

**TRULYHEAL**

**FUNCTIONAL MEDICINE  
HEALTH COACHING  
COURSE**

[www.trulyheal.com](http://www.trulyheal.com)

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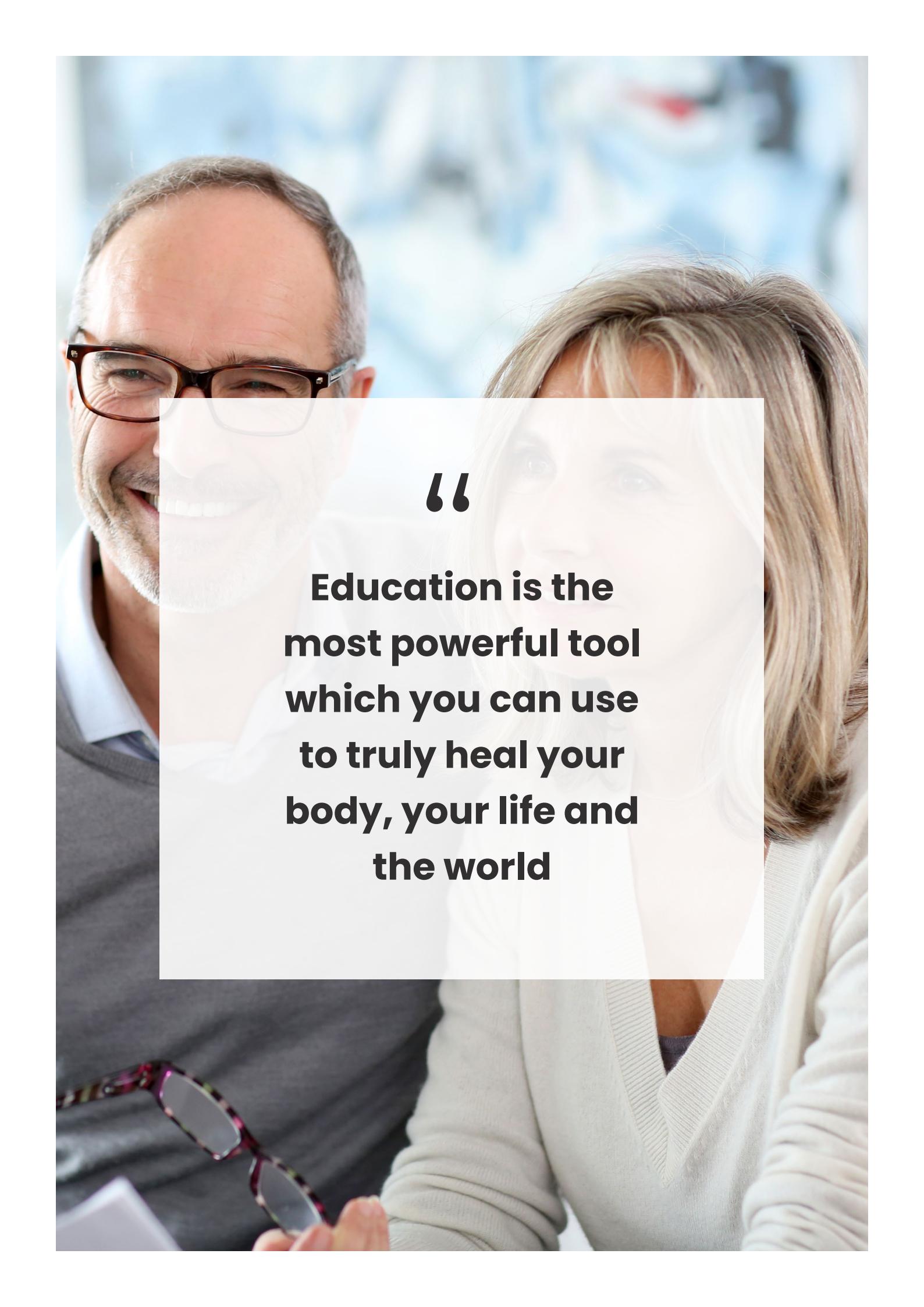
# THE TRULY HEAL PASSION

The TRULY HEAL team had the dream to make a real difference in people's lives suffering from chronic degenerative illnesses. They sought to build a bridge between holistic and conventional medicine, based on compassion, comprehensive knowledge and education, accountability, trust and understanding.

Creating the TRULY HEAL Functional Medicine Health Coaching course gave fruition to their dreams.

