



Natural Standard

The Authority on Integrative Medicine

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November 2011

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.

Nominate **Natural Standard** for NBJ Business Award



Winners will appear in *Nutrition Business Journal's* Annual Executive Review & Awards Issue in January 2012, and are invited to accept their awards at the [2012 NBJ Summit](#).

Nominations are accepted until **Friday, November 18, 2011**.

Natural Standard has made exceptional advancements in many award categories including:

- Efforts on Behalf of the Industry
- Investment in the Future
- Scientific Achievement
- Education
- Product Merit

In fact, per The World Health Organization (WHO), **Natural Standard** is: "The best and most authoritative web site available on herbal medicines."

Please click to [NOMINATE](#). It's fast, easy and greatly appreciated. Thank you.

In This Issue

- [Nominate Natural Standard for NBJ Business Award](#)
- [Natural Standard Featured CE/CME: Turmeric](#)
- [Yoga for Chronic Lower Back Pain](#)
- [Selenium May Not Reduce Lung Cancer Mortality Risk](#)
- [Hypnotherapy May Improve IBS Symptoms](#)
- [High Fiber Diet for Reduced Metabolic Syndrome Risk](#)
- [Natural Standard Training](#)
- [Complementary and Alternative Cancer Therapies Conference](#)
- [Natural Standard in Natural Medicine Journal](#)
- [Natural and Organic Product Expo](#)
- [Natural Standard Exhibits](#)
- [International Drug Discovery and Therapy Conference](#)
- [Healing Arts Conference & Exhibit](#)
- [Complimentary Webinars](#)
- [Journal of Dietary Supplements: New Issue](#)
- [Inside Natural Standard](#)

Natural Standard Featured CE/CME: Turmeric

Natural Standard's featured CE/CME for the month of November is [Turmeric: Safety & Effectiveness](#).

Turmeric, a spice commonly used in Asian food, is derived from the root of the turmeric (*Curcuma longa*) plant. Although not well studied in humans, turmeric and its constituent curcumin have demonstrated anti-inflammatory, antioxidant, nerve protective, insecticidal and anticancer properties. Preliminary human evidence suggests possible efficacy for dyspepsia (heartburn), high cholesterol and scabies.



Natural Standard offers CE/CME modules for multidisciplinary healthcare professionals. Students and other users may take courses for training purposes without generating credit certificates. Continuing Education requirements differ based on discipline, license and location. If you are unsure of your specific needs, please contact your local agency.

For more information on Natural Standard's CE/CME courses, please visit www.naturalstandard.com.

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

Yoga for Chronic Lower Back Pain



A recent study suggests that yoga may be more beneficial than standard care for patients with chronic lower back pain.

Yoga is an ancient system of exercise, healing and relaxation. Yoga has undergone much scientific study, with various psychological and physical theories suggested. In human research, yoga has been shown to reduce heart rate and blood pressure, increase breath holding time and lung capacity, improve muscle relaxation and body composition, cause weight loss and increase overall physical endurance. There is preliminary research that suggests yoga may reduce chronic back pain; however, further research is necessary before firm conclusions can be made.

In a new study.... [More>](#)

Selenium May Not Reduce Lung Cancer Mortality Risk

Contrary to previous reports, a new study suggests that selenium may not decrease lung cancer mortality risk.

Selenium, an essential trace mineral, is required for the functioning of the body's antioxidant enzymes and for cell growth and survival. The role of selenium in cancer prevention has been the subject of recent study and debate. Preliminary evidence suggests selenium may reduce the risk of prostate cancer; however.... [More>](#)



Hypnotherapy May Improve IBS Symptoms



According to a new study, hypnotherapy may improve irritable bowel syndrome (IBS) symptoms.

