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Food as medicine... what a wholesome career

I am delighted to introduce *Wellspring*'s special issue dedicated to the practice of nutritional medicine and the incredible careers of some of our brightest stars. The stories told on these pages bring to life the role nutrition has to play in treating a whole person – mind, body and spirit.

At Endeavour we know the right foods can have a huge impact on a person's health and wellbeing, and it seems the world is listening. The nutrition industry is booming, with a new IBISWorld report shows the nutrition/food segment has increased by 44.9% in the past five years and is predicted to generate more than \$1 billion this financial year.

Celebrity nutritionist Lola Berry, featured in this issue's cover story, is the perfect example of how far a nutritional medicine degree can take you with a healthy dose of passion and focus. At only 28, Lola has turned her love of healthy food into a thriving brand and has become one of Australia's leading health and wellness figures. You won't want to miss our no holds barred look into Lola's career.

We've also shared the stories of brave entrepreneurs who turned their love of nutrition into unique businesses - some before they even finished studying! Gone are the days where nutritionists have a number of pre-determined career options available to them. Today our people use their skills and knowledge to dream up their own jobs which allow them to share their love of nutrition with the community in entirely new ways. It is truly exciting to watch.

We hope you enjoy the read.

Carolyn Barker AM
Chief Executive Officer
Endeavour Learning Group



Endeavour alumnus Lola Berry has packed an impressive amount into her twenty eight years. After capturing Australia's heart seven years ago with her infectious charm and healthy food message, her star continued to rise as she carved a niche for herself as an author, nutritionist, media personality and leading health and wellness figure.

Lola's mission was inspired by an earlier period of her life where she worked as a fashion stylist, makeup artist and DJ and fell into an unhealthy eating pattern.

"It was a stage where I felt quite empty and I decided to try a detox which left me really healthy with glowing skin and I was hungry to learn everything I could about nutrition," Lola said.

Lola decided to enrol in a nutritional medicine degree and declared she wanted to strive to become the 'Steve Irwin of fruit and veg'.

It wasn't always an easy road, with Lola struggling through some subjects and having to work three jobs to buy a video camera to get her dream off the ground. Armed with her new equipment she started making the trek daily to local banana and macadamia plantations and filming herself talking about homemade meals and their nutritional properties.

Lola quickly built a YouTube following based on her unique message and quirky style and the rest is history. Today Lola is using her profile to encourage Australians to be the best versions of themselves and the world is listening

Lola's third book *The 20/20 Diet Cookbook* shares 100 of her paleo inspired recipes which helped her lose 20 kilograms in 20 weeks. The book is selling so well her publishers Pan MacMillan had to have the book reprinted a few months after it launched.

"So much blood, sweat, tears and joy went into this book and I'm so proud of it. I want to teach people a simple, holistic way of eating. Think real foods, nothing from a packet, all fresh, clean and in their most natural state," said Lola.

Lola's book also encourages people to be more mindful while they eat.

"I want to remind people to enjoy the smells, the textures and flavours of their food by being present in the moment and really enjoying the experience. It really is the best way to cook and eat," Lola said.

It is the ability to connect with others and help them through sharing her insights that keeps Lola striving forwards. "The best thing is when people say I've helped them achieve some of their health goals – that is really mind blowing to me. If I can encourage people to nourish themselves physically, mentally and spiritually then I'm rapt."

The release of *The 20/20 Diet Cookbook* was eighteen months in the making, involving a team of 30 people including Lola's father who was her most prized taste tester.

"My dad is my hero and is easily my number one recipe taster. All the meals have to get past him in order to make the book – it's a non negotiable!"

This follows the success of her second book *The 20/20 Diet* which quickly reached the number one spot for best selling diet book in Australia in late 2012.

Lola recently moved to Sydney from her hometown Melbourne to sign with esteemed management firm Harry M Miller and focus on her media career. "Meditation is the greatest gift you can give yourself and helps you become kinder to others. I can't wait to encourage more people to look after their health through a happy, healthy and balanced approach to food, exercise and mental wellbeing," said Lola.

