



# Natural Standard

The Authority on Integrative Medicine

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**Natural Standard** provides high-quality, evidence-based information about complementary and alternative therapies, diets, exercise and nutrition. For more information, please visit [www.naturalstandard.com](http://www.naturalstandard.com).

## **Dr. Oz Hosts Natural Standard**



On April 26th, the *Dr. Oz Show* investigates why some healthcare providers may be cautious of alternative medicine and discusses whether common therapies may be safe and effective.

Dr. Catherine Ulbricht, Chief Editor of **Natural Standard** Research Collaboration and the *Journal of Dietary Supplements* is an authoritative guest on Mehmet Oz's television show.

Show times vary for different areas of the country. Please visit the [Dr. Oz website](#) to find out when the show airs.

For more information about integrative therapies, please visit **Natural Standard's** [Foods, Herbs & Supplements](#) and [Health & Wellness](#) databases.

To comment on this story, please visit **Natural Standard's** [blog](#).

### References:

1. **Natural Standard**: The Authority on Integrative Medicine. [www.naturalstandard.com](http://www.naturalstandard.com)

### In This Issue

- [Dr. Oz Hosts Natural Standard](#)
- [Natural Allergy Remedies](#)
- [Polarity Therapy for Cancer-Related Fatigue](#)
- [Colorado Integrative Medicine Conference](#)
- [Health.com Interviews Natural Standard](#)
- [Lifestyles of Health and Sustainability \(LOHAS\) Forum](#)
- [Meditation may Reduce Pain](#)
- [Personalized Cancer Medicine Symposium](#)
- [MSG and Weight Gain](#)
- [Natural Standard Training](#)
- [Complimentary Webinars](#)
- [Journal of Dietary Supplements Discount](#)
- [Inside Natural Standard](#)

2. The Dr. Oz Show. Why your doctor is afraid of alternative health. Should you be? [www.doctoroz.com](http://www.doctoroz.com)

## Natural Allergy Remedies

Allergy season is just around the corner, but individuals can breathe easier knowing that several integrative therapies have supportive evidence for the treatment or prevention of seasonal allergies.



**Bromelain:** Bromelain, an enzyme from the pineapple plant, may be a useful addition to other therapies (such as antibiotics) used for sinusitis. Bromelain has anti-inflammatory properties, which may be beneficial for allergies by reducing swelling and improving breathing.

**Butterbur:** Good scientific evidence suggests that the perennial shrub butterbur may help prevent allergic rhinitis in susceptible individuals. Comparisons of butterbur to prescription drugs, such as fexofenadine (Allegra®) and cetirizine (Zyrtec®), have reported similar effectiveness

**Nasal irrigation:** Good scientific evidence suggests that nasal irrigation with warm saline may effectively treat allergies and chronic sinusitis. Nasal irrigation is generally well tolerated. Use cautiously with a history of frequent nosebleeds. If the irrigation liquid is hot, the nasal tissues may become irritated.

**Lifestyle changes:** Limit the amount of time spent outdoors in the morning and evening, when pollen levels are the highest. After being outdoors, wash the hands and face to remove residual pollen. Keep windows closed and use an air conditioner in the house and/or car, if possible. Consider installing central air conditioning with a high-efficiency particulate air (HEPA) filter attachment. The HEPA filter can trap airborne allergens (such as mold spores, dust mites and pollen) from outdoor air, preventing them from circulating inside. Avoid drying laundry outside, as pollen and other allergens may stick to the fabric.

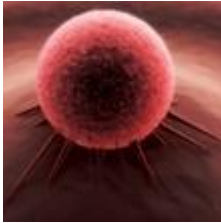
For more information about integrative therapies for allergies, please visit **Natural Standard's** [Comparative Effectiveness](#) database.

To comment on this story, please visit **Natural Standard's** [blog](#).

### References:

1. **Natural Standard:** The Authority on Integrative Medicine. [www.naturalstandard.com](http://www.naturalstandard.com)

## Polarity Therapy for Cancer-Related Fatigue



A recent study suggests that a type of energy bodywork called polarity therapy may improve symptoms of fatigue in cancer patients.