Various forms of hypnosis, trance, and altered states of consciousness have been documented in a number of cultures throughout history. How hypnosis works is not completely understood. Some changes in the body have been associated with hypnosis, including changes in skin temperature, heart rate, intestinal secretions and immune response. Preliminary research suggests that hypnotherapy may lower the sensory and motor component of the gastrocolonic response in patients with IBS. However, evidence.... [More>](#)

High Fiber Diet for Reduced Metabolic Syndrome Risk

Maintaining a high fiber diet may reduce the risk for metabolic syndrome in adolescents, according to a new study.



A high fiber diet incorporates large amounts of dietary fiber into the daily diet. Dietary fiber is found in grains, fruits and vegetables, and may also be referred to as roughage or bulk. Animal products, including meat and dairy, do not contain dietary fiber. Various health benefits have been associated with a high fiber diet; including potential benefits for glucose metabolism in patients with diabetes; however, additional research is necessary before firm conclusions can be made.

In a new study.... [More>](#)

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.

- [Thu, Nov 17, 2011 2:00 PM - 2:45 PM EST](#)
- [Tue, Nov 22, 2011 2:00 PM - 2:45 PM EST](#)
- [Tue, Nov 29, 2011 2:00 PM - 2:45 PM EST](#)

- [Thu, Dec 1, 2011 2:00 PM - 2:45 PM EST](#)
- [Tue, Dec 6, 2011 2:00 PM - 2:45 PM EST](#)
- [Thu, Dec 8, 2011 2:00 PM - 2:45 PM EST](#)
- [Tue, Dec 13, 2011 2:00 PM - 2:45 PM EST](#)
- [Thu, Dec 15, 2011 2:00 PM - 2:45 PM EST](#)

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](#).

Complementary and Alternative Cancer Therapies Conference



The Annie Appleseed Project will present its fifth annual Evidence-based Complementary and Alternative Cancer Therapies Conference at the Embassy Suites in West Palm Beach, Florida on March 1-3, 2012.



The Annie Appleseed Project welcomes all to join the expected 300 participants, including patients, advocates, caregivers and professionals of all kinds. CEUs and CNEs will be available.

Conference speakers will include:

- **Susan Silberstein, PhD**, "Breast Cancer: The Stress Connection"
- **Gwen Stritter, MD**, Clinical Patient Advocate
- **Tami Boehmer**, Author, Breast Cancer Thriver
- **Daya Fisch, MS, CMT**, Specialist in Lymphatic Massage
- **Dr. Keith Block, MD**, Medical Director, Block Medical Center, Skokie, IL
- **Prof. Dr. Med. Alexander Herzog**, Dr. Herzog's Special Hospital for Integrated Oncology and Hyperthermia Center, Germany
- **Verne Verona**, Author "Nature's Cancer-Fighting Foods and Macrobiotics for Dummies"
- **Julia Schopick**, Author *Honest Medicine*
- **Rodrigo Rodriguez, MD**, "International BioCare Hospital "Detoxification and dietary adjustment"
- **Burton Berkson, MD, MS, PhD**, "Personal experience with LDN and alpha lipoic for various cancers and autoimmune disease"
- **Thomas Lodi, MD**, Director, An Oasis of Healing, AZ Integrative Oncology Clinic "4 Basic Aspects to the Resolution of Cancer"
- **Lisa Wilson CHC, CFT**, "Green Juice Therapy"

Space is limited! For more information, please visit www.eventbee.com/v/annieappleseed/boxoffice. For those interested in exhibiting or advertising for this annual event, please email annieappleseedpr@aol.com or call 561.749.0084.

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

Natural Standard in Natural Medicine Journal



The latest issue of the *Natural Medicine Journal* features a **Natural Standard** evidence-based review on Vitamin B12.

Vitamin B12 is an essential water-soluble vitamin that is commonly found in a variety of foods, including fish, shellfish, meat, eggs and dairy products. Vitamin B12 deficiency is extremely rare; however, it may result from being unable to use vitamin B12. There is currently strong scientific evidence supporting the use of Vitamin B12 for deficiency. The **Natural Standard** bottom-line monograph discusses the latest research on Vitamin B12, including scientific evidence of effectiveness for various conditions and potential interactions and side effects.