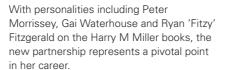
Lola has also helped countless young Australians through bravely speaking out about her more challenging life experiences, including an eating disorder which saw her weight plummet to 47 kilograms. She also recently opened up during an interview with Show and Tell website about her experience with sexual abuse and how she moved forward.

"It is an issue that touches one in three people – I hope telling my story helps some souls," said Lola.

It isn't only through her books and media work that Lola shares her message, she has also built an online community of 80,000 people who hang on to her every word through Twitter, Facebook and Instagram.



The best thing is when people say I've helped them achieve some of their health goals – that is really mind blowing to me.



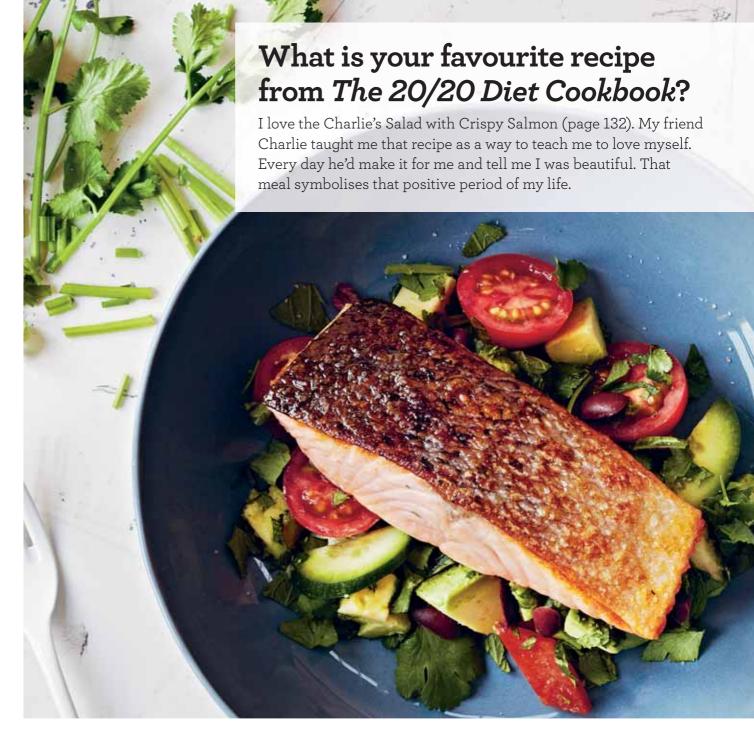
"Lola had been on our radar for years as she has all the qualities for a long term career in the industry – ambition, honesty and a willingness to embrace hard, hard work. Lola is a media brand with the ability to release books, blogs, TV series, live events and brand partnerships all at once and that is what we are working towards," said CEO Harry M Miller Lauren Cilento.

Recently announced as an ambassador for the not for profit 'modern meditation' program The Smiling Mind, Lola is using her profile to raise awareness of the importance of bringing balance to young lives.

"I love having that ability to connect with people to remind them that it is so important to choose to put your health first. When this happens, watch how your world shines. When you're healthy everything happens perfectly – you're on your A-game and attracting the right kind of souls in your life."

Lola is also using her move to Sydney as an opportunity to teach more yoga, film a new series and even learn to paddleboard.

"At the end of the day I'm so rapt to be here – it's all like a dream."



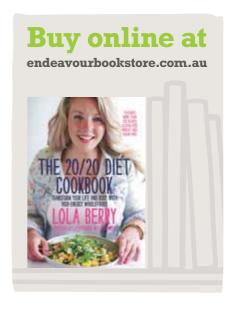
Charlie's Salad with Crispy Salmon

- 1 Lebanese cucumber, sliced
- 1 red capsicum, diced
- 2 large avocados, cubed
- 120g (1 cup) cherry tomatoes, halved
- 12 kalamata olives, pitted & roughly chopped
- 60g (2 cups) coriander leaves, roughly chopped
- 40g (1 cup tightly packed) basil leaves, roughly chopped
- 40g (1 cup) mint leaves, roughly chopped
- 80ml (½ cup) olive oil
- Chilli flakes
- Salt
- Freshly ground black pepper
- 2 tablespoons coconut oil
- 2 x 180g salmon fillets, skin on

Combine the cucumber, capsicum, avocado, tomatoes, olives and fresh herbs in a large salad bowl. Pour in the olive oil, season to taste with chilli flakes, salt and pepper, then give it a good toss. Set aside.