Polarity therapy is a form of hands-on energy work developed by Randolph Stone, a chiropractor, osteopath and naturopath. The modality is based on the principle that every cell has both negative and positive poles, and the body is gently manipulated to enhance the energy flow. In theory, emotional tension and physical pain are released as the flow of energy becomes more properly balanced. Polarity therapy is often given in a series of four sessions and may be accompanied by diet and exercise guidelines.

The study included 45 women who were undergoing radiation therapy for breast cancer. During the three-week treatment period, the participants were randomly assigned to receive standard care (passive control), three massage therapy sessions (active control) or three polarity therapy sessions.

At the beginning and end of the study, the researchers assessed the women's cancer-related fatigue and health-related quality of life.

The researchers found that the women's fatigue ratings were reduced after three weeks of polarity therapy. Compared to the massage group, women in the polarity therapy group experienced small improvements in their Brief Fatigue Inventory scores. However, based on the patients' self-reported fatigue diaries, improvements were considered "large" in the polarity group compared to the massage group. Both groups experienced similar improvements in quality of life.

The findings support some earlier research, but additional clinical trials are needed before definitive conclusions can be made.

For more information about the polarity therapy, please visit [Natural Standard's Health & Wellness](#) database.

To comment on this story, please visit [Natural Standard's blog](#).

### References:

1. Mustian KM, Roscoe JA, Palesh OG, et al. Polarity therapy for cancer-related fatigue in patients with breast cancer receiving radiation therapy: a randomized controlled pilot study. *Integr Cancer Ther*. 2011 Mar;10(1):27-37. [View Abstract](#)
2. **Natural Standard**: The Authority on Integrative Medicine.

[www.naturalstandard.com](http://www.naturalstandard.com)

## **Colorado Integrative Medicine Conference**

The Colorado Integrative Medicine Conference (cIMc 2011): Focus on Mind-Body Medicine & Lifestyle Management will be held July 15-17, 2011 in Estes Park, Colorado.



This evidence-based CME conference will focus on complementary and alternative medicine approaches to illness prevention and healing. Natural therapies for self-care management of stress, pain, depression and addiction will be discussed, along with culturally inclusive approaches to lifestyle, diet and nutrition.

The keynote speaker on mind-body medicine will be renowned neuroscientist, Richard J. Davidson, PhD, who will deliver a talk entitled, "Change your brain by transforming your mind: neuroscientific studies of meditation."

Leading prevention expert David L. Katz, MD, MPH, FACPM, FACP, will deliver the keynote address entitled, "Feet, Forks and Fate: Lifestyle Intervention to Prevent Diabetes and Chronic Illness." Other speakers and workshops will address integrative approaches to mood and eating disorders, yoga, Ayurveda and EEG neurofeedback for ADHD.

The University of Colorado School of Medicine is accredited by the ACCME to provide continuing medical education for physicians. The University of Colorado School of Medicine designates this educational activity for a maximum of 16.5 AMA PRA Category 1 Credits™

For more information or to register for the event, please visit [www.AlterMedResearch.org](http://www.AlterMedResearch.org). For exhibiting and sponsorship opportunities, please e-mail [info@altermedresearch.org](mailto:info@altermedresearch.org).

If you would like **Natural Standard** to post your event(s) online, please e-mail [news@naturalstandard.com](mailto:news@naturalstandard.com).

**Health.com**  **Health.com Interviews Natural Standard**

Health.com recently interviewed Dr. Catherine Ulbricht, co-founder

of **Natural Standard** and Senior Attending Pharmacist at Massachusetts General Hospital, in the article: "FDA Weighs Food Dye, Hyperactivity Link."

The article discusses the ongoing debate as to whether ADHD is linked to specific foods, particularly food dyes and preservatives.

One of the major problems is the lack of data on the individual food additives, as the majority of the products on the market contain various combinations of dyes and preservatives.

There "doesn't appear to be conclusive evidence that food additives actually cause ADHD," Dr. Ulbricht told Health.com.

