



I-ACT

International Association for Colon Hydrotherapy

Quarterly
Fall 2022

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I-ACT requires the use of currently registered FDA equipment and only disposable speculums, rectal tubes, or rectal nozzles. However, should the Therapist use reusable speculums, these speculums should, at a minimum, be autoclaved for sanitation and cleanliness (30 minutes). Additionally, the autoclave unit must be tested and inspected by competent authority at least four times per year- maintain documentation. (Under NO conditions should a disposable speculum or rectal tube be reused). Individuals that use reusable speculums and/or are not using FDA registered devices will be removed from I-ACT membership on 12/31/2018.

I-ACT recognizes the FDA classifies equipment used to instill water into the colon through a nozzle inserted into the rectum to evacuate the contents of the colon into three distinct classes; Class I (Enema Kits), Class II and Class III are (Colon Irrigation Systems). Follow the guidelines of your manufacturer, as approved by the FDA for the type of equipment (devices) you are using. Make no claims as to the use of your device other than those approved by the FDA.

The main differences between Class I and Class II devices:

The code of federal regulations CFR 876.5210 & 876.5220 describe the differences between the Class I and the Class II devices. From that regulation, a Class I device is an enema system and does not include "colonic irrigation devices". A "colon irrigation device" is a Class II device, which in part is described as: "The system is designed to allow evacuation of the contents of the colon during the administration of the colonic irrigation.

The Class I Device:

- The Class I device is defined as an enema system and may not have temperature control, temperature gauges or water purification as part of the device. Class I enema systems must be self-administered.
- Manufacturers of Class I devices are not required to have third party oversight as they need not comply with the good manufacturing practices and record keeping that are required of Class II manufacturers. Class I devices are not as heavily regulated and controlled by the FDA as Class II devices are.
- Owners of Class I devices may not market their service using the terms "colonics or colonic irrigation" in describing the scope of their practice of evacuating the contents of the lower bowel.

The Class II Device:

- The Class II Device is a "colonic irrigation device".
- Manufacturers of Class II devices are required to have third party oversight and must comply with the good manufacturing practices and record keeping that are required by the FDA. Class II devices are heavily regulated and controlled by the FDA.
- The FDA requires Class II devices to be sold and used on or at the order of a physician or health care practitioner. This may be different in each state.

Although I-ACT is not aware of any laws that preclude you from assisting an individual with an enema, I-ACT does want you to consider upgrading your equipment to the equipment that provides the greatest safeguards to the public. In this profession, that would be equipment marketed as Class II devices.

Remember that I-ACT strongly recommends that all I-ACT members use FDA registered Class II devices or devices equivalent to Class II devices regulated by the appropriate agency in your country. Only individuals using FDA registered equipment will be placed on the I-ACT Web Site. As of 12/31/2018, only individuals that use FDA registered devices may be I-ACT members. Purchase equipment at your own risk. Ensure you are in compliance with your local, state, federal and country guidelines. Ensure that equipment you purchase is cleared for use in your country.

I-ACT recognizes there are two distinct types of colon irrigation systems; open and closed systems. However, it is I-ACT policy that the colon hydrotherapist / technician is always in attendance / or is immediately available to the client throughout the session. The degree of assistance is to be in compliance with the instructions of the manufacturer of the equipment as registered with the FDA, and/or as directed by a physician.

The policy on insertion is to require the client to insert the rectal tube or speculum; or, follow the instruction of the referring physician; the guidelines of the manufacturer as approved by the FDA; or the directives from the authority of your city, county, state, or country ordinances.

I-ACT recommends that you do not put the initials (CT) for colon hydrotherapist after your name, write it out in full. According to most state laws, putting initials after your name is not allowed unless you are licensed or have a degree from an accredited professional school.

Advertising copy which states or implies that colon hydrotherapy can treat any disease, promise cure for any disease, or that makes unsubstantiated medical claims SHALL NOT be used.



a message from the president



Involvement pays big dividends – every time. That’s never been a bigger message than now for colon hydrotherapy professionals.

Business owners talk about ROI – return on investment. It’s a measurement of success. It tells you how much money you’ve made (or lost) on an investment/project after accounting for its cost.

But what if you changed the “I” to “involvement”? What does that ROI – return on involvement – look like? How could that affect your colon hydrotherapy practice, therapist or business owner?

Getting involved in something bigger than yourself is key to personal and professional growth. It’s how you attract more of what you desire – money, clients, freedom, quality of life, etc.

In high school, getting involved was just what one did. In college, I found the dividends of my involvement were even greater. In corporate America, getting involved in activities other than just doing my job actually helped me grow. My work got better, and I achieved even more than expected.

When I became an entrepreneur, I made the conscious decision to get involved. At first, it was hard to “make time” for networking and community activities, but I had been given some sage advice: “Always make time to get involved outside the walls of your business. It improves your visibility and perspective, and makes you feel part of something so you’re not alone.”

As a new I-ACT member, I wanted to get involved, but it was daunting to think about. At the first convention I attended, then president Dorothy Chandler asked me to get involved in the marketing committee, saying I had something to offer the profession and the membership. I didn’t hesitate to say “yes”, even though I didn’t think I had enough time to run my business, keep up with my local involvement in, and manage life.

You know what? I did have time for all of it! The more involved I became in I-ACT, the more my life flourished. I found my business was more attractive, and during the first two years of being an active, involved I-ACT member, my business grew by almost 12% in revenues and nearly 23% in new clients. That

sounds like a pretty good ROI, wouldn’t you agree!

Your board is actively working to **move the strategic plan forward**, and I think they have been doing a phenomenal job! However, it’s always better and more rewarding when there are more than a few people involved in the activities of the organization. **Now is the time to get involved!** Now is the time to help shape the future of our profession for growth and acceptance.

The board recently completed an intense two-day virtual board meeting. We reviewed the activities of the committees, handled the business at hand, and then focused on the strategic plan. Each board member brought great thoughts and ideas to our discussions. Each commented on the rewards of involvement and the desire to have more assistance and collaboration with the membership. And yes, we discussed how to get **YOU**, the members, more actively involved in committee work and programs being offered.

This edition of the *I-ACT QUARTERLY* is all about involvement. Be sure to check out the articles on different ways to get involved – committees, programs, local networking opportunities, community service, and more. **Involvement is all about focusing on something bigger than self**, so we hope these articles spark something in you to get involved with I-ACT in a new way.

As you think about getting involved, ask yourself, “What am I doing to help others?” Answer this for your practice, business, community, professional association, but the question needs to be answered with thought and self reflection. Then ask yourself, “Can I do/be all that I desire alone, without being part of something bigger than myself?”

The saying goes, “you get more than you give.” I-ACT is changing, moving forward in exciting ways. **I-ACT is reframing the course of colon hydrotherapy for years to come.** Now is the time to get involved and be part of the movement for colon hydrotherapy.