Heat the coconut oil in a frying pan over a high heat. Place the salmon fillets in the pan, skin-side down, and cook for three minutes if you like it a little rare, four minutes if you prefer it cooked more. Flip the fillets and cook for one minute more. (The skin should be nice and crispy, but not burnt.)

Divide the salad between two plates, and serve the salmon on top. There's something wonderful about the flavours in this simple dish that will have you hooked from the first mouthful! Serves two.



WHY I COULDN'T WAIT UNTIL GRADUATION TO LAUNCH MY BUSINESS

When Kate Dalton, 25, started applying her knowledge of herbal medicine to create her own herbal teas in her third year of study, a new career opportunity arose which took her by surprise. Her combinations of organic herbs worked so well to ease anxiety and improve digestion she moved to establish her start up business Mayde Tea which quickly attracted stockists across Sydney.





Wellspring caught up with the budding entrepreneur and nutritional medicine and naturopathy student to ask how her interest in food as medicine led her down an unexpected path.

What led you to start Mayde Tea?

Studying alternative medicine opened my eyes to how beneficial herbal medicine is, and has been for thousands of years throughout the world. I started using what I was learning at Endeavour to nourish and heal my body with outstanding effects through making my own tea.

I was pretty excited by the results so I shared my herbal tea creations with friends and family. Their feedback was so positive it gave me the confidence to create a range of teas which heal and nourish the body with the best of nature's ingredients and herbs. Before I knew it I was wholesaling Mayde Tea products to cafes and selling directly to consumers through my online store. It is the best thing I have ever done.

How is Mayde Tea different to other herbal tea companies on the market?

Mayde Tea is handmade using 100% organically grown, medicinal grade herbs with no artificial flavours, colours or sweeteners. I use mostly recycled materials for packaging, and it is completely recyclable. The ingredients we use are wild crafted, which means they are picked in their natural habitat.

I also offer a personalised tea blend option where I create a unique blend specifically for a client's needs, symptoms and the place they are at in their life. This made sense to me as everyone's health needs are so different.

How can drinking tea support a person's health?

There are so many benefits – from digestion issues, to premenstrual syndrome, to low energy, sugar cravings and nervous system modulation. Even for everyday vitality

herbal tea is a delicious way to nourish your body and introduce beneficial constituents, antioxidants, vitamins and minerals.

How did you secure your first few stockists?

I brought my tea into Ruby's Diner, the café I was managing at the time and was lucky enough to have them come on board as a stockist. From there it was simply word of mouth. I had a few friends who managed cafes in Sydney's eastern suburbs and the CBD and they also signed up as stockists when they saw how well the products sold. It's been nice to have the business grow organically this way.

What drew you to study nutritional medicine?

I was previously working as an assistant and wasn't very happy in that role. I felt like I was just doing it until I decided what I really wanted to do. I always was interested in nutrition and then I met a wonderful naturopath who healed me from an illness using herbs and nutrition alone. This brought me to the point where I found the confidence to enrol at Endeavour.

What biggest lessons have Mayde Tea taught you?

To be honest I didn't know much about business previously so it was an extremely steep learning curve. Understanding my legal obligations was the biggest challenge – particularly the insurance requirements and the regulations around the way I marketed the product.

I had a friend who was a lawyer who gave me some guidance but I did the majority of research myself which was really satisfying. I actually enjoyed the intense learning process.

What has been your biggest milestone to date?

Being asked to feature my tips for making tea on Sarah Wilson's I Quit Sugar blog was a huge honour and resulted in a surge of new social media followers. It has also been lovely to come back to Endeavour this semester and find out many of my fellow students and lecturers had been following Mayde Tea on Instagram without realising I was the creator of the brand. Some had even bought tea from me!

Which is your favourite Mayde Tea blend?

I love to have a pot of my 'serenity' blend each night before bed – it is a beautiful mixture of rose, passionflower, lavender and chamomile. I love the beautiful, calming affects all four herbs have on the nervous system. I also chose these herbs as they all aid in digestion to assist the absorption and metabolism processes during sleeping.

