

# Keynote Forum



# World Congress on Complementary and Alternative Medicine

December 02-03, 2019 | Dubai, UAE



## *Mara Doljak*

*Aromara, Croatia*

### **Promoting and restoring womens vaginal health naturally**

**W**hen creating a product, we look for a common cronic health problem that doesn't have an efficient farmacological cure. A frequent problem, not adressed enough, is vaginal infections. Of course, it directly affects only women, and in many patriarchal countries, it is not a theme to discuss openly or publicly. So, it became a secret pandemic health issue.

Most common vaginitis are bacterial vaginosis (40-45%), vaginal candidiasis (20-25%), and trichomoniasis (15-20%). 7-72% women with vaginitis may remain undiagnosed for different reasons, from social to economic reasons. 498 million people aged 15-49 are infected each year with chlamydia, gonorrhea, syphilis, or trichomoniasis.

A synergistic combination of *Helianthus annuus*, *Hypericum perforatum*, *Calendula officinalis*, *Prunus armeniaca* fat oils; and *Melaleuca alternifolia*, *Cymbopogon martinii*, *Cananga odorata*, *Helichrysum italicum*, *Pogostemon patchuli*, *Pelargonium graveolens* and *Matricaria chamomilla* essential oils, used daily, show results in alleviating symptoms and providing clean tests of vaginal flora.

Aromatograms and pharmacological proprieties of the main ingredients show us the health benefits of the formulation.

Sociological results of restored women's vaginal health shouldn't be underestimated: higher creativity, less depression, better overall health, better sexual life, better motherhood, healthier family. That brings us to a healthy society.

#### **Biography**

Mara Doljak studied at the Faculty of Pharmacy and Biochemistry, University of Zagreb. The Faculty of Pharmacy was a combination of serious knowledge and skills within an intricate system of moral values. At that time, the need to offer proper medicine to patients was far stronger than marketing schemes we see today. Between the lines we thus received another dimension of upbringing, relationship towards values, the absence of elitism. I graduated in 1980. During the graduation ceremony I was supposed to read Hippocratic Oath in public, in front of hundred students, in Latin and Croatian. Later, it was the Hippocratic Oath, the moral backbone of healthcare professionals, that became my own basis in further professional life.

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## *Sarmila Sinha*

*Living Life Stress Free, UK*

### **Stress and its management at workplace**

**Introduction:** Stress is the overall physiological and psychological impact on a person in response to adverse or uncomfortable actual events or perceived events. Stress can occur acutely in response to specific triggers and can resolve when the trigger is absent or is settled, Physiology of Stress: Stress manifests through two main systems of the body: A. Autonomic Nervous System or ANS B. Hypothalamic- Pituitary - Adrenal axis (HPA): Physiological effect: these include the symptoms manifested by the body through the release of adrenaline and noradrenaline: such as increased heart rate, increased blood pressure etc. Effects of chronic stress: Chronic high levels of cortisol in the body have some adverse effects as it can lead to memory problems, the lower immune system thus making the body prone to infections, increase weight, blood pressure and a host of other health consequences. Chronic stress has been strongly implicated in cardiovascular diseases, diabetes, hormones and so on. Stress at workplace: Stress can affect the productivity of the staff and the employer overall. It is challenging to predict stress for the team as the issues may vary individually. Nevertheless, some common factors that may affect stress include workload, capacity issues, staff burnout, not having protected break-time, etc. Strategies for managing stress at work: The NHS Constitution (October 2015) includes a commitment to 'Provide support and opportunities for staff to maintain their health, wellbeing, and safety.' An initiative by a London NHS Trust – (the author was a Health and Well-Being ambassador in the NHS Trust) to support colleagues a workplace, to promote healthy lifestyle, relaxation strategies at work and listening to any concerns.

### **Biography**

Sarmila Sinha is a Consultant Psychiatrist, Author and Motivational speaker based in the UK. She is a member of the Royal College of Psychiatrists and Fellow of the Complementary Medical Association. She has been a Health and Well-Being Ambassador for doctors in NHS and has over 15 years of experience as a Psychiatrist in the UK. She is the founder of Living Life Stress Free Ltd, a registered college of the Complementary Medical Association, providing Stress Management courses, workshops for professionals and entrepreneurs.

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## *Max Mazen Sawaf*

*Novomed Centre, UAE*

### The future of alternative medicine in Dubai

In recent years, more individuals are turning to alternative medicine and therapies to heal and improve their overall health and wellbeing. Why is this getting so popular? Is this just a passing trend or is it here to stay? Find out the benefits of alternative medicine, how to set up as a clinic and the future of alternative medicine in today's world.

