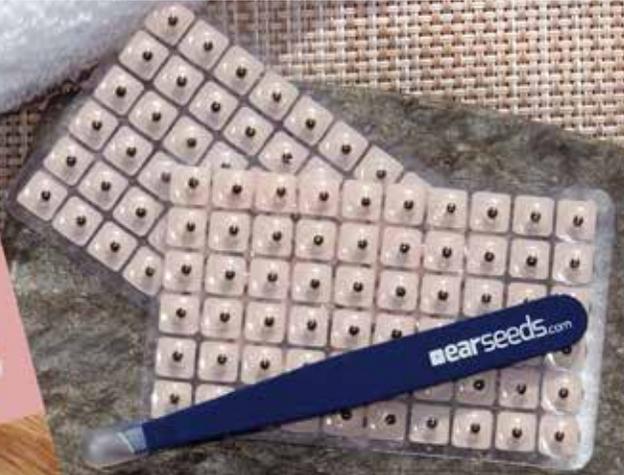
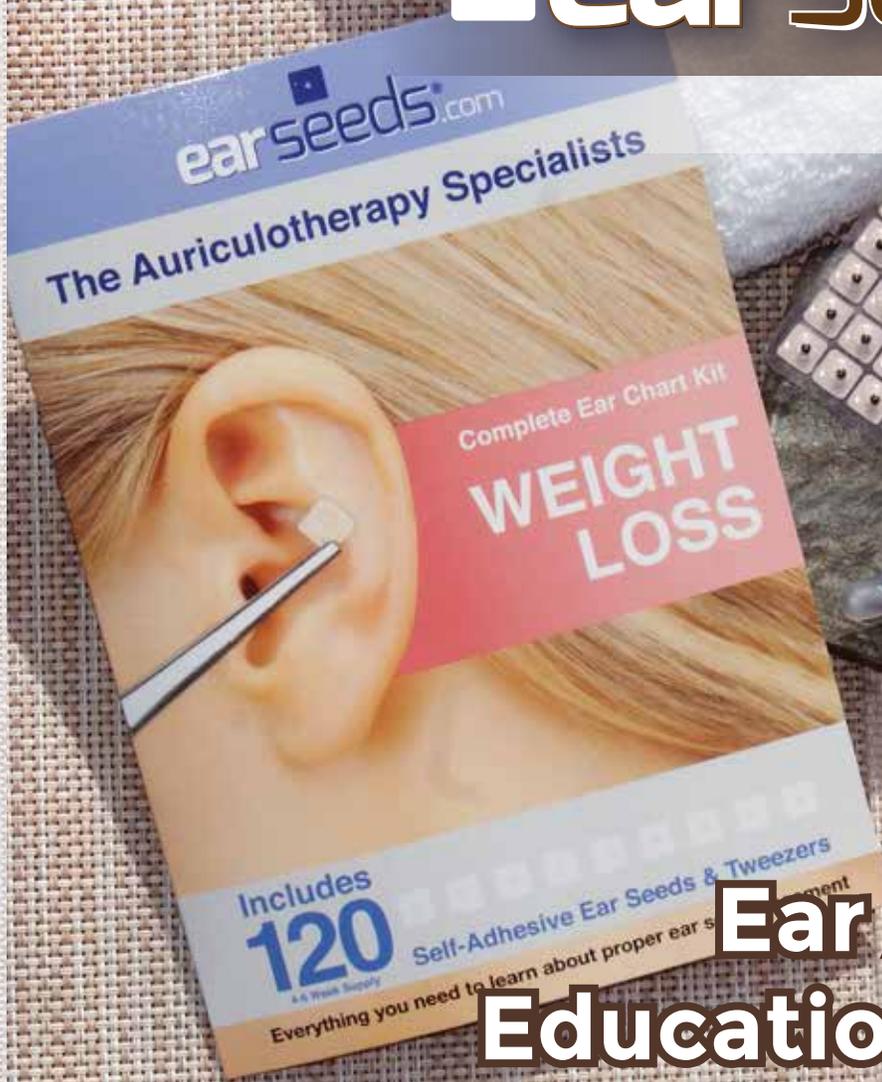


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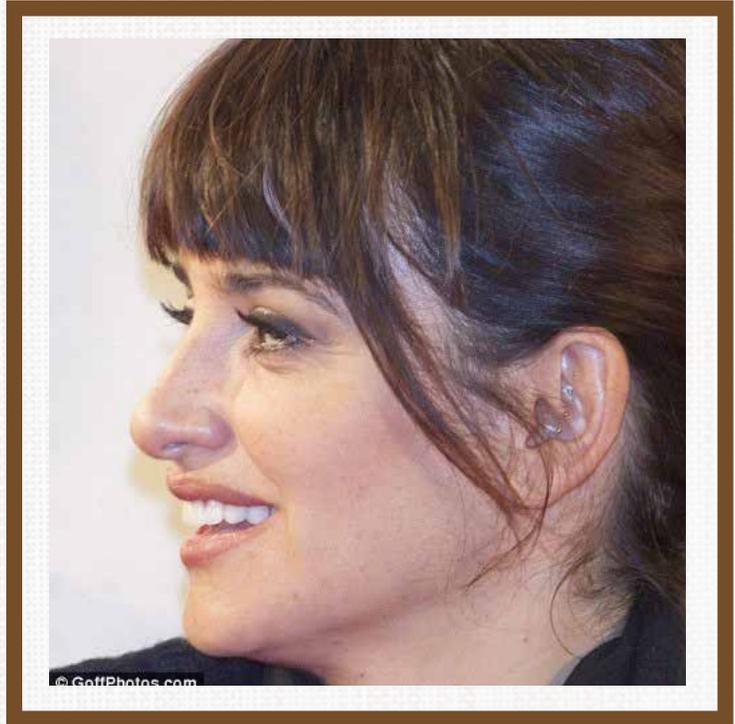
**Ear Acupressure  
Educational Products**