Your active involvement could make all the difference to the organization, our profession, your business. **The board and I invite you to GET INVOLVED!!**

CATHY AGASAR, I-ACT PRESIDENT

National Board for Colon HydroTherapy NBCHT



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From The Desk Of: Bekki Medsker, ND, D.Ch.
NBCHT President

To: All Members of NBCHT

We hope this letter finds that you and yours are safe and healthy and have enjoyed a wonderful summer.

Now that all new members of I-ACT that take the Professional Colon Hydrotherapy Course are required to take the NBCHT credentialing exam, perhaps it might be time for you to consider getting the same credential if you do not have it.

If you have not achieved any I-ACT certification, then consider taking the new Professional Colon Hydrotherapy course. If you are at the Foundation level of certification with I-ACT then consider taking the Foundation to Professional Colon Hydrotherapy course.

If you are at the Intermediate or Advanced Level of training, then you are already eligible to take the NBCHT credentialing exam.

We hope you all understand that as a practicing Colon Hydrotherapist, you should be able to pass the new NBCHT exam. The new exam is an "entry level" exam.

Have faith in yourselves and believe you know what you are doing, then register and take the new exam.

I-ACT is working hard to increase the professionalism for all colon hydrotherapists, they need your help making this happen.

Finally, as a reminder, the NBCHT has new CEU requirements that are officially in effect. Just like I-ACT, you must get 12 CEUs every year. Additionally, you will maintain your CEU verification documents and provide them to the NBCHT only if you are asked to provide the verification. The NBCHT Board will randomly select individuals to verify their CEU completion. If you have any questions about your CEU requirements for this year, please contact the NBCHT Office. (210-308-8288).

Thank you for doing your part to help us grow our Association and our Profession.

Sincerely,

Bekki Medsker

*Bekki Medsker, ND, D.Ch
NBCHT President*





Attention certified I-ACT Instructors & Recognized Schools

Mark your calendars & plan to attend!

**Wed | Nov 15, 2022 | via gotomeeting
11 a est | 10 a cst | 9 a mst | 8 a pst**

This fast-paced, informative session is designed for I-ACT instructors and schools to help you train students for the future. Here's what you'll learn:

- what we've accomplished
- focus for in-person training
- instructor resources
- what's new & happening for instructors
- next steps

This meeting hosted by the Senior Education Committee, and is mandatory for all instructors & schools. Watch your email for complete registration details. If you cannot participate in real time, please contact the I-ACT office to make alternative arrangements.



Say NO to Parasites!

from the Senior Education Committee

We all have heard about parasites. This is a global issue.

As well-trained, certified colon hydrotherapists, we understand parasites can create havoc in the digestive system and colon, as well as different organs in the body.

HOWEVER, we are NOT within our scope of practice able to diagnose or treat this. Only DOCTORS have this right to do so.

PLEASE refrain from saying you see ANYTHING during a colonic session about PARASITES. Most are NOT SEEN with the naked eye. Unless there is a stool sample seen under a microscope enabling a doctor to give a diagnosis, it is against everything we teach to tell a client they have parasites or anything else. **If you do this, YOU are PRACTICING MEDICINE WITHOUT A LICENSE.**

I-ACT cannot support you under these circumstances. This is very serious. Please remember this now and going forward.



Complaints are Serious Business

from the Grievance & Professional Ethics Committee

I-ACT is a professional membership organization focused on education, training and certification. As such, the organization operates based on its bylaws and standard operating procedures, all of which are taught to every student entering the profession.

In 2006, I-ACT and all those who practice colon hydrotherapy, including manufacturers, were placed under an injunction that clearly states the organization and manufacturers must operate separately in every aspect of their respective businesses. Individuals from manufacturers may be members of the organization, but may not serve on the board or put undue pressure on the organization as to favor one over another.

I-ACT believes each member has a voice and a right to complain when they feel a wrong has occurred with another member. It is the right of every member to file a formal, written grievance when warranted. Such a complaint must be lodged with the I-ACT office, as stated in the SOP, for the sake of impartiality and ability of the Grievance Committee to investigate properly. It is always the hope of the committee that a solution can be found during the investigative phase, but if it is not possible, it is imperative that the board have no prior knowledge of any grievance in order to remain unbiased in finding a solution. This is the only way I-ACT may get involved.

When an issue comes up between a member and a manufacturer, I-ACT is prohibited by the injunction from getting involved if the issue arises from manufacturer policies and practices. However, if an issue deals with a matter of I-ACT policy, then a written grievance may be submitted according to the SOP. Then, and only then, can I-ACT investigate the complaint and work to find a solution.

If you have a grievance against a member of the organization, you are encouraged to put it in writing and send it to the I-ACT office for proper disposition. I-ACT does not play favorites; the Grievance Committee investigates all written grievances and seeks to find resolutions that are in the best interests of all concerned. Questions regarding situations should be directed to the I-ACT office, not the board.



Involvement for Growth

The Impact of Community



On the surface, direct involvement in community groups is a good thing. People say things like, ‘giving back,’ or ‘making a difference.’ These notions are outward facing results—the benefit to others. But there’s a hidden gem in service to the community that benefits the ‘helper’ as well. Ask anyone who reads to the elderly or helps third-graders with their homework. These volunteers consistently say, ‘I get more out of this than they do.’ How is that? What is it that sparks such joy?

Supporting community groups might be something that’s in your blood. Maybe your family was always involved in something local, with people who became friends and colleagues. We all know those families who, generation after generation, belong to a rotary club, are members of a church, or who volunteer with national groups like the Red Cross or Salvation Army. Maybe they chair fundraisers for scholarships or medical research. Some spearhead change by activating like-minded people to bring attention to needs, such as rescuing pets or freeing the wrongfully convicted.

Or, possibly, this is not you. Maybe you see these organizations on the news and wonder what ever inspired them to be part of this. How did they even know what to do, how to make the wheels turn to accomplish the task? Ordinary people doing extraordinary things—Is this you? Do you yearn to be involved in something greater than yourself?

Jonathan Greenblatt, Director of the White House Office of Social Innovation under President Barak Obama, wrote about a discussion by Christopher Gergen, author of *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*, regarding the positive impact of volunteering. (April, 2012.) In his talk, Gergen specifically noted that volunteering spurs personal growth, helps develop an ability to collaborate across sectors, hones critical thinking

skills that lead to innovative solutions, and builds the courage to take action. He says, “This ‘growth mindset’ requires rolling up one’s sleeves, swallowing a dose of humility, and getting immersed in reality.”

