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Proven Business Growth By Educating Yourself Through *REAL* Science

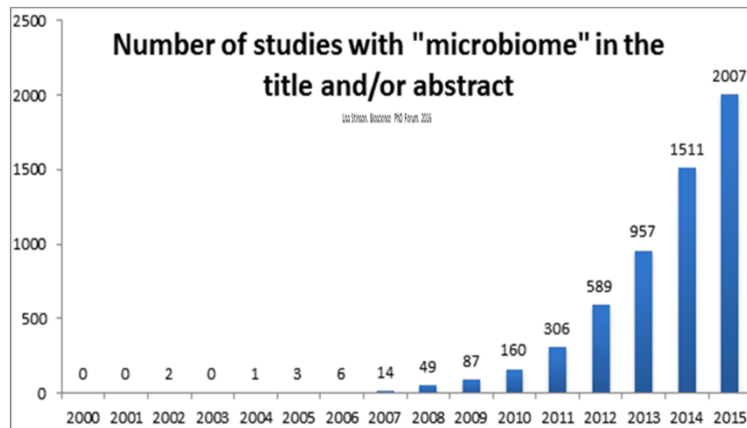


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Example of how many science based studies are out there...

- Over 2,000 clinical studies published on the microbiome in 2015 alone! That number is growing leaps and bounds every year.



Why does Science matter?

- Because science education plays a critical role in competitiveness and economics.
- It gives you credibility.
- It shows your audience what you are promoting is *evidence based* and not marketing.
- The message comes from the "science" not yourself...giving you confidence and compliance.
- Last, it informs the public about personal decisions concerning health.



Talk about what others may leave out...the science.

Antimicrobial activity of essential oils and other plant extracts.

Hammer KA, Carson CF, Riley TV

J Appl Microbiol. 1999 Jun; 86(6):985-90.

The effects of lavender oil inhalation on emotional states, autonomic nervous system, and brain electrical activity.

J Med Assoc Thai. 2012 Apr;95(4):598-606.

Sayorwan W1, Siripornpanich V, Piriyaupunyaporn T, Hongratanaworakit T, Kotchabhakdi N, Ruangrunsi N.

Talk about what others may leave out...the science.

Enhancement of a modified Mediterranean-style, **low glycemic load diet with specific phytochemicals improves cardiometabolic risk factors in subjects with metabolic syndrome** and hypercholesterolemia in a randomized trial.

Nutr Metab (Lond). 2008;5:29. Lerman, R.H., Minich, D.M., Darland, G. et al,

Effects of a reduced-glycemic-load diet on body weight, body composition, and cardiovascular disease risk markers in overweight and obese adults.

M.HAm J Clin Nutr. 2007;85:724–734. Maki, K.C., Rains, T.M., Kaden, V.N., Raneri, K.R., Davidson,

Talk about what others may leave out...the science.

Fish oils combat hypertension and obesity.

American Journal of Clinical Nutrition, Vol. 70, Nov. 1999

Omega-3 Fatty Acids: Evidence for Treatment and Future Research in Psychiatry.

Journal of Clinical Psychiatry. 2006

Fish oils reduce blood pressure.

Archives of Internal Medicine, Vol. 153, June 28, 1993

“BUT I DON’T KNOW ENOUGH...”

- After you introduce yourself, share with them the growing concern about a health concern you want to discuss. (Heart Health or Brain Health etc.)
- Discuss how it affects so many Americans, etc.
- *Discuss* what the various scientific studies say about this health concern
- Answer questions. Then take a break and move to a separate room. That’s it!
- Once you resume: discuss your products.
- Testimonials if applicable
- Offer samples if appropriate
- Share business brochures, cost, and commitment to stay on the products.
- Take orders, invite them to have their own informative meeting
- Thank them for coming and close your meeting



Follow-up: What next?

- Don't stop with this educational meeting. Follow-up with an online Health Assessment to find targeted offerings: Use for any concerns that haven't been completely addressed. MB1
- Continued follow up and coach along the way.
- Look for others who love what you are teaching and will "Champion" the cause. Referrals are the best advertising.
- Some may even want to partner with you, just ask!

Conclusion

- If you have had limited success or lack confidence or just want to present metabolic age support in a more powerful and immediate way, *then reference **the many published studies available online.***
- Public & Health Professionals understand the need for science instead of old tired marketing ploys...*promising the moon but no proof.*
- Be credible, be professional. Make no claims, just use the science available in numerous published studies!
- Enjoy success and help educate those who choose to change their lifestyle.
- **Thank you!**