## **The Mission of the Truly Heal Academy is:**

- To create a future where each client is treated as an individual and empowered to take charge of their health
- To provide a safe, inspiring and structured learning environment with 100% integrity
- To provide cutting edge up to date education based on all aspects of health and wellbeing
- To prepare students to work with clients in a positive, easy to understand and memorable way
- To provide a rewarding and satisfying career opportunity for new coaches
- To change the world one health coach at a time



**“**

**Education is the  
most powerful tool  
which you can use  
to truly heal your  
body, your life and  
the world**





# WHAT BEING A TRULY HEAL HEALTH COACH MEANS?

- Making a genuine difference in someone's life
- Earning a living doing something you truly believe in
- Having a rewarding and fulfilling role in improving the health of others
- Sharing your passion for health, wellness and disease prevention
- Being confident and competent in your knowledge, skills and expertise
- Having the ability to understand and find the causes of chronic diseases
- Building human connection by listening, communicating and supporting others
- Being a sought after, respected and valued part of the health journey of others

## **Is that what you are looking for?**

The time has never been better to pursue a career in the health and wellness industry. Health coaching has grown to a \$6 billion market in the United States with more than 100,000 people taking part in this emerging profession.

# WHAT IS HEALTH COACHING EXACTLY?

Last week a friend paid me a visit. She had been afraid she may be developing cancer. She had scheduled a doctor's visit and done some routine blood work, but the doctor told her that it was nothing serious and she shouldn't worry. Her blood work showed some elevated inflammation and that she was borderline diabetic for which the doctor prescribed some pills and suggested she increase her exercise.

My friend wasn't convinced. She hadn't been feeling like herself lately and had recently developed back and shoulder pain, and fatigue throughout the day. This kept her on edge that something more could be wrong with her. The doctor's advice of increasing her exercise regime wasn't a bad recommendation, however my friend mentioned that with her underlying tiredness she would not be motivated to change her routine.

That's when she asked me whether a coach could help her.

Just like my friend, there are many other individuals with underlying chronic conditions or diseases that are not addressed through blood work or short consultations. The recommendations or prescriptions supplied by the doctor doesn't leave them feeling any better.





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**Coaching is unlocking a  
person’s potential to maximise  
their growth.**

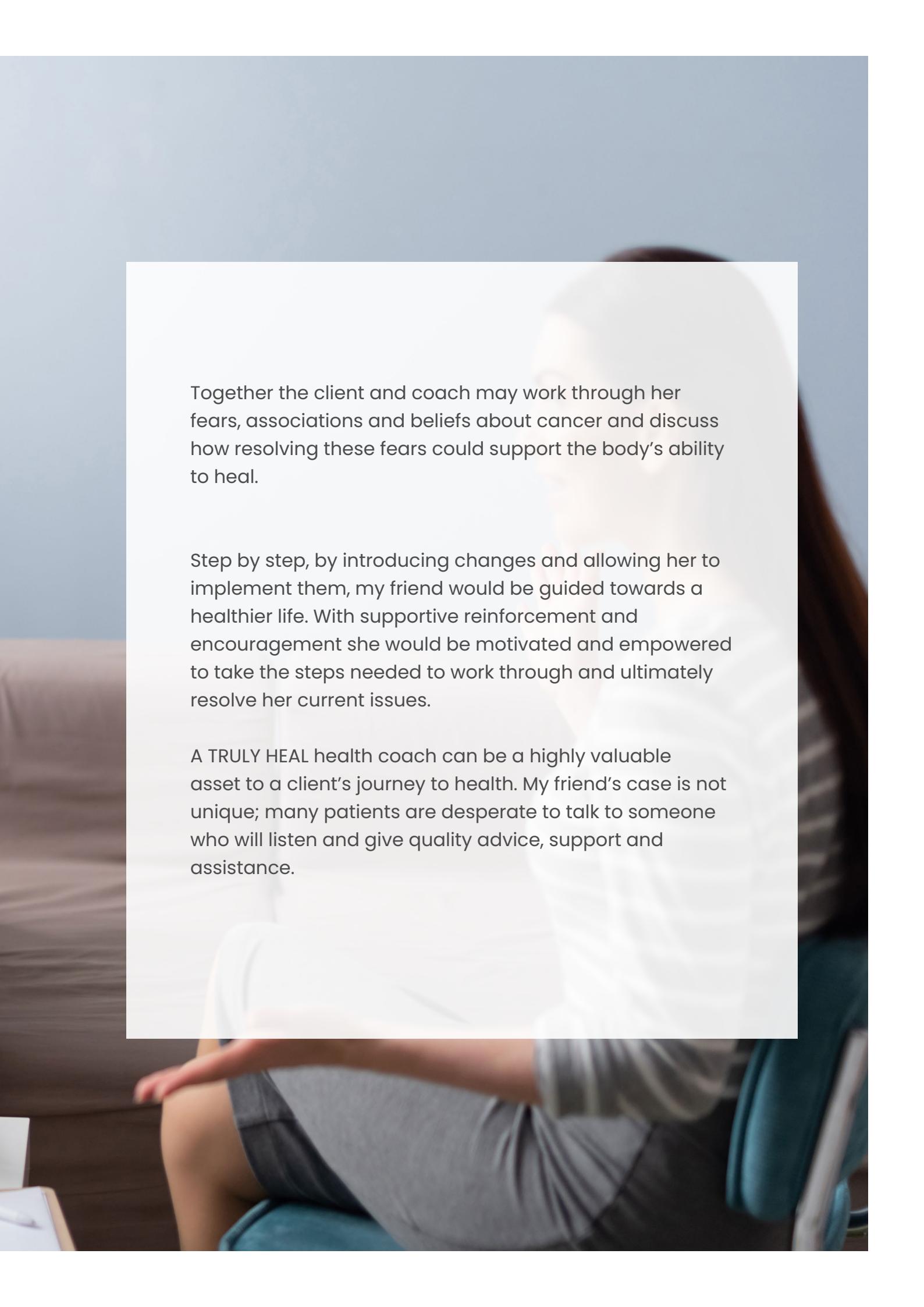
# WHAT CAN A TRULY HEAL HEALTH COACH DO IN HER CASE?

