



Natural Medicine Week 22-28 May 2017

Media release: 19 May 2017

Australia's only *Natural Medicine Week* is back!

Supporting a natural choice to improve the health and wellbeing of Australians

Natural Medicine Week, 22-28 May 2017, returns for a second year, aiming to promote, educate and raise awareness of the important role natural medicine practitioners play in improving the health and wellbeing of Australians.

The Australian Traditional-Medicine Society (ATMS), Australia's largest national professional association for natural medicine practitioners, presents a week-long event - the only one of its kind - featuring a range of local workshops, clinic open days and special offers.

Focusing across the three primary models of natural medicine: ***Ingestive Therapies, Traditional Chinese Medicine and Bodywork and Massage*** some of the event highlights include:

- [Herbal Tea Party](#) - Julia Brown Naturopathy, May 26, McLaren Vale, SA
- [Aromatherapy For Stress](#) - Living Well Essentials, May 23, Brisbane, QLD
- [Chinese Herbal Medicine Workshop](#) - Well Energy Practice, May 23, Hornsby, NSW
- [Stress Relief Classes](#) - Inspirit Massage, May 27, Idalia, QLD
- [Nutrition Workshop](#) - Bien-Etre Wellness Centre, May 25, West End, QLD
- [Natural Medicine Festival](#) – Embrace Life Festival, May 28, Wollongong, NSW
- And many more [events and special offers](#)...

Charles Wurf, CEO of ATMS, commented on the need for natural medicine to be understood and explored in every household.

“Following the success of the inaugural Natural Medicine Week in 2016, ATMS is thrilled to bring it back for a second year – to support our practitioners and to continue to raise awareness of natural medicine and the positive impact it has on Australians health and wellbeing,” Mr Wurf said.

ATMS has more than 10,000 members who are qualified, accredited, professional practitioners of natural medicine working to help Australians achieve good health every day. This year ATMS practitioners will take part by hosting events and holding workshops in their local community with a phenomenal 70 events and special offers confirmed.

In 2016, ATMS conducted a consumer survey during Natural Medicine Week, finding that **93.85%** of the sample had consulted a natural medicine practitioner, while **96.61%** of participants describe natural medicine as ‘effective or very effective.’ This year ATMS will again conduct a survey to gain insights into consumers’ views on natural medicine.

Natural Medicine Week will take part from 22 May – 28 May 2017.

www.naturalmedicineweek.com.au



Natural Medicine Week 22-28 May 2017

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Notes to editors:

Interview opportunities via the contact below:

- ATMS CEO, Charles Wurf (**General industry and association**)
- ATMS President, Peter Berryman (**Homeopathy**)
- ATMS Director, Betty Tannous (**Massage & Bodywork**)
- ATMS Director, Daniel Zhang (**Traditional Chinese Medicine - TCM**)
- ATMS Director, Christine Pope (**Ingestive**)

Images: High-res available on request via the media contact below

1. From Left to Right: Christine Pope, Betty Tannouse and Charles Wurf



2. ATMS Board of Directors





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About Natural Medicine Week

Natural Medicine Week, 22 – 28 May 2017, aims to promote, educate and raise awareness of the important role natural medicine practitioners play in the health and wellbeing of Australians. Proudly supported by the Australian Traditional-Medicine Society, Natural Medicine Week celebrates the three primary models of natural medicine; ingestive, bodywork and massage, and Traditional Chinese Medicine.

<http://naturalmedicineweek.com.au/>

About the Australian Traditional-Medicine Society:

The Australian Traditional-Medicine Society (ATMS) is the leader of the natural medicine industry, promoting and representing professional practitioners of natural medicine, who are encouraged to pursue the highest ideals of professionalism in their natural medicine practice and education. As Australia's largest national professional association for natural medicine practitioners, ATMS is a multi-disciplinary association representing approximately 11,000 accredited practitioners throughout Australia. ATMS was founded in 1984 and is an incorporated not-for-profit company. In 2014 ATMS celebrated their 30th anniversary representing natural medicine practitioners in Australia. ATMS is governed by a Board of Directors with specialised departments for Massage Therapy, Traditional Chinese Medicine, Homeopathy, Nutrition, Naturopathy and Herbal Medicine.

<http://atms.com.au>