#### Talking points:

- Why so popular?
- The challenges
- Practical tips for setting up a practice in UAE
- Licensing, scope of services
- The future of regulations in UAE
- The future of alternative medicine

#### Biography

Max Mazen Sawaf is the Active Chairman and CEO of Novomed Group. He trained in general surgery at the University of Connecticut before completing his training at Boston University in anaesthesiology. He then completed a fellowship in cardiac anaesthesiology & critical care medicine at the University of Massachusetts. He is a diplomat of the American board of anaesthesiology, American board of pain management and American Board of Anti-Aging medicine. He trained at McGill University in Canada in cosmetic surgery, before partnering with Dr. Zein Obagi in Beverly Hills where they worked together in taking that brand overseas.

Max Sawaf founded and directed the largest network of plastic surgery; dermatology and lasers Clinics in the Middle East headquartered in Dubai in year 2000. Patients from all over the region travel there to seek cosmetic surgery and anti-aging services ([www.cosmesurge.com](http://www.cosmesurge.com)). He helped more than 300,000 patients over the last 15 years through his eleven centres and two hospitals to look and feel younger. His enterprise included more than 800 employees and 156 physicians. He also founded the Emirates Hospitals in Dubai and Abu Dhabi (which was sold on January 7th 2014 ([www.emirateshospital.ae](http://www.emirateshospital.ae))). He created in 2014 a new brand Novomed Reverse Aging Centre ([www.novomed.com](http://www.novomed.com)) headquartered in Beverly Hills at 455 N. Roxbury Drive. He regularly appears on TV and talk shows in Dubai related to wellness, preventive and anti-aging medicine. He also appears on CNN International in connection with his philanthropy and in assisting Syrian refugees with their medical and educational needs.

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## *Diana Ruas*

*Spa Guide-n-Light, Brazil*

### **TCM & ancestral medicine holistic approach on chronic pain: Discussion on clinic cases**

**Introduction:** Grenada, WI, woman 50 years old (Mrs. Sheila) She had been treating herself for 22 years in the same hospital she had been a nurse in before her car accident, in New York. She had 12 surgeries related to the accident in her right arm, for it was frozen. She couldn't even comb her hair and had constant pain in her limbs, head and shoulders. Another big issue was her insomnias as she was under heavy medication for a period of 22 years. She arrived at the clinic carried by 2 male helpers, as she couldn't walk.

**Diagnose:** Having had multiple and frequent surgeries, a blockage was created in her meridian paths followed by rigid and tense muscle structure, stiffness in the joints, restricted movements, stomach irritation, pulse slim and constipation. Sadness and anger came with these symptoms. During consultation, the patient informed that she "would ONLY give the Holistic system 3 sessions to see if they would work, as she was tired of trying and not having visible results". We together achieved muscular pain relief as well as we reduced stiffness in the joints and got rid of restrictions in movement; at the 2nd session of Acupuncture she started to have less pain and even slept during the session 1 Researcher: Dianna Ruas Monday, October 21, 2019 and at the 3rd session of Holistic treatment she started moving the limbs and walking by herself.

**Prescription Method:** Start by balancing the energy of internal organs using Ear Acupuncture (She-Men, Occipital minor, sub-cortex, kidney, shoulders & her articulations, clavicle, adrenal gland, neck), and Head acupuncture points, followed by deep tissue massage/chiropractic/shiatsu and hot ginger compress at the back, and Chi Nei Tsang (intestinal) massage. She was prescribed Clay baths at home and macrobiotic detox diet that included only the consumption of green vegetables, seasonal fruits, sea weed and whole grain cereal.

**Results:** After 2 sessions she started sleeping normally. After 5 sessions she started combing her hair and walking alone on the street of Grenada, WI. We had 10 sessions and after that she was moving flawlessly and going back to New York to meet with her hospital team and share the experience.

**Conclusions:** Frequent surgery created a blockage in her meridian paths caused rigid and tense muscle structure and also stiffness in the joints and restricted movements; the medications promoted stomach irritation, insomnia, and constipation. The Holistic approach of Ancestral Medicine has achieved a fast and long lasting result.