What are your future plans for Mayde Tea?

I'll soon be a qualified naturopath, herbalist and nutritionist with my own practice where I'll definitely be prescribing Mayde Tea blends. I also plan to open a 'Mayde Tea House' with delicious healthy treats that I prepare myself. There's no harm in dreaming big!

Mayde Tea from \$12 a box

- maydetea.com
- endeavour.edu.au/courses/
- instagram.com/maydetea

FOOD AS MEDICINE: THE FACTS

with Ananda Mahony

MENTAL HEALTH

In addition to being associated with obesity, diabetes and tooth decay, high levels of soft drink consumption (quantified as over half a litre per day or 1.5 cans) is associated with depression, stress-related problems and psychological distress. Healthy eating patterns in conjunction with soft drinks did not change the association¹. Take home tip: switch to water or herbal tea.

 Shi Z, Taylor A, Wittert G et al, 2010, Soft drink consumption and mental health problems among adults in Australia, Public Health Nutrition, 13 (7), 1073-1079

ATHLETIC PERFORMANCE

Beetroot juice is an excellent source of nutrition and was recently found to be an aid to athletic performance. Half a glass of beetroot juice before exercise may help to improve endurance, running performance and increase muscular efficiency².

2. Ormsbee M, Lox J, Arciero P, 2013, Beetroot juice and exercise performance, Nutrition and Dietary Supplements, 5, 27-35

DIGESTIVE ISSUES

Symptoms of IBS such as pain and bloating can be made worse by certain foods containing poorly absorbed carbohydrates. Restricting these foods (including onion, leek, high fructose fruits apple, pear and mango, gluten and sugar alcohols such as mannitol, sorbitol and xylitol frequently found in hard candies and chewing gum³) as a short term treatment can reduce the symptoms of IBS, with gradual reintroduction to ensure nutritional variety.

0 0 0 0 0 0 0 0 0 0 0 0 0

3. O'Meara C, et al, 2013, A pilot study on the introduction of a low FODMAP diet in a subgroup of symptomatic IBS Patients, Gut, 62 (2)

WEIGHT

While there are many diets that may help achieve weight loss, research shows that one-on-one nutritional coaching or group support helps to effectively maintain a lower weight over a longer period of time than without support⁵.

 Appel L, 2011, Comparative Effectiveness of Weight-Loss Interventions in Clinical Practice, New England Journal of Medicine 365 (21),1959-1968

ACNE

Acne is a common skin disease that affects from 79% of adolescents and 40% of adults. Following a low glycaemic diet (low in sugar, fruit sugar, and processed foods and higher in protein) can reduce overall acne breakouts and reduce associated skin inflammation⁶.

 Smith R N, Mann N J, Bruae A et al, 2007, A low-glycemic-load diet improves symptoms in acne vulgaris patients: a randomized controlled trial, Am J Clin Nutr, 86:107–15.

HEART HEALTH

High blood pressure is one of the leading risks of Cardiovascular Disease (CVD) and increased stroke. Decreasing salt intake can have a significant impact, lowering blood pressure and CVD risk. Aim for 3-4 grams per day and a maximum of 6g. The current average intake is 9g which is largely consumed due to the high intake of processed foods⁷.

 He F, Burnier M and MacGregor G A, 2011, Nutrition in cardiovascular disease: salt in hypertension and heart failure, European Heart Journal, 32 (24), 3073-3080

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LIVER FUNCTION

0

The common kitchen spice and traditional Asian remedy turmeric can improve and protect liver function by enhancing the liver's protective enzymatic antioxidant network. Incorporate fresh or powdered turmeric in cooking, adding olive or coconut oil and black pepper to enhance absorption⁹.

 Kim S, Ha K, Choi E et al, 2013, The effectiveness of fermented turmeric powder in subjects with elevated alarnine transaminase levels: a randomised controlled study, BMC Complementary and Alternative Medicine, 13:58

POLYCYSTIC OVARIAN SYNDROME (PCOS)

In women with PCOS a low-glycaemic diet over a 12 month period resulted in improved menstrual cycle regularity, reduced weight and improved insulin sensitivity as well as reducing the overall risk of CVD and type 2 diabetes which are commonly associated with PCOS¹⁰.

