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STRESSED PATIENTS? A COST-EFFECTIVE SOLUTION



[The Worldwide Colour Breathing Company Ltd](#)

To learn more about Colour Breathing and the one-day healthcare sector training programme, please call 0800 473 0055 or email training@colourbreathing.com www.colourbreathing.com

One of the many challenges facing primary health care professionals today is dealing effectively with the increase in stress and anxiety-related disorders. These conditions account for over 13 million lost working days in the UK each year and the numbers are rising. Patients repeatedly present at GP surgeries and A&E departments with a variety of symptoms, often all ultimately attributable to their high levels of anxiety. This puts a huge strain on both health care resources and the patients themselves.

NICE guidelines recommend that talking therapies, such as Cognitive Behavioural Therapy, are the primary course of treatment for patients with anxiety-related disorders, rather than the routine prescription of anti-depressants or anxiolytics.

Talking therapies are extremely effective but at the outset, patients suffering from stress and anxiety disorders often find it difficult to open up and engage with therapists, as the condition itself is perpetuated by an inability to relax effectively.

It is anticipated that by introducing Colour Breathing as an accessible relaxation method available as a service at surgeries, health centres and hospitals, this important step in the therapeutic process can be provided locally for all patients. Colour Breathing is also effective

for a range of other disorders which respond favourably to relaxation, such as hypertension.

"I'd visited the GP just about every week for nearly a year with everything from dizziness and throat problems, to chest tightness and abdominal pain. I felt great once I left the surgery each time, but no sooner had one problem gone than another appeared. Determined to get to the bottom of it, back I went again and my GP finally explained that it was anxiety and offered anti-depressants. However, I was too scared to take them, so he referred me for counselling, which was the turning point. Once I'd reconciled what panic and anxiety was and that it really can affect you physically (all those symptoms), I began to recover. At an early stage of my recovery, I needed to find an effective relaxation method that would help me manage my anxiety going forward. I was sceptical about other relaxation techniques, but Colour Breathing appealed to me because it was focused on colour - something real that you can see. Everybody knows that colour can affect the

mood, so I saw it as somehow more logical and valid."

E.J., Former Anxiety Patient

Allows people to help themselves to achieve effective relaxation

The condition itself is perpetuated by an inability to relax

Colour Breathing is a proven relaxation method which combines the art of conscious breathing with the use of seven disks of beautiful, hypnotic colour. This enjoyable combination allows the mind to focus and promotes a state of deep relaxation.

Accessible to all, Colour Breathing can be enjoyed individually or in group sessions. Most importantly, it allows people to help themselves to achieve effective relaxation, especially those who find it difficult to use other relaxation methods.

In 1999/2000, a sample of the public volunteered to take part the early research to determine if Colour Breathing was an effective relaxation tool and if they found Colour Breathing



Donna Haughian, Action Mental Health with Colour Breathing Practitioner Trainees

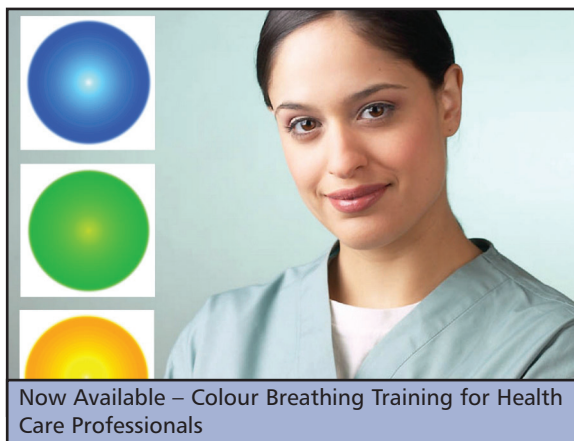
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to be easier and of greater benefit than using other relaxation methods, such as creative visualisation techniques. This initial research proved to be very encouraging. The controlled trials were overseen by academic institutions and the research methods validated. At the end of the 4-month period, 91% of the participants felt that Colour Breathing as a relaxation method was so easy and beneficial that they wanted their own Colour Breathing kit to continue using it.

During the subsequent development of Colour Breathing, Alison Bourne (Patent holder and founder of the Colour Breathing Disk system) was fortunate enough to meet with the late Theo Gimbel (the foremost expert on colour in Europe, who pioneered the use of colour in home and hospitals), Professor Terry Looker and Dr. Olga Gregson to discuss the Colour Breathing concept, apparatus and products.

In August 2004, Colour Breathing was accepted by the BCMA (British Complementary Medicine Association) as a complementary therapy in its own right. Colour Breathing is a UK creation and is gaining recognition worldwide.



Now Available – Colour Breathing Training for Health Care Professionals

"Colour Breathing is a therapy that probably suits a larger percentage of the population than most therapies because of its gentle and neutral approach, and the BCMA recognised this when accepting Alison and her pioneering healthcare system."

*Terry Cullen,
Chairman of the BCMA*

Professor Looker is Professor Emeritus of Physiology and Health at Manchester Metropolitan University and Dr Gregson is a Senior Lecturer in Physiology and Health at Manchester Metropolitan University. Both continue to support the development of Colour Breathing as a mainstream relaxation therapy.

"Today, many say that we live in an age of stress. The fast-paced, highly competitive, complex, crowded and polluted environment is held responsible for what seem to be at times, intolerable demands and pressures on our time and energy. Yet, for most of us, we live in a society where our essential needs can be met readily; food, water, shelter and warmth are easily available and science and technology have improved the quality of our lives. Yet despite all this, we frequently hear people saying "I feel stressed" or "My mental and physical health, my relationships and my work performance are suffering". Never before has it been so important for us to find ways and time to unwind."

*Professor Terry Looker and Dr Olga Gregson,
Manchester Metropolitan University*

Donna Haughian is a Stress Consultant with Action Mental Health, Northern Ireland. She uses Colour Breathing as part of her counselling services and stress management training programmes. Donna has seen at first hand the powerful benefits Colour

Breathing can have on an individual's mental and physical wellbeing. Trained as a Colour Breathing Practitioner, she is now the Regional Manager for Colour Breathing in Northern Ireland.

"Often when clients come to us for counselling we find that initially they are often too distressed and upset to verbalise their feelings. Using Colour Breathing in the initial stages of the counselling process has enabled our clients to quickly achieve a stage of relaxation, which then enables them to more fully engage in the counselling process. We highly recommend the use of Colour Breathing as a relaxation technique."

Donna Haughian – Action Mental Health, Northern Ireland

Dr. K.T. Birinder was the first GP who trained as a Colour Breathing Practitioner and is now a Colour Breathing Trainer in the UK.

"I think it's a very valuable relaxation tool - I have been using it regularly in my practice since my training in 2005."

*Dr. K.T. Birinder,
General Practitioner*

To promote Colour Breathing beyond the traditional complementary therapy arena, a one-day training programme has been developed, specifically aimed at primary health care professionals. The vision is that the more health care professionals train in the use of Colour Breathing for use in their place of work, the more patients will benefit from both the relaxation itself and from their existing treatment regimes.

The Worldwide Colour Breathing Company Limited would welcome the opportunity to provide Colour Breathing training to a member of staff at your surgery or health centre. The one-day training programme and equipment costs less than £300 and enables you to run Colour Breathing relaxation sessions at your surgery or health centre. ■

"I have been using it regularly in my practice..."