

inventions and the easy way of living." Prof. Okasha stressed the great role media plays to deepen the American charisma. "Not to mention the colored ambassador that occupies a corner in every house (TV), the role played by all American series and movies that embraces unfair comparison between the life of those who live in developing countries and those who live in America." He stated that Arabs have to know that America is a unique experiment far from repetition. But the DREAM is still there in the mind of all developing countries. This dream embraces forms of immigration to America.

"Media created a double-edged weapon; some people are trying to apply the unique American example in the national environment. Then they try to look for the reasons after they fail to do it."

We stand half-admiring (toward the scientific progress) and half-against before the American dream. Americans are very realistic about dealing with us. They managed to introduce themselves as 'perfect models' in the Arab world and they succeeded.

Prof. Okasha moved to the Egyptian arena, where the charisma

is related back to the 50s and the British invasion.

"The Egyptians have seized the chance of the Second World War to sympathize with Germany, the enemy's enemy, against Britain.

Meanwhile America impresses the world with its charming human slogans of self-control rights and independence, slogans that put the world under the American spell.

Revolution of 1952 came and the feeling that America is an Egyptian Ally was there. However, America was succeeding the Colonial Throne... It found the Tripartite Invasion in 1956 a golden chance to improve her image in Egypt than ever."

On the economic level, the welcoming reception that American products always receive here in Egypt helped to weaken Egyptian economy and increase the subordination to the American entity.

The real attitude of the Third World is not hatred to all that's American but to the American policy. "It's a kind of psychological contradiction towards the American policy not the American individual."

## Students' Studies

### New Trends in COMPLEMENTARY and ALTERNATIVE MEDICINE: A Step towards INTEGRATIVE MEDICINE

#### Introduction by the Editors:

This article is written by A.T. El - Hady (1<sup>st</sup> year student, pharmacy school - Cairo univ.) as a journey into the world of alternative medicine. It focuses on the new relevant fields like magnetic medicine, biogeometry, etc. and other recent researches in the traditional fields e.g. herbal medicine, aromatherapy and homeopathy. It also clarifies the concept of integrative medicine, and answers many questions like: Is there room for care and compassion within science - based medicine? are people going to accept this new emerging science? Hoping it would be an exciting journey into the new mysterious domain of care.

#### Complementary and Alternative Medicine (CAM)

##### Introduction:

The choice of addressing of the issue "Alternative medicine" comes from the arising debate about it. Surveys show that between one-third and one-half of people in industrialized countries are using complementary therapies. Nearly half of all U.S. adults now go outside the health system for some of their care. They make more visits to non-conventional healers than

they do to M.Ds and they spend about \$30 billion a year. At many of the U.S. leading hospitals and research institutions, conventionally trained physicians are studying herbs,

acupuncture. The short-term goal is to identify the CAM (complementary and alternative medicine) practices with the greatest benefits and the fewest hazards. A new kind of medicine —integrative medicine— is about to emerge. The terms complementary and alternative medicine will become meaningless. We will have one health system instead of two and healers of every stripe will work together while being guided by science. The integrative approach to health with its emphasis on active self help and on making use of complementary approaches is specially relevant for chronic illnesses and stress related conditions. Here is some evidences about the emerging of the integrative medicine:

- In the U.S. the national center for complementary and alternative medicine (NCCAM) its budget have arose from \$2 million to \$100 million.
- At least two thirds of U.S. medical colleges offer courses in CAM.
- The number of hospitals offering complementary therapies doubled between 1998 and 2000.

There is also a new developing term "holistic" medicine which means the understanding of the whole person not just of his or her physical diseases or symptoms.

**So, what are the major types of complementary and alternative medicine?**

NCCAM classifies CAM therapies into five categories:

### **1. Alternative medical systems**

That include:

- **Homeopathic medicine:** in which there is a belief that "like cures like" meaning that small highly diluted quantities of medicinal substances are given to cure symptoms, when the same substances given at higher or more concentrated doses would actually cause those symptoms.
- **Naturopathic medicine:** in which practitioners work with natural healing forces within the body, with a goal of helping the body heal from disease and attain better health. Practices may include dietary modifications, massage, exercise, acupuncture, minor surgery, and various other interventions.
- **Ayurveda:** that has been practiced primarily in the Indian subcontinent for 5,000 years. Ayurveda includes diet and herbal remedies and emphasizes the use of body, mind, and spirit in disease prevention and treatment.

### **2. Mind-body interventions**

Mind-body medicine uses a variety of techniques designed to enhance the mind's capacity to affect the bodily function and symptoms. Some techniques that were considered CAM in the past have become mainstream (for example, patient support groups and cognitive-behavioral therapy). Other mind-body techniques are still considered CAM, including meditation, prayer, mental healing and therapies that use creative outlets such as art, music or dance.

