








hidden
a l t e r n a t i v e



Beauty and Complementary Therapies

-  6th Birthday Special - up to 50% discounts
-  From a disused Warehouse to an Oasis of Tranquility
-  Homeopathy...Healing from the inside out
-  Hands up if you suffer from stress
-  Positive weight for the year ahead
-  Can a gentle touch really have a profound effect?

Spring/Summer
n e w s l e t t e r



Welcome!

Spring/Summer 2008 newsletter.

In this, our first issue, we would like to introduce you to our beauty and complementary therapy studio. Our aim here is to help you achieve good health and wellbeing.

At the *hidden alternative*, in addition to providing beauty treatments in a tranquil setting, we also have a range of complementary therapies that include reflexology, energy healing, craniosacral therapy and acupuncture, to name but a few. You can also get a personal astrological reading!

We look forward to introducing you personally to our hidden oasis very soon.... and for now hope you enjoy reading our newsletter!

Satya

Satya Lall,
Managing Director

HIDDEN GIVEAWAY!

Birthday offer!

Join us in celebrating our 6th Birthday from **Tuesday May 6th - Saturday May 10th 2008**. We are offering **introductory** discounts of 25% off all Decleor facials and 50% off all complementary therapies. All clients qualify for a free draw to win one of 3 Decleor beauty sets. Draw on May 10th.

Terms and conditions apply. Please ask at the studio



Good health is more than a state of not being ill, it is a radiant state of inner well being...

Source Unknown

TREATING LIKE WITH LIKE

Homeopathy is a gentle yet powerful form of energetic healing that treats like with like, with minute forms of the appropriate remedy, to stimulate the body into healing itself. All symptoms of ill health are expressions of disharmony within the whole person and homeopathy aims to find the root cause of these symptoms. It treats the patient and not the disease.

Homeopathy has been around for over 200 years. The word homeopathy comes from the Greek words meaning 'similar suffering'. There are essentially

two ways of treating ill health, the way of opposites and the way of similars.

In the case of insomnia, for example, the way of opposites (conventional medicine) treats with a drug to induce artificial sleep. This involves the use of large or regular doses of drugs which can cause side-effects or addiction. The way of similars, the homeopathic way, is to give the patient a minute dose of a substance such as coffee, which enables the person to fall asleep naturally.

Homeopathic remedies

cannot cause side-effects and you cannot become addicted to them (as only a minute amount of the active ingredient is used). Homeopathy cures from the inside and often outer symptoms such as skin ailments are the last to clear. It is effective because it works on curing the cause of illness, rather than merely relieving or suppressing the symptom.



When I decided to start a business, I did not want a place on the high street. It had to be special, tranquil, a little oasis where clients could come and feel cared for on all levels. So when I came across a disused warehouse away from the hustle and bustle of the high street...I knew I had found my way to fulfil my dream!

A dream that came to be...from a sincere desire to help people with their



From a disused warehouse, to an oasis of tranquility

skin problems and general wellbeing, in the way I was helped many years ago. When I was in my early 20s, I developed a darkened skin pigmentation over most of my body. I visited several different dermatologists about this, but in the end only started to heal

after I consulted a homeopath. So I



From inside to out, natural elements pervade the Hidden Alternative, creating calm and tranquility



also owe it to my homeopath for leading me on to the path of complementary medicine, and am thankful for that.

As a facialist for over 29 years, I have listened to a multitude of problems that my clients confided in me. I also, since expanding into therapeutic treatments, worked closely with my dedicated team of complementary therapists, and this puts me in a position not only to help with my clients appearance but also their inner healing by recommending a therapy I feel would benefit them. I then leave it to them to make contact with the therapist. I believe it is important that they call to book an appointment only when they are ready to, and not because they feel forced to.

Be it an emotional, mental or physical problem, the therapist does not start by

addressing the problem but rather the underlying cause. Even though clients come with one specific condition for healing, the body has a way of prioritising and will work on what needs to be worked through first.