For more information about food additives, please visit **Natural Standard's** [Health & Wellness](#) database.

To comment on this story, please visit **Natural Standard's** [blog](#).

#### **References:**

1. Gardner A. FDA Weighs Food Dye, Hyperactivity Link. 2011 April. Health.com. [View Article](#)
2. **Natural Standard**: The Authority on Integrative Medicine. [www.naturalstandard.com](http://www.naturalstandard.com)

## **■ ■ Lifestyles of Health and Sustainability (LOHAS) Forum**

The Lifestyles of Health and Sustainability (LOHAS) Forum, scheduled for June 22-24, 2011 in Boulder, Colorado, will bring together over 500 business executives to network and learn about the opportunities in the LOHAS marketplace.



LOHAS describes the U.S. marketplace for goods and services focused on health, environment, social justice, personal development and sustainable living. The consumers attracted to this \$290 billion market represent a sizable group in the United States. Based on surveys of the United States population, about 19 percent of American adults, or 41 million people, are currently considered LOHAS consumers.

The upcoming event will focus on how businesses, media and the entertainment industry can be leveraged to educate and influence consumer behavior, while promoting healthy and sustainable lifestyles.

For 14 years, this event has brought together top-level business leaders from multinational corporations; mid-sized companies and entrepreneurs. Participants will also include celebrities and executives of non-profit organizations active in the areas of health and wellness, sustainable business and social consciousness.

For more information, please visit [www.lohas.com](http://www.lohas.com).

If you would like **Natural Standard** to post your event(s) online, please e-mail [news@naturalstandard.com](mailto:news@naturalstandard.com).

## Meditation may Reduce Pain



Practicing just 20 minutes of mindfulness meditation a day may help alleviate pain, researchers report in *The Journal of Neuroscience*.

The study included 18 healthy adults who had never meditated before. The participants underwent four 20-minute training sessions of mindfulness meditation. This form of meditation involves focusing on breath and letting go of all other distracting thoughts.

Before and after meditation, the participants were exposed to painful stimuli while undergoing brain imaging scans called arterial spin labeling functional magnetic resonance imaging. To stimulate pain, a device that delivered 120 degrees of heat was placed on each participant's leg. The device remained on the skin for 12-second intervals over a total of five minutes.

After meditation, the participants' pain intensity and pain unpleasantness ratings decreased by an average of 40 percent and 57 percent, respectively. Meditation also reduced activation in areas of the brain linked to pain.

Earlier studies have suggested that meditation may help improve quality of life in cancer patients and help treat high blood pressure and stress.

For more information about meditation, please visit **Natural Standard's** [Health & Wellness](#) database.

To comment on this story, please visit **Natural Standard's** [blog](#).

### References:

1. **Natural Standard**: The Authority on Integrative Medicine. [www.naturalstandard.com](http://www.naturalstandard.com)

2. Zeidan F, Martucci KT, Kraft RA, et al. Brain Mechanisms Supporting the Modulation of Pain by Mindfulness Meditation. J Neurosci. 6 April 2011, 31(14): 5540-54. [View Abstract](#)

## **Personalized Cancer Medicine Symposium**

The 3rd Worldwide Innovative Networking in Personalized Cancer Medicine (WIN) Symposium will take place July 6-8, 2011 at the Palais des Congrès in Paris, France.



The WIN symposium will be "a forum for open discussion in which your expertise and input is crucial. It is also a unique opportunity to hear more about WIN and consider taking an active part in this challenging project," said Dr. Vladimir Lazar, Chief Operating Officer of WIN.

The WIN consortium is a joint initiative from the Institut Gustave Roussy (IGR, France) and the University of Texas MD Anderson Cancer Center (MDACC, USA). The founding members are 17 academic cancer centers across all continents, the National Breast Cancer foundation, the Sage Base and three major industry partners, including Agilent Technologies, GE Healthcare and Life Technologies.