**Auriculotherapy...**  
It's like reflexology  
on the ears!

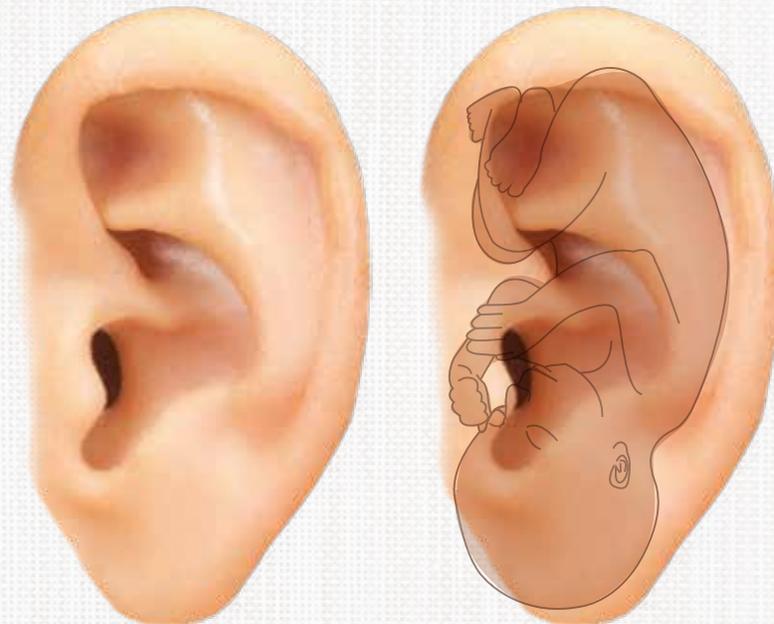
A few years back the media reported that Penelope Cruz was wearing some type of beads or pellets in her ears. At first they thought it was a fashion statement, but experts soon realized it was not. Cruz was wearing ear seeds for the treatment of stress.

Other celebrities have been spotted utilizing this form of auriculotherapy as well, such as Kate Moss and Cherie Blair. Superstar Matt Damon even rocked ear seeds to alleviate back pain. After all of the media attention, Dr. Oz discussed acupuncture beads, further introducing them to the mainstream.

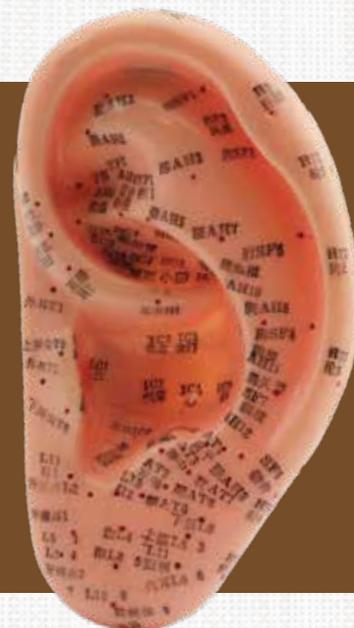
**While celebrities may have brought ear seeds into the public eye, the technique isn't new.**



Acupuncture was developed in China nearly 2,000 years ago when practitioners discovered the ear is a microsystem representative of the entire body.



There are over 200 points on the ear that are believed to correspond to different points on the body, both physical and emotional.

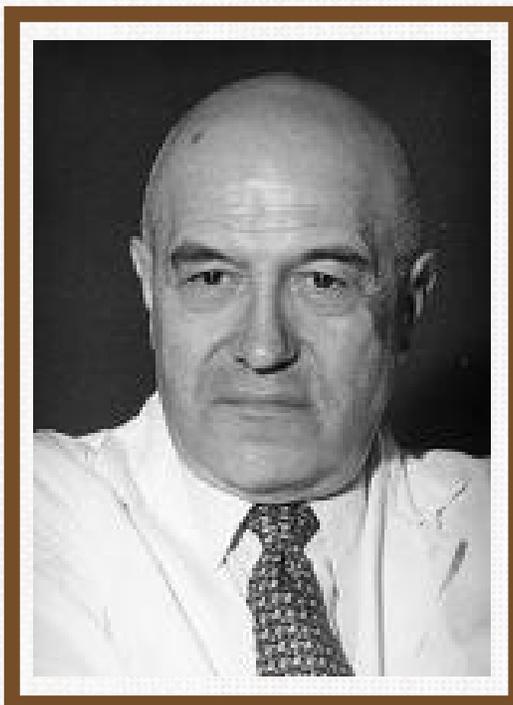


Based on the principles of traditional Chinese medicine, auricular acupuncture focuses on points on the ear to treat a wide variety of conditions, including **mood disorders, obesity, stress, pain and addiction**. Over time, practitioners brought the practice to other parts of the world.

In the 1950's, a neurologist from France, **Dr. Paul Nogier**, noticed that many of his patients had scars on specific areas of the ears. The individuals explained they suffered from sciatica and their practitioners had cauterized part of the ear causing the sciatica pain to disappear.

**Dr. Nogier was so intrigued he started to treat some of his sciatica patients by stimulating that same spot on their ears.**

His patients got better! He thought if one spot on the ear can have a healing effect on another area of the body, there must be other points on the ear that would correspond to even more parts. He dedicated the rest of his life to this, expanding, systematizing, and popularizing the therapy. **Eventually he became known as The Father of Auriculotherapy.**



# What is Auriculotherapy?

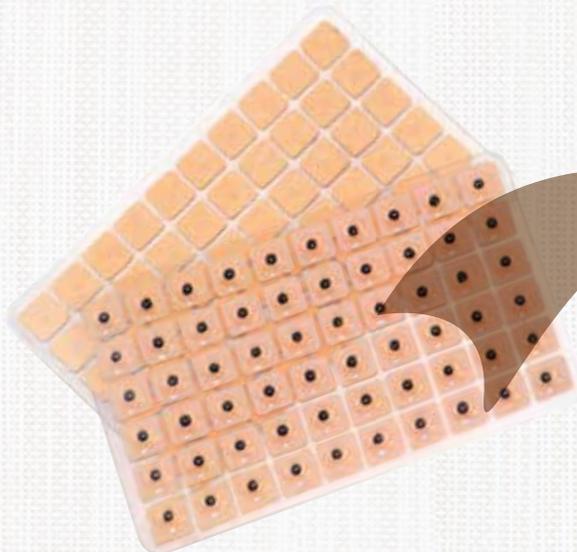
Auriculotherapy is the stimulation of specific points on the ear to elicit a therapeutic response in another area of the body.

## How Does it Work?

The ear acts like a switchboard to the brain. When a point on the ear is stimulated, it sends a signal to the brain that is then transported to the area of the body being treated. Acupuncturists will often use needles to stimulate these points.



**Ear seeds** are another tool that can be used to stimulate those points. They are safe, natural and noninvasive, sitting on the surface of the ear and held in place with a patch of adhesive tape.



## How do they work?

Tiny seeds from the vaccaria plant are adhered to key acupuncture points on the outer ear, depending on the condition, with tape. Their size allows them to fit over the correct area.