The *Natural Medicine Journal* is an open-access, peer-reviewed e-journal for integrative healthcare practitioners, as well as students and faculty who focus on the field of natural medicine. The monthly journal and website provide scientifically-valid, clinically-relevant information.

The November issue features the following articles:

- **Dietary Supplements and Mortality Rates in Older Women** by Douglas Mackay, ND
- **Specific Applications of Omega 3s for Cardiovascular Disease** by Tori Hudson, ND
- **Vitamin B12** by **Natural Standard**
- **Selenium and Vitamin E Cancer Prevention Trial (SELECT) and the Risk of Prostate Cancer** by Geo Espinosa, ND, LAc
- **Radiation Therapy for Breast Cancer Causes Long-Term Heart Toxicity** by Tina Kaczor, ND, FABNO
- **Developments in Women's Health** Interview with Tori Hudson, ND by Tina Kaczor, ND, FABNO
- **Recalls of Dietary Supplements** Lise Alschuler, ND, FABNO

To subscribe to the complimentary journal, please visit www.naturalmedicinejournal.com.

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

Natural and Organic Product Expo

The Middle East Natural & Organic Product Expo (MENOPE) will take place December 5-7, 2011 at the World Trade Centre, Dubai.

The 2011 expo is the ninth edition of the Middle East's only exhibition for organic and natural products. Exhibitors will showcase herbals and spices, foods and beverages, cereal products, supplements, healthcare products, natural living products, natural cosmetics, healing products, natural remedies, traditional medicines, spas, relaxation facilities, pet products, fabrics and much more.



MENOPE attracts an array of trade visitors from across the Gulf, Middle East and Asia. The expo is a significant buyer-seller meeting ground for organic and natural products.

For more information on this event please visit www.naturalproductme.com. To exhibit at this event, please contact the Exhibition Project Manager, Joby Mathew Muricken at info@naturalproductme.com

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

Natural Standard Exhibits



Individuals interested in learning more about evidence-based integrative medicine are invited to visit **Natural Standard** at the upcoming American Society of Health-System Pharmacists (ASHP) Midyear Clinical Meeting & Exhibition.

The event will take place December 4-8, 2011 at the New Orleans Ernest N. Morial Convention Center in New Orleans, Louisiana. **Natural Standard** will be exhibiting its latest products and services, including the new [Continuing Education Modules](#) at booth #2149.

To make an appointment to meet with one of **Natural Standard's** representatives at an upcoming conference, please email sales@naturalstandard.com.

For more information, please visit www.ashp.org/midyear2011.

International Drug Discovery and Therapy Conference

The 4th International Conference on Drug Discovery and Therapy (ICDDT) will be held on February 12-15, 2012 in Dubai, United Arab Emirates.



The 2012 ICDDT conference will highlight cutting-edge advances in all major disciplines of drug discovery and drug therapy. This four-day event will feature recent findings from leading industrial, clinical and academic experts in the field, in the form of lectures and posters. The event will be unique in promoting the translational nature of modern biomedical research, with both basic scientists in drug discovery and clinicians associated with patient care and research.

A number of Nobel Laureates, including Prof. Ferid Murad, Prof. Hartmut Michel, Prof. Harald zur Hausen, Prof. Jean-Marie Lehn, Prof. Robert Huber and Prof. Mario Molina, will deliver keynote lectures at the conference. Among the many topics to be discussed throughout the four-day event will include translational medicine, cardiovascular drug discovery & therapy, drug delivery & targeting, drug discovery in preclinical research, drug metabolism, enabling technologies, and many more.

For more information or to register for the event, please visit www.icddt.com.