The independent Scientific Advisory Board of the WIN consortium included Dr. Richard L Schilsky, chair, and worldwide experts Leroy Hood, Phillip Febbo, Daniel Hayes, David Tuveson, Guido Kroemer, Laura Van T Veer, Gary Rosner, Yves Lussier, Julio Celis, Manfred Schmitt and Ji Zhang.

For more information, please visit [www.winconsortium.org](http://www.winconsortium.org) or e-mail [catherine.bresson@winconsortium.org](mailto:catherine.bresson@winconsortium.org).

If you would like **Natural Standard** to post your event(s) online, please e-mail [news@naturalstandard.com](mailto:news@naturalstandard.com).

## **MSG and Weight Gain**



The food additive monosodium glutamate (MSG) may be linked to weight gain, according to a recent observational study.

The researchers analyzed data from 10,095 healthy Chinese adults who participated in the China Health and Nutrition Survey (CHNS).

From 1991 to 2006, the subjects' diets were evaluated using a weighed food inventory in addition to three 24-hour food recalls. Individuals were considered overweight if they exceeded the World Health Organization body mass index (BMI) index for Asian populations.

After an average follow-up period of 5.5 years, the researchers found that MSG was positively associated with being overweight. However, additional research is needed to confirm these findings and to determine a potential mechanism of action.

Earlier studies have also linked the food additive to MSG symptom complex, which is a group of symptoms that some patients develop after eating Chinese foods. Symptoms typically include flushing, headache, sweating, facial pain or swelling, numbness or burning around the mouth and chest pain. Since there is limited scientific data about the condition, it remains unknown if the frequency and amount of MSG exposure increases or decreases an individual's risk of experiencing symptoms.

For more information about MSG, please visit [Natural Standard's Health & Wellness database](#).

To comment on this story, please visit [Natural Standard's blog](#).

#### References:

1. He K, Du S, Xun P, et al. Consumption of monosodium glutamate in relation to incidence of overweight in Chinese adults: China Health and Nutrition Survey. *Am J Clin Nutr*. 2011 Apr 6. [View Abstract](#)
2. **Natural Standard**: The Authority on Integrative Medicine. [www.naturalstandard.com](http://www.naturalstandard.com)

## Natural Standard Training

Sign up for a free online training session to learn more about **Natural Standard's** decision-support tools.

**Natural Standard** provides high-quality, evidence-based information about integrative therapies to help healthcare professionals and consumers make safer, more educated decisions about health.



**Natural Standard** is an international multidisciplinary collaboration that includes contributors from more than 100 eminent academic institutions. Research teams systematically gather scientific data and expert opinions to develop comprehensive monographs that are designed to facilitate clinical decision making. For each therapy,

the available scientific evidence of effectiveness is evaluated using the **Natural Standard** Evidence-Based Validated Grading Rationale™. All monographs undergo blinded peer review prior to inclusion in **Natural Standard** databases.

These guided tours will demonstrate how to navigate the various databases and cross reference medical conditions and therapies.

- [Tue, Apr 19, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Thu, Apr 21, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Tue, Apr 26, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Thu, Apr 28, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Tue, May 03, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Thu, May 05, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Tue, May 10, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Thu, May 12, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Tue, May 17, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Thu, May 19, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Tue, May 24, 2011 2:00 - 2:45 p.m. \(EDT\)](#)
- [Thu, May 26, 2011 2:00 - 2:45 p.m. \(EDT\)](#)

After registration, attendees will receive e-mail confirmation with information on how to join the webinar.

#### System Requirements:

- PC-based attendees: Windows® 7, Vista, XP or 2003 Server
- Macintosh®-based attendees: Mac OS® X 10.4.11 (Tiger®) or newer

To comment on this story, please visit **Natural Standard's** [blog](#).

## Complimentary Webinars



**Natural Standard** is offering a series of complimentary webinars on integrative medicine. **Natural Standard** offers these impartial webinars as an informational public service. All webinars are recorded and archived at [www.naturalstandard.com/webinars](http://www.naturalstandard.com/webinars). Webinar attendees will receive complimentary access to **Natural Standard** for two weeks.