### **Biography**

Diana's tryst with the beauty, spa and holistic world started years ago; when she began to equip herself with knowledge and skills as far back as the late seventies. Born and brought up in Brazil, she always had an innate sense of her own destiny. This intuitive ability lead her to develop varied skills in yoga, reflexology, crystal therapy, herb remedies, facial therapy, natural therapy, acupuncture, shiatsu, kinesiology and the list goes on. She has been associated with important bodies in numerous capacities such as FENAMAM- BRAZIL (National federation of alternative and natural medicine association), CIAMAM (international confederation of natural and alternative medicine Geneva – Switzerland and Madrid). Her experience has led her to be a speaker and an educator at various European, Caribbean and Asian spa and health conferences. She is the world pioneer in the Ruas Deep Tissue technique. Her travels led her to Cambodia where she was the Hospitality consultant and trainer for the Canadian Embassy at Phnom Penh. She has lent her spa consultancy skills in setting up spas and operations such as the Bliss spa- Cambodia, Madinat Makadi Serena spa- Egypt and most recently the Crown Spa Resort Hainan- Hainan Island, China. Her expertise complements Lovina's and with the same passionate intent, she is thus an integral part of Spa Guide-n-Light, Brazil. Together they plan on not just conceptualizing and opening spas for their clients, but also aim to devise unique spa therapies for their client ventures.

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## *Ersin Pamuksuzer*

*The LifeCo, Turkey*

### **A consumer view in a commercially splitted world perception of medicine and healing**

The world we are living in is different to the one we are actually supposed to be living in. We eat products instead of real nutritious food. We live under the pressure of never-ending task lists and deadlines causing never ending stress. We sit instead of moving, although it is naturally required from our bodies. Furthermore, we live in a world detached from nature.

As a result, we find ourselves living in a defected world occupied with physical, mental and environmental issues. We end up spending our lives not able to achieve our optimum life quality. And that causes deficiency, toxemia and chronic stress. Eventually these 3 outcomes reduce our life qualities, cause burn out syndrome and increase the possibility of occurrence of chronic diseases.

So, the solution set for this condition lies beneath those 4 pillars;

Food: Have cleansing, nurturing and healing foods like medicine.

Mind: Learn to disconnect from conceptual world and be more in connect with our true nature with some skills such as mindfulness, radical acceptance, use of wise mind, no judgement etc.

Physical Activity: Switch from sedentary to an active life

Environment: Essentials to be addressed: water, air, electromagnetic field, spending time in a healing environment

In order to deal with this, we can use some supportive methods such as;

- As a kick of act, attend a full supporting retreat
- Review your habits - KISS habit mapping
- Work on good habit building regarding sleep, snacking, meal, alcohol consumption, relations, approach to subject rather than people, moving, being in nature
- Keep educating yourself about well-living
- And the most important of all, gain an insight on surrender-change-maintain process & support in order to adopt a sustainable healthy lifestyle without an extra effort.

### **Biography**

Ersin Pamuksuzer is the Founder of the Well-Being companies "The LifeCo" and "SAF" brands. The LifeCo established in 2005, provides services in Well-Being therapies and natural healing, whereas SAF has been providing healthy and nutritional food as retail products since 2006. Both companies have international reputation with more than 60% of their customers from various parts of the world with a majority from Europe. He started his career in Ericsson Telecommunications company in Sweden in 1981 and worked as the General Manager of Ericsson Turkey for long years. In 2002, he stopped his career in Ericsson and moved into the Well-Being sector. During the Ericsson Turkey period he initiated the formation of Turkey's first GSM Operators and a number of other ICT companies in the region, in 1993 and was a Board Member of Turkcell and Turkcell's International operations until 2006. He has also been initiator, driver or board member of other start-up companies.

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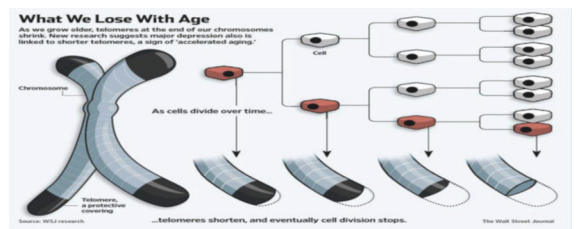
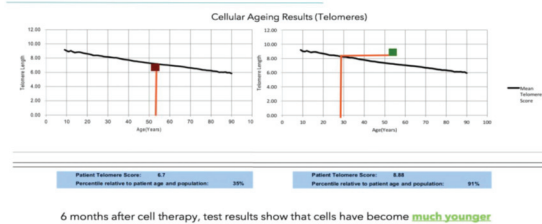
## Sunita Kaur Ahluwalia

