



Reject what might be called the democracy of beauty and going to incredible lengths to match up to societal beauty standards and be healthy.

Another way to think about beauty or attractiveness is how often we miss it or err in our interpretation of it especially when we only see the outside. Has it happened that you have ignored someone due to outside appearances but then became good friends or involved in a relationship once you heard the person speak or watched how they move in the world?

You have become aware of their full beauty because you have used your consciousness to see them as you had not seen them before. So what has this got to do with TCM since this is after all a publication about acupuncture and other TCM therapies? The goal of most acupuncture treatments is to bring the body back to a state of balance.

When a body is out of balance, we can see this in the way our patients present themselves in our offices. If the way the *qi* moves in the body is not flowing smoothly, or is moving in a perverse way, the patient in front of us will more than likely not look their most attractive. When the *qi* is not moving at its most optimum, the patient can be fatigued, stressed, overwhelmed, you name it. Perhaps the patient's skin may not have a healthy glow, a patient's eyes might not look clear, or their cheeks may look sallow, they may seem to have a permanent furrow to their brow. These factors can influence the beauty or attractiveness of the person before you and others.

As practitioners, we have the ability to influence the magnificence of the patients we treat. Most of us have experienced the way our patient's *Shen* is more present after you have done your treatment. They leave looking like they have more color to their faces, the tightness of their facial muscles are more relaxed, they are standing taller if they are experiencing less pain, their approach to stress changes, they look healthier after they have been seeing you.

So while it may not seem as though Chinese Medicine is about influencing beauty and attractiveness, it inadvertently does so because healthier patients will look more attractive than someone living a life in pain and discomfort or unable to manage their stress. I believe we are making the world more beautiful one patient at a time.

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