

## September 2014

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Client reviews are not business propaganda, except perhaps in the sense expressed by the wise Hubert H Humphrey, perhaps the best president the USA never had :

*"Propaganda, to be effective, must be believed. To be believed, it must be credible. To be credible, it must be true."*

At last count we had **70** feedback comments (mostly on our Wahanda business page.)

This is a sufficient number to allow prospective clients to get a representative sense of our service ethos.

**Some stats:** **44** of these reviews were posted in the last 9 months. **50** reviews are *Five star reviews*; **17** are *Four star*, and **3** are *Three star* or lower.

These days we average around 3-4 client reviews a month. Around 9 ½ % of our total client base (of approx 750) have posted reviews.

Also, unlike the reviews you will see for some other clinics, **ALL** client reviews for WLC relate *solely* to colon hydrotherapy services.

If that's what you are looking for, then these reviews are 100% relevant .

In all cases we have cited the review in full. We have included some reviews (just 4 at present) received by us by e-mail. These are not cherry picked as you'll see that the comment aren't uniformly positive! We want to provide a representative picture of our service as experienced by clients.

If reading reviews in detail is not for you, then you may like that we have **paraphrased** the gist of some of the detailed client feedback. You can then decide if you want to read it in full. The paraphrasing is mostly done for earlier reviews.

You'll also see that in many cases we include our "response" to the review. We do this for two reasons , firstly to acknowledge & thank our reviewers, and secondly, to amplify upon points made in the review.

**(70)** Client quote in full

"I had my first ever colonic at WLC last week. I read online beforehand to know what to expect however still felt rather nervous about the whole procedure. I was a little bit late and was welcomed by Julia on my arrival. I was made feel comfortable and at ease. Julia explained the whole procedure after initial health check chat. As it was my first ever colonic and it can be bit embarrassing i felt tense through the procedure. It was pleasant experience in end and i felt better afterwards. I noticed the day after that my skin looks better and i feel more energetic. Great customer service!"

**Justyna-J**; visited September2014

## **Response from WestLondonColonic**

Thank you Justyna,

I am pleased that you did your own reading up about the treatment. Its always better to be an 'informed client', and to see the range of information that is available on-line.

For instance not every one knows that there are around 250000 treatments undertaken ever year by colon hydro therapists in the UK ( Source: Assoc of Registered colon hydro therapists-ARCH).

Of course it's understandable to be nervous. The first time is new territory, so one is extending ones comfort zone.

Feeling a little embarrassed at the start also is an understandable response, and for most folk that quickly goes away as the treatment gets underway, and things start happening.

You noted that in the end it was quite "a pleasant experience in the end and you felt better"...That is the purpose of the treatments in that people do it to increase their sense of Wellbeing. My experience (from having worked with over 750 clients & undertaken over 2500 treatments) is that most clients experience that sense of Wellbeing, usually right from the first treatment, and those who undertake a series of treatments typically encounter deeper levels of Wellbeing & benefits over time.

About the skin: yes, colonic treatments do help!

Princess Di used to have regular colonics.

As did the 1950s icon Mae West (who incidentally lived to be an active, vital 87 years old). She never needed much persuading to show off her baby soft skin even in advanced age. Her secret? She said it was her focus on maintaining a clean colon. She believed internal beauty came before external beauty. Apparently she had a colonic treatment more or less weekly for many years. When sceptics objected that medical experts frowned on such a schedule, Mae smiled knowingly and quipped: "Well they would, wouldn't they? *If you never get sick, how are they gonna earn any money?*" Of course the art & science of treatments, (including quality of modern day equipment & implants), has evolved and the frequency with which she had colonics would not be recommended long term these days. Still by all accounts, Mae wasn't harmed by it, but rather appeared to thrive!

More Energy: I am glad you experienced this. It's fairly typical in many peoples' experience. Some encounter it immediately, others within a few days.

I appreciate your comment about " great customer service".

We work hard to deliver this to clients, and are gratified when we succeed against the criteria important to our clients.

I do look forward to serving you again.

Best wishes. Julia

**(69)** Client quote in full

"I had a Introductory special offer for first treatment including consultation, for one person or two and have awarded it 5 stars".

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**Miss; Visited September 2014**

## **Response from WestLondonColonics**

Thank you Miss,

Good to see you at the weekend for your first colonic with WLC, albeit you've had others before. I am glad you had a useful session. I feel privileged to be able to support you in what you need to do for yourself at this point.

I hope to see you next weekend, to contextualise the completion of the physical cleanse & to symbolise *new beginnings*, of Body , Mind & Spirit.

Be kind to yourself.

Keep the physical changes you introduce ( lemon water, reduced carb items/ sweet items, increase in low GI fruits , increase in physical activity , increase in water intake) all set at levels that you can definitely succeed at.

You might want to note down in a journal what you will start doing & when, *and make it really easy to succeed.*

Condition your goals one by one.

Allow yourself to reflect *safely* on areas of your life where you are making changes, e.g. the detox, the colonic treatments and the like.

I do look forward to serving you again.

Best Julia

### **(68) Client quote in full**

"Julie welcomed my husband and I with a genuine smile and firm handshake (this says a lot about someone in my books). This wasn't my first time having this treatment done so I knew what to expect but my husband was apprehensive and Julia took the time to explain the procedure thoroughly and put his mind at ease which I was very grateful for.