Fred and Barney (The Flintstones) had the Loyal Order of Water Buffalo. Maybe your grandfather was a Mason or your neighbor collects bicycles to send around the world via the local Rotary. You may have dropped used eyeglasses in the box for distribution by the Lions. In large and small ways, we are all part of a community. Some less formal than others. Some visible, some behind the scenes. But all are important to the betterment of society, for taking care of those in need or in distress, and a rewarding springboard to personal growth.

One sadly tragic, yet uplifting example comes to mind. Watching the aftermath of the Uvalde shooting, we saw groups of people who drove across states with their therapy dogs. We saw the Red Cross come to offer counseling, support and supplies. We also saw a group travel from Connecticut; the parents of the victims of the Sandy Hook Elementary School shooting in 2012. Yes, a group of people who, in another realm, may have known each other through the PTA or kids sporting events are now the ones who know exactly what the Uvalde families are feeling. The only ones who can relate. When asked why, many responded that, although at first they wanted to offer comfort to these families, they found some measure of self-healing in the process of helping.

Being part of a network of like-minded or common-cause people truly does activate forward motion. And you never know when your skills or your past experience will be exactly what is needed on a certain occasion.

Are you ready to get involved?

The Value of I-ACT



education & training | professional development | advocacy,
legislation & legal resources | communications | marketing support |
connection & community | members' only discounts | and more!

Did you know...I-ACT membership gives you clout?

As a certified therapist, you have education & training to set you apart from the crowd.

Did you know...I-ACT membership gives you access to valuable resources?

From professional development to advocacy to communications to marketing support and much more, you have resources to help you develop your business to THRIVE.

Did you know...I-ACT has opportunities for you to get involved?

There are several committees that need your input & feedback, and getting involved in one is a great way to grow in and give back to the profession.

Receive the total value of I-ACT membership - **get involved today!**



3 ways to get in the news

We want to get to know you!

If you are an I-ACT member, student or instructor or know one who should be spotlighted for the I-ACT community to get to know them, please complete the applicable spotlight form (available in the members' only section of the I-ACT web site) and submit it to the Marketing Committee at homeoffice@i-act.org and cathyagasar@i-act.org.

Simply answer the questions and submit a photo, and we'll do the rest!



Involvement for Growth

The Impact of Business Networking



We've all heard the titles bandied about in the world of small business owners—BNI, LeTip, Chamber of Commerce . . . the list is extensive and you might find yourself being invited to several different networking groups each month. Some meet for a meal, some meet online. Some have a specific format and others are informal. Many have expectations of referrals, while other groups encourage an organic network of referring.

Do you ask yourself why? Why would I get up super-early and hang out for breakfast while I listen to the 'commercials' and wrack my brain about what I'll say when my turn comes around? How much business will I gain from these hours? Is it worth the annual fee? Is this really the way to build my business? Well, no, not really.

This is the way to build YOU.

Networking is an effective way to grow into who you'll need to be. You won't 'get' business from simply showing up and going through the motions. You won't 'get' business by rubbing shoulders with successful people. You'll grow yourself through exposure to people in various types of businesses and you'll learn that giving is how you gain.

Author and speaker Zig Ziglar said it best: "You can have everything in life you want, if you will just help other people get what they want."

Did you catch that? If you help others on their journey, you'll find you end up with everything you wanted. It may not make a lot of sense at first glance, but helping a fellow business owner by suggesting their services to your friends, colleagues and customers creates a natural symbiotic relationship with your friend as well as with the network contact. Building good will. Building trust.

Building others up will ALWAYS generate positivity. Positivity will generate trust. People will do business with those who they (say it with me here) Know, Like, and TRUST.

Michael Goldberg wrote an article in February, 2022, *Four Reasons to Join a Networking Group* [<https://knockoutnetworking.com/four-reasons-to-join-a-networking-group>] in which he shows four ways joining a networking group will benefit you. Yes, there are direct benefits such as mastering your elevator speech, establishing a target market, learning how to ask great questions. Maybe even finding a mentor.

But there's more! So much more. Think about the personal growth that comes from being cocooned in an environment in which you can 'test' a new tagline or stretch beyond your comfort zone to do a presentation. The professionalism you'll gain. The self-confidence you'll acquire. The opportunity to be among like-minded people who support you, pick you up when you fall, and cheer for your accomplishments, large and small.

Networking among professionals from a variety of business sectors also offers perspective. Who among us hasn't fallen victim to 'that's the way it's always been done?' When you have the consistent company of people from other professions, you also have the opportunity to learn how they do things. So maybe looking at a restaurateurs' hiring methods might be tweaked to fit into your hiring practices and give you an edge over your competition for those elusive new-hires. Or the inventory system of your colleague who owns a retail store might be adapted to your service business and offer a more efficient way to track your needs.

You don't know what you don't know. Learn from



The Impact of Business Networking (cont.)

people who do things differently. Internalize the methods you are exposed to outside of your profession. Expand your skill set across all aspects of not just your business, but your personal interactions as well.

Oh, and to have these benefits you'll need to participate in a networking group or two. Don't be lulled into feeling like you show up every week and nothing has happened. Sitting in the chair won't get you there. Talk, ask questions, learn about other's needs and see how you can help someone get something they need. Consistently. Every. Week.

Why networking is important

- 80% of business is relationships
- People want to work with people they know and trust
- If you don't network, you're not in the running
- Doing a good job is not good enough
- Your network is your "net worth"
- When you help others you improve your industry and help yourself





Connect with



join the conversation
positive. supportive. forward-thinking. encouraging.

first Friday of every month | see login details in members only section of the web site | i-act.org

CEs are now available for the First Friday Connect Calls.

I-ACT certification requires 12 continuing education (CE) credits annually.
Jump on a First Friday Connect Call and earn up to four (4) CEs.
No fees to participate. No fees for the CEs. You just need to participate in the 60 minute call and complete four questions following participation. It's that easy!

Watch for the monthly email invitations and/or the members' only section of the web site for topics and login details.

Involvement for Growth

The Impact of a Professional Organization



Professional organizations have been around for centuries. They are groups of people who share a common career or profession who act together to get things done. Whether it be creating guidelines within the profession or lobbying for changes to laws, professional groups have more clout than any one individual.

The International Association for Colon Hydrotherapy (I-ACT) is the premier professional organization for colon hydrotherapy around the globe. With more than 30+ years of continuous existence, I-ACT's focus is to ensure continued and progressive education in the field with the highest standards for professionalism and public safety.

Being part of a professional organization means there is strength in numbers. There's also increased credibility when we come together as a profession. Here's an example of the strength of a professional organization:

"Architects are small in number in relative terms to other professions, but our voice is strong," says Robert Ivy, executive vice president and CEO of the American Institute of Architects. "We have an advocacy organization that affected the tax legislation."

The purpose of most professional organizations is to advance their particular profession, support the interests of people working in that profession, and serve the public good. In turn, this facilitates innovation, communication and connection.