A coach begins by doing the one thing that many doctors no longer have time for, and that is to take the time to listen- listen to her worries, ailments, symptoms, goals, stressors and obstacles.

From there a TRULY HEAL health coach would look deeper into her lifestyle choices including the habits associated with eating, drinking and sleeping. It is also important to understand and evaluate her stress levels which could be associated with a multitude of factors such as money, relationships, children, trauma or fears. Hormonal imbalances and food sensitivities may be part of the equation as well.

Through an intricate and comprehensive questionnaire, the causes leading to her present conditions could be established and closely examined. Taking into account her personal goals, her current lifestyle conditions, emotional stressors, and any apprehensions or obstacles to health she may have, the coach would develop a personalized action plan.

A coach's work is also in education. The coach would educate her on how her personal lifestyle choices can influence the development of chronic diseases and empower her to take steps to prevent disease.



Together the client and coach may work through her fears, associations and beliefs about cancer and discuss how resolving these fears could support the body's ability to heal.

Step by step, by introducing changes and allowing her to implement them, my friend would be guided towards a healthier life. With supportive reinforcement and encouragement she would be motivated and empowered to take the steps needed to work through and ultimately resolve her current issues.

A TRULY HEAL health coach can be a highly valuable asset to a client's journey to health. My friend's case is not unique; many patients are desperate to talk to someone who will listen and give quality advice, support and assistance.



# WHY IS THE DEMAND FOR HEALTH COACHING INCREASING?

Individuals afflicted with chronic illnesses are becoming more and more desperate for answers. Too many clinicians are focusing more on the obvious symptoms than on the person as a whole.

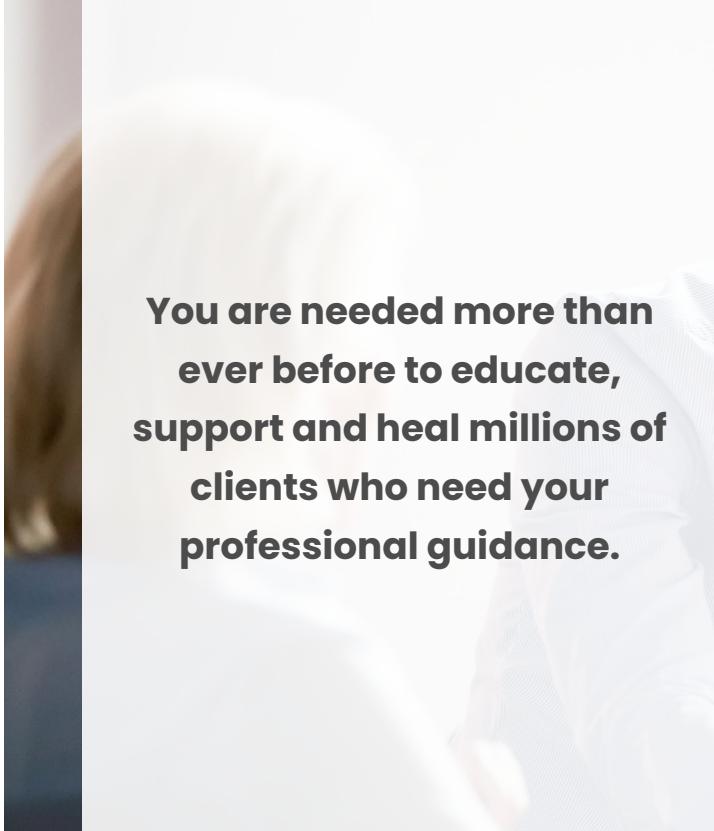
This approach does not truly help people. As we know, the medical system at large is simply not equipped to manage chronic health concerns and this role now falls into the hands of health coaches.

