

TOTAL OPTIMUM HEALTH PROGRAMME

from Clarks Healthcare



Client Information Pack

Hello & Congratulations on taking the next steps towards a healthier, happier and more productive you!

Inside this information pack you will find lots of information about our Optimum Health Programme and how we can help YOU to achieve your health goals, just to let you know if you have any questions, feel free to contact us. You can email us at info@osteopathy1.com or give us a call at our Benfleet branch on 01268795705 and we will happily cover any questions you have.

Again, thanks for your interest in our services and we look forward to hearing from you soon.

Kind regards



Michael & Lisa Clark

Co-founders of Clarks Healthcare

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What is the Total Optimum Health Programme?

The Total Optimum Health Programme was designed by **Lisa & Michael Clark** to help YOU achieve true health and vitality. Whether you would like to resolve current health issues or simply want to Look & Feel Great, we will support and coach you on a one-to-one basis through every step of the process!



Uniquely Designed Programmes

Have you found traditional methods of overcoming illness and improving your health, confusing, unsuccessful or temporary?

We believe the reason a conventional approach to health, disease, fitness, weight loss and healthy eating often fails is because it typically focuses on an isolated problem and rarely addresses the root cause(s).

To help you recover from illness and achieve 'Total Optimum Health' we assess the entire person and develop a completely customised multi-faceted approach to resolving health issues and achieving your goals. We will guide you through the entire process on a one-to-one basis. This is how we have successfully helped clients with complex problems where others have failed.

Would you like to?

- ✓ Reduce Stress?
- ✓ Lose Weight Without Dieting?
- ✓ Increase Your Energy?
- ✓ Improve Digestive Issues?
- ✓ Improve Your Sleep
- ✓ Help Resolve Current Health Issues?

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- ✓ Work on a One-to-One Basis?
- ✓ Strengthen Your Immune System?
- ✓ Have Great Skin?
- ✓ Balance Your Blood Sugar?
- ✓ Eliminate Food Cravings & Bloating?
- ✓ Think Clearly?
- ✓ Increase Your Self Confidence?
- ✓ Improve Your Fitness?
- ✓ Improve Your Heart Health?
- ✓ Improve Your Sports Performance?
- ✓ Balance Your Hormones?
- ✓ Be Happier & More Productive?
- ✓ Feel Good & Look Great?

And much more?

*If your answer is **YES**, then our*

Total Optimum Health Programme is for you!



Achieve Your Health Goals!

Is your goal to help overcome illness? Or, do you want to have more energy and look great?

Whatever your goals, we will help you. Our Total Optimum Health Programme is an amalgamation of everything we have learned



from extensive clinical experience and studying internationally with leading educators and clinicians. Our protocols may include as appropriate: Nutritional Analysis via Advanced Metabolic Typing[®], Osteopathy, Corrective Exercise, Postural Assessments, Laboratory Analysis, Orthopaedic Examination, Stress Management, Energy Therapy, One to One Coaching *and much more!*

Our Optimum Health Programme is Different!

We don't use 'off the shelf' protocols. You will receive a complete and uniquely designed programme specifically tailored for you, and your health and wellness goals.

As part of our comprehensive assessment process we also assess 28 different organ and glandular systems as well as your 'Metabolic Type'. We will identify which foods are optimal for YOU to receive maximum energy and vitality. Along with detailed questionnaires, physical assessments and taking into account emotional and mental factors, we are able to understand the bigger picture and in doing so we can see where you should be focusing your efforts to get maximum results in the most effective way.

We understand making changes to your lifestyle can be challenging. To ensure you are provided with the skills, resources, knowledge and encouragement you need to achieve your health goals we will work with you on a one-to-one basis designing a bespoke programme, so that your goals are achieved in manageable steps at a rate most suitable for you!

Healthy Eating V.S Dieting

We don't believe in dieting, because 'dieting' and 'eating healthily' is very different. With so much contradictive and misinformation about what constitutes a 'healthy



diet', it's easy to feel completely overwhelmed. We are commonly asked:

"What is the right diet for me?

Weight Watchers? Lighter Life? Atkins?

High protein diet? High carb diet? Low Fat & Cholesterol? Vegetarian? Vegan?"

"Why does a low fat, low protein, high complex carbohydrate diet RAISE cholesterol

in some people instead of lower it?"

"How can one bestselling book say one thing about nutrition and another best seller say just the opposite?"

"Why will a certain diet give my friend energy and help them lose weight but make Me tired and GAIN weight?"

The answer is simple! The 'One diet for everyone' approach doesn't work! For genetic reasons, what works for one person may have no effect on another, and may make the third person worse. Every Healthy Eating Plan we develop is uniquely tailored to the individual client and involves No Calorie Counting & No Food Scales!

Unlike 'fad diets', we use a number of clinical methods to determine which foods are healthy FOR YOU. The methods we will use to develop your healthy eating plan is a safe, easy to use, systematic, testable, repeatable proven technology with over 25 years of empirical evidence on over 60,000 medical research cases worldwide.

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The individual healthy eating plans we develop, changes the way our clients think about nutrition and the practice of healthy eating. When you starting eating in a way that is healthy for YOU, it will help:

- Prevent energy slumps and improve your mental clarity
- Help address current health issues
- Achieve your ideal weight *and maintain it*
- Strengthen your immune system
- Enhance athletic performance

And much more!