 Marsh K, Steinbeck K, Atkinson F et al, 2010, Effect of a low glycemic index compared with a conventional healthy diet on polycystic ovary syndrome, The American Journal of Clinical Nutrition, 92 (1), 83-92

About Ananda Mahony

Ananda is a respected naturopath and lecturer who specialises in chronic skin conditions in infants, children and adults. Ananda believes that natural medicine can facilitate vitality, wellbeing and radiance in everyone. Ananda is a full member of the National Herbalist Association and is currently completing postgraduate studies and has embarked on a Masters in Nutrition. Ananda is the owner of Vitale Natural, an organic skincare company.

vitalenatural.com.au





Voted as one of the eight 'best detox retreats around the world' by food and wellness documentary Food Matters, Kate's business Natural Instinct Healing has built a loyal client base from across the globe since launching in 2011. Natural Instinct Healing offers a range of cleansing and yoga retreats designed to purify the body and heal the mind.

Kate came up with the idea to start a detoxification retreat after practising as a naturopath and having the strong feeling there was more she wanted to give.

"I remember my clients leaving and I'd be wishing I had more time with them to impart as much of my knowledge and awareness as possible. I also wanted to push harder and explore further outside the traditional realms of naturopathy," said Kate.

This quest led Kate to work in Thailand where she worked as a freelance nutritionist and naturopath. It was during this phase that she had a transformational experience when introduced to fasting on a health retreat in Koh Samui.

Kate found that periods of fasting helped cure her digestive issues, acne, headaches and adrenal exhaustion, and was blown

away by learning how appropriate fasting could help the body heal and rejuvenate.

After Kate returned from Asia in 2011 she found herself at a crossroads and fielding job offers from Dubai, London and Thailand. Instead she followed a pull to Bali and set up a retreat in the lush tropical setting of Ubud to help small groups cleanse their bodies and minds through a range of programs based on naturopathic principles.

"I launched Natural Instinct Healing to inspire and educate as many people as possible to make healthy choices in their lives. Not just in their diet and exercise routines but in their relationships, careers, families and spirituality."

"It's all about building a huge community of love and support for people that are wanting to make a change in their own lives. So many people want to be looked after and to have the space to unwind, rejuvenate and allow the body to do what it is designed do – heal itself and reconnect to the spirit," Kate said.

"We deliberately keep our retreat sizes small so that people can have a really intimate experience and our team can provide as much personalised support as possible. We take the time to sit with our guests daily and understand the areas they need support with during their stay."

Kate has worked hard to incorporate Balinese culture into her retreats and believes its lush setting goes a long way to heal her guests.

It wasn't all smooth sailing for the entrepreneur, who kicked off the business with very little capital and no investors to support her.

"I was out of my comfort zone on every level. Not only did I have very little funding, I had no website, no location to use and I was living in a country where I didn't speak the language fluently," Kate said.

"I had to trust my gut 100% and it was this faith that got me through those first daunting months. I knew I was good at my job and had established a good reputation from my work in Thailand and Australia."

Kate secured her first group of clients by sending an email out to her entire network telling them of her Ubud venture, and the bookings shortly started to flow in.



"I remember people sending me deposits and I was running around looking for yoga teachers, buying juicers and organising accommodation and drivers."

Today Natural Instinct Healing offers five, seven, 10 and 14 day programs which are fully booked for months in advance and Kate runs retreats twice a year just outside of Byron Bay.

Kate's clients come from all walks of life, but she has noticed several trends.

"Most of our clients are females who are overworked and exhausted. We support everyone from CEOs, celebrities, full time mothers and students who need to reconnect with themselves on a holistic level," Kate said.

"It has been the greatest gift to watch people heal themselves every day. I've seen people have healthy babies after years of infertility, follow their heart's desires to create a life they love and remember who they are and what they are capable of. It never gets old and I'm grateful to be able to watch such beautiful transformations."

Kate said Ubud has lived up to its reputation as the mecca for natural health fanatics.

"Living in Ubud is amazing. There are so many like minded people around with an interest in alternative medicine and raw food. It's non-stop fun."