The sad truth is that chronic diseases are not only extremely common and very costly (both for the affected person and for the country's medical system), but in most cases they are also hugely preventable.

- Six in ten adults in the US have a chronic disease and four in 10 adults have two or more
- Chronic diseases such as heart disease, cancer and diabetes are the leading causes of death and disability in the US. They are also leading drivers of the nation's \$3.3 trillion in annual health care costs
- Cardiovascular disease causes 1 in 3 deaths or more than 859,000 people each year in the US alone
- More than 30 million Americans have diabetes, another 84 million have prediabetes. In 2017, the total estimated cost of diagnosed diabetes was \$327 billion
- Cancer is the second leading cause of death globally, and is responsible for an estimated 9.6 million deaths in 2018. Globally, about 1 in 6 deaths is due to cancer

Statistics listed from CDC, Centre of Disease Control and Prevention & WHO, World Health Organization

Our conventional medical system continues to fail us in the face of chronic disease, therefore health coaches who investigate the root causes of chronic disease are positioned to succeed. Information is not enough to change behaviour – but having the support of a certified health coach could make the difference. We live in an environment that perpetuates disease manifestation. Our medical system is unequipped to manage chronic health conditions. The medical system is incredible at addressing acute medical conditions, surgeries, and emergency situations. They are a vital part of health care. Yet, in regards to complex chronic disease states, it just isn't enough.



**You are needed more than ever before to educate, support and heal millions of clients who need your professional guidance.**



# We need health coaches. We need YOU.

# WHY DO PEOPLE NEED HEALTH COACHES?

Have you ever found yourself frustrated by being prescribed creams, antibiotics or other pills which focus on alleviating the symptom but not the cause? Have you ever been disappointed from not getting the true support and attention you were hoping for to solve your health concerns? Our medical system is not designed to manage chronic or underlying health conditions. When it comes to chronic disease, our current system simply isn't enough.

Countless client's that say...

- I left the appointment with unanswered questions
- I walked out of the 15-minute consult and felt like my voice wasn't heard
- I have no understanding as to why I have this disease
- My thoughts and opinions in the consult were shut down and disregarded
- I felt so lost and didn't understand the medical terminology
- I left with a prescription and it just didn't feel right
- I felt very intimidated in the consultation

I wanted advice about my diet and lifestyle but it wasn't acknowledged



This is a lot more common than you may think. Fifteen minutes with a doctor isn't long enough to put sustainable changes in place to overcome chronic illnesses. To truly heal chronic disease, it is imperative that patients access a supportive, comprehensive and holistic system. People want information, understanding and valuable assistance on their healing journey.

# THE DIFFERENCE BETWEEN TRULY HEAL HEALTH COACHES AND OTHER HEALTH COACHES

**Your education is developed by professionals with clinical experience**

The TRULY HEAL Functional Medicine Coaching course is authored by bachelor level qualified nutritionists and naturopaths, with specialized education in cancer. The course is updated regularly and ongoing clinical experience from our team is implemented in our teaching and interactions.

**As a functional medicine health coach you can make a huge impact!**

The human body is a masterpiece of intricately balanced chemical, mechanical and electrical signals. These work synergistically together to create a comprehensive and functioning whole. Only by understanding this synergistic system, and discovering just how a specific body has been affected can, we begin to reverse or resolve illness.

Without structure it is very easy to get lost or to forget important factors that contribute either to health and healing, or to disease.

TRULY HEAL health coaches divide the evaluation of a patient into 4 main categories in order to discern the possible areas of concern. The four areas are:



## PHYSICAL EVALUATION

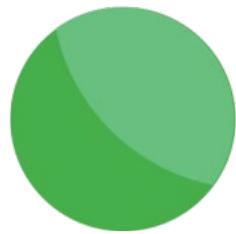


As a TRULY HEAL certified Functional Medicine Health Coach you will learn how to read symptoms, understand the connection to specific body systems, and recognize the associated problems that may be triggering the disease. You will learn what tests are relevant to confirm your suspicion and where your clients can order the tests.

In this physical system we look at potential deficiencies, infections, toxicity, inflammation and imbalances that cause disease, prevent healing and drain energy from the body.