### **3. Biologically based therapies**

Biologically based therapies in CAM use substances found in nature, such as herbs, foods, and vitamins. Some examples include dietary supplements, herbal products, and the use of other so-called "natural" but as yet scientifically unproven therapies (for example, using shark cartilage to treat cancer)

### **4. Manipulative and body-based methods**

Manipulative and body-based methods in CAM are based on manipulation and/or movement of one or more parts of the body. Some examples include chiropractic<sup>4</sup> or osteopathic<sup>5</sup> manipulation, and massage<sup>6</sup>.

- **Chiropractic:** that focuses on the relationship between bodily structure (primarily that of the spine) and function, and how that relationship affects the preservation and restoration of health. Chiropractors use manipulative therapy as an integral treatment tool.
- **Osteopathic medicine:** is a form of conventional medicine that, in part, emphasizes diseases arising in the musculoskeletal. There is an underlying belief that all of the body's system work together, and disturbances in one system may affect function elsewhere in the body.
- **Massage:** therapists manipulate muscle and connective tissue to enhance function of

those tissues and promote relaxation and well-being.

### **5. Energy therapies**

Energy therapies involve the use of energy fields. They are of two types:

- **Biofield therapies** are intended to affect energy fields that purportedly surround and penetrate the human body. The existence of such fields has not yet been scientifically proven. Some forms of energy therapy manipulate biofields by applying pressure and/or manipulating the body by placing the hands in, or through these fields. Examples include Qi Gong<sup>7</sup>, Reiki<sup>8</sup> and therapeutic touch<sup>9</sup>.
- **Qi gong:** is a component of traditional Chinese medicine that combines movement, meditation, and regulation of breathing to enhance the flow of Qi (an ancient term given to what is believed to be vital energy) in the body, improve blood circulation, and enhance immune function.
- **Reiki:** is a Japanese word representing Universal Life Energy. Reiki is based on the belief that when spiritual energy is channeled through a Reiki practitioner, the patient's spirit is healed, which in turn heals the physical body.
- **Therapeutic touch** is derived from an ancient technique called laying-on of hands. It is based on the premise that it is the healing force of the therapist that affects the patient's recovery; healing is promoted when the body's energies are in balance and by passing their hands over the patient, healers can identify energy imbalances.
- **Bioelectromagnetic-based therapies** involve the unconventional use of electromagnetic fields, such as pulsed fields, magnetic fields or alternating current or direct current fields.

### **Newer CAM agents:**

#### **1. Ozone therapy**

It is a molecule made up of three atoms of oxygen (O<sub>3</sub>) that is produced commercially in ozone generators which involve sending an electrical discharge through a specially built condenser containing oxygen.

The ozone forms in the upper atmosphere a protective layer that absorbs much of the sun's ultraviolet radiation which can cause mutation, cancer, sunburn, immunosuppression and other problems. It was first discovered by the German chemist C. F. Schonbein at the university of Basel in Switzerland. It was used for the first time to disinfect and purify water. Ozone is a powerful oxidizer that can kill a wide variety of viruses, bacteria (by rupturing its cell wall) and other toxins.

#### **Medical applications:**

Used primarily to kill viruses, destroy bacteria and eliminate

fungi, ozone produces a number of important benefits in the human body, including the oxygenation of blood, improved blood circulation and stimulating the oxygen producing facility in human tissues. It is also an immunoregulator.

## **2. BIOGEOMETRY & BIOSIGNATURE**

### **BIOGEOMETRY (the biogeometrical shapes)**

Biogeometry is a science that deals with the energy of shape. Biogeometrical shapes are two or three dimensional shapes that interact with the earth's energy fields to produce balancing effects on multiple levels on biological systems. It was developed by Dr. Ibrahim Karim in Cairo, Egypt. To understand the effect of bio-geometrical shapes on the human energy system we must first recognize that the human body has an energy field around it which has its own north — south axis. As we move around, the angle formed between our individual axis and that of the earth is constantly changing, and this in either strengthens or weakens our energy field. The positive range is very small and is a major factor affecting our health and well — being. Bio-geometrically balanced energy strengthens our energy fields to such extent that we are not affected by changes of orientation. Research in biogeometry is dedicated to the development of a new form of architecture that would enhance the human biological system and give a new meaning to the concept of “home” to upgrade the energy quality of existing homes and cancel the potentially harmful effects of unchecked energy fields due to the architectural design, furniture layout, electrical wiring and modern appliances; specially designed decorative elements are strategically placed to neutralize negative energy and add a positive quality on it. Bio-geometrical shapes when designed or engraved on jewelry have shown positive effects on the body's energy field and reduce considerably the potential health hazards caused by cellular phones, computers and other modern appliances. The bio-geometrical shapes give the body greater power to heal itself. Its healing process results from a strengthening and balancing of the immune system.

