

Complementary Therapies for Cancer

Complementary Treatments Benefit Cancer Patients

July sees the release of an exciting new book by Professor Shaun Holt, which provides evidence of the effectiveness of complementary therapies for cancer. With 1 in 4 New Zealanders receiving a diagnosis of cancer at some stage in their lifetime, this new book, *Complementary Therapies for Cancer: What works, what doesn't and how to tell the difference*, offers objective advice on a range of complementary products and treatments.

For over 3500 years cancer sufferers have been looking to complementary products to assist in the treatment of cancer*, “People who’re unwell can be vulnerable to the promise of miracle cures,” says Holt. “Whilst complementary therapies can not cure cancer; there is now real evidence that they can be a wonderful addition to a patient’s treatment. In my new book, I look to provide access to reliable information about which treatments are safe and effective.”

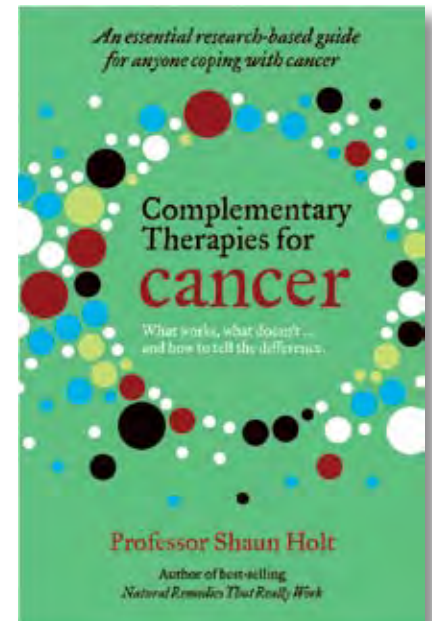
In *Complementary Therapies for Cancer*, Holt, a qualified doctor, pharmacist, and adjunct Professor at Wellington’s Victoria University, translates the findings of medical clinical trials so that they’re readily understood by the lay-person. Professor Holt also points out that training in complementary therapies is also outside the scope of most health care professionals and therefore this book provides invaluable information for them as well.

“The purpose of this new book is to help cancer patients and their caregivers find reliable information on therapies that have been proven to complement conventional cancer treatments. Some complementary products and therapies can improve a cancer patient’s quality of life or sense of well-being,” says Holt.

“No patient should waste their valuable energy, time or money on treatments that have not been scientifically proven,” says Dr Belinda Scott, Medical Director of Auckland’s Breast Associates, in an endorsement for Professor Holt’s book. “It matters to me that Shaun referred to sound scientific studies when recommending or dismissing a therapy.”

Among the complementary therapies for cancer patients that Holt surveyed and recommends in the new book are massage, yoga, ginger (for nausea), and an energy treatment called TENS (Transcutaneous Nerve Stimulation). The book contains an alphabetical list of the different complementary treatments that a cancer patient may be tempted to try and includes those that Professor Holt recommends that they should avoid.

Professor Holt also recommends that anyone considering a complementary therapy should discuss their ideas with their physician and ask their therapy provider/therapist to talk with their conventional doctor directly. Holt thinks that “by using the best of both conventional and complementary medicine, hopefully more cancer sufferers can be as healthy as possible during this most difficult of illnesses.”



For more information or to arrange an interview with Professor Shaun Holt please contact freelance book publicist: Kathryn Carmody: kathryn.carmody@gmail.com, 027 287 7962, 04 385 7070

The book is available to purchase from bookstores nationwide or online at www.craigpotton.co.nz
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ABOUT THE AUTHOR

Professor Shaun Holt is a New Zealand-based doctor, researcher, author, commentator, speaker and advisor. He holds degrees in pharmacy and medicine (both with Honours), has been the principal investigator in over 50 clinical trials, and has written more than 70 publications in medical literature. He is an Adjunct Professor in the School of Biological Sciences, Victoria University of Wellington, and lives in Tauranga. This is his fifth book.



NOTES TO EDITOR

Surveys used in the compilation of Professor Holt's new book show that:

- The number of people with cancer who do use complementary therapies is increasing and a quarter of complementary therapy users try at least seven different therapies or products
- Complementary therapy users tend to be pleased with the results, 90% would recommend it to others
- Less than 1% of patients say they use a complementary treatment because their physician has recommended they do so
- According to the Cancer Society of New Zealand, one in every four New Zealanders will receive a diagnosis of cancer at some stage

* Information taken from the Cancer Society of New Zealand website – The History of Cancer, confirms that in c1600 BC: Egyptian papyruses describe natural treatments for various cancers.