Vaccaria is a purple flowering plant known in Chinese medicine as a blood tonifier, promoting energy and overall health and well-being.



Because they are worn over an extended period of time, the ear seeds have a “time-release” effect and stimulate the points through light pressure over longer periods. They are often left on for several days. They can be worn alone or used in between acupuncture treatments as a supplement. Patients should press on them several times a day to help stimulate the points.

Ear seeds are generally painless. They are small and barely noticeable. Patients enjoy the convenience and continual stimulation.

In recent years, Auriculotherapy has been featured on CBS News, Dr. Oz, The Drs., and in a large number of print and digital media.



### Dr. Oz Talks to Jill Blakeway about Ear Acupuncture

from The YinOva Center

Dr. Oz talks to acupuncturist Jill Blakeway of the YinOva Center about the benefits of ear acupuncture at the YinOva Center in New York City.

WebMD



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35 Countries, 21 Languages, and Growing

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**Auricular Acupuncture Weight Loss Found Effective**

sheknows

HUFFPOST

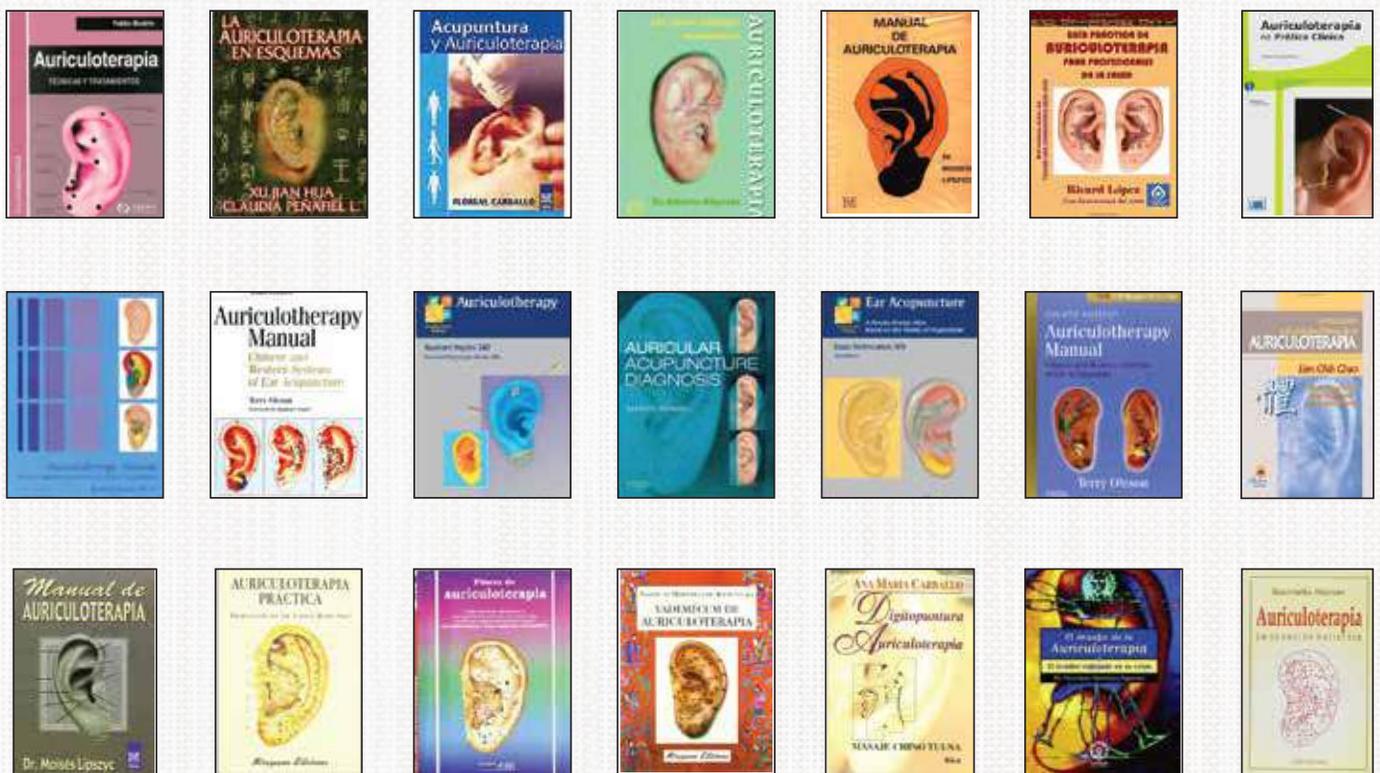
**The New York Times**

earseeds.com

# What Conditions are Treated Using Auriculotherapy?

In 1990, the World Health Organization (WHO) announced that auriculotherapy is, “probably the most developed and best documented, scientifically, of all the micro-systems of acupuncture and is the most practical and widely used.”

Here are just a small number of the many textbooks written in a variety of languages that explore the ear as a microsystem.



More than 150 conditions can be treated with auriculotherapy. Some common ones include:

- WEIGHT LOSS
  - HEADACHES
  - MIGRAINES
  - BACK PAIN
  - SCIATICA
  - STRESS
  - ANXIETY
  - DEPRESSION
  - STOP SMOKING
  - INSOMNIA
  - VISION HEALTH
  - LIBIDO
  - PTSD
  - FERTILITY
  - LACTATION
  - MENOPAUSE
  - MOTION SICKNESS
  - ALLERGIES
  - HEMORRHOIDS
  - ARTHRITIS PAIN
  - PMS
- AND SO MUCH MORE!

## Does it Really Work?

Ear seeds are a modality, not a magic pill. Some people may notice a response immediately after applying the seeds. Others, it may take a little while of consistent use while still others may feel no significant response. It depends on the individual and the condition they are using ear seeds to address.

Science is continuing to prove the efficacy of auriculotherapy. The results of some recent studies are available on our website, [EarSeeds.com](http://EarSeeds.com).

We've also included some articles at the end of this ebook so make sure to stick around till the end.

## What are the Benefits of Ear Seeds?

- Ear seeds can be used in the comfort of your own home.
- They are simple to adhere and their small size means they activate the correct point.
- The therapy can supplement traditional acupuncture in between sessions.
- Those who do not wish to receive acupuncture can use them as a stand-alone treatment.
- Ear seeds are an affordable option that can address a large variety of conditions.
- The treatment is convenient and seeds are simple to use.
- Ear seeds can be used in conjunction with medications, supplements or herbs without concern for contraindications.
- They have no side effects. One may experience some local pain at the placement point. This is often an indication that the point is activated and the ear seeds are working.
- Ear seeds are safe.
- Ear Seeds can be used on certain acupressure body points.
- They're an excellent option for those with a needle phobia.