Celestica Life Advance Wellness Center, Malaysia

### Celestica life cell therapy: Telomere replacement through VSELs

Telomeres are the little caps at the end of each strand of our DNA that control how our cells age. Otherwise known as the body's 'biological clock,' our telomeres also tell us the age of our cells. Longer telomeres usually signify better health, while shorter telomeres signal premature ageing. Each time a cell divides, our telomeres shorten. This happens until the telomeres are too short for the cells to be divided any further; this is also when the cell dies. This process where cells die and possess less and less regenerative capacity is what we know as ageing. Other than cell replication, telomeres are also subject to other factors that shorten them, such as inflammation, toxins, radiation, lifestyle, diet and the environment you live in. Studies have further shown that modern day stresses and poor diet shortens the telomeres' length. With the advanced technology to harness and activate VSELs, CelesticaLife can uniquely tackle this issue of ageing through telomere replacement. VSELs (Very Small Embryonic Like cells) are, as its name suggests, stem cells that have the regenerative capacity similar to that of embryonic cells. VSELs are also known as the mother of all cells as these pluripotent cells with the unique ability to replicate into more than 220 types of cells in our body eventually gives rise to other types of multipotent stem cells such as mesenchymal stem cells. Multipotent cells, on the other hand can only replicate into a few types of cells in our body, thereby demonstrating the efficacy of VSELs. Usually taken from the cord blood where VSELs are the most potent, our technology allows us to harness and activate these VSELs measuring 2 – 5 microns. These activated cells go on to stimulate your telomerase after the cell infusion, and your telomeres then start to regenerate and grow longer. This lengthening is what slows aging and reverses your biological age as it gives the cells a higher regenerative capacity comparable to cells in younger individuals.

Cellular Ageing, 55 year old, Male



### Biography

Sunita Kaur Ahluwalia is deeply passionate about regenerative medicine and its powerful abilities to heal and enhance a person's health holistically. She had practiced medicine for two decades and have seen the revolutionary potential in regenerative medicine, how it can change the traditional approach of medicine and decided to specialise in regenerative medicine. It has since been her sole focus since 2008. Her wealth of experience and extensive knowledge has established her as an authority in the field of regenerative medicine.

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## Mohanlal Ghosh

*Hooghly Mohsin College, India*

### Herbal medicines: Research and development for the welfare of rural society in the Eastern part of India

The economic importance of Medicinal and Aromatic Plants (MAPs) is much more in Asian countries than to rest of the world. These countries provide two third of the plants used in alternative system of medicine and the health care system of rural population. About 80% of the world populations have to rely upon the use of traditional medicines mainly derived from plant materials. Recently, the blind dependence on synthetics is over and people are returning to the naturals with hope of safety and security. India is one of the world's 12 biodiversity centres and having four hot spots with the presence of various MAPs. In India, drugs of herbal origin have been used in traditional systems of medicines since ancient times. Now a day, the MAPs are not only used in drug industry but also used in food, flavor and cosmetic industries. Due to varied abiotic and biotic factors, these plants are now depleting day to day which demand our immediate attention for their sustainable use, proper conservation and commercial cultivation for the greater interest of mankind. Revival of the forest leads to the revival of natural resources. In order to preserve the natural resources of MAPs in West Bengal along with their sustainable use with commercial exploitation as nontraditional cash crops for the welfare of rural people, the present authors have attempted to explore the MAPs flora in plains and hills of West Bengal (Eastern part of India). The studies revealed some encouraging results establishing some target/potential medicinal (especially anti-diabetic) and aromatic plants (especially grasses) which may be exploited for health benefit and social welfare cultivating them as profitable alternative cash crops along with the reclamation of waste land.

#### Biography

Mohanlal Ghosh, M.Sc.(Gold medallist), Ph.D., Ex-Associate Professor & Head, Deptt. Of Botany, Itachuna, Bejoy Narayan Mahavidyalaya, Hooghly, West Bengal, India; Presently, Guest faculty in the college and in the P.G.Deptt. of Botany, Hooghly Mohsin college; Resource Scientist Dept. Science & Technology, Govt. of West Bengal and also engaged as a member of different academic bodies in colleges and life member of many national and international research organizations; Visited different countries of Asia, Europe, America, Australia, Turkey and U.K. as a Research Scientist ; Recipient of E.O.A.I. Award and Life-Time Achievement Award as a "Distinguished scientist" in Medicinal plants; published sixty research papers in national and international journals and proceedings; attended many national and international conferences in India and abroad as a speaker, invited/key note speaker and chairperson.

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