

To The Point

The Acupuncture Medical and Research Centre Ne

1600 West 38th Street Suite 402 Austin, Texas 78731-6407 (512) 371-1121

WWW. AcupunctureAustin . com



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Acupuncture Makes Cover of Newsweek

The editors of Newsweek devoted 30 pages of its December 2, 2002 issue to a special report entitled "The Science of Alternative Medicine," featuring a cover photo of a young woman receiving acupuncture.

The issue contained over a dozen articles devoted to a variety of alternative therapies, with contributions from some of the country's leading medical researchers.

Newsweek's cover story, "Learning from China," presented an evenhanded view of the effectiveness of Chinese medicine. "Modern science is starting to verify that some of these age-old remedies really work," wrote Anne Underwood, adding, "The evidence is promising enough that Western researchers have begun looking to China for potential new therapies." Underwood's article contained a brief description of the concepts of traditional Chinese medicine, including qi, acupuncture meridians, the Five Elements and the Seven Emotions, and compared the number of adverse events caused by Chinese herbs versus prescription drugs.

Among the other highlights in "The Science of Alternative Medicine" were the articles:

"For the Littlest Patients," focused on the growing number of researchers who are conducting studies to see which CAM (Complementary & Alternative Medicine) therapies work best on children, and included a photograph of a 15-year old boy receiving cupping to relieve back pain.

Claudia Kalb provided two stories: "A Natural Way to Age" and "How to Lift the Mind." The first article discussed alternatives to hormone replacement

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Survey: Nearly 1 in 10 U.S. Adults Has Tried Acupuncture

Most Report High Satisfaction with Treatment

The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) has released the results of a national survey concerning the use of acupuncture in the United States.

The survey, part of a public awareness campaign designed to avail Americans of the benefits of Asian healing, found that nearly one out of every ten adults in the U.S. has tried acupuncture. Adjusting these figures for the total number of American adults, the survey results indicate that approximately 20 million Americans over the age of 18 have tried acupuncture at some time in their life.

"This survey shows that acupuncture and Oriental medicine are clearly playing a role in the American health care system, either as freestanding modalities or complements to Western practice," observed Christina S. Herlihy, PhD, NCCAOM's chief executive officer. "At the same time, it indicates that there is a need for continued research and public education so more people can access

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In the News

Acupuncture on Front Page of WebMD.com

First, it appeared in a leading news magazine. Now, acupuncture has made the front page of one of the most popular health sites on the World Wide Web.

On Jan. 16, 2003, the editors of WebMD.com posted a feature story entitled "Acupuncture Entering the Mainstream." The article, written by a well-known medical journalist and reviewed by a medical doctor, presented a brief review of a recent article on children and acupuncture, along with background information on the conditions acupuncture can treat. Also interviewed in the article was David S. Kiefer, a medical doctor at the University of Arizona. Dr. Kiefer said he used acupuncture for sinus problems and allergies, and got "good results" from treatment.

An accompanying article, "Providing the Alternative," discussed the number of traditional insurance carriers that are adding complementary and alternative medicine into their benefit plans. According to the article, insurers in South Carolina, North Carolina, Pennsylvania and New York have all added programs that offer discounts for acupuncture, herbal supplements and other alternative therapies in recent years. This trend is expected to increase as more studies are published that document the effectiveness of these procedures.

WebMD.com attracts approximately 15 million unique viewers to its site each month, making it one of the most frequented health sites on the Web. A statement on WebMD.com says that the site is "the leading provider of online information, educational services and communities for physicians and consumers."

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Acupuncture in Newsweek Magazine

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therapy, with an emphasis on soy isoflavones and black cohosh; the second described several natural methods Americans have pursued to treat anxiety and depression, including herbs, acupuncture and exercise.

The impact of Newsweek's special report holds tremendous promise in having the American public recognize the value of acupuncture and traditional Chinese medicine. According to the World Press Group, Newsweek is one of the most widely read publications in the world. It is distributed in more than 190 countries and six languages, and has a weekly circulation of approximately 4.4 million (3.85 million in the United States).