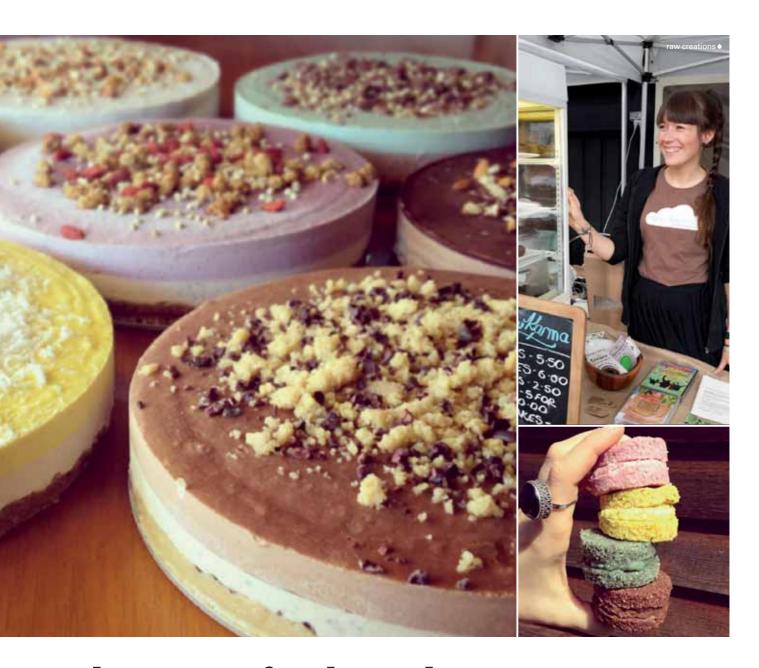
Natural Instinct Healing programs start at AUD \$1550 (all inclusive except for flights and transfers).

naturalinstincthealing.com





So many people want to be looked after and have the space to unwind, rejuvenate and allow the body to heal itself and reconnect to the spirit.



Taking raw foods to the mainstream

When interviewing entrepreneur Hayley Richards, the following popular saying springs to mind: 'If you want something done, ask a busy person'. The nutritional medicine student has managed to launch a business which has put raw foods on the map in Adelaide... all before graduating!

Hayley, 26, launched her business Raw Karma to tap into the growing market of Australians interested in healthier dessert alternatives after becoming fascinated with raw cakes that were delicious and nutritious.

"I loved opening up people's minds to plant-based foods with no synthetic colours or additives to show them they weren't missing out on anything by giving conventional desserts the flick," said Hayley.

While studying part-time, Hayley started signing up organic cafes in Adelaide as stockists before her big break came in the form of a deal with dessert chain giant Cocolat who contacted Hayley after coming

across her work through social media. Hayley now supplies raw cakes to three of Cocolat's eight thriving dessert stores.

"I was surprised at how well my cakes were selling at Cocolat as it isn't your traditional organic or raw food store but it goes to show there is a strong appetite out there for healthier sweets," said Hayley.

Hayley said Endeavour College of Natural Health had been one of her biggest supporters throughout her business journey.

"Endeavour regularly places orders with Raw Karma when they have events on campus which means so much to me," said Hayley.

Hayley is planning to launch her second eBook this year dedicated solely to raw desserts to build on the success of her first eBook *Raw and More* which earned the praise of influential health professionals and continues to sell well.

She has also extended Raw Karma's range to include 'raweos' (raw oreos) and raw macaroons

Many of Hayley's business connections have resulted from her popular Facebook and Instagram pages which have attracted more than 10,000 followers.

'I don't think my business would be where it is without social media and I'm very grateful for the support of my followers," said Hayley.

Ultimately, Hayley plans to open her own Raw Karma store where she can sell directly to customers and wholesalers.

"At the end of the day I want to share with the world my creations to show people plantbased foods can provide all the nourishment our bodies yearn for," Hayley said.

rawkarma.com

endeavour.edu.au/courses/ nutritional-medicine

Nutritionist secures sought after government role to shape industry

Melbourne graduate Marcus Fernandez, 30, spared no effort when investigating the full range of career opportunities open to him while studying.