## Who Can Use Ear Seeds?

Anyone over the age of three can use ear seeds, as they are safe and natural. Children and the elderly may have to use less pressure, and those who are pregnant should consult their doctor first.

Our Vaccaria Seed Ear Seeds contain latex. Those with a latex sensitivity should use our clear tape pellets as they are latex-free.

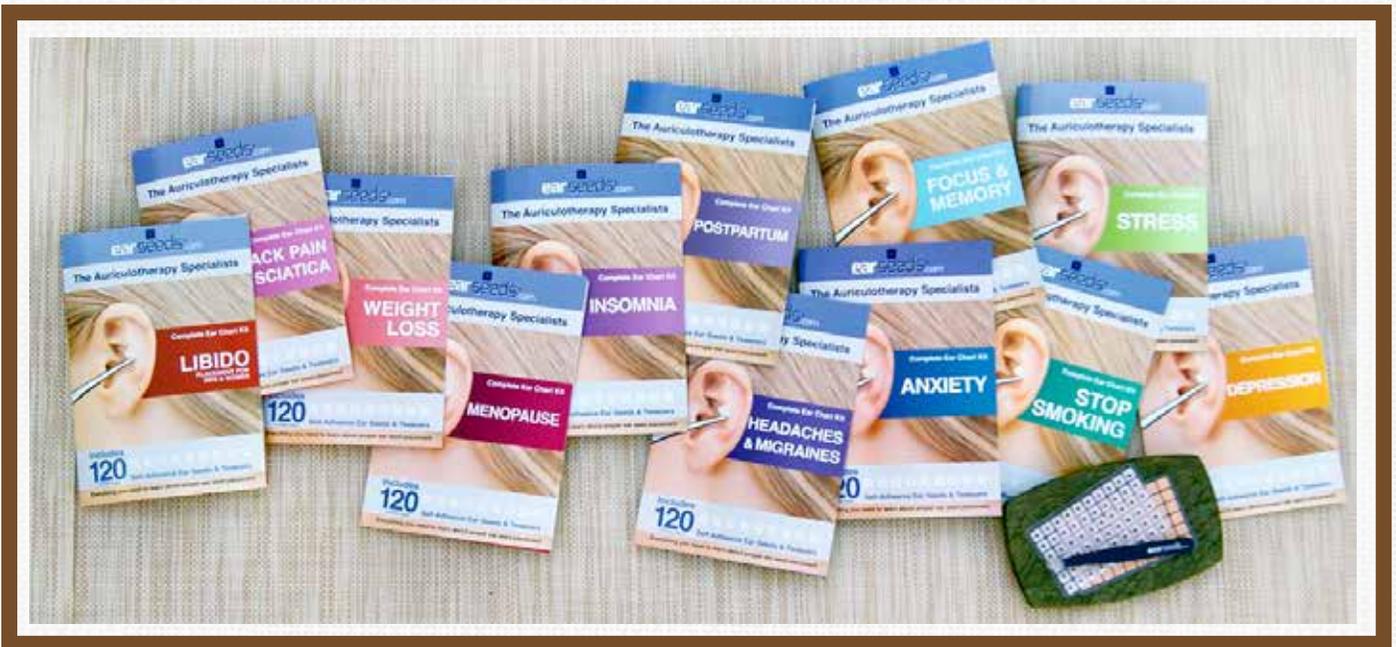
## How Can I Get the Most out of Treatment With Ear Seeds?

To get the most out of your treatment consider the following:

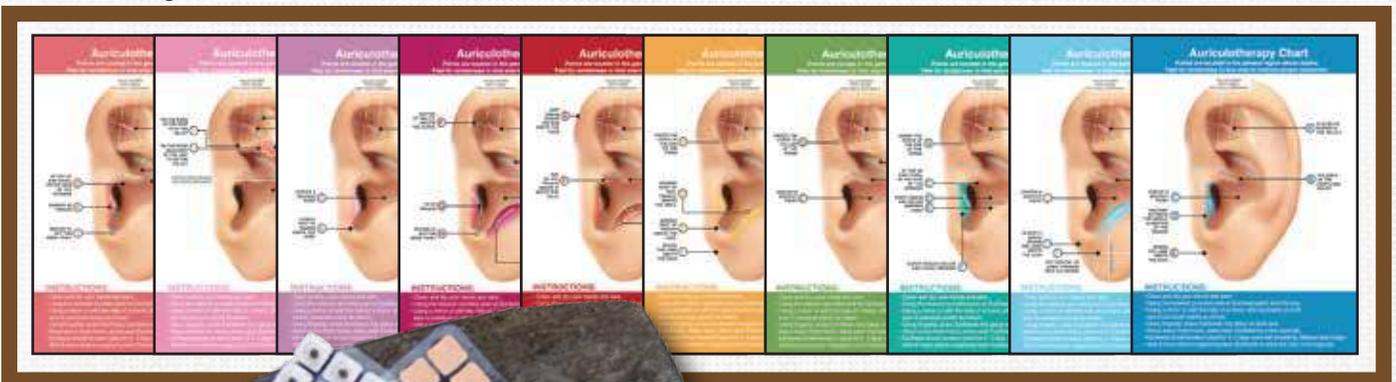
- 1 Follow the instructions** in order to apply the seeds to the appropriate acupuncture points and to ensure the ear seeds stay put.
- 2 Don't be afraid to ask for help.** Finding the correct spot can be challenging, especially at the beginning. Ask a friend or family member to help you identify the correct points to place the seeds.
- 3 Make notes of how you feel** when the different points are stimulated. This can be valuable in your treatment. If you don't feel any effects it could indicate that you are not hitting the correct point. You can adjust the placement to provide maximum relief.
- 4 The mind, body and spirit are all interconnected.** It's important to deal with emotions, lower stress levels and adopt healthy habits in addition to treatments such as ear seeds. Living a healthy lifestyle will make the treatment more effective.

# What is EarSeeds.com?

Earseeds.com products are designed to share auriculo-therapy with the general public with attractive, easy-to-understand, educational products.



Our easy-to-understand Condition-Specific Ear Chart Kits teach you where to find points commonly stimulated for a variety of common conditions.

