



Teaching Self-Help Reflexology to the World

World Reflexology Foundation Introduces Latest Self-Help Reflexology Discoveries at the 2024 California Naturopathic Association Conference

What a weekend! It was an honor and a pleasure to be part of the **2024 California Naturopathic Association (CNA) Convention and Symposium** held at the historic Belle Blanca Event Center located in Toluca Lake. **Michael Salas, PhD and president of the CNA**, invited **Bill Flocco, president of the World Reflexology Foundation (WRF)**, to be a presenter along with 15 other leading edge medical doctors, naturopathic doctors and practitioners.

This event took place Friday, Saturday and Sunday, June 7th, 8th and 9th. The topics presented to the over 200 attendees included iridology, colon hydrotherapy, super foods for super health, decoding the secrets of cancer and chronic disease, solving the puzzle of autism, and much more.

On Friday, WRF Board members **Bill Flocco, Tina Meyer, Stefanie Sabouchian and Mitta Wise** were there to support the WRF booth. WRF Honorary Board Member **Terry Oleson, PhD** was scheduled to present, but, unfortunately, had to cancel at the last minute. **Bill Flocco** took his place and quickly put together a PowerPoint presentation describing the PMS research study Bill and Terry had conducted together. This was the first scientifically conducted randomized controlled reflexology research study ever published in scientific medical journals. Bill also had time to introduce the naturopathic practitioners to the physiology of how reflexology can help ingested substances, such as vitamins, minerals, herbs, tinctures, and homeopathics to be far more highly absorbed by the trillions of cells throughout the body than without reflexology. The audience was captivated as this was a new way for them to think about how to use reflexology to help their clients and patients.



WRF booth display to help attendees with Self-Help reflex locations



Display of WRF educational videos during convention



Bill Flocco, Tina Meyer, Stefanie Sabouchian, Mitta Wise at WRF booth

Tina Meyer had this to say about her experience at the conference on Friday. “We met so many interesting and wonderful naturopathic doctors and associates. All the speakers on Friday were fascinating and I learned so much about naturopathic medicine. I personally look forward to learning more about it.”

			
Bill Introducing WRF worldwide Self-Help mission	Stefanie demonstrating on a big plastic ear	Tina showing reflex locations on the hands	Mitta showing how to do Self-Help hand reflexology

There was a wonderful Friday night dinner and music gala event. Representing WRF at the gala were **Elizabeth and Bill Flocco** and **Mitta Wise**. This dinner started with a wide variety of remarkably tasty vegetable appetizers, followed throughout the evening by a seven course meal, including tasty salmon and chicken along the way. The evening was filled with a wide range of entertainment including beautiful violin and harp music, as well as an array of amazing singing. The Association also gave out awards, honors and certifications, culminating with **Naturopath of the Year** award given to **Ellen Jensen, PhD, DSc**. In the spirit of wellness and wholeness, it was truly a loving and inspiring atmosphere.

		
Elizabeth, Bill, Michael, Mitta at the Gala	Elegantly set tables; seven course meal served	Bill asked to help a doctor in distress during the Gala

They say opportunities and connections can often be made at mealtimes or breaks. WRF’s presence here helped cement our affiliation and connections with the Association. Mitta reported, “We met and dined with new people creating connections, showing support and collaboration, allowing more exposure... as well as building the love and good energy between us. What a beautiful and well organized event! BRAVO.”

On Saturday, WRF Board Members **Bill Flocco, Sara Chameides, Stefanie Sabouchian,** and **Mitta Wise** attended the conference and helped at the WRF booth, answering questions about the World Reflexology Foundation and talking about the WRF’s mission and about the collection of educational articles and videos available on the WRF website for anyone around the world with internet access.

The first speaker on Saturday morning was **Bill Flocco**. He spoke about **Empowering Naturopaths to Empower Clients with Foot, Hand and Ear Reflexology**, first explaining how the WRF started, who we are, and our mission of bringing better health to

the world by teaching Self-Help Reflexology to individuals, groups, communities, and countries. Though most attending naturopaths know about the healthful benefits of reflexology, using the latest WRF eye catching laminated color coordinated reflexology charts, and a PowerPoint presentation, Bill explained the latest neurophysiology and biochemistry theory of how reflexology works.

