

# Careers in Health & Holistic Medicine

Get your qualification to join one of Ireland's fastest growing business areas, established by the Irish Health Culture Association.

**Are you aware that Holistic Medicine is one of Ireland's - and the world's - fastest growing industries? That employment in this area has been increasing by leaps and bounds, yet scarcely tapping the potential that exists? That opportunities exist for both men and women, for both young people starting out and older people retraining or re-entering employment, and for both those who are academically qualified and those who are more practically oriented?**

In Ireland, the Irish Health Culture Association and the Irish Association of Holistic Medicine unquestionably lead the field in training and representing professional holistic practitioners. The quality and professionalism of IHCA graduates is clearly seen during their increasingly frequent TV and radio appearances. A large number (see note on the In-Practice Register) of Irish people follow this rewarding career path which carries substantial earning potential. As a holistic therapist one enjoys the status of being a practitioner and can bring very positive benefits to a large number of people. The word holistic means "whole" and refers to the whole person, physical, mental, social, and spiritual. In Holistic Medicine it is pointed out

that if the person can be helped relax to the point of really being themselves they then release from inside themselves extra energy which is immensely beneficial energy and necessary not only for health and to overcome illness, but also for happiness and success socially and in business. Most people however cover up this energy with mental tension and anxiety. With the proper training in relaxation and self-expression, this energy can be felt as a distinct force in the body, and the holistic therapist learns how to operate along with this force in instructing or treating people. This is what makes holistic medicine so attractive as a career. No other field offers the opportunity of working directly with the underlying energy or life-force which is often

referred to or allowed to do its work. The Irish Health Culture Association and Irish Association of Holistic Medicine offer a programme of Diploma Courses all of which are

designed to train practitioners in this approach. These therapies have become the most popular holistic therapies in Ireland, offering a true alternative career path to many Irish men and women.



Starting dates for a rewarding new career...  
FURTHER COURSES BEING HELD IN DUBLIN AND LONDON

## Diploma in Ki Massage Therapy

Ireland's most popular holistic therapy with great potential for full- or part-time careers.

**The Ki Massage Therapy Diploma is Ireland's premier qualification in holistic therapy. It is the only form of holistic therapy to have been entirely conceived and developed in Ireland. In Ki Massage the therapist works on all the person's major muscles to help the person effortlessly let go of tension and become relaxed. This benefits above all the circulation, which with regular treatment becomes freed out, after a while actually making it quite hard for the person to build up damaging stress. Ki Massage helps the person really be themselves and benefit from a sense of inner wellbeing.**

Ki Massage Therapists generally work in private practice or in conjunction with established businesses such as Health Centres, leisure/sport clubs, or with practitioners of other forms of treatment. **Special Note:** This year an addition to this course

includes not only extra tuition and in-class practice but also extensive supervised clinical practice in our own Student Clinics. New graduates therefore are fully prepared and experienced to step into private practice on graduation. Once qualified

in Ki Massage Therapy, the therapist may, if desired, further his/her skills with the Association's course leading to Diplomas in Clinical Massage and Aromatherapy.

### CONTENTS OF COURSE

- A.** Philosophy of Holistic Medicine
- B.** Ki (Life Energy) Philosophy
- C.** Relaxation
- D.** Basic Psychotherapy
- E.** Energising of the body, mind and life of the patient
- F.** Ki Massage as a Therapy
- G.** The strokes of massage and massage routines
- H.** Introduction to Aromatherapy
- I.** Anatomy and Physiology
- J.** Setting up in Practice
- K.** Business Course.

**SCOPE AND POTENTIAL**  
The Ki Massage Therapy course is suitable for those who wish to be self employed, working from

their own home or in private practice - Employment can also be had with health studios, beauty salons, hairdressing salons, sauna centres, community and recreation centres, hotels, sports clubs, dance or aerobic studios or freelance calling to private homes, hotels or businesses.



## Diploma in Ki Exercises

A unique qualification in a truly holistic approach to health & fitness with great potential for self-employment

**Ki Exercises are a unique and exciting new type of exercise system not unlike Tai Chi or a form of moving yoga. Based on a series of flowing movements like a slow motion martial art, the Ki Exercises are designed to energise the body and the mind. They deliver a tremendous feeling of health, fitness and wellbeing, while at the same time dissolving tension and stress.**

Unlike other exercise systems, the Ki Exercises work with the basic life-force of the person to the point where this force can be experienced directly in movement. This always brings a sense of exhilaration, energy and lightness. This diploma course gives the student valuable skill and training in an exciting new exercise format. Ki Exercises are used by dancers, karate students, footballers, runners, musicians, housewives, business people as an effortless energising workout. They have enormous popular appeal and provide great scope for the pursuance of a full or part-time career.

### CONTENTS OF THE COURSE

- Philosophy of Holistic Medicine - The Ki Philosophy - Relaxation - energising the Body and Mind - The Ki Exercise System - Use of Music -

Applying the Ki Energy System to your Life - Teaching Techniques and Class Management - Basic Anatomy and Physiology - Business Course.

**SCOPE OF COURSE**  
Suitable for those who wish to be self-employed, working from their own home or centre, in hired halls or other houses. A Ki Exercise teacher could deal with students on an individual or group basis. The beauty of this system is that the student can learn the basics over as short a period as a full weekend or over an 8 week period, 1-hour weekly, 12 hours in all.



Ki Exercises combine the benefits of physical movement, concentration, meditation and relaxation. The Ki Exercise form is composed of a series of gentle flowing movements using martial art style blocks, stances, kicks etc.

Once you become a Ki Massage Therapist you can work anywhere in the world - I.H.C.A. - graduates are in practice in many countries including Britain, Germany, U.S.A., South Africa and Australia. This Diploma qualifies the holder for membership of the Irish Health Culture Association, the official

regulating body for Ki Massage Therapy. A further advantage for the Ki Massage Therapy student which we are delighted to be able to facilitate, is an internationally recognised qualification from City and Guilds of London. Herunder we detail this association.

## Certificate in the Practical Aspects of Massage Therapy

### City and Guilds OIG

This qualification has been developed by the Irish Health Culture Association in conjunction with the internationally respected City and Guilds of London Institute. With this qualification, I.H.C.A. graduates will find it even easier if desired to set up in practice abroad. All massage therapy students of

the IHCA are trained to IHCA/City and Guilds performance criteria and undergo formal assessment to City and Guilds standards, ensuring that on completion of their training they are fully competent in their profession. All Ki Massage students are eligible to sit for this certificate, the cost of which is included in their course fees.

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