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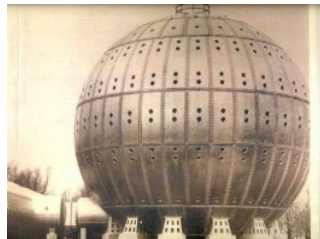
HYPERBARIC MEDICAL SPAS IN THE NEW MILLENNIUM

Stress, anxiety and fatigue plague the fast-paced world of the modern era. Unchecked, these ailments can lead to serious diseases and chronic conditions. Now, more than ever, people are discovering their own personal oases in modern medical spas—and with good reason. Today's medical spas are offering a wide menu of health-promoting treatments, which not only provide visible benefits, but which are administered by qualified medical professionals. At the top of this menu are cosmetic surgery, derma-brasion, laser hair removal, cleansing diets, and new on the horizon—hyperbaric oxygen therapy.

Yes, Hyperbaric Oxygen Therapy (HBOT)! While HBOT may be new to spas, hyperbaric therapy is not entirely new to the medical field. For over a century, hyperbaric chambers have been used to treat difficult diabetic wounds, diving accidents, burns, stroke, among other circulatory problems. Less commonly known applications include brain injury, toxic exposure, and cancer therapy. However, the novelty of hyperbarics lies not only in its amazing power to rejuvenate the body from the inside out, but in its newfound accessibility.

In major hospitals today, large, steel hyperbaric chambers are generally installed—built into an entire hospital room—at great expense, limiting their practicality. However, the innovative, compact and light-weight design of mild hyper-

baric chambers provide an effective convenience and



We've come a long way. Above: Cunningham Steel Chamber. Today's chambers are both portable and affordable.

savings to medical salons for the treatment of vascular, circulatory and even neurological conditions. Indeed, an ever-increasing number of hyperbaric studies continue to show the safety and long-lasting efficacy of mild pressure protocols.

Considering the many applications of hyperbaric therapy, pragmatic equipment is a must. Modern portable hyperbaric chambers come in a variety of shapes and sizes, each with features that allow affordability and portability. These two features alone put mild HBOT within everyone's reach. And, this makes it an appealing option for medical spa facilities in search of safe, state-of-the-art, health therapies.

Moreover, nothing else can be more advanced and completely natural. Hyperbaric treatment replenishes the body's own inherent ability to heal itself by giving each cell more energy—making it a

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HYPERBARICS Q&A CORNER

Q: I have been using a mild hyperbaric chamber at home as maintenance therapy for my son, who has cerebral palsy. I have run into the difficulty of lifting him into the chamber, due to recent back problems. Outside of getting someone to help me lift him, are there any affordable devices which can be used with a portable chamber?

—Linda Shue, NH

A: Linda, there are many lifts and hoists available on the market that may be used in conjunction with mild chambers, or with other therapies that require lifting of the patient to a new location. One simple device, the SUNLIFT Mini Hoist, may be the right solution for you, since it is light-weight, easily stored in the home, and can be used for various lifting needs. Renting this equipment may be more lucrative until your back recovers.

—Roger Ingram, MD, LA

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- Questions Answered: Treating Patients with Physical Needs
- An MD is Inspired into the Hyperbaric World

HYPERBARIC MEDICAL SPAS (CONTINUED)

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more efficient, metabolically-functioning body. After all, each cell in the body requires an optimal amount of oxygen for proper function; without it we ail. It is no wonder that the list of benefits received from hyperbaric therapy is long—improved cellular regeneration, enhanced physical and neurological function, mental clarity, sharpened motor skills, accelerated post-op healing, and increased toxin metabolism.

Nonetheless, the mechanics of hyperbarics is simple: Increase the volume of oxygen in the body by increasing the atmospheric pressure, and the compressed molecules of oxygen reach oxygen-deprived blood cells, plasma and tissues. Under normal circumstances, 100% oxygen given without hyperbarics can only reach areas of compromised circulation (damaged tissue) through whatever few, still-functioning blood vessels and capillaries that may still be able to nourish the injury site. Even at this near maximal hemoglobin saturation at normal atmospheric pressure, plasma can only carry about 0.3 ml of oxygen per 100 ml of blood.

Compare these numbers with saturation levels achieved with hyperbaric oxygen therapy. Oxygen delivery is boosted to new levels (**up to 1.17 ml of oxygen per 100 ml of blood at 1.3 atmospheres of pressure**) in the plasma and cerebral-spinal fluids, which saturate every organ, tissue and cell in the body, regardless of blood flow.

Numerous medical spas in the United States and abroad, have by now found that hyperbaric therapy not only helps the body heal itself, especially after surgical procedures, but that it also produces radical results for clients looking for total body health.

In Japan, for instance, hyperbaric therapy has leapt into the workplace, affording a solution to the tired and over-worked masses. Seeking to increase company morale and productivity, major Japanese corporations have discovered the much-needed peace and relaxation available at hyperbaric medical spas, and have incorporated hyperbaria into their standard operating practices.