## LIFESTYLE EVALUATION

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In this vital system we concentrate on daily habits including what, when and where a client sleeps, what nutritional beliefs they may hold which could sabotaging their health efforts, weather they smoke or how much alcohol they drink, and other important habits that will affect the wellbeing of the entire system.

This vital system is all about awareness of your client's daily life and the impact their choices are having on their health.

## MENTAL EVALUATION

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In the mental body we focus on any actions which are powered by emotions and thoughts. This area focuses on your client's fear, worry, frustrations and stressors. You learn how to support a client to overcome trauma, stress, resentment and fear, and how to empower and motivate your client to take their health back into their own hands. We also look at self talk and self perspectives, false beliefs and unrealistic expectations, which can all add to unconscious stress.

Another very important factor in mental health is to know how to speak with different personality types. Not everybody is motivated in the same way. If you speak with a generally fearful and cautious person and suggest taking risks you will not succeed. On the other hand, the same conversation may yield spectacular results if you speak with someone who has a naturally rebellious personality.



## SPIRITUAL EVALUATION

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The spiritual system is the culmination of all the other bodies, and includes a client's passions, core beliefs, life purpose and reasons for living as important factors to their health.

This Spiritual evaluation is often the very first step when working with a new client. Coaches need to investigate whether a client actually wants to improve their health or if disease gives them some alternative benefit or offers a way out.

Do they perceive their life to be too hard to bear? A client's suffering, feelings of failure, lack of personal belief and so on, need to be the first things cleared before you will have results as a coach.





# CONNECTING THE DOTS

One of the most valuable parts in any evaluation is the connection of all the different causes; to understand how they influence each other. You will learn how deficiencies (blue) can cause stress, fatigue, or depression (red). You will learn how a feeling of inadequacy (yellow) can influence eating, drinking or sleeping habits (green). In short you learn how all contributing factors combine to cause a series of events which lead to disease.

This connective observation outlines exactly what needs to be corrected in order to achieve fast and effective results. You will learn which therapies are best suited to each client and how to change the environment and energy inside and outside of a client so that they can truly heal.

**Who you are tomorrow,  
begins with what  
you do today.**

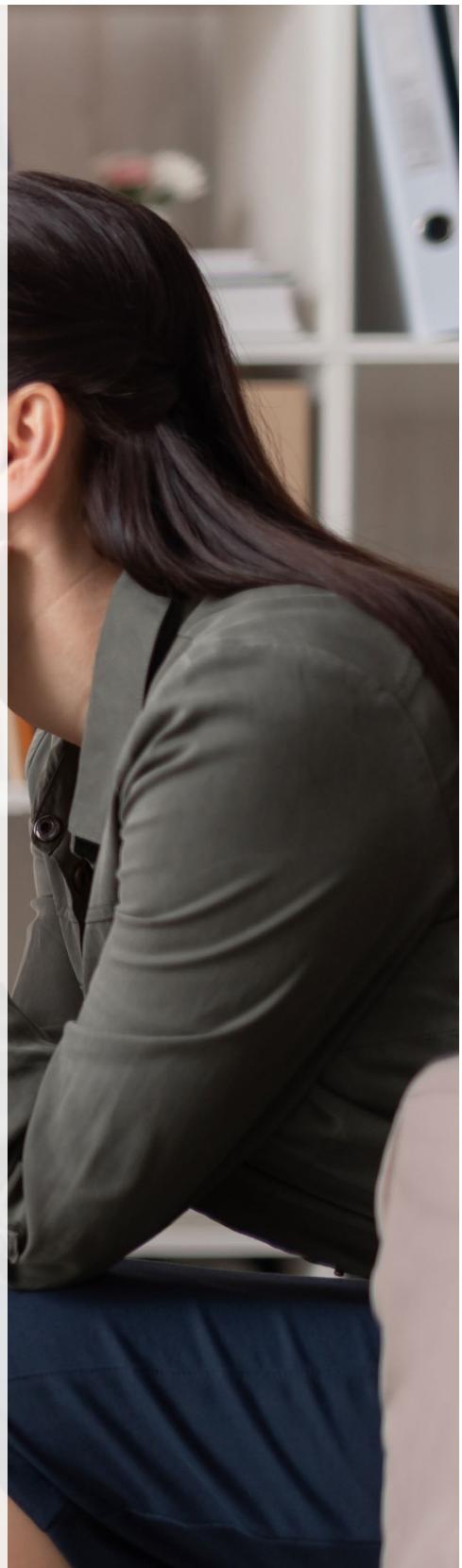


# IS HEALTH COACHING RIGHT FOR YOU?

## Are you:

- A natural communicator and a great listener?
- Is it important to you to create real and thriving relationships?
- Are you passionate about health and vitality?
- Have you watched a loved one struggle with chronic disease?
- Do you suffer from chronic disease?
- Are you eager to understand how chronic diseases develop?
- Do you want to know how the experiences in someone's life can perpetuate, sustain and manifest a disease?
- Are you fed up with Band-Aid medicine?
- Are you looking for long lasting health and recovery?