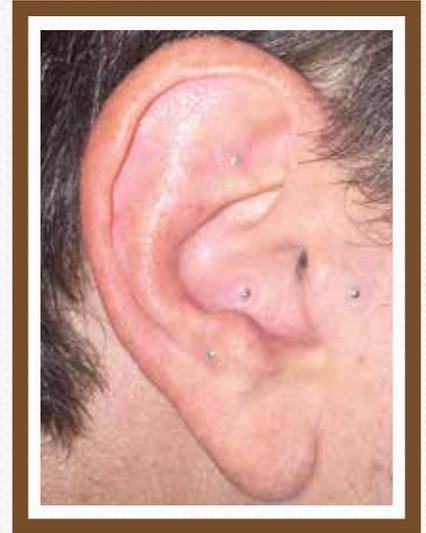


Kits also contains 120 self-adhesive ear seeds & Stainless steel tweezers.

# What are Ear Pellets or Ear Beads??



For those who prefer latex-free or more inconspicuous looking ear seeds, EarSeeds.com also creates ear pellets. These pellets use a tiny metal ball rather than an actual seed to apply the pressure. With clear tape



they are nearly invisible and can go practically unnoticed on individuals with all skin tones, short hair etc.

# What are Swarovski Crystal Ear Pellets?

Swarovski® Crystals are the highest quality Austrian crystals on the market today. They are renowned for their intense clarity and sparkle. Our Swarovski Crystal embellished Ear Pellets can

be used in the same manner as vaccaria ear seeds but look like delicate diamond earrings. The pellets that apply the pressure are affixed below the crystal and



are plated in 24 karat gold, a metal known in Chinese medicine for its restorative properties.



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**Earseeds.com is a family business, created by Tova & Elie Goldschmidt, and headquartered in beautiful San Diego, CA.**

**Acupuncturist**

**Product Designer**



**All of our products are finished and assembled in the USA and our Swarovski Crystal embellished Ear Seeds are handmade by local artisans, crafters, military wives and college students. We are proud to be able to provide jobs to local families.**

**earseeds®.com**

The Auriculotherapy Specialists

**Everything you need to**



**PEEL PLACE PRESS®**

**and experience  
auriculotherapy today!**

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Pregnant women should consult a physician before use.

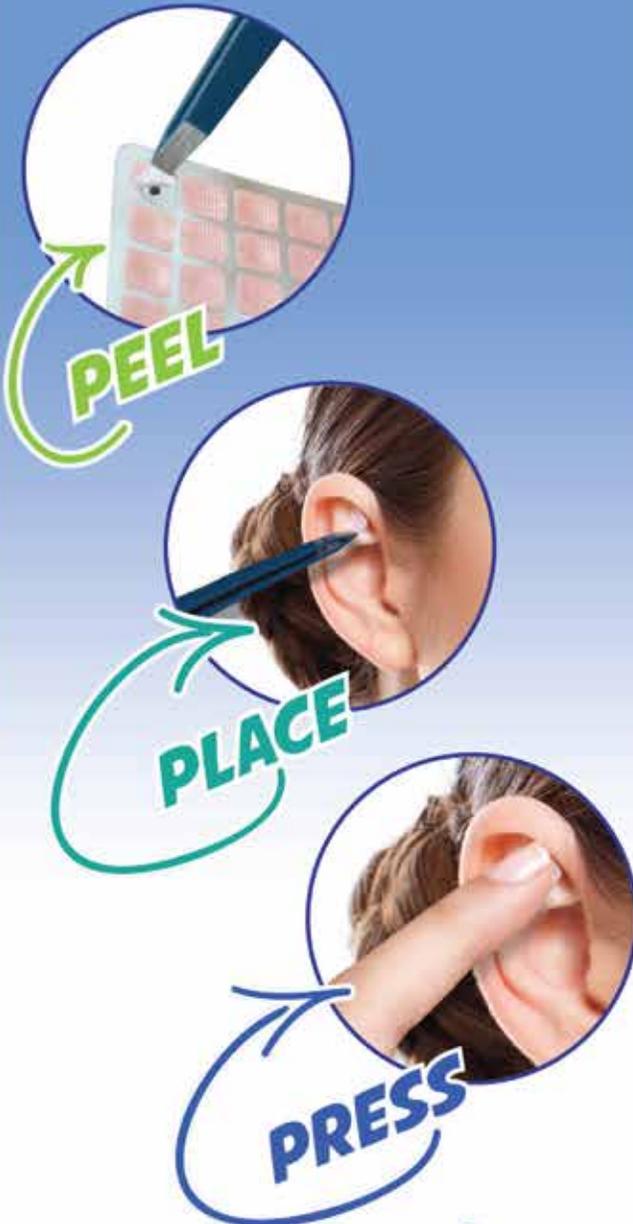
**Please enjoy  
these articles  
that have  
appeared in  
Try Acupuncture  
Magazine**



# The New York Times

## Highlights the Benefits of Ear Seeds

### Ear-Acupressure *AS EASY AS...*



**earseeds.com**  
The Auriculotherapy Specialists

Auriculotherapy is a form of traditional Chinese medicine which refers to the stimulation of points on the outside of the ear to elicit a therapeutic response in another area of the body. Auriculotherapy encompasses ear acupuncture and additional means of applying pressure to ear points, including ear seeds and acupressure.

The ear acts like a switchboard to the brain and a microcosm for the entire body. Signals are sent from the brain to the area of the body being treated. For example, stimulating a certain point on the ear may directly affect the digestive system.

Ear acupuncture dates back to Ancient China but the current methodology is actually based on the work of a neurologist from France, Dr. Paul Nogier. In the 1950s, Nogier noticed many of his patients had scars on specific areas of the ear. When he inquired about the scars, the individuals explained their practitioners had cauterized these ear points to treat sciatica.

Dr. Nogier, known as the “father of auriculotherapy,” adapted this idea into a less invasive treatment. Sciatica patients received relief and he found there were a multitude of other spots on the ear that corresponded to even more body parts and could treat a variety of other conditions. He dedicated his life to the therapy.

Auriculotherapy can be performed during a standard acupuncture treatment, however it can be used without acupuncture as well. Ear seeds, a safe, pain-free, convenient, auriculotherapy treatment, are an excellent way to glean the benefits in the comfort of your own home. The ear seeds, crafted from the seeds of the vaccaria plant, are secured to key acupuncture points on the outer ear with adhesive tape.

Once secured, ear seeds stimulate the points through light pressure over time. Many patients will even press on them several times a day for additional benefits. Plus, vaccaria is known to balance energy, invigorate blood and further promote healing.