So, while the big picture of why you'd want to be part of an organization might be for the professionalism, credibility or clout, there are certain advantages to being part of a large organization. Things members' only discounts or continuing education opportunities.

Think about all the things we have as members of

I-ACT:

Access

- Access to education, knowledge, people, tools, information, the latest research, and more.
- Access to advocacy and legislative assistance

Continuing Ed

- Annual conference, First Friday connect calls, webinars, updates and on-going opportunities to move forward.
- Access to recognized schools and certified instructors for progressive education and certification; there's always more to learn.

Credibility

- Being part of a recognized organization brings its own clout. Credibility with clients, applicants, or those in other fields imbues you with a certain sense of security and confidence that comes through in all your consultations and business dealings.

Professionalism

- Dentists and chiropractors both had long roads to acceptance and professionalism, but they came together, respectively, with one voice, standards, their own set of compliances, laws, credentials, and professionalism. The colon hydrotherapy community is traveling a similar path, and I-ACT continuously helps move the profession forward toward protected practice in all states.
- Within an organization, there are common goals to uphold things like regulations and educational requirements. Each member reaps the benefit of such standards to continue enjoying an excellent reputation.

Mentorship Program

- What a great space to meet people who have more experience and to have the opportunity to pick their brains. It also works the other way—you might just have an important 'newbie' tidbit that helps someone with experience. Just knowing you can call upon each other any time for any question or even to just vent—you just can't place a numerical value on that.

The Impact of a Professional Organization (cont.)

Focused Networking

- Networking with people who are specifically in your industry is invaluable. There is a kind of shorthand when speaking with people who do what you do. No need to explain the equipment or compliance issues — like-minded individuals know and understand.
- Learn from others' situations, stories and experiences. Tuck away those tales for when something like 'that' happens to you. Cautionary stories tend to stick with you because, yes, it can happen to you. It happened to them. And they shared. That's professional support.
- Whether you are looking to pursue employment opportunities, connect with other industry professionals, or even looking for a mentor within the profession, the networking opportunities give you a place to start.

Industry regulations, compliance and adherence

- A code of ethics gives peace of mind to clients, therapists and business owners.
- Have a question? Just look it up or call. Because you are part of the organization, you'll know who to contact for issues or clarification.
- Having a detailed manual of regulations, receiving notifications of changes and updates, and access to details of compliance offer a certain swag with clients, staff and especially yourself. There's confidence in knowing the regulations and knowing you follow them.

All good stuff there, right? Well, consider how that 'stuff' happens. What back-office planning or member participation had to happen for you to have those opportunities?

That's where the 'participation' part comes in. None of the benefits of a professional organization happen in a vacuum. They are all due to people who recognized a need, developed a plan, and acted on it. These are the trailblazers in colon

hydrotherapy. People who stepped up and rallied to create education and training programs; produce conferences and seminars; influence new laws and protected practice status; write SOP guidelines, training manuals and materials for professional practice; and make a gazillion contacts to lobby for group discounts and more. The list goes on and the work continues today.

Is there something you feel strongly about? Something you see missing? Something you'd like to be part of? Learn about the work the I-ACT committees. See where you can make a difference or improvement. Look for opportunities grow in your own professionalism – to influence change, help move the profession forward, and join in making great things happen for all colon hydrotherapy professionals.

Be part of the I-ACT network. Offer your expertise, experience, knowledge and talent. Give of your time to advocate the ideals of I-ACT to move the profession forward. Whatever committee you decide to join, you will get plugged in to the organization and be able to continually monitor 'best-practices' in the profession. Working on your industry while working in your industry gives a sense revitalization, a sense of empowerment. When you get involved and empower yourself now, you also empower those colon hydrotherapists to come, all while making a difference in the lives of countless clients. This is the truly priceless benefit of belonging to the I-ACT professional organization.



Involvement for Growth

The Impact of a Coaching Program



Through the course of your career (and your life), you've most likely used coaches for various reasons. Maybe you played a sport—typically you'd have a coach to encourage the team, show them what to do, teach them some moves and get everyone on the same page. Maybe you've participated in a Mastermind or other group coaching program. The group leader would facilitate a topic for discussion, and you'd learn from others in group as well as from the coach. Hopefully, you are currently involved in a coaching program or have a coach to guide you through business and personal goals and achievements.

Let's start at the beginning. What is a coach, anyway? Maybe defining this element of business and personal success will offer some insight.

According to the State of Michigan's Department of Education: *'A coach supports the growth and professional learning of an organization and its stakeholders. A coach models and facilitates best practices to achieve desired outcomes while providing feedback. A coach possesses specialized knowledge and skills that builds capacity of an organization. A coach develops rapport while objectively analyzing systems, infrastructure, and individuals who sustain continuous improvement.'*

This is quite general, so let's look specifically at a business coach definition:

Small Business Coach.org states: 'Basically, a business coach is a type of consultant, someone who provides a different perspective on the business. The scope of operation of a business coach doesn't just end at business issues. It may extend to more personal issues about the business owner, like steering towards career fulfillment.'

And from an actual coach:

Georganne Ford of By George Coaching and Consulting defines her role this way: 'Having a coach is more than having someone pat you on the back. It's about having

access to business expertise, holding yourself accountable to your goals, and balancing work and play.'