His determination paid off when he became one of 32 graduates selected from 1150 applicants to secure a sought after position in the Department of Health's graduate program to influence the policies that impact Australia's natural health industry.

Currently in his first rotation at the Therapeutic Goods Association, Marcus is responsible for testing new drugs for safety, quality and efficacy and ensuring the public receive new medications in a timely way.

"The TGA employs a host of highly qualified scientists, medical officers, researchers and more. I know this role will continue to provide the job satisfaction I crave and allow me to learn in an amazing environment," said Marcus.

The nutritional medicine graduate originally learnt of the suite of Federal Government graduate programs available after conducting his own research and reaching out to his networks.

"I learnt as much as I could online and spoke with as many other students, graduates and lecturers as possible about the types of roles out there outside of private practice, as I didn't feel immediately ready to follow that path," said Marcus. "I was attracted to the way the federal government programs typically nurtured graduates, the career progression possible in Canberra and around Australia and the security of a regular salary. Most of all I was interested in the chance to help shape the policies which regulate our industry as practitioners."

After applying for the Department of Health's Graduate Development Program which involves three rotations throughout various sections, Marcus was announced as a successful applicant.

This followed an intense application process which involved a written application, a psychometric test, phone interview and four hours of group activities at an assessment center.

"We'd been told which day the Department would contact successful applicants by phone. After clearing my whole day to wait for the call, I was extremely excited to find out I was the only Melbourne applicant to be offered a place in the Department's head office in Canberra," Marcus said.

Marcus soon learnt his first rotation would be within the Therapeutic Goods Association, the area which interested him most.

"I had previously worked in gyms and health food stores and am also studying a Masters of Public Health, so I am keen to learn about the regulation of natural health products



and get a thorough understanding of health policy and the process involved in getting these products onto the shelf."

"I'm looking forward to getting to immerse myself in the program, learning from my colleagues and using my skills and experience to help improve the health of our community."

The Department of Health's twelve month Graduate Development Program gives participants the chance to serve the Australian public through the development and implementation of health programs, conduct research and analysis and prepare documents used to develop health policy.

Successful applicants of the Department of Health Graduate Development Program receive mentoring opportunities, access to elective training courses, leadership and people management training, relocation assistance and gym membership discounts.

After successful completion of the Graduate Development Program, participants are guaranteed a permanent job within the department at a more senior level.

For more information about Department of Health Graduate Development Program visit www.health.gov.au/internet/main/publishing.nsf/Content/health-graduate-grad-our-program.htm.



"This phase soon passed and I started to feel my natural energy coming back and before I knew it I was back at the gym. It really feels as though I am being soothed from the inside out."

"It is great to feel like myself again – it really has been a long time coming. I'm so grateful to Tina for her support."

nerbsonthehill.com.au

To book a nutritional medicine consultation at your nearest Wellnation Clinic visit wellnationclinics.com.au

How nutritional medicine helped bring the old me back

When boutique owner Evonne Andrews saw nutritional medicine practitioner and naturopath Tina Taylor for help with severe blistering on her arm, she didn't expect the consultation to mark a turning point in her life.

The creator of Kush Emporium sought the help of a nutritional medicine therapist when her health deteriorated markedly after an extremely stressful period which resulted in unexplained blistering on her arms.

"There were many years of my life where I was in a high pressure management role and I wasn't sleeping properly - I was essentially running on empty for an extended period and it started to take a toll on my body. I had seen a number of health professionals and nothing had worked for me," said Evonne.

Tina prescribed Evonne a tailored herbal formula. She also included a program of

regular turmeric, Vitamin C buffer, fish oil and smoothies made with cacao, chia seeds, almond milk, maca powder, pea protein and acai berry three times a day. She also advised Evonne to stop drinking caffeinated products.

Evonne quickly started to see her blisters improve after a few weeks on the program.

"I was so happy to see my arm start to heal to the point that my skin is now soft and almost free of all marks. On top of that, I had such dry hair for years and I saw my natural oils started to come through again," said Evonne.

"Interestingly, I initially got overtired and started to go to bed every night at 7.30pm as I couldn't keep my eyes open. I realised that it was just my natural body clock kicking in and catching up after all those years of being in a hypervigilant state."