We human beings have an energy body that creates our physical being. Therefore, when you work energetically you are actually addressing the root cause as well as the physical system.

This path is not one of quick fixes. While some may feel much relief after one session, most others require several for the body's healing processes to kick in. There may be a need to see the therapist once a week for a few weeks.

At the *Hidden Alternative*, we do not feel the need for harsh or manipulative techniques, as favoured by other forms of physical therapy. We are an energetic centre and so our whole approach is about recognising the connections between thought, emotions and body through therapies such as Emotional Freedom Technique, Massage (i.e. Sports therapy, Shiatsu, Deep Tissue, Holistic and Indian Head Massage), and those covered in this newsletter.

Satya Lall



For a good complexion always cleanse, tone and moisturise morning and night

Satya Lall, Facialist

GENTLY DOES IT

Used throughout pregnancy, CranioSacral Therapy improves comfort by helping the body adapt to the growing fetus, as well as helping to normalize hormonal balance. Treatment of newborns can quickly resolve problems arising in utero and during birth, which could cause developmental and other difficulties as the child grows, and would require more prolonged intervention if left until later.

CranioSacral therapy is a gentle, non-intrusive treatment using no manipulation. Through light touch, the therapist perceives the stresses, strains, tensions and traumas causing restrictions in the body and provides an opportunity for the body to let go of its restrictive patterns and return to an easier, healthier mode of functioning. Receiving CranioSacral Therapy tends to be very relaxing, and indeed positively pleasurable. Ignored or hidden problems are often resolved. Improvements in bite or eyesight, for example, are commonly experienced by patients presenting with spine-related issues. In many cases treatment will result in helpful movement of unresolved emotional issues which can play a major role in inhibiting good physical health.

CranioSacral Therapy enhances the body's natural healing processes, and has been effective over a wide spectrum of medical problems associated with pain and dysfunction, including: Migraine headaches, traumatic brain and spinal cord injuries, chronic neck and back pain, emotional difficulties, motor co-ordination difficulties, stress and tension-related problems, central nervous system disorders, temporomandibular joint syndrome (TMJ), orthopedic problems, chronic fatigue, neurovascular or immune disorders, scoliosis, infantile disorders, post-traumatic stress disorder, autism, learning disabilities, fibromyalgia and other connective tissue disorders.





To ensure your summer tan stays on longer, exfoliate regularly

Satya Lall, Facialist

Down to earth

This year Jupiter and Pluto will move into the cold, earthy sign of Capricorn, with many astrologers predicting 2008 to be a year of struggle, strain and setbacks. I, however, feel a little more positive about the whole thing, for despite all the gloom and doom forecasts, there is another way of looking at it.

The key to the success of how we handle the apparent weight of this Capricornian influence is through practicality. One way to achieve this is by giving our ambitions and thoughts a real chance to manifest tangibly in our lives.

Some of this is also reflected in the Chinese Year of the

Earth Rat, from 7th February 2008 to 25th January 2009.

The Rat is very enterprising, bringing progress, exploration and opportunity. This year the Rat is in the earth element making him much more cautious, shrewd and realistic. The earth rat cares a good deal about his reputation and public image and can get too materialistic or achievement orientated. Whether it is matters of health, business or relationships, there is a tendency to judge success or failure in material terms alone and not see or appreciate the non-material areas of growth.

In essence, 2008 is a year of building and transformation, and there

will essentially be two streams in operation. The first stream will be about putting your plans and intentions into practice, to start building the new life that you see in your mind. The second stream will be dealing with the heaviness and restrictions of your current life and the legacy of the past, both your own and your ancestors. Attention and energy needs to go to both these streams as you cannot build something new on contaminated land.

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Specialising in health, vocation and relationships.