- Are you interested in finding the root causes of disease?
- Are you looking for long lasting health and recovery?
- Interested in finding the root cause of disease?
- Are you a curious learner?
- Do you have a caring, compassionate and supportive personality?
- Have you seen the positive impact of a health coach and want to do the same?
- Are you eager to make an impact?
- Do you want to expand your current knowledge and skills set?
- Are you looking for an inspiring and rewarding career?



# ABOUT THE TRULY HEAL FUNCTIONAL MEDICINE APP

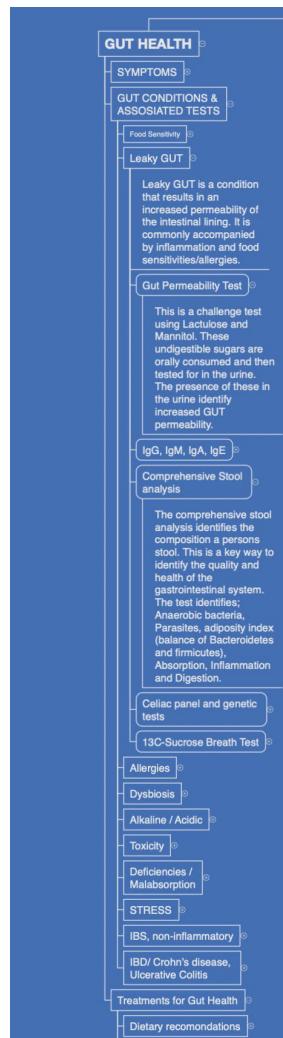
The TRULY HEAL functional medicine app, included in the coaching program, was born out of a 3-year-long assimilation of information, distilled into one mind-map. Necessary information was compiled and systematically categorized to evaluate the physical causes of a client's disease.

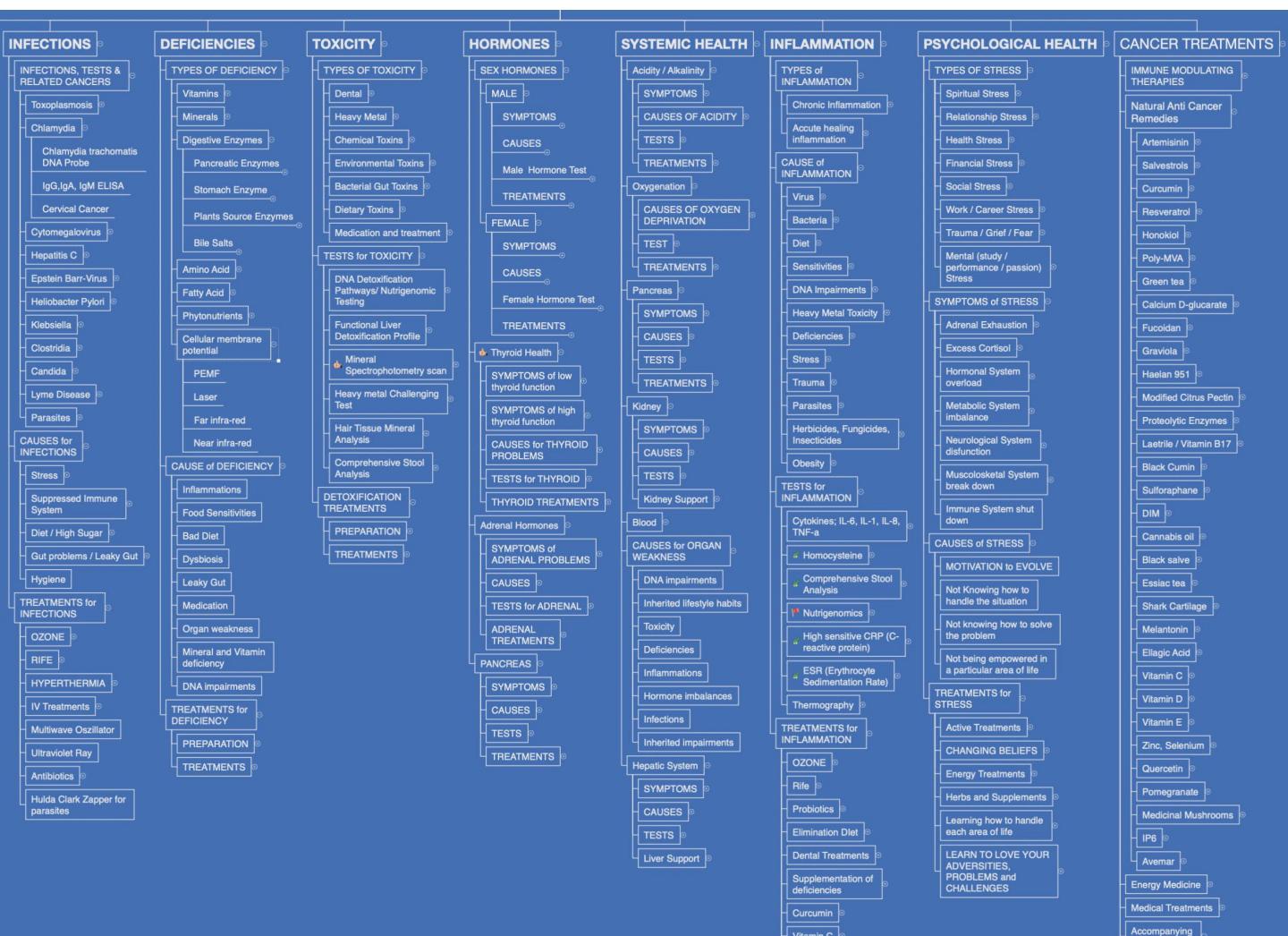
Unfortunately, as more and more information continued to be added, the mind-map grew too large and became unreadable and inaccessible on a computer screen. We had to come up with an idea to organize the information easily and logically. The idea of an app was created.