I needed a herb enema to move my sluggish colon along - I was in control at all times because Julie's rule was that we should always be comfortable. Believe me you will be grateful for the location and privacy once you have to use the bathroom after! My husband and myself left feeling lighter and cleaner (inside) , we purchased some probiotics - not the sugar filled types bought in the supermarket. I would recommend having Colon Hydrotherapy done if you want to kick start a healthier you myself and my husband will visit again - Thanks for having us Julie see you again soon"

**Tania; visited september2014**

## **Response from WestLondonColonics**

Thank you Tania,

I really appreciate it that you have taken the time & consideration to post your review so speedily, and in such relevant detail.

It's the detail that really helps other readers establish (firstly) if Colonic treatments are right for them and (secondly) if West London Colonics are the right clinic for them.

I am using these comments to offer some amplificatory thoughts.

I love it when couples' support each other in their health objectives. It's a tangible evidence of the marriage vows " in sickness & in health..." There's much folk can do together with a coherent, sensible plan which is flexible & forgiving enough to generate initial success. That then builds momentum.

I like acronyms, being well known for bringing one out at the drop of a hat.

Here's one I use for setting quality objectives.

SAFE, meaning :

- S specific, simple, solution centred, SMART
- A attainable (by you, and for you)
- F forgiving (not based on 'all or nothing'; rather based on broad consistency over time, do-able over time)
- E each of us is different, so allow room for individualisation of approaches.

Kick starting health requires a strategic approach, that is based on sound behavioural science.

Colon hydro therapy is a behaviourally smart health-based intervention, because it is multi faceted:

- It works locally on restoring the tone of the colon
- It works on the neurologically rich tissue in colon ( ie 2<sup>nd</sup> brain)
- It works on the immune system elements (eg Peyers patch)
- It works on the emotional system, changing mood ( e.g folk often feel calmer, clearer, more positive)
- It works on correcting dysbiosis by flushing out (disproportionately) high numbers of "bad" bacteria that might have taken up gut-space .
- It works to release stagnant energy in the abdominal space, and may have a knock on positive effect on other abdominal organs.
- It reduces stress and pressure in the body-mind system
- It can be a useful adjunct strategy for weightloss
- A series of treatments can provide a reference point for individualising outcomes to each clients specific objectives (ie "Every one is different")

Your comment about needing " a herb enema to move your sluggish colon along" is a case in point both about individualisation & about delivering relevant value.

To make the first introductory treatment tremendous value for money (Dimples review below says it's a 'bargain price), we only charge for enema herbs when they are needed. I have worked hard to create a modular pricing system that allows colonic treatments to be accessible to folk with different objectives & needs. I sometimes call this the 'pizza' model (ie "basic," plus "toppings")

As for your comment about being "*in control at all times*", its an important observation, because colon hydrotherapy isn't about a procedure that's done to you; rather it's an experience that's co created with the client. Its not an entirely passive experience, but rather one that's engaging, involving and stimulating. My objective always is to demonstrate that one can re-establish communication with an out-of-control colon (eg whether indicated by constipation, griping, IBS, bloating or whatever.) A colonic is a mode for neurological communication, and "control" is re-established by co-opting the gut brain into the equation! Reducing the possibilities for psychological discomfort reduces the chances of physical discomfort.

*"Privacy & location"* isn't something new clients always consider when they think of their criteria for treatments. Even some high end clinics don't have en-suite toilet & changing areas (we do). As for location, as you know our clinic is a specialist purpose built facility, entirely dedicated to colon hydro therapy treatments.

As for *probiotics*, it represents one of the most exciting areas of research. Unsurprisingly the mass consumer companies have jumped on the bandwagon offering products that first of all aren't well targeted (ie one-size-fits-all mentality), are commercially driven, introduces unuseful fillers ( sugar and all sweeteners, for Gods sake!) and generates false security.

People think they are improving their health with the supermarket probiotics, they're generally not. Taking probiotics is a therapeutic intervention. It requires thoughtful experimentation along a treatment trajectory, its not ad-hoc.

Thanks again Tania.

I look forward to seeing M. and you again shortly.

Best

Julia

**(67)** Client quote in full

"Julia was excellent, this was my first colonic experience and certainly won't be my last! Julia explained the procedure and provided great after care advice and certainly made me think about my general well being! All at a bargain price too :) I would certainly recommend West London Colonics" **DimplePatel** visited Sept 2014

### **Response from WestLondonColonics**

Thank You, Dimple, for your generous comments and wholehearted recommendation.

When first timers become repeat clients based on the helpfulness of the treatment for them (not hard sell), I am pleased....

Because it's clients consistency of action over time that tremendously amplifies results. As you know I am committed to all my clients, those who see me for the 1st time & those that are regulars.

With regulars, part of my service extends to providing a safe context for people to amplify the changes that they want to make in their lives from a physical (and other) perspective. Inner changes are not only to do with the digestive/eliminative systems! The Enteric Nervous System ( which the colon is part of ) is popularly referred to as the 2nd brain. Forming a new relationship with it is actually forming a new relationship oneself, both physiologically and attitudinally.

Thanks for mentioning that WLC offer great value in terms of the service provided. I work hard to create an affordable model for clients. It relies on word of mouth & referrals rather than expensive advertising. I want to make it as easy as possible for clients to have a series of treatments (if they genuinely would benefit from them) so our prices are scalable to peoples' pockets.

I look forward to seeing you for your next treatment.

Best Julia

