

## Mr. Hisashi Machida's Profile



Mr. Hisashi Machida opened his clinic in Tokyo in 1975. The vitamin massage he originally developed has been done since then for 35 years. The vitamin massage is a method by using Vitamin E as the principal ingredient in the massage oils, the Vitamin E can be well absorbed into skin by this method.

Characteristic of vitamin E: especially enhancing hormone metabolism and the anti-oxidative effect, it can be widely used in beauty as well as in treatment.

He regularly performed his aroma-therapy research in Bordeaux, French by each three years interval since 25 years ago and then he also performed the aromatherapy by the essential oil containing vitamins.

He started his face acupuncture and expanded in the field of beauty acupuncture and moxibustion. The face acupuncture has been originally developed by Fujian University of Traditional Chinese Medicine and related seminars have been performed in Korea and in Taiwan continually.

He also keens to perform the commercial development, popularization, education of the supplements based on the knowledge of molecular nutrition.

He started the exchange with Fujian University of Traditional Chinese Medicine 25 years ago, and he organized and sponsored academic exchanging conferences in Japan as well as in China. Next academic exchanging conference has been scheduled in China in April, 2011. He has been giving his intensive lectures every year as the professor emeritus. He also has been invited as a guest professor in Heilongjiang Province University of Traditional Chinese Medicine.

He has been appointed as the committee member of Aromatic Healthcare Professional Committee, National high-tech Health Industry Working Committee of China in 2009, and has been appointed as the director of the Japan Working Teaching Center 2010. China is preparing to establish a standard of essential oil and a standard

of education. A plan for building a Aroma Park in Beijing suburb is undertaking 2 years later.

Next year, a China-Japan Aroma Forum has been scheduled in Kawayu Hot Spring, Hokkaido, Japan, and will invite the members of Aromatic Healthcare Professional Committee of China to attend this forum.

He is also invited as a guest professor in the graduate school of alternative medicine, Kyonggi University, Korea.

In Taiwan, he works as a member of the executive committee of Traditional Chinese Medicine Integrative Medical Center for establishment of the Academic Association of Traditional Chinese Medicine Integrative Medicine.

In Japan, he continually organized and sponsored the seminars in the School of Medicine, Osaka University, Miyazaki Prefecture Nurse University, Kameda General Hospital, Nagano Iiyama City Red Cross Hospital, Amami Sedonai Hospital. He also organized and sponsored a lot of seminars and conferences as the chairman of Japan-Educational Association of Integrated Therapists (J-EAT), and the chairman of Pan-Pacific Aroma Alternative Therapy Association.

The aims of those conferences and seminars are to communicate with the patients through the methods of integrated medicine, such as the acupuncture therapy, to improve patients' immune activity, sleeping, pain relief (analgesia) and anti-inflammation etc. and finally to improve the patients' Quality of Life (QOL), which is lack or insufficient in the modern western medicine.

Moreover, he proposes to make the medical facilities with wards where the patients can be hospitalized well for those medical facilities in the city center area.

As for cancer as an example, 95% cancer are concerned to related to life-style diseases. It is necessary to build up some facilities where people can change their life-style by the changes of environment, he proposes that the integrated medical center should build up the hospitalized medical facilities surrounding by forest, sea, providing with foods, hot spring and therapies.

- ☉ President of Omotesanndou Cera Therapy Clinic.
- ☉ Professor Emeritus of Fujian University of Traditional Chinese Medicine.
- ☉ Chairman of Japan-Educational Association of Integrated Therapists (J-EAT)
- ☉ Expert Representative of Aromatic Healthcare Professional Committee,  
National High-Tech Health Industry Working Committee of China
- ☉ Member of the Executive Committee of Traditional Chinese Medicine Integrative Medical Center, Taiwan.