### **BIOSIGNATURE**

All patterns on the surface of plants, animals, insects and other living systems, form an integral part of the total energy system of that life form. This pattern is related to the peripheral energy flow on the surface of the body, which usually interacts with the environment to adapt the central energy system to external changes. One important property of the energy of geometrical shapes (three dimensional or linear) is that it flows along linear objects of any type, material or shape. Wires, strings, pipe, and other linear objects can channel energy, that is why all shapes have a peripheral energy besides their main central energy. The existence of a central and peripheral energy system in the body, is a fact that most alternative medical practices recognize and work with. The BioGeometrical pendants are basically dedicated at the reduction of harmful side effects of modern technology. They have a general balancing effect on the immune system, vitality, emotional and mental energy levels.

## **3. MAGNETIC MEDICINE**

Magnetic therapy has been in existence for over 3000 years. It was first used by the Greeks and Egyptians who noticed they

felt better when laying down on magnetized rocks after strenuous exercise or work.

The body is transparent to a magnetic field. Magnetic fields move through the body as if it was air. This makes them ideal for treatment. Unlike electric stimulation, magnets do not harm tissues.

## **4. AROMATHERAPY**

It is the practice of using volatile plant oils for psychological and physical well-being. Aromatherapy is derived from two words. Aroma — meaning fragrance or smell and therapy — meaning treatment. Aromatherapy was used by most of the ancient civilizations and is reputed to be 6000 years old:

- Egyptian civilization: The aromatherapy began in Egypt. A medical papyrus considered to date back to around 1555 B.C. contains remedies for all types of illnesses and the methods of application are similar to the ones used in aromatherapy and herbal medicine today. The Egyptians used a method known as infusion to extract the oils from aromatic plants. The Egyptians used to be massaged with fragrant oils after bathing.
- Greek civilization: A Greek physician, Pedacius Dioscorides, wrote a book about herbal medicine and for at least 1200 years as the western world's standard medical reference. Many of the remedies he mentions are still in use today in Aromatherapy.
- Roman civilization: The Romans went on to use and improve the ability of aromatics. After bathing they would be oiled and massaged. The Romans started to import new aromatic products from East India and Arabia through the opening up of trade routes.
- Arabic civilization: It was a physician called Avicenna who lived from A.D. 980 to A.D. 1037 that is understood to have first used the process known as distillation to distil essence of rose. The Arabs also discovered how to distil alcohol around the same time making it possible to produce perfumes without a heavy oily base.
- Ancient Chinese civilization: They were using aromatics at the same time as the Egyptians. Shen Nung's Herbal book is the oldest surviving medical book in China which is dated about 2700 B.C. and contains information on over 300 plants.
- Indian civilization: Traditional Indian medicine known as ayurveda has been practiced for more than 3000 years and it incorporates massage as one of its main aspects.
- The invasions of South America by the conquistadors brought about the discovery of more medicinal plants and aromatic oils as the Aztecs were well known for their plant

remedies and the Spanish were amazed at the wealth of medicinal plants found in Montezuma's botanical gardens.

- The North American Indians: they used aromatic oils and produced their own herbal remedies.
- It was not until 19<sup>th</sup> century that scientists in Europe and Great Britain began researching the effects of essential oils on bacteria in humans.

N.B.: Essential oils are very expensive to produce due to the labor intensive process and the quantity of the plant required to produce the oil. Approximately 400 kg of thyme would produce 1kg of essential oil, 2000 kg of rose petals to make 1 kg of essential oil and 4 million jasmine flowers to produce 1kg of jasmine absolute. Materials used in aromatherapy include essential oils, absolutes, CO<sub>2</sub>s, carrier oils, infused oil, resins, and hydrosol. Aromatherapy is applied by massage or bath. They result into benefits of an aroma (essential oils), of physical application, and oil blends.

### **5. Novel Herbal medicine & Psychiatry Phytoestrogens (isoflavones & lignans) and menopause:**

**Phytoestrogens:** are a large family of plant derived molecules possessing various degrees of estrogen like activity. Food or food supplements containing phytoestrogen are often been advocated as an alternative to Hormonal Replacement Therapy (HRT) in women. When women with menopausal symptoms

consume phytoestrogens rich diet (60 mg isoflavone / day). Menopausal symptomatology decreased by 50% , hot flushes scores decreased by 54% and vaginal dryness scores decreased by 60% in the phytoestrogen - rich diet group.

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