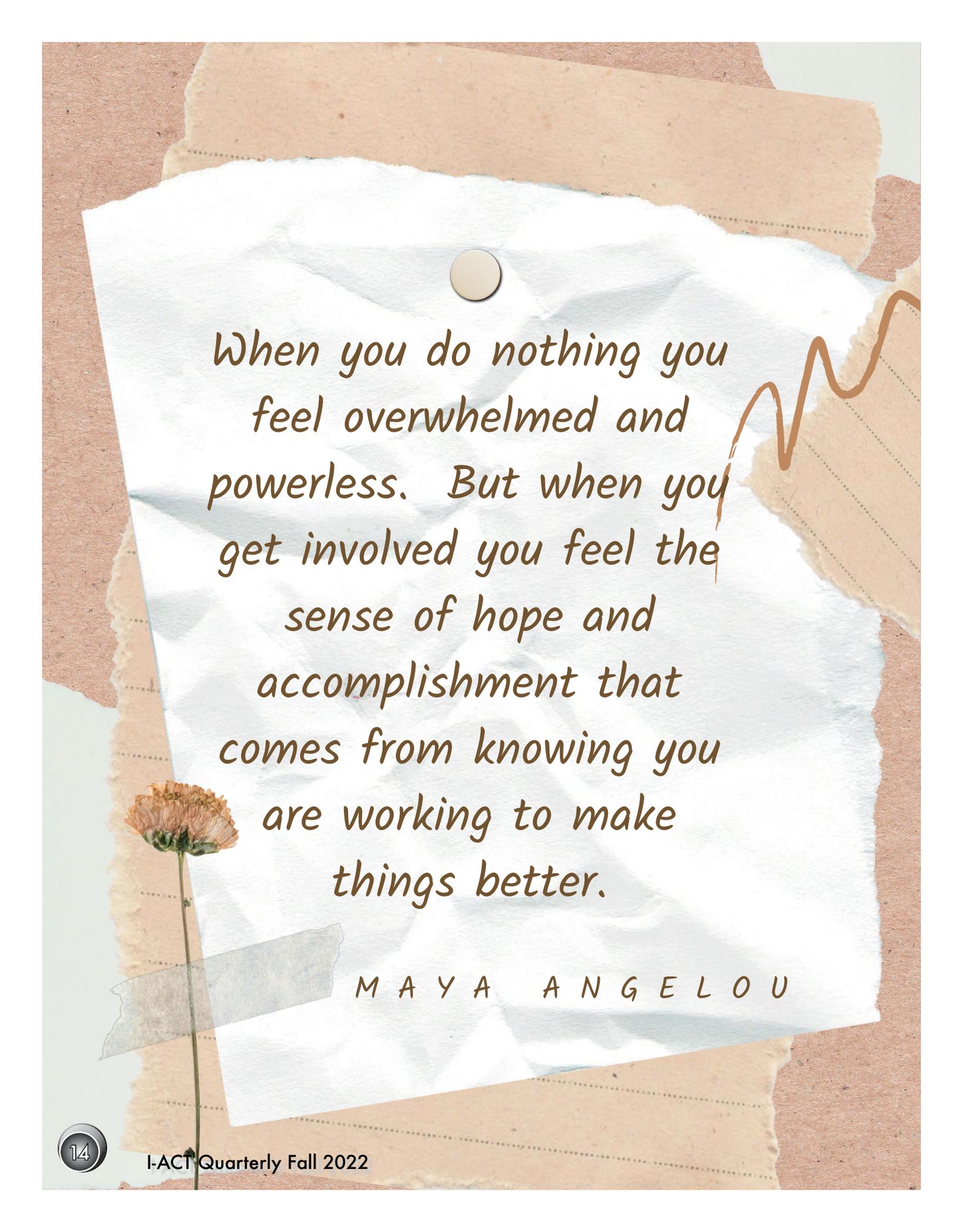
Let's pick out some phrases that resonate with our topic: facilitates; builds capacity; continuous improvement; perspective; career fulfillment; accountable; balance.

Do you see the value in having a coach as part of your 'tribe.' An objective person who has training in dealing with and advising on business and/or personal growth. It's not about telling you how to run your business as much as it's encouraging you to seek out and accomplish your goals. It might even begin with defining or re-establishing your goals—whether business, personal or health goals.

There is an investment involved—of time, energy and money. You already invest in a team of professionals to guide you through certain business aspects—your attorney, your accountant, your IT tech. You know the value of paying experts to do things you don't know enough about—specialists in their fields.

A coach is another valuable expert to have on your team. Personal growth comes in many forms, but it is always the precursor to business growth. A disorganized leader without direction will most likely not have a successful, thriving business, right? But on the flip side, getting your personal life in order will allow more focus on business goals and having your health/wellness goals in check will spill over into your personal successes. See how these aspects intertwine?

According to Indeed.com, the benefits of working with a coach or being involved in a coaching program go far beyond effectively running a business. It can shape your attitudes and enhance your personal growth. From managing your time to



*When you do nothing you
feel overwhelmed and
powerless. But when you
get involved you feel the
sense of hope and
accomplishment that
comes from knowing you
are working to make
things better.*

M A Y A A N G E L O U

The Impact of a Coaching Program (cont.)

being accountable; attaining goals to identifying gaps in your knowledge; getting out of your own way to building a cohesive team – the benefits of your involvement pay off in security, self-confidence and overall fulfillment. Here is how an article on Indeed.com ties personal growth to business success:

'Mindset is something of a buzzword these days, but that doesn't mean you should discount it. In fact, cultivating a positive, growth-oriented mindset is one of the best things a leader can do. Your mindset includes the notions, methods and assumptions that shape your thoughts and behavior.

Contrary to popular belief, mindset is dynamic and can be changed through commitment to improving your habits. A coach can help you restructure your mindset to eliminate limiting beliefs and be more effective in your role.'

<https://www.indeed.com/hire/c/info/business-coaching-services>

A case study of women who participated in leadership coaching shows improvements in: self-awareness, self-confidence, self-leadership, leadership style, as well as their relationship power, conflict and personal life.

Are you developing a growth-oriented mindset? Are you being flexible while adhering to your core beliefs? Do you invest time and thought-work to grow personally and professionally? Coaching programs are all over the internet. You probably see dozens of programs on social media that promise a lot of how-to. But YOU are the key to your success. Get involved in a coaching group, whether it's in-person or online. Take the time to develop relationships across the group and hear what other business owners do and have learned. Listening to a podcast or other audio program is interesting, but active group participation with 'live meetings' will open your mind for exponential growth in all facets of your life.

INTERESTING FACTS ABOUT COACHING PROGRAMS



Involvement for Growth

The Impact of Mentorship



When you think of mentors, who comes to mind? A specific teacher? A former supervisor or boss? Someone from your church group? How about this - do you consider yourself a mentor?

It's a tough word to define and even tougher to nail down just one mentor over the course of your life. Maybe, as a kid, your grandfather was a fishing buddy/mentor. You know, those conversations without an audience. The feeling of being understood. The knowing that you CAN grow up to be like him.

We've all had many mentors. Some never got the designation; others may have actually had the formal title. But through life, when you look back, several people influenced us in various ways.

As the protégée or 'mentee,' where are you now? Have you morphed into a mentor to others? Are you still 'in process' but with a different mentor? Are you in the middle, like a sandwich - you have a mentor while mentoring someone else?

That's the key to this . . . the passing along of experience, the sharing of knowledge and information. The ideal place IS the middle of the sandwich. Invest in yourself by learning from those who are just a bit farther along in the journey while reaching out a hand to support someone who is just a little after you on their road to success.

It's not a title. It's not a name. It's an action in your life. These synonyms from Thesaurus.com are action verbs: advise, coach, instruct, guide, teach, train, tutor, counsel. Mentorship is an activity. Like your grandfather at the fishing hole who actively listened to you while offering counsel, advice and maybe even instructed you on the best way to bait your hook. There's a lot of stuff there - the talking, the listening and the passing along of knowledge -

that's less formal than a training course or some YouTube video. It's the feeling you got by having gramps just BE with you. The feeling that you can be anything you want to be. That you can do anything you put your mind to. The feeling that he's got your back no matter what.

I-ACT is the only colon hydrotherapy professional organization offering a mentorship/leadership program. It's actually designed to help cultivate best practices, involvement and leadership. It is not only a nice thing to do, but also imperative to the continuance of the profession. It's our active contribution to the next generation.