The TRULY HEAL app is built like a mind-map. It includes the eight categories of causes and an additional chapter for research-based cancer treatments and supplements.

The categories are as follows:

- GIT (Gastro-Intestinal-Tract)
- Inflammation
- Deficiencies
- Infections
- Toxicity
- Systemic Health
- Hormones
- Physiological Health
- Cancer treatments





Each chapter is organized by symptoms, conditions, causes, treatments and associated testing.

The TRULY HEAL app is a very quick, accessible database, which is built up logically to address all bodily systems and is a wonderful evaluation tool for our coaches.

# A TRULY HEAL HEALTH COACH CAN WORK IN DIFFERENT ENVIRONMENTS

As a TRULY HEAL health coach you can build your own practice to fit your needs- part-time, full-time, in-person, online... it's up to you.

Our graduates find work in doctors' offices, wellness centres, gyms, spas, yoga studios, schools, private practices, natural food stores and more.

They also go on to write books, sell products, teach, and start their own businesses.

**Always believe you can be successful in anything you truly want.**

# WHAT MIGHT HOLD ME BACK FROM PURSUING A HEALTH COACH CAREER?

## **Do I need a degree in health or any specific credentials to sign**

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The answer is no. If you are passionate about health and eager to learn then this is the course for you. There are no academically written essays or grades deducted for grammar issues, all you need is a solid English foundation. You have access to the teachers and can email them anytime to request further clarification on any subject. We are here to teach and support you!

## **Do I have any credentials after completing the course?**

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TRULY HEAL is an approved health coach certification training provider with the International Institute for Complementary Therapists (IICT). IICT is an independent membership body for the wellness industry whose course endorsement will allow you to gain professional insurance under the service category of Health Coaching. IICT is recognized and available internationally in 26 countries.



INTERNATIONAL INSTITUTE FOR  
COMPLEMENTARY THERAPISTS

## **Do I have personal contact to a teacher?**

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Yes, all your quizzes and answers are graded by a teacher. If you have any questions or problems your teacher is there for you.

# PERSONAL REASONS THAT COULD HOLD ME BACK PURSUING A HEALTH COACH CAREER

## **Can I make money being a health coach?**

Absolutely you can! Health coaching is a growing business and the number of health coaches needed in the future will only grow. We have included a Business Course Module, which will support you in starting up your business.

## **I am working full-time. Is it possible to do the course at the same time?**

Yes, you have two years time to complete the course which is plenty enough even when working full time.

## **I am not very computer literate? Is the online course difficult to handle?**

Our coaching platform is very easy. All steps will be explained in detail and immediate help is available if you have a problem or question.