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

Healing Arts Conference & Exhibit



This month's HolisticGlobeRadio.com Healing Arts Conference & Exhibits® will take place Saturday, November 19, 2011 at the Crown Plaza Hotel & Resort in Atlanta, Georgia.

Local, national and international businesses, holistic entrepreneurs, practitioners, teachers, coaches, new age musicians, pioneers, visionaries and non-profit organizations are welcome to meet and connect. Attendees are invited to take a class, explore a healing modality and support the presenters.

This event will bring together free education and resources to the public concerning healthy living, human potential, holistic wellness, body-mind-spirit and earth-friendly products helping the masses to become "awakened and aware" of available resources.

Buy a ticket online for \$10 and bring a free guest. Exhibit rates start at \$ 100 (all inclusive). For more information or to register, please visit www.holisticgloberadio.com. For sponsorship and exhibiting details, please email Maria at info@holisticgloberadio.com for details and availability.

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



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.

Q & A with Marc Brush

Dr. Catherine Ulbricht, Founder and CEO of **Natural Standard**, interviews Marc Brush, editor-in-chief of *Nutrition Business Journal (NBJ)*. Marc helps guide the editorial direction for all *NBJ* publications and products. Marc has also written for many industry publications, and brings more than 10 years of professional experience in editing and business analytics to *NBJ*. Complimentary access:



[December 1-31, 2011](#)



Gingivitis and Perionditis: An Integrative Approach

Christan Thomas, PharmDc, presents an overview of the signs, symptoms, diagnosis and treatment of gingivitis and periodontitis. She discusses several patient cases detailing the safety and effectiveness of integrative therapies for this condition. She also reviews the scientific evidence, dosing, safety and interactions related to various therapies. Complimentary access: [December 1-31, 2011](#)

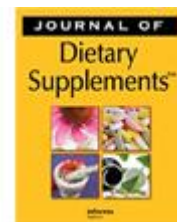
To comment on a recent webinar or to suggest future webinar topics, please visit **Natural Standard's** [blog](#).



Journal of Dietary Supplements: New Issue

The latest issue of the [Journal of Dietary Supplements \(JDS\)](#) is now available online. The international, peer-reviewed journal aims to help consumers and clinicians make informed decisions about the preparations, foods and botanicals that are used to improve health.

The new issue features several original scientific papers, as well as a **Natural Standard's** evidence-based systematic review on Cinnamon (*Cinnamomum* spp.):



- Amelioration of Alcohol-Induced Hepatotoxicity and Oxidative Stress in Rats by *Acorus Calamus* by N. Ilaiyaraja and Farhath Khanum
- Yohimbine Use for Physical Enhancement and Its Potential Toxicity by Nevio Cimolai and Tomas Cimolai
- Leaves of *Hippophae Rhamnoides* Prevent Taste Aversion in Gamma-Irradiated Rats by Vanita Gupta, Madhu Bala, Jagdish Prasad, et al.
- Naturopathic Physicians: Holistic Primary Care and Integrative Medicine Specialists by Andrew P. Litchy
- An Evidence-Based Systematic Review of Cinnamon (*Cinnamomum* spp.) by **Natural Standard**

To submit a manuscript for a future issue online, please visit <http://mc.manuscriptcentral.com/wjds>

For more information, please e-mail jds@naturalstandard.com.

Inside **Natural Standard**



Academic Rotations and Internships:

Natural Standard would like to welcome the following PharmD candidates: Chloe Kim from Massachusetts College of Pharmacy and Health Sciences (MCPHS); Matthew Allen from Appalachian College of Pharmacy; Shannon Harrison from University of Pittsburgh; Katherine Nguyen from Nova Southeastern University; and Jason Hoffman from Northeastern University.

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.

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

Join **Natural Standard's** social networks on [Facebook](#), [Twitter](#) and [LinkedIn](#). 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.



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- [Natural Standard Handheld Version](#)
- [Journal of Dietary Supplements](#)
- [Natural Standard Books](#)

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