Building upon the presentation of the previous evening, he introduced new concepts to the audience regarding the physiology of why working all three (feet, hands *and* ears) can help clients feel better sooner with benefits lasting longer than if they only worked on the feet, or only on the hands, or only on the ears. He also introduced the concepts of Priority Reflexing (when there is pain or discomfort in the body where to go first – feet or hands or ears), Progression Reflexing (where to go second and third), and Repeat Reflexing (timing and frequency of when to again work on the same reflex). Bill unveiled to the audience the growing collection of WRF educational Self-Help programs available to them, their clients, their patients, and their families for free on the WRF's website including: 1. online Self-Help reflexology workshops, 2. Self-Help reflexology videos, and 3. Self-Help reflexology articles.

With the help of Stefanie and Sara, Bill then led the conference attendees through some hands-on Self-Help reflexology on the feet, hands and outer ears. While Bill explained the illustrations that were shown on the screen to help relieve Allergies, Lower Back pain, and Neck pain, Stefanie showed the reflex locations on a large plastic foot, hand and ear. Sara and Stefanie then helped conference attendees find the reflex locations on their own hands and ears. Because of the restricted time available, the Self-Help on the feet was left out and was just shown on the plastic foot.



Speakers that followed throughout the rest of the day, not infrequently echoed what Bill had presented about how reflexology can dramatically improve circulation throughout the body with the resultant enhanced ability of the trillions of cells throughout the body to receive, absorb, and better utilize nutrients, oxygen, and homeopathic and non-homeopathic nutritional support products recommended by naturopaths to their patients and clients.

During the breaks, conference attendees came to our WRF booth to learn more about Self-Help Reflexology workshops, signing up for our e-newsletter and announcements. Everyone who made a donation to the WRF received our laminated color coordinated reflexology charts which make it easy to know exactly where to work (reflex) their feet, hands and ears for health issues in each of the seven regions of the body.

On Sunday, WRF Board Members **Bill Flocco**, **Kathy Reynolds**, and **Quirino Ibarra** helped out at the WRF booth. A special feature at the conference was when Iridologist and Naturopath **Ellen Tart-Jensen, PhD, DSc**, spoke on iridology and optimal liver health. She is the daughter-in-law of the late **Bernard Jensen**, a historical figure in the field of naturopathy and a pioneer in the study and practice of iridology. She has continued his legacy, practicing and teaching iridology around the world. One of the highlights of the weekend was the **Bernard Jensen Museum of Iridology and History** exhibit of her father-in-law's life's work which included the different optical machines he had used over the years, books, photos and memorabilia. Kathy Reynolds said, "It was an honor to meet her and I appreciate all she and Bernard Jensen have contributed to the field of iridology and naturopathy."



Kathy, Ellen Jensen, Bill, Quirino at the Bernard Jensen Museum of Iridology and History. It was open for touring throughout the three days of the convention.

During conversations with Ellen Jensen, Bill, Kathy, and Quirino were introduced to an article describing how the application of specific colors to specific parts of the iris can affect the corresponding part within the body, a concept dear to reflexologists.

On Sunday there was still a buzz in the room was about the reflexology presentations of the two previous days, especially about the concept of how reflexology can dramatically increase the absorbability of nutrients into cells throughout the body.

Again, attendees visited our WRF display table, and many more signed up to be on our email list and to receive notifications about upcoming Self-Help reflexology workshops and events. We continued receiving donations in exchange for our beautiful and simple laminated color charts, which turned out to be quite popular, and many expressed an interest in directing their patients and clients to our website for information and instructional videos and articles on Self-Help reflexology for a variety of health issues.

The World Reflexology Foundation is the first reflexology organization to bring non-vocational Self-Help and Self-Care reflexology to the lay person, so introducing their patients and clients to the WRF website is a win-win for everyone.



There was a great deal of interest in the mission of the World Reflexology Foundation to improve health worldwide through Self-Help reflexology. Wonderful allies were made throughout the weekend, and it was exciting to see this vision grow as we continue to share the knowledge of Self-Help reflexology and work to get it into the hands of everyone in this big, beautiful world of ours.

It was a fun and remarkably illuminating three days, and a truly wonderful experience. The WRF is honored and grateful to have contributed to this year's California Naturopathic Association Convention and Symposium. Thank you, Michael Salas and the California Naturopathic Association.

Copyright © 2024 World Reflexology Foundation
 Email: info@worldReflexologyfoundation.org www.WorldReflexologyFoundation.org

This article may be reused as long as it is used in its entirety with no additions or changes and includes this final source paragraph. This article may not be reused for financial remuneration.