THE ROAD BETTER TRAVELLED

You've overslept...missed your bus...got stuck in traffic... become forgetful...feel fear,

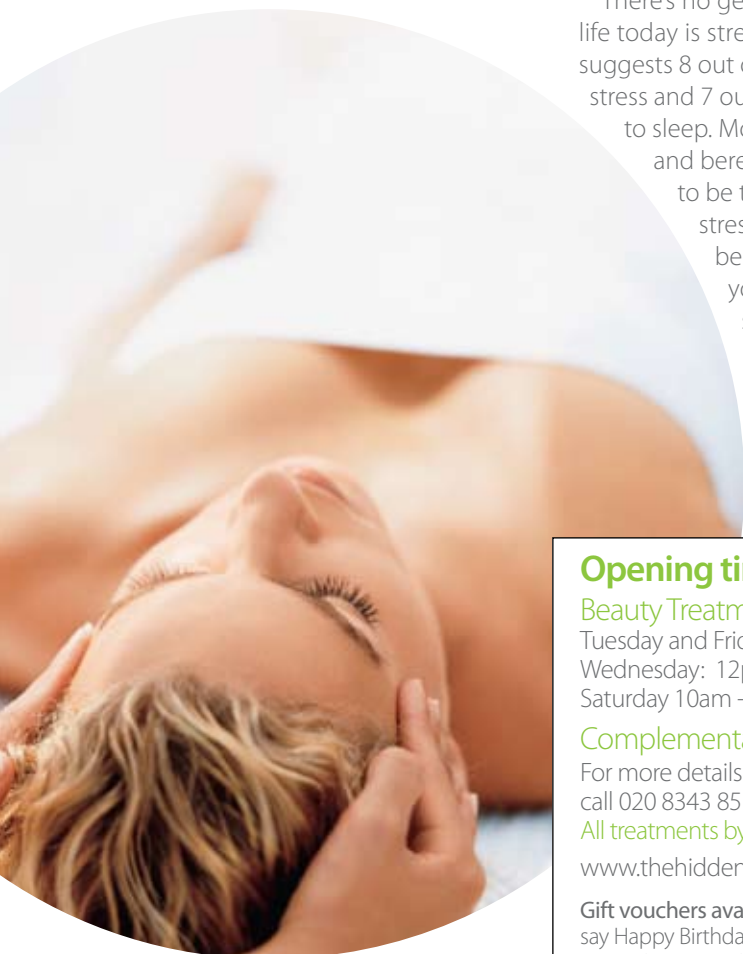
anger, frustration, anxiety... The day's only just begun, but your stress levels are fast rising. Sounds familiar?

There's no getting away from it: life today is stressful. A recent survey suggests 8 out of 10 people suffer from stress and 7 out of 10 find it difficult to sleep. Moving home, divorce and bereavement are also said to be the biggest causes of stress. If you continue to be hit by crisis after crisis, your body remains in a state of arousal and its energy stores become depleted, eventually leading to exhaustion.

Although stress in small doses can help to motivate

us, extreme pressure can trigger off a variety of short and long-term illnesses. A positive level of stress and wellness can be maintained by balancing mind, body and spirit. This can be achieved through complementary therapies, for they help restore the body's healing abilities, so that you can become whole and healthy again.

Conventional medicine may bring on immediate release, but more often than not has adverse side-effects, and in the long-term may lead to pharmaceutical addictions. Our Alternative solution may not be the quickest route to immediate relief, (as several sessions would be required) but in the long-run it has proven to be more effective, and without any form of dependency.



Opening times

Beauty Treatments:
Tuesday and Friday, 10am - 5pm
Wednesday: 12pm - 8pm
Saturday 10am - 4pm

Complementary Therapies:
For more details or appointments call 020 8343 8514
All treatments by appointment only
www.thehiddenalternative.com

Gift vouchers available: The perfect way to say Happy Birthday, Mother's Day, Father's Day, Valentine's, Christmas, Good Luck, Feel Better soon or Just Thinking of You.



To find out about beauty and complementary promotions please check our website www.thehiddenalternative.com
If you would like to be added to our email listing, please contact info@thehiddenalternative.com