Your Commitment to the Programme

We understand making changes to your lifestyle can be challenging. We are passionate about helping clients to improve their health and whether you prefer a 'slow and steady' or 'make lots of changes quickly' approach, we will provide you with the skills, resources, knowledge and encouragement you need to achieve your goals in manageable steps at the rate that is suitable for you.

The Total Optimum Health Programme is designed for anyone who feels ready to take the next step to improving their health. No matter what your age, it is never too late to make positive changes to your well-being. We will help and support you through every step of the process to become a happier, healthier more productive you!

Members of:



And many more!

More about Lisa

Hello I'm **Lisa Clark** co-founder of Clarks Healthcare.

I have always been an active person enjoying many different sports, particularly netball – playing at county level. I've therefore had my fair share of sports injuries over the years!



At aged seventeen I was diagnosed with ulcerative colitis – an inflammatory bowel condition that resulted in many hospital stays and high dose medications, which gave me horrible side effects. I was told ulcerative colitis was an incurable disease and my only option was to have part of my bowel removed and to take medication for the rest of my life! This was not an option I wanted to choose and it sparked a passion to learn how to heal myself.

In addition to completing a four year osteopathic degree I have travelled around the world on a personal healing journey, working and learning from leading experts and health pioneers. I am happy to say, with determination and the will to succeed, I completely turned my life around, healing myself without surgery and high dose medications. My energy levels have rocketed, my concentration is great, joint pains are very rare and my overall health and well-being have improved to the extent I enjoy an active life which includes skydiving and snowboarding.

I'm very passionate about teaching others how to improve their health and passing on my knowledge and experience via the Total Optimum Health Programme as this is what I did to heal myself, therefore I'm living proof that you can overcome a debilitating disease and recover, taking full responsibility for your life and achieving your goals.

More about Michael



Hello I'm **Michael Clark** co-founder of Clarks Healthcare. I first became interested in my health at the age of 6 when my parents took me to a local martial arts club. I became hooked on martial arts and loved nothing more than training and learning new techniques. Having competed at high levels over the years, I had numerous injuries which always recovered quickly with

Osteopathy. I therefore began my medical career by completing a four year Osteopathy degree. I was passionate to start my own clinics and founded Clarks Healthcare with my wife Lisa in 2003.

Setting up several medical practices was fulfilling but my work-home life was out of balance. I was over-working and soon my energy levels were dropping and I was becoming burnt out, over stressed, tired all the time and had difficulty sleeping. Although I enjoyed helping people overcome pain and rehabilitating patients, my declining energy coupled with close family illness sparked me to delve deeply into why people become sick and what I could do to restore my own health.

This led me into an on-going educational journey, learning from leading educators and clinicians from different disciplines in the UK and internationally, to hone and continually develop the latest and most effective skills. I learned that I could be a busy person and still maintain great health and energy. Once I addressed the root causes that were blocking my own health as well as my many limiting beliefs, my energy, vitality and happiness returned better than ever! The Total Optimum Health Programme is an amalgamation of all my clinical experience and everything I have learned and continue to learn. I love sharing my knowledge and experience with clients of all backgrounds and levels of health. Everything I learn I apply to myself so can say from experience that it works!

How to become a client & join the programme

Lisa or Michael personally interview all prospective clients by telephone (you can request a specific practitioner). We will arrange a free short telephone consultation to discuss your reason for contacting us. The conversation will enable us to determine:

1. If he/she is the correct Health Coach for you.
2. If you have sufficient drive and commitment to regaining health to follow the programme.
3. How to structure your assessment, coaching and treatment protocol to suit your specific needs.
4. If other healthcare professionals or additional laboratory testing may be necessary contributors to your programme for successful results.

After acceptance onto the programme an 'Initial Pack' of questionnaires are posted out. The questionnaires are extremely detailed and will take time to complete. They provide a comprehensive clinical overview, detail of your diet, health history, current problems, lifestyle factors etc. You will also complete an online 'Advanced Metabolic Typing' test to develop a customised nutrition plan.

Using this detailed analysis enables for the formation of a suggested treatment plan which will be discussed at the first session.

The 1st consultation will take three hours. Subsequent sessions are normally between 1 – 1 ½ hours. The times and intervals vary depending on your health needs, how long you have had the problem, the goals set from the previous session and how long your body needs to have affectively changed between sessions.

Consultation Fees

Initial Pack of Questionnaires and Advanced Metabolic Typing Test: £70

(This Includes: All questionnaires, Online Advanced Metabolic Typing Test, Analysis of all results, Formation of suggested treatment plan, Formation of Personalised Client Folder)

Your 1st Consultation:

Your 1st one to one consultation also includes a free copy of the book 'How to eat move and be healthy' and your 'Personalised Client Folder' which includes the information you need to help you achieve your goals eg lots of additional information, your custom nutrition plan, relevant research articles, additional resources, recipes etc. On joining the programme you will also gain access to our free client lending library and we will add relevant additional information and resources to your Personalised Client Folder over time as you progress

One to One Consultations: £100 per hour, £50 per half hour.

Telephone/Skype Consultations: £100 per hour, £50 per half hour.

Use of our lending library: Free of charge

Email Support: Free of charge

**Call our Benfleet branch today on 01268 795705
to make an appointment to speak with Lisa or Michael**
(Please specify you are interested in our 'Total Optimum Health Programme')