An article in The New York Times titled, "A Traditional Therapy Finds Modern Uses" explained the power of ear seeds. The form of auricular therapy relies on stimulating points on the outer ear associated with different body parts and functions with tiny seeds from the vaccaria plant. While ear seeds have been popular in the treatment of addiction, they're now being used for a variety of issues ranging from pain to insomnia.

Patients using ear seeds for insomnia and smoking cessation were interviewed in the piece and they swear by the practice. Practitioners working at rehab centers, hospitals and training programs touted the benefits and, "licensed acupuncturists as well as doctors from world-class hospitals recommend them."

Acupuncturists at Promises Treatment Center in Malibu, California say ear seeds decrease, "physiological symptoms associated with

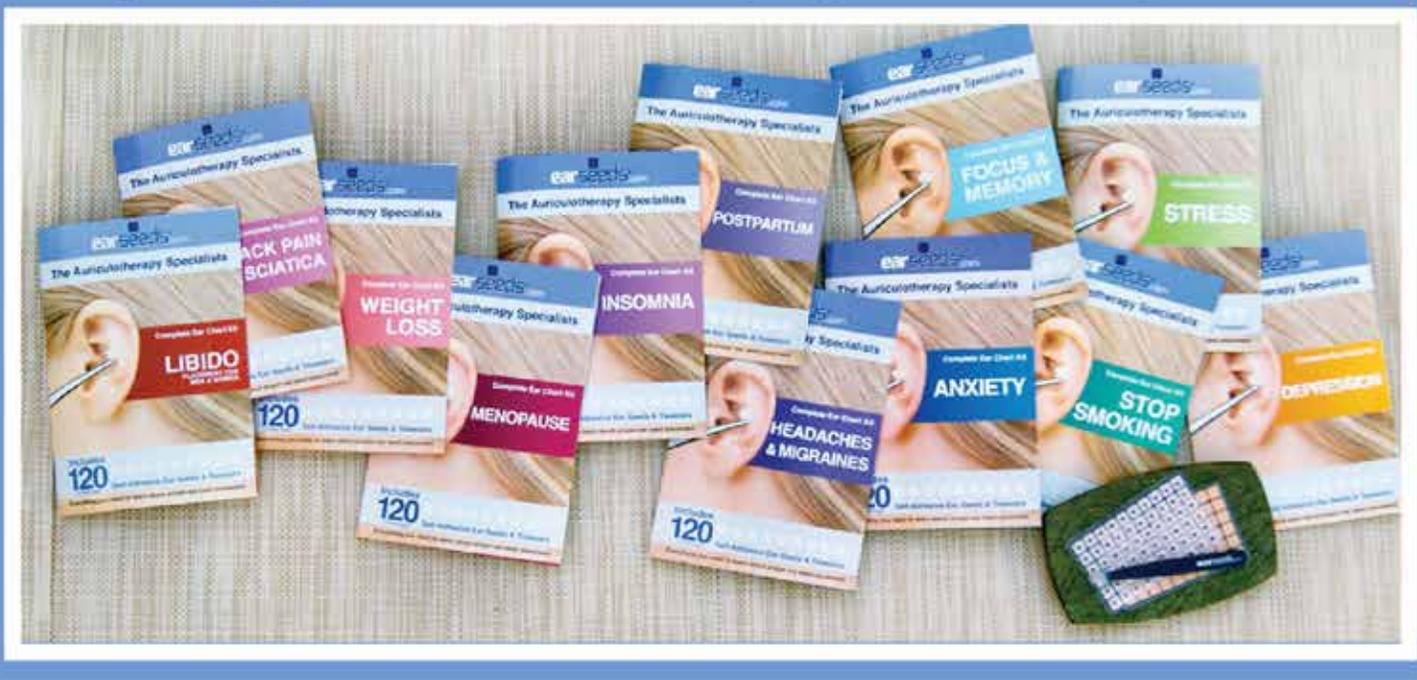
addiction," while an anesthesiologist at Massachusetts General Hospital said they could even be utilized for pain management.

In addition to anxiety, pain, insomnia, weight loss and addiction, Cynthia Neipris, an acupuncturist in New York told The New York Times, "They are used for people in situations of trauma, for example in the aftermath of 9/11, Katrina, and the California wildfires." Neipris, also the director of outreach and community education for the Pacific College of Oriental Medicine, noted, "because the seeds are worn home, it's an added plus because it involves the patient in their own healing process."

Due to the lack of side effects, safety and efficacy of treating illness with ear seeds, it can be an excellent choice for patients of all ages. Similar to acupuncture, ear seeds not only treat certain conditions; they also balance the energy, or qi, and promote an overall sense of wellbeing.

Ask your healthcare provider about self-care auriculotherapy kits from [earseeds.com](http://earseeds.com) and try the natural, safe treatment for yourself. To purchase online, visit [earseeds.com](http://earseeds.com) and get started today!

## Everything you need to learn proper ear seed placement





Robin Green is a licensed acupuncturist, herbalist and leading expert in the field of pediatric acupuncture. She has over ten years clinical experience using Chinese medicine to help children heal. Her popular kids health blog ([KidsLoveAcupuncture.com](http://KidsLoveAcupuncture.com)) has over 1 million visitors annually. Robin founded the [Center for Acupuncture Pediatrics](#), which provides premier pediatric acupuncture training worldwide.



# AURICULOTHERAPY 101

## How Acupuncturists Treat The Ear To Heal The Body

I bet you didn't know you have a miniature map of the human body in your ear, did you? This "map" contains information which helps acupuncturists diagnose and treat a variety of medical conditions including pain, headaches, stress, and anxiety. Auriculotherapy or Auricular Medicine is used worldwide to treat hundreds of health conditions, chronic and acute.

### So what is auriculotherapy?

You can think of auriculotherapy like reflexology for the ear. Certain spots on the ear correspond to areas of the body such as the head, neck, back, lungs, stomach, and shoulders.

Acupuncturists use auricular analysis to decide which points to treat. This is done by using a probe to check for tenderness around the area that corresponds to a patient's health complaint and looking for markings or discoloration in certain parts of the ear. In our clinic, we use a device called a point detector to determine which points will stimulate healing. For an example, a patient with lower back pain may have a discoloration on the outer edge of the ear while a patient with liver problems or digestive issues may have a vein or light spot around one of the inner furrows.