One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination.

— John C. Maxwell —

AZ QUOTES

I-ACT mentor/mentee relationships are all about listening, sharing, honesty, experience, respect, trust, and an interest in helping others grow. It's a two-way street that pays big dividends in both the short- and long-term. It's a springboard for developing one another in an organic, friendly fashion.

Just like the grandfather in our fishing example, these traits of an I-ACT mentor/mentee are all active. And we should add these traits: encouraging, thought-provoking, growth-oriented.

Use this list as you mentor someone else. Be sure

The Impact of a Mentorship (cont.)

you are living up to 'grandpa.' We've all met people who say, 'If it wasn't for [mentor name] I'd still be floundering.' Or, 'I'm so appreciative of the wisdom and patience of [mentor name] and I still hear his/her voice in my head.' Be that for the next person. And when they later run into you at a networking event, graciously accept the compliment. Because you've surely touched a life.

Have a mentor. Be a mentor. Open yourself up to accepting the leg-up from someone who has walked in your shoes and allow yourself to be the hand that reaches back to someone who might be coming up behind you. The rewards, like the feeling of fishing with grandpop, last a lifetime.

I-ACT Mentorship Program

Stay up to date, find mentors,
support through fellowship
and shape your future.



i-act.org



"A mentor is not someone who walks ahead of you to show you how they did it. A mentor walks alongside you to show you what you can do."

10 Growth Mindset Statements

FIXED MINDSET



What can I say to myself?

INSTEAD OF:

I'm not good at this.

I'm awesome at this.

I give up.

This is too hard.

I can't make this any better.

I just can't do Math.

I made a mistake.

She's so smart. I will never be that smart.

It's good enough.

Plan "A" didn't work.

TRY THINKING:

1 What am I missing?

2 I'm on the right track.

3 I'll use some of the strategies we've learned.

4 This may take some time and effort.

5 I can always improve so I'll keep trying.

6 I'm going to train my brain in Math.

7 Mistakes help me to learn better.

8 I'm going to figure out how she does it.

9 Is it really my best work?

10 Good thing the alphabet has 25 more letters!

GROWTH MINDSET



original source unknown

Foundation to Professional Colon Hydrotherapy Training

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Gain more knowledge for colon hydrotherapy?**

**Take the next step on your journey to
professional colon hydrotherapy.**

Contact a certified I-ACT instructor and get started!



I-ACT Committees

Members are the lifeblood of any professional association; **committees are the backbone** on which the work gets done to move the organization forward. There are five strategic areas the I-ACT board is working with: 1) membership development & retention; 2) marketing & visibility; 3) financial development; 4) professional development; and 5) administrative & daily operations. Every I-ACT member is invited to get involved in a committee (or two!) and really see what our profession is all about.

Senior Education is responsible for 1) developing and setting curriculum & standards; and 2) delivering education & educational programs. Focuses on expanded certification training as well as train the trainer content & events.

- Chairpersons: Beverley Blass & Cathy Agasar
 - Note: this is a closed committee; members are appointed by the president.

Marketing is responsible for 1) building & maintaining the I-ACT brand; 2) maintaining compliance guidelines; 3) guiding members in marketing compliantly; 4) promoting professional visibility & educational opportunities, including attending professional seminars/events to raise awareness. Focuses on online presence, communications and conference.

- Chairpersons: Joann Kudrewicz & Cathy Agasar

Membership is responsible for 1) building & maintaining membership; and 2) developing value-added programs & benefits. Focuses on building value, connecting members, building visibility and recognizing outstanding achievements among the membership.

- Chairpersons: Roxanne Watson & Jen Stanley
- Membership sub-committees:
 - *Mentorship/Leadership* – chairpersons: Mark Buse & Jen Stanley
 - *Awards & Recognition* – chairpersons: Tiffany Jablonski & Jen Stanley

Grievance & Professional Ethics is responsible for 1) investigating written grievances; and 2) promoting professional standards & ethics. Focuses on handling

grievances, promoting compliance, and promoting the professional code of ethics.

- Chairpersons: Mark Buse & Roxanne Watson
 - Note: this is a closed committee; members are appointed by the president.

Financial Development is responsible for 1) attracting supports, advertisers and event sponsors; 2) raising awareness of I-ACT & colon hydrotherapy to cultivate new relationships; and 3) developing a financial plan for short- and long-term goals. Focuses on building supporter relationships, creating supporter packages & opportunities, and developing opportunities to raise funds beyond the membership.

- Chairpersons: Gail Marie Palms & Joann Kudrewicz

Legislative is responsible for 1) supporting therapists where legislative activity is happening; 2) ensuring accurate messaging about education standards, professionalism & public safety; and 3) investigating licensure opportunities. Focuses on staying abreast of legislative activity related to colon hydrotherapy and gathering information to create steps toward licensure.

- Chairpersons: Gail Marie Palms & Jen Stanley

International is responsible for 1) building & maintaining positive working relationships with members outside the US; and 2) building & maintaining relationships with other professional organizations for colon hydrotherapy outside the US. Focuses on current & potential international members as well as the strong relationship with RICTAT.

- Chairperson: Beverley Blass

Research is responsible for 1) seeking out & reviewing legitimate research relating to colon hydrotherapy and digestive function; and 2) seeking out, reviewing & sharing published articles about digestive function. Focuses on working with colleagues in the UK and reviewing currently available materials for use by members.

- Chairpersons: Mark Buse & Tiffany Jablonski

We look forward to your **active participation** as raise the vibration for I-ACT!



RESEARCH DOCUMENT

PROCESSED FOODS AND COLORECTAL CANCER

September 16, 2022

Colorectal cancer is the third most common diagnosed malignancy among both men and women in the United States and the second leading cause of death worldwide. Diet has been recognized as the important modifiable factor for Colorectal cancer. Ultra-processed foods which include industrial ready to eat formulations contribute 57% of the total daily calories consumed by American adults, which has been continuously increasing in the past decades.

These foods are usually high in sugars, oils/fats, and refined starch, altering Gut Microbiota composition unfavorably and contributing to an increased risk of weight gain and obesity, an established risk factor for colorectal cancer. Diets high in ultra-processed foods are also low in nutrients and bioactive compounds that are beneficial for the prevention of colorectal cancer, such as Vitamin A, calcium, and fiber. Not only do they have poor nutritional profiles, ultra-processed foods commonly contain food additives such as dietary emulsifiers and artificial sweeteners, which are in some cases increase the pro-inflammatory potential of the gut microbiome promoting colon carcinogenesis. Potential carcinogens may also be formed during the processing of meats containing sodium nitrite or heat treatment.

