an approach

that blends both the art and science of healing from chronic anxiety and worry."

His theory centers on the notion that the alarm is really the inner child expressing a need to feel safe. Though the book tends to be repetitive, it is necessary to drill his process into behaviour. Kennedy directs you as to how to identify the alarm, locate it in the body and then embrace it as your inner child. Once you do that, then you can offer reassurance by making statements like "in this moment you are safe."

An easy, highly impactful read that is simple to incorporate.

## Making An Impression

In Challenge and Accountability we spend a little bit of time talking about making sure that the path to your consultation room is clear and appropriate and that the room itself is professional and in keeping with the image you want to portray. But that is only one aspect of your image.

Everything you put in front of a client or potential client — whether an invoice, a handwritten note, or a blog — makes an impression. Spelling errors happen, despite the number of eyes you have on a document, but using a common word incorrectly can be glaring.

Here are some examples to help you make sure you are on point:

**It's** is a contraction for "it is". **Its** is possessive.

**Fewer** is used when referring to individual items. **Less** is used when speaking about a quantity.

**Principal** is the head of a school (your pal) while **principle** is a standard or a rule.

**Complement** means to complete something or to satisfy a need. **Compliment** is when you give praise.

**E.g.** means for example while **i.e.** means that is.

**Farther** is used when referring to distances and **further** can be used in other cases.

**Affect** is a verb meaning to change or to have influence. **Effect** is a noun, the result or outcome.

**Among** is used when referring to two or more while **between** is used when there are two or less.

**Assure** means to reassure someone while **ensure** means to make sure.

**Advice** are the recommendations. **Advise** is to give recommendations.

**Practice** is the use of a method or idea over and over. **Practise** is to repeat something to gain a skill.

**Accept** is to agree to receive or do something. **Except** is to not include.

**That** and **which** are not interchangeable. **That** refers to the noun before it. **Which** adds information.

**Who** and **that** are not interchangeable either. **Who** is appropriate when as a pronoun modifying a person;

That is the boy **who** visited us, not **that** visited us.

**Irregardless** — not a word!

Words matter. Be advised.