### Auriculotherapy is just that - therapy.

Each spot on the ear is stimulated to treat specific problems. Not only does your acupuncturist know what to address when they do an auricular analysis, but they can directly target areas to treat various health conditions.

Your practitioner will begin your treatment by inspecting points that may be related to your health condition. After these points have been located, they will be treated with various treatment methods such as acupuncture, ear seeds, laser stimulation, or mild electrical stimulation.

### Auriculotherapy is virtually pain free!

You may feel a heaviness or mild electrical sensation during treatment, or you may not feel anything at all. Treatments may be ongoing, or a single treatment may be sufficient depending on your health condition. Auriculotherapy can also be used in addition to regular acupuncture treatments to prolong the effects of treatment. Because there are generally no side effects, auriculotherapy is a non-invasive treatment, appropriate for all ages.

Auriculotherapy has been clinically proven to help with stress and anxiety, depression, pain, addiction, allergies, PMS, vision problems, and so much more. Many health conditions can be treated with Auricular Medicine as a main form or supplementary form of treatment. Many acupuncturist offices carry ear seed kits which supply everything you need to treat a particular health condition with auriculotherapy at home.

# Master Points & Shen Men



**Shen Men**, also known as “*Spirit Gate*” or “*Divine Gate*” is considered a **Master Point** in auriculo-therapy. Master Points are typically 'active' in most people, meaning when stimulated they create a response, and they are traditionally used for a variety of health conditions. Master points are also called "Tune-Up" points and are often stimulated on their own, independent of specific conditions.

Because of that, the Shen Men point it is the only point included in every condition kit we make.

The Shen Men point is found in the triangular "Valley" at the top of the ear. It is located slightly inward and slightly upward of the corner of the valley. On our charts, we visually break the valley into thirds to better show the placement. On this page I've identified the Shen Men point on a variety of ears to demonstrate that, despite the fact that all ears may seem to look different, when you identify the landmarks and understand the landscape of the ear, all points can be identified on any ear.

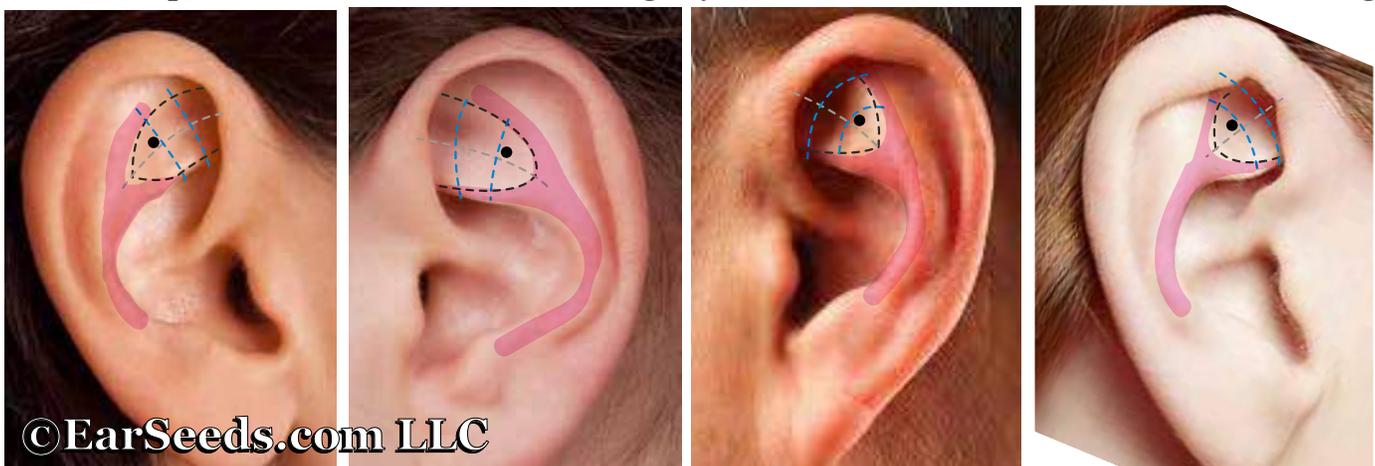
The purpose of Shen Men is to calm the mind and create harmony and deeper connection to your essential spirit. This point is believed to alleviate stress, pain, tension, anxiety, depression, Insomnia, and other emotional distresses.

It's also believed that when you stimulate Shen Men it heightens the sensitivity of the other auricular ear points, thus, why we include it in every EarSeeds.com Condition-Specific kit.

Once you identify the **Upper and Lower branches** of the **anti-helix**, you can easily find the Valley.

Then, visually separate the valley horizontally into the top half and bottom half, and separate it vertically into thirds.

The Shen Men point is in the first third and slightly above the center line as shown on the images.





# Bolster Your *Weight Loss* Efforts with Ear Seeds

## A Look at 5 Separate Studies

Have you been eating healthy, exercising and making lifestyle modifications with little to no results? A difficulty suppressing appetite is often part of the weight loss struggle. When your body senses a decreased amount of food, the stomach grumbling sets in. Appetite suppressants, whether prescribed or over-the-counter, can cause uncomfortable side effects. Don't despair. Stimulating acupressure points on the ear with acupuncture and ear seeds can help remedy the problem naturally.

Read on for a bit of information from 5 separate studies that showed how Auriculotherapy, or ear acupuncture/pressure can help you in the weight loss battle.

**1** A study published in *Australian Family Physician* determined frequent stimulation of specific points on the outer ear, "is an effective method of appetite suppression which leads to weight loss." The sixty subjects were divided into two groups. The active group had magnetic balls (a metal version of ear seeds) attached to acupuncture points on the ear related to appetite. Researchers placed the magnets on the thumbs, where there are no acupuncture points, of individuals in the control group.

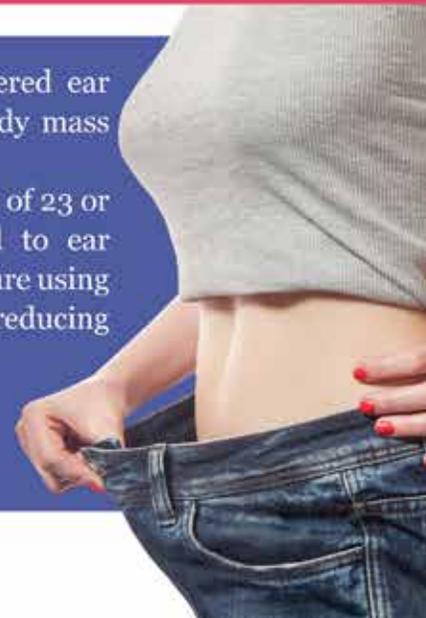
The pressure stimulates the auricular branch of the vagal nerve and increase serotonin levels, which have both been shown to boost the smooth muscle of the stomach leading to a decrease in appetite. The control group experienced no suppression in appetite and almost no weight loss. 95% of the active group noticed a decreased appetite and lost significantly more weight.