One study reported that high processed food consumption was associated with an increased risk of developing all cancers. Colorectal cancer is also considered a heterogenous disease with distinct characteristics for tumor development at different sites – namely the proximal colon, distal colon and rectum.

Consumption of ultra-processed foods contribute to poorer overall dietary quality as an increased risk of weight gain and obesity which is an established risk for colorectal cancer.

References:

- Keum N. Giovannucci E. Global burden of colorectal cancer, emerging trends, risk factors and preventative strategies. *NatRev Gastroenterol Hepatol* 2019.16.713-32 doi:10.1038/s41575-019-8 pmid:31455888 Cross ref Pub Med Google search
- Juul F. Parekh N. Martinez-Steele E. Monterio CA, Chang VW. Ultra-processed food consumption among US adults from 2001 to 2018. *Am J Clin Nutr* 2022.211-2 doi:10.1093/ajcn/nqab305 pmid:34647997 CrossRef Pubmed Google Scholar
- Zinoker MK. Lindseth IA. The Western Diet-Microbiome-Host Interaction and its Role in Metabolic Disease. *Nutrients*2018;365. Doi 10:339/nu10030365 pmc29 CrossRef PubMed Google Scholar





We are jazzed about all the new things being worked on in the Marketing Committee!

As announced at the I-ACT LIVE! Conference in June, new, customizable, compliant ads for colon hydrotherapy have been created and approved by use by the Board. There are seven versions, and all you need to do is drop in your contact information before printing. How easy is that? These files are available in the members' only section of the web site.

When it comes to compliance, the committee is working hard to help all colon hydrotherapy professionals understand the need for saying and doing things in a compliant manner. Anyone who practices colon hydrotherapy (even non-I-ACT members) are held by the same standards and guidelines as to what we can say and do. Not being compliant can affect the entire profession, so we want you to understand. That's why we created the Quick Claims Guide, which can be found in the members' only section of the web site.

Additionally, members can (and should) have their marketing materials and web site reviewed for compliancy. Simply contact the office and ask for a FREE review. There is a marketing review form in the members' only section for your convenience.

Do you have a question regarding compliance? We'd love to hear from you! Beginning in the new year, the Compliance Corner will include Q & A about relevant topics to help all members better understand the need for compliance in all things colon hydrotherapy. Please email your questions to the office, and we'll endeavor to get them answered as quickly as possible.

The committee continues to update the Marketing Toolkit with relevant information for members to use in promoting their colon hydrotherapy practice. If you would like specific information included, please let the committee know. Your input is valuable!

Finally, the Marketing Committee has been approved to move forward with the web site redesign project. Very exciting! We've heard your feedback, and will be addressing many of the comments as the redesign unfolds. Stay tune...

THE OFFICIAL I-ACT

MARKETING TOOLKIT

for colon hydrotherapy practices

Quick Claims Guide (what you can say) * compliant ads to customize for your practice * marketing materials review * web site direction * social media guidance * compliance training * and more

visit i-act.org/members-only or contact the Marketing Committee

Job Opportunities

Be sure to visit i-act.org/members-only for job opportunities and employment situations.

Looking to work for someone? Send us an email so we can list your name as someone seeking employment.

Looking to hire someone? Send us an email with your information so we can post it on the jobs board and include it in an e-blast.



Proud to be GREEN!

As of the Winter 2013 *Quarterly*, I-ACT has gone "green", which means each issue of the *I-ACT Quarterly* is emailed to you.

If you would prefer to have the *I-ACT Quarterly* sent to you via regular mail, you MUST let us know so we can put you on a mailing list. Simply email homeoffice@i-act.org and let us know you want future issues via mail. By receiving an email version of the *Quarterly*, you help the Association be cost effective and good stewards of the budget. Thanks for your support!

LET'S STAY CONNECTED!



Communication is key to staying connected with the membership. That's why the I-ACT Office sends out e-blasts at least twice a month. We do our best to streamline the sharing of information, events, education, and other important issues concerning the profession of colon hydrotherapy.

If you are not receiving I-ACT e-blasts:

- Please check your spam, junk or bulk mail folder as different platforms handle incoming email in different ways. If I-ACT emails are automatically being delivered to this folder, please move it to your inbox and/or add the I-ACT email address to your contacts.
- Call the I-ACT office and request to be added to the email list.

Be sure to visit the members only section of the I-ACT web site; the password is available from the I-ACT office. This is where you will find valuable information and resources, including the I-ACT Member logo and marketing compliance information.

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Brenda Watson, CNC
Founder of VITAL PRO Naturals
Natural Digestive Care Expert
I-ACT Past President 1995-2005

I'm Brenda Watson, a natural health practitioner and founder of VITAL PRO Naturals. As a digestive care expert, I have helped millions address their occasional gut issues for the last 25 years.

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Our specialized digestive formulas are truly innovative, focused on the specific nutritional needs of the digestive and related systems to support your client's occasional GI issues.* We use time-honored natural ingredients with a special emphasis on potency, purity, diversity, and efficacy.*

Advanced Fiber is a 100% organic, multi-fiber blend with 13g of fiber per serving, mostly insoluble for less gas and bloating.* Advanced Gut Renew uses all vegan-sourced ingredients. Advanced Lax is Brenda's original CleanseMax formula for occasional constipation. And Advanced Detox is a unique 2 part program to support the liver and a balanced intestinal environment.*

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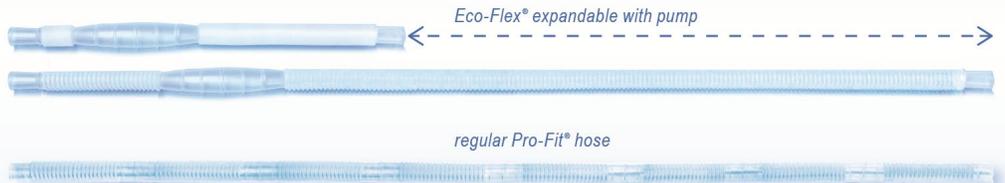
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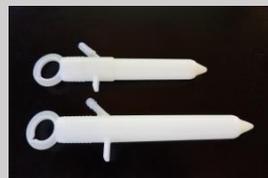
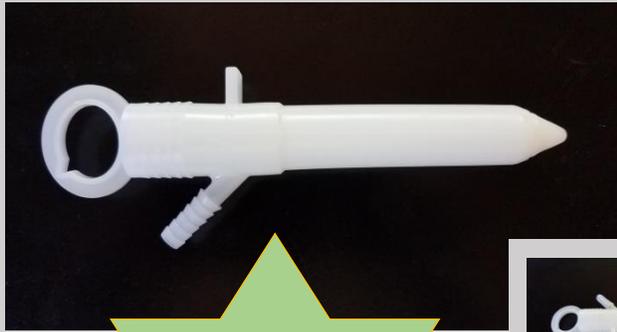
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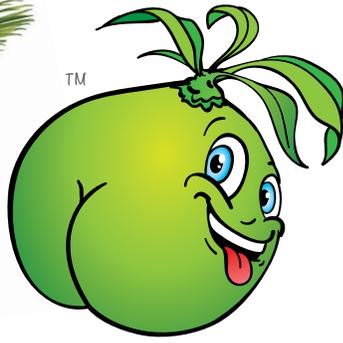
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- Bifidobacterium Lactis - Breaks down carbohydrates
- Bifidobacterium Longum - Improves lactose tolerance, food allergies, antioxidant
- Lactobacillus Acidophilus DDS1 - Reduces blood pressure and cholesterol, immune system
- Lactobacillus Casei - Inhibits inflammatory response
- Lactobacillus Bulgaricus - Draws away toxins
- Lactobacillus Lactis E Breve- Improves digestive comfort, boost immunity
- Lactobacillus Salivarius - Protects against cavities and gingivitis
- Lactobacillus Plantarium 299v- Regulates immunity and inflammation
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- Streptococcus Thermophilus - Fights respiratory infection
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Information on Approved A&P Courses