If you didn't pick up a copy of the December 2nd issue of Newsweek at your local news stand, don't fret; the magazine has a partnership with the Microsoft Network and NBC that allows people to view its stories on the Internet via www.msnbc.com. Copies of individual articles, along with interactive features such as online polls and audio clips, are available at the following addresses:

- "Learning from China" -- www.msnbc.com/news/839161.asp
- "For the Littlest Patients" -- www.msnbc.com/news/838320.asp
- "A Natural Way to Age" -- www.msnbc.com/news/839109.asp

--Acupuncture Today January 2003

FYI

We use Shakley Basic H in the cleaning of all our linens and towels. Basic H is a biodegradable product that many clients with skin sensitivities can easily tolerate. Providing an environment that agrees with all of her clients needs is of the utmost importance to Dee Ann. If you want to know more about Basic H, feel free to contact us at AMRCeditor@austin.rr.com.

AM& RC, Inc. Staff

Dee Ann Newbold, Acupuncturist & Owner
Hobbies: Gardening, reading, drawing, arts & crafts. Favorite Movie: Being There.

Debbie Harper, Office Manager
Hobbies: Hiking, swimming, movies, playing with her dogs. Favorite Movie: Grease.

Jamie Meador, Administrative Assistant
Hobbies: Modeling, acting, working out, bicycling. Favorite Movie: Dirty Dancing.

Laine Downing, Newsletter & Bookkeeper
Hobbies: Gardening, cooking, movies, writing, reading. Favorite Movie: Bandits

1 out 10 Has Tried Acupuncture

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and benefit from this important system of medicine."

The survey was conducted as part of NCCAOM's effort to increase the public's awareness of acupuncture and Oriental medicine as part of a larger system of healing that is used by millions of people worldwide to diagnose, treat and prevent disease, and improve well-being. The effort coincided with campaigns from other national acupuncture and Oriental medicine organizations in having October 24 declared as Acupuncture and Oriental Medicine Day.

"We want consumers to consider acupuncture and Oriental medicine as viable treatment options," commented NCCAOM Board Chair Daniel Jiao, Dipl.Ac. & CH. "In addition, we want consumers to seek out only the services of competent, professional providers."

The full results of the survey are available online at the official AOM Day website (www.aomday.org).

--Acupuncture Today January 2003

Springtime Allergy Season

Spring is coming and with it the usual distress of springtime allergies. Due to hayfever, pollen and grass allergies, Austinites deal with a myriad of inconvenient and uncomfortable allergy symptoms. Getting acupuncture before your symptoms start is important if you want to avoid the hassles associated with sneezing and itchy watery eyes. If you have had acupuncture for your allergies before then it usually only requires 1-3 pre-season treatments. If you are new to acupuncture and want to get your allergies under control it may take anywhere from 2-10 treatments at first. The good news is that once under control, you will only need occasional treatments each year. In addition, most insurance companies are seeing the benefits of covering acupuncture for the treatment of allergies. The need for prescription drugs is greatly reduced and often eliminated with the use of acupuncture.

AVAILABLE
Now

Dee Ann is very excited to announce that some of her clients that reported high cholesterol readings in the past, have successfully lowered their numbers by simply adding soy to their diet. It can be difficult to switch to soy or even add it to your present diet. To help you, Dee Ann carries Soy Isoflavones, a convenient little capsule that can provide you with a significant amount of soy each day. While eating soy is typically best, the soy isoflavone capsules have helped Dee Ann's clients not only with lowering cholesterol levels but with hormone replacement issues as well. We also offer Soy IsoProtein Plus, a daily wellness beverage powder that has a natural vanilla bean flavor. It provides high protein and high calcium and is a healthy soy alternative to mass marketed liquid protein drinks.

Ask Dee Ann

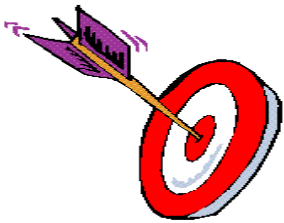
Q: Can you treat clients for food allergies?

A: I can help you control the symptoms caused by food allergies through the use of acupuncture. However, it is best to find alternatives (such as soy milk if your allergy is due to cow milk) or to consider eliminating the food altogether. I can help you with the elimination of certain foods by using points on the body as well as in the ear to suppress your appetite and reduce cravings.



Earth Day is April 22nd

We have a new website! The address (www.AcupunctureAustin.com) is still the same, but we've changed the look completely! Please take a moment to look at it and let us know what you think! We appreciate all of your comments.



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Austin, Tx 78731-6407
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