Ear seeds made from the vaccaria plant apply pressure to the same acupuncture points. Simply adhere the seeds to the correct points to experience similar results.

**2** A study published in the *American Journal of Chinese Medicine* discovered ear acupressure with vaccaria seeds resulted in the most significant reduction of body mass index (BMI) as compared to regular acupressure.

Researchers studied a group of 84 adolescents, between ages 18 and 20, with a BMI of 23 or higher. The control group received tape treatment, where tape was adhered to ear acupressure points, while the two experimental groups were administered acupressure using Japanese Magnetic Pearls or vaccaria seeds. All participants were educated on reducing calories, exercise, weight loss and lifestyle modifications.

Over the course of eight weeks, the Japanese Magnetic Pearls and vaccaria seeds groups exhibited a decrease in BMI, with the vaccaria seeds method showing the greatest reduction.



**3** The Journal of Alternative and Complementary Medicine published a study concerning the effect of tragus clips on gastric peristalsis, or the process of food traveling through the intestines. The researchers noted the use of the “hunger point” on the tragus of the ear has been successful in creating an aversion to cigarette smoking and reducing weight. Though needles are typically used, when left in the ear they lose effectiveness. The study instead relied on ear clips, similar to ear seeds. The clips were adhered to the tragus on the outer ear in order to inhibit a branch of the vagus nerve. The ear clips did in fact slow gastric peristalsis, leaving subjects feeling full longer. The effect was significant when the ear clips were applied and while the subjects wore them. The study’s authors concluded, “Ear clips were effective in delaying gastric peristalsis, and may have value in reducing appetite in association with weight loss programs.”

**4** A study published in the American Journal of Chinese Medicine titled “Effects of Auricular Acupressure on Weight Reduction and Abdominal Obesity in Asian Young Adults” demonstrated promising results. The research provides additional evidence that ear seeds can have a positive impact on your weight loss efforts. The study tested the efficacy of weekly auricular acupressure sessions on weight reduction and changes in waist circumference and waist-to-hip ratio. The participants were young Asian adults with a waist circumference  $\geq 80\text{cm}$  in females and  $\geq 90\text{cm}$  in the males. The individuals ranged in age from 18- to 20-years-old.

The control group solely received ear acupressure, while the experimental group received acupressure using Japanese magnetic pearls, similar to ear seeds, on specific points on the outside of the ear. Both groups showed significant reduction in body weight and waist circumference after eight weeks. However, the magnetic pearl group also showed a decrease in waist-to-hip ratio.

The study’s authors stated, “Auricular acupressure may be a beneficial addition to weight loss programs” and a, “reasonable option in the treatment of overweight and obesity in young adults.”

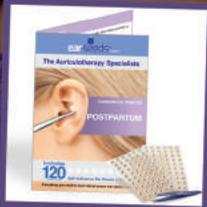
**5** An eight-week study conducted by Korean researchers divided subjects into three groups. The first group received auriculotherapy treatments focused on five acupuncture points and needles were adhered to the ear for one week periods, only one point was stimulated in the second group and the needles were immediately removed and the third group received sham ear acupuncture.

After only four weeks, the first group experienced a 6.1% decrease in body mass index (BMI), the second group saw a 5.7% fall in BMI, while there was no difference in BMI among those that received sham auriculotherapy. At the conclusion of the study, only the first group lost body fat as well.

The weight loss ear seed kit from **Earseeds.com** contains small black seeds from the vaccaria plant on adhesive tape. Simply affix the seeds to the points detailed in the weigh loss protocol and stimulate them throughout the day to exert mild pressure. Use auriculotherapy to lessen appetite, increase metabolism, fight cravings and help control the emotional behaviors that spark overeating. Combine ear seeds with a healthy lifestyle and you will be on the path to lasting weight loss. Head to **Earseeds.com** or ask your acupuncturist about them today!



Becoming a new mom is challenging.  
Creating enough breastmilk to feed your newborn shouldn't be.



Ear acupressure with the use of vaccaria ear seeds on specific ear points has been shown in a clinical study\* to increase milk supply in postpartum women by almost 50%.

Get the points, the seeds, and a complete postpartum ear acupressure chart to help make your transition into motherhood just a little bit easier.

Ask your practitioner or visit [earseeds.com](http://earseeds.com) for more info

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Format: Abstract

Zhongguo Zhen Jiu. 2012 Dec;32(12):1087-9.

**[Effect of auricular point sticking on lactation of puerperant].**

[Article in Chinese]  
Yu J<sup>1</sup>, Zhou J.

Author information

**Abstract**

**OBJECTIVE:** To explore an effective method for puerperant to lactate.

**METHODS:** One hundred and seven cases that were about to giving a birth in our hospital were randomly divided into an observation group (52 cases) and a control group (55 cases). Based on the routine hospital care, the patients in the observation group received auricular point sticking with vaccaria seed at Endocrine (CO18), Mammary Gland, etc. after 1 hour of childbirth, which was pressed 3 times daily, for 1-2 min each time. In the control group, routine hospital care was given, which didn't include auricular point sticking. The lactation volume, starting time of lactation and serum prolactin (PRL) were observed after 5 days of treatment.

**RESULTS:** Compared with the control group, lactation volume in the observation group was more superior ( $P < 0.01$ ). Rate I of lactation volume in the observation group was 51.9% (27/52), which was obviously higher than 27.3% (15/55) in the control group ( $P < 0.01$ ). The starting time of lactation in the observation group was obviously earlier than that in the control group ( $P < 0.05$ ). The content of PRL was apparently improved after one or two days of childbirth (both  $P < 0.05$ ), and significantly increased after 5 days ( $P < 0.01$ ).

**CONCLUSION:** The auricular point sticking is a better method to promote lactation for puerperant, which could be beneficial to increasing the success rate of breastfeeding.

PMID: 23301475  
[PubMed - indexed for MEDLINE]

<http://www.ncbi.nlm.nih.gov/pubmed/23301475>

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The Auriculotherapy Specialists



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Pregnant women should consult a physician before use.