

MADE FOR LIFE O R G A N I C S

A first for therapist education in the UK:

Made for Life Cancer Touch Therapy training launches at White Rose Beauty Colleges



In a first for student training in the UK, Made for Life Organics and the Made for Life Foundation have partnered with White Rose Beauty Colleges to offer the industry leading Cancer Touch Therapy™ to Level 3 students or those studying Complementary Therapy.

Cancer Touch Therapy training is SATCC approved and accredited by the Complementary Medical Association. It was developed with advice from trained oncology massage teachers, and advisors from the oncology team at the Royal Cornwall Hospitals Trust and Macmillan.

This new student training programme is designed to empower future therapists with the skills, expertise and knowledge to undertake body and facial treatments for people living with cancer. It enables students to gain a deeper understanding of what cancer is, the staging and grading of cancer and how the treatments for cancer can affect the need to adapt spa treatments. It is intended to broaden the horizons of each therapist and to ensure

that each and every person living with cancer can access wellbeing therapies in a spa setting when they need them most.

Cancer Touch Therapy training at White Rose College will commence in January 2021 once students have completed the relevant sections of the course including Anatomy and Physiology having developed the appropriate level of knowledge to enable them to undertake the training modules within Cancer Touch Therapy.

Each student will be provided with a Touch Therapy kit of the individual Made for Life Organics skincare – organic, cruelty free, nurturing collection of products hand blended in Cornwall using organic herbs and flowers. This will enable them to effectively carry out treatments immediately after successfully completing the course.

It is estimated that there will be an initial group of 120-130 students across the eight White Rose Beauty College sites in 2021.

Made for Life Organics Managing Director, Amanda Winwood explains: “One of the core aims and the vision I have personally held for many years, is to see well trained therapists being able to welcome all people including those living with cancer into their spas, salon and personal practice. This includes empowering well qualified therapists at NVQ level 3 to leave college with the skills and confidence needed to enter their first role and support the wellness industry to be accessible to all.”

“The collaboration between Made for Life and White Rose Beauty Colleges to integrate SATCC approved Cancer Touch Therapy is a significant and pivotal shift within the wellness industry. For years, therapists have been incorrectly trained that people living with cancer should not be welcomed, resulting in many spas turning up to 96% of people with cancer away.”

“The stories from women with cancer who have been turned away from spas has been heart-breaking. However we believe that our joint initiative will see the start of a shift across colleges providing education in the UK who cover wellness and beauty sector. I cannot express how grateful and delighted the Made for Life team are to be working with White Rose Colleges to create a wonderful shift across the wellbeing industry.”

Karen Lee-Cooke, Principal of White Rose Beauty Colleges said:

“We are passionate about introducing Cancer Touch Training into all of our Level 3 training programmes, allowing skilled therapists to be able to treat clients living with or in remission with cancer. Currently, our industry’s awarding organisations recognise cancer as a condition usually contra-indicated to massage therapies. We are committed to pioneering and changing these practices ensuring all clients, especially clients living with cancer, are able to access spas and salons”.

Kris Hallenga, Founder, Coppa Feel, a breast cancer awareness charity explains why this training is so important: “Being turned away from a spa for fear that a therapist might, in some way, adversely affect my cancer and my recovery is pretty humiliating and traumatising. As a cancer patient you are desperate for any calming and soothing

complementary therapy you can get since the rest of our lives is spent being prodded and poked. It's so vital that ALL therapists are brought up to speed on the actual science and benefits of touch therapy so we don't continue to feel like the outsiders. I can not wait for every single spa to welcome people like me with open arms!"

About Made for Life Organics

Made for Life Organics is an organic, cruelty-free, nurturing collection of face, body and wellbeing products hand blended in Cornwall from organic herbs and flowers. Using an artisan method of capturing solar and lunar energy during a unique 'maceration' process, the products are free from parabens, formaldehyde, petroleum waxes, SLS and microbeads. The brand is certified by the Cruelty-Free International Leaping Bunny programme and is a Certified B Corporation®. Made for Life Organics has crafted a series of exceptional treatment rituals for the face, body, mind and spirit which can be found in some of the UK's leading spas.

About White Rose Beauty Colleges

Established in 1996, White Rose Beauty Colleges is today's largest and most prestigious beauty and complementary therapy provider in the UK and graded as 'Outstanding' by Ofsted. With nine highly accredited campuses graded as Ofsted outstanding in and around Yorkshire the colleges train over 2000 learners a year. The colleges work with all major awarding bodies and we are a Habia "Centre of Expertise".

About Standard Authority for Touch in Cancer Care (SATCC)

The Standard Authority for Touch in Cancer Care (SATCC), is a recognised standard of training for providing spa treatments to those living with cancer. SATCC officially launched on 21 September 2020. SATCC will provide those affected by cancer with access to appropriately qualified spa therapists and safe and inclusive spa treatments, from diagnosis to remission. The standard will also support the industry with an accredited platform that also signposts relevant training courses for staff.

www.madeforlifeorganics.com

www.whiterosebeautycolleges.co.uk

MEDIA CONTACT:

Mark Smith Media

07956658261

mark@marksmithmedia.co.uk