One corporate entrepreneur and chamber distributor, Takashima Tsushima has founded 'Bionet Japan' in Ginza, Japan, the Beverly Hills of Tokyo. To his amazement, the Bionet spa model has required little in-house marketing. Instead, word of mouth has kept his

salon packed with 30 treatments per day and three mild hyperbaric chambers in operation. Mr. Tsushima reports that sales are



Above: The Wako Building.
Hyperbaric medicine alleviates big city stress in Ginza.

higher than ever to corporations who know that their bottom line depends on the health of their employees. Furthermore, Tsushima projects that this year's sales will continue to produce a substantial portion of corporate patrons as well as the avid interest of many health salons, who aspire to his model in Ginza. As an added venture, Mr. Tsushima has developed health packages for companies seeking on-site spa equipment, as well as outside medical relief for their employees. Never before has hyperbaric medicine been in such demand.

Outside the workplace and oftentimes overlooked, the leisure ski and mountain resort industry likewise

produces a high demand for hyperbaric medicine. Year after year, unsuspecting ski patrons find themselves in need of medical attention that goes beyond standard-issue skiing accidents and broken legs. While many lodges post altitude warnings, altitude sickness, also known as Acute Mountain Sickness (AMS), still claims its victims every year. Hypoxia (oxygen deprivation) becomes real to skiers and climbers who push their bodies to the limit.

In Colorado (US), where mountain communities thrive on seasonal tourism, AMS is a serious concern. Simply traveling through Colorado can trigger a hypoxic episode in the healthiest of people. Yet, thousands of skiers, climbers and vacationers will travel to Colorado, hit the slopes and fall ill. One

Aspen, Colorado, physician, David Denton Davis, M.D., has founded a local medical spa and 'Mobile Medics.' Dr. Davis treats patients with Hyperbaric Oxygen Therapy on location and on the mountain. Instead of a trip to the nearest hospital, which may not even provide hyperbaric therapy, sick tourists find relief inside a portable hyperbaric chamber that can come to them.

And, Treatment is simple. The patient is made comfortable, helped into the chamber, and treated. While protocols are up to the discretion of the medical director, and depend on the severity of the condition, each treatment usually lasts 1 hour, and may be followed up for a series of days. A single treatment in this hyperbaric chamber acclimates the patient to the new altitude, leaving them feeling renewed, rested and ready to take on the world.

Meanwhile, back at Doctor Davis' medical spa, "well" patrons find respite inside other portable hyperbaric chambers, which have been set up on massage tables in special relaxation rooms. Patients, likewise, leave feeling better than they have ever felt before. As a full service facility, Doctor Davis not only provides hyperbaric therapy, but also provides your standard-variety medical spa amenities to local ski patrons, season after season. Here, clients are pleasantly surprised by the calm environment and pleasant bedside manner of the medical spa.

Simply put, Hyperbaric Oxygen Therapy offers real solutions to environmentally-induced health concerns. The characteristics of oxygen saturation—available only under hyperbaric pressure—measure up to science, time and again. The latest research in hyperbarics has even shown a reduction in cell death, as well as significant improvements in mental function in the brain SPECT scans¹ and T.O.V.A. (Test of Variables of Attention) results² of patients treated with mild HBOT.

Truly, there are many things that people do everyday to get more energy—antioxidant vitamins, exercise, and the like; but, what about the body's basic need for oxygen? The miracle of hyperbarics is that medical spas have this technology available at their fingertips now. And in turn, it is now



Each year, hypoxia claims its victims on the mountain.

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HOWARD MCPHERSON...ANGEL

By
David Denton Davis, MD



I met Howard in the Park Hyatt Hotel library, late one night in the spring of 2001. He had arrived in Beaver Creek, Colorado for a ReMax business meeting earlier in the day. Due to symptoms caused by the high altitude, Howard had called my 'House-call' service. Fortunately I was carrying exactly what Howard needed—oxygen. As I placed the oxygen tubing on Howard's face, I made a comment about a new portable hyperbaric chamber I had heard about. "If I had one of those chambers to place you in, I could return you to Fort Lauderdale right away," I remember saying.

The next morning Howard was feeling better, but his daughter had become more seriously ill than he, for the same reason (AMS). After providing IV fluids and medications, in conjunction with O₂—right when I was about to leave—Howard said something like "I want one of those chambers, Doc."

"Why would you need a Hyperbaric Oxygen (HBO) chamber in Florida?" I replied.

"It sounds like I might benefit from more oxygen. I don't have a lot of energy," he responded.

After I started to mention the cost, I realized that Howard was serious, so I responded "check, cash or credit card?" I added somewhat jokingly whether or not the card had a limit. The reply was "no" so I suggested we buy two—one for him and one for me. Howard replied O.K.

Somewhat stunned I called Oxy Health and ordered the chambers. I soon realized that Howard had withheld some valuable information about his claustrophobia. Even the larger unit proved unsuccessful for his phobia.