To comment on a recent webinar or to suggest future webinar topics, please visit **Natural Standard's** [blog](#).

## **\*LIVE\* Herbs and Supplements: An Evidence-based Approach**

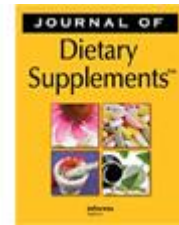
- **Natural Standard** Associate Clinical Editor Elizabeth R.B. Higdon, PharmD, explains evidence-based medicine (EBM) principles for complementary and alternative medicine (CAM). Using **Natural Standard's** databases, Dr. Higdon offers strategies for locating reliable CAM information. The presentation also includes several patient cases, which provide examples of how to counsel patients who are interested in integrative therapies.
- Complimentary access: [April 27, 2011 \(3-4 PM EDT\)](#).

## **Grape seed (*Vitis vinifera*, *Vitis coignetiae*): The Clinical Bottom Line**

- Florie Gombaut, PharmDc, will present **Natural Standard's** evidence-based systematic review results on grape seed. She will provide a basic overview of the herb and discuss the scientific evidence, dosing, safety and interactions related to its use. Gombaut will also apply the data to several patient cases that highlight potential interactions and adverse effects.
- Complimentary access: [April 1-30, 2011](#).

## **Journal of Dietary Supplements Discount**

**Natural Standard** subscribers are eligible to receive a 65 percent discount on a one-year subscription to the [Journal of Dietary Supplements \(JDS\)](#). Subscribers will receive four issues for \$100.



For only \$25 per issue, subscribers have access to the latest research on vitamins, minerals, herbs and other substances that make up the multibillion-dollar dietary supplement industry. The journal addresses important issues that meet a broad range of interests, not only in integrative healthcare, but also in academic, regulatory and industrial sectors.

To purchase a subscription, please e-mail [healthcare.enquiries@informa.com](mailto:healthcare.enquiries@informa.com) or call 1.800.997.3892. When ordering, please enter the discount code: RI35610D.



## **Inside Natural Standard**

### **Welcome:**

**Natural Standard** would like to welcome the following PharmD

candidates: Victoria Baczek and Brendan Limone from the University of Connecticut, James McKenzie and Jeremy Ortwine from the University of Michigan and Erica Woodman from the University of Rhode Island.

Students from all disciplines are invited to train with **Natural Standard** Research Collaboration. Rotations are available either locally in our office in Somerville, Massachusetts, or through virtual distance-learning modules. Healthcare trainees learn how to analyze clinical trials on complementary and alternative therapies. Students also attend herbal classes and travel to numerous sites to shadow clinical practitioners and participate in various healing modalities. For more information, please [click here](#) or e-mail [info@naturalstandard.com](mailto:info@naturalstandard.com).

### **Join Natural Standard's Social Networks:**

Join **Natural Standard's** social networks on [Facebook](#), [LinkedIn](#) and [Twitter](#). Members receive live updates on product launches, new publications, job openings, upcoming events, news feeds and more.



These social media channels foster discussions about integrative medicine and present networking opportunities for students and professionals. **Natural Standard's** community encompasses health professionals, medical researchers and individuals who are interested in health and wellness topics. Members are also encouraged to offer feedback about students programs, webinars and new products.

### **Natural Standard Partners with Skyscape:**



**Natural Standard** and Skyscape are proud to announce their partnership to deliver high-quality handheld references to healthcare providers and researchers. Skyscape is offering a 20 percent discount on the **Natural Standard** mobile version, which is available on Android™, BlackBerry®, iPhone™, iPod® Touch, iPad®, Palm OS®, Palm® Pre™ Classic, Windows® Mobile, Symbian, Windows® powered desktop and Tablet PCs. Plus, with Skyscape's powerful SmartLink™ cross-linking capability, individuals can quickly and easily access any related disease and diagnostic topics across their entire mobile reference libraries.

To benefit from this collaboration, please visit [www.skyscape.com/naturalstandard](http://www.skyscape.com/naturalstandard).

## Quick Links:

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