Your students may take an A&P course through their local community college or university. If they have taken an Anatomy & Physiology course for massage, from a state licensed school that provided at least 45 hours of classroom time, that course will also count.

There are two courses that may be used for the A&P pre-requisites.

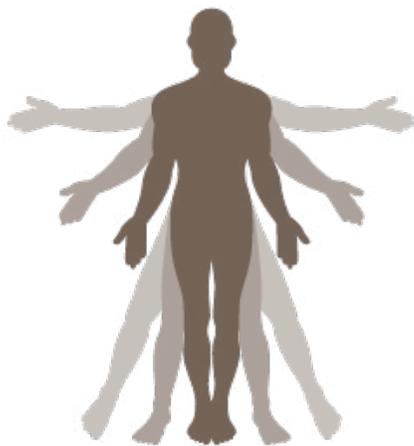
Your student may take the Delmar course through **CENGAGE** Learning, **ONLY** if you as the instructor or school register with Delmar and set up the program. It goes through you; students **MAY NOT** call Delmar directly, it doesn't work that way.

The Instructor must Contact:

Melanie Kessler: Cengage Learning at, 5 Maxwell Dr., Clifton Park, NY 12065 (p) (518) 348-2476. Use the link below to get started.

<https://k2.cengage.com/Runtime/Runtime/Form/I-Act+Order+Form/>

or email: Melanie.Kessler@cengage.com - Valid in the USA.



Corexcel: Course Number: CXW0035

Course Fee: \$318.00

Point of Contact: Kysha Mowbray, (888) 658-6641, learn@corexcel.com

Professional liability insurance.

Allied Professional Insurance will write professional liability insurance for I-ACT members. You must be a current member and keep your membership current to be eligible for the insurance. Contact the I-ACT office (210-366-2888) for the application form, or go to the I-ACT web site - Members Only Section - and download the application from the web site.

Doctors' Insurance Agency also writes professional liability insurance for colon hydrotherapists. Email them at: info@doctorsagency.com. They are located at 6 Hamilton Landing, Suite 170, Novato, CA 94949. Phone 415-506-3030.

Another company, CM&F may write liability insurance for colon hydrotherapists (**they have dropped numerous therapists, but some are getting insurance.** - call 800-221-4904, or go online to cmfgroup.com. It will be listed as "Enterostomal Therapist." They will put a rider in the policy stating colon hydrotherapy if you request; however, it is not required - this depends on the underwriter of the insurance.

In Canada, try Lloyds of London - check with your local Lloyds of London agent. In the UK, try Balens Insurance Brokers at 01684 893006.

In the Netherlands, try: Mark Hypotheken & Pensioenen B.V., Therese van Reeuwijk
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Check around and choose the best policy for you. As other options become available, we will let you know. If you hear of anything let us know.

Following is a list of our new members for the period 1/1/2022 through 3/31/2022.
We are glad to have you as members. Remember, at I-ACT you are important to us!

First Name	Last Name	Home City	Home State	Country
Samuel	Garbi	Barneveld	WI	USA
Paul	Strickland	River Ridge	LA	USA
Danielle	Salazar	Gretna	LA	USA
Jason	Mitchell	Tulsa	OK	USA
Traci	Krebs	San Diego	CA	USA
Lakesha	Gilliam-Rollins	Charlotte	NC	USA
Jasmine	Burgeson	Ventura	CA	USA
Sani	de Oliveira Knowles	Linden	NJ	USA
Marian	Lemire	Beaverton	OR	USA
Lovie	Mays	Mt. Holly	NC	USA
Aquila	Peebles	Hempstead	NY	USA
Leslie	Mason	Edwards	IL	USA
Rikke	Ladefoged	West Vancouver	BC	Canada
Sarah	Titus	Soldotna	AK	USA
Diana	Strycker	Denver	CO	USA
Roxanne	Roman	Holyoke	MA	USA
Yvette	Hernandez	Clifton	NJ	USA
Wilvina	Gonzalez	Harrison	NY	USA
Stephanie	Gray	Orcutt	CA	USA
Felicity	Hendricks	Kansas City	MO	USA
Dawn	Carpenter	Leland	NC	USA
Nafice	Khorsandnia	West Vancouver	BC	Canada
Tiara	Greene	Norfolk	VA	USA
Tamara	Moore	Marianna	FL	USA
Elizabeth	Regal	Unionville	CT	USA
Nicola	Lumbert	Phoenix	AZ	USA
Heather	Nideng	Casa Grande	AZ	USA
Suzana	Honjo	Burnaby	BC	Canada
Leslie	Muniz	La Habra	CA	USA
Amparo	Martinez	Maywood	NJ	USA
Melody	Hopkins	Grand Prairie	TX	USA
Pamela	James	Forest	VA	USA
Mychailo	Fulmes	Brooklyn	NY	USA
Bijou	da Cunha	Vancouver	BC	Canada
Pamela	Holland	Alpine	CA	USA
Lezlie	David	Sturgeon	MD	USA
Iris	Diaz	Aurora	CO	USA
Deborah	Leader	Twenty Nine Palms	CA	USA
Leyla	Ibrahim	Dublin	OH	USA
Melanie	Sek	University Place	WA	USA
Elena	Khabner	Aurora	CO	USA
Emma	Attanasio	Tillson	NY	USA
Olivia	Horvat-Benson	Aberdare	NSW	Austraila
Maricell	Le-Feuvre	The Entrance North	NSW	Austraila



Welcome New Members

I-ACT Quarterly Fall 2022



Colon irrigation devices are prescription devices by federal law. A practitioner licensed by state law to use such prescription devices must authorize the purchase of the colon irrigation device, must use or supervise its use, and must order each colon irrigation for a patient.”