During the period in which Howard struggled to receive the visible benefits, he visited the Ocean Hyperbaric Neurological Center run by Dr. Richard

Neubauer, the foremost authority in HBO medicine in the United States. All the while, I was finding more and more visitors in need of HBO in the mountains—in particular, a neurosurgeon from London and an ENT doctor from California. Each of these individuals were experiencing the worst headaches of their lives. One of these gentlemen was vomiting, the other banging his head on the floor. Within minutes the portable chamber's virtual descent to sea level cured their symptoms, which did not recur during the ensuing days.

Next, a man named Frank, from New Jersey, called asking for help. He was extremely short of breath. Upon arrival, his oxygen level was extremely low and I could hear fluid sounds in his lungs. A ninety minute session in his hotel room was sufficient. Frank went off to a business meeting at an even higher elevation and did fine. Then there was Lloyd, a visitor from Tampa, who was displaying psychotic behavior in his hotel lobby. Thank goodness a nurse called me before calling for restraints. His O₂ saturation was 69%, about 30% less than in Florida. After an HBO session Lloyd became himself. Ironically, he reported that he had become totally disabled from carbon monoxide poisoning 9 years earlier. He also reported that he had never experienced a previous HBO treatment. Most interesting, he reported his speech was better than it had been in Florida.

During the fall of 2002 I knew I needed to learn more. After reading and attending a conference on hyperbarics, I decided I had to call Dr. Neubauer in Florida.

Coincidentally, one recent experience led me to believe I was on the right path. I had just treated a woman who was about to cut

short her family vacation in Vail to return to her Boca Raton home, because she was in such pain. "Please shoot me" was her first statement following my arrival. I suggested an HBO session, asking whether or not she knew anything about HBO. It was at this point that her husband arrived, announcing to me that he was a lawyer for Dr. Neubauer—the expert I was about to visit! Thank goodness for all, a single, one-hour session in the mild HBO chamber cured Marilyn and saved the family vacation.

Then somehow, as if by some higher intuition, I had a feeling I was about to hear from Howard once again. And, sure enough... he called from Florida and asked me to cure his fears—to take him through a few "dives in the chamber" while he was in Denver for his annual meeting. After a great deal of talk and a little sedation, Howard had three consecutive successful dives, which he still continues at home.

I knew I had to share some of my experiences and learn more, so I finally called Dr. Neubauer's office. He was kind enough to invite me for a visit. While there, I thought of calling Howard, but became so involved with parents and HBO patients, that I had little time. After only one day with Dr. Neubauer, I knew I needed to go back for a second visit the following Monday.

Amazingly, on Monday, Howard called my cell phone, thinking I was in Colorado. He asked me if I knew anything about a child named Gracie, after which I reported I was nearby in Pompano Beach, near Gracie. "Gracie and her mom were with me on Friday at the HBO Center," I uttered, *strangely sensing that he already knew.* Howard indicated that he had seen a picture of Gracie and had become aware that her family could use some help. I could not believe that our paths had once again crossed and that Howard had decided to help this child, who was otherwise diagnosed to die. Her terminal condition had been forecast by the Mayo Clinic two years earlier. Yet here she was, very much alive and thriving.

After meeting Howard at the HBO Center and talking about Gracie, I found out that Gracie and her mom Shannon had spent Thanksgiving at the McPherson home. I could picture Howard showing off his new son Howard Jr., and Gracie laughing and playing.

The world is indeed small as are circles. You somehow return to the place where things start and rediscover that place for the first time. *Howard just might be an angel.*



"Then, there was Lloyd, a visitor from Tampa, who was displaying psychotic behavior... His O₂ saturation was 69%, about 30% less than in Florida. After an HBOT session, Lloyd became himself."

MEDICAL SPAS (CONCLUSION)

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available to the multitudes. Hyperbaric Oxygen Therapy, as a standard procedure in medical spas, will deliver to the world a much needed boost of life at the most cellular level—Oxygen.

¹ Heuser, Gunnar, M.D. NeuroSPECT in Neurotoxic Chemical Exposure Demonstration of Long Term

Functional Abnormalities. Toxicology and Industrial Health, 14, #6: 813-827, 1998

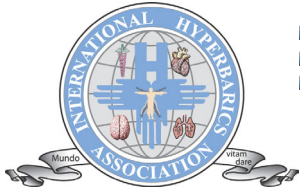
Citations

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Heuser, Gunnar, M.D. Hyperbaric Oxygen Treatment in a Portable Chamber Improves Attention Span and Reaction Time in Patients with Acquired ADD



INTERNATIONAL HYPERBARICS ASSOCIATION



"Mundo vitam dare"

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Upcoming Show Reminder...

February 8, 2003

Oxygen Health & Fitness Expo

Pasadena Convention Center
300 Green Street
Pasadena, California

www.oxygenhealthandfitness.com

800.996.8784

The *International Hyperbarics Association* is a coalition of doctors, parents, patients, corporate chamber manufacturers, hyperbaric center owners, and above all members who are committed to the cause of medical hyperbarics. Our members come to us from all geographical areas with one common goal— to share their knowledge and information regarding the latest hyperbaric news. Our driving force is our members, who are committed to do all we can "to give life to the world."

For questions, comments, or submittals regarding this or future publications, please e-mail at the listed sites or fax:

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