# COURSE SYLLABUS

## Chapter 1 – Basics

1. Course Introduction	Watch a video explaining the functioning of the online course and how to contact your teacher.
2. The TRULY HEAL Challenge	Recognize the problems a TRULY HEAL coach faces in their daily work life.
3. The TRULY HEAL Solution	This unit outlines the purpose and different solutions to the problem.
4. The 4 Energy Bodies	This unit divides a human into 4 different bodies, each needing to be addressed with various tools and methodologies in order to achieve true health.
5. Coaching Guidelines	This unit covers ethics, professional standards and communication skills that all health care workers must have to be successful.
6. How to Promote Yourself	This unit covers how to promote yourself, become recognized as an authority and how to earn money.

## **Chapter 2 – Physical Health**

1. Introduction Physical Body	Gain an overview of chapters to come.
2. Immune System	Gain an understanding of how the immune system works and its relevance in dealing with chronic diseases, the definition of immunodeficiency disorder and autoimmune diseases, immunotherapy and vaccines as cancer
3. Hepatic System	Learn how our detoxifications pathways work and what effect liver health has for our overall health.
4. Detoxification	Learn all detoxification methods and what kind of toxins they remove, as well as which nutrients are required for optimal detoxification.
5. Gastrointestinal System	Gut health is the key to good health and sound emotions. This unit will teach you all factors that influence gut flora and gut health. Conditions such as leaky gut and food sensitivities are thoroughly discussed and treatment options are offered.
6. Cardiovascular System	Learn the important functions of the cardiovascular system and its related diseases. Learn natural treatments that have a direct effect on blood clotting, arterial health and high blood pressure. Gain an understanding of the cholesterol theory.
7. Respiratory System	Learn about the respiratory system and its organ, plus related diseases and natural treatments.

## **Chapter 2 – Physical Health**

8. Urinary System	This unit teaches the function of the urinary system, symptoms and possible causes associated with urinary system diseases. Natural treatments are discussed.
9. Pancreatic System	Understand the function of the exocrine and endocrine pancreas, symptoms of a diseased pancreas, and treatment possibilities. Metabolic Syndrome is closely investigated in this unit.
10. Endocrine System	Hormones are messengers of life. This unit give information about the pancreas, adrenal gland, the thyroid and sex hormones. Tests which are relevant to detect imbalances, symptoms of certain disorders and treatment possibilities will be discussed.
11. Introducing the Causes	Here we discuss why it is important to search for the causes of disease.
12. Inflammation	Chronic inflammation is a root cause of disease. Common causes of chronic inflammation are explained.
13. Infections	Learn how infections suppress the immune system and why they require deep evaluation and testing. Treatment options will be discussed.
14. Acidity / Alkalinity	Understand negative health impacts of an acidic body and how to evaluate acidity - alkalinity status.
15. Oxygenation	Oxygen treatments and their effects on health are subject of this chapter.

## **Chapter 2 - Physical Health**

16. Oral Health	This unit will teach the causal effect of dental problems on chronic disease.
17. Laboratory Tests	This unit explains relevant pathology and functional laboratory tests that give you clear insights into which contributing factors can lead to disease or prevent a recovery.
18. Essential Nutrients	Here we discuss all essential minerals, vitamins, amino acids and fats in detail.
19. Supplementation	Here we discuss what bioavailability is, natural versus synthetic supplements, and what supplement we recommend.
20. Immune Modulating Therapies	This unit covers agents and supplements which work as immune modulators.
21. Natural Antibiotics	This unit discusses natural antibiotics.
22. Understanding Cancer	This unit defines all the different scientific causes and contributing factors that lead to cancer as well as diagnostic language that is used to stage and diagnose.
23. Cancer Protocols	In this unit we look at some of the most famous cancer protocols and their advantages or disadvantages.
24. Cachexia	Here we give an explanation of Cachexia and treatment possibilities.
25. Natural Anti Cancer Treatments	There are thousands of natural anti cancer remedies. This chapter describes the most successful research based anti-cancer agents/ supplements.

## Chapter 2 - Physical Health

26. Natural Treatments to Help Deal with Chemotherapy and Radiation Side Effects	This unit focuses on supporting the immune system during chemo and radiation treatments in order to achieve maximum results. We will discuss the many medicines available to reduce most toxic side effects and greatly enhance the treatment.
27. Medical Treatments	This chapter discusses holistic medical treatments which are used in a clinical setting.
28. Energy Medicine	There are many options on the spectrum of sound and light therapy. The most therapeutic treatments, scientifically proven are discussed in this unit.
29. Cause and effects of drugs	Understand common drugs and their effects on overall health.
30. Additional Physical Therapies	Here we discuss many treatments like acupuncture, chiropractic and massages for offering energetic rebalancing and improved circulation to areas of concern.
31. Blue questionnaire	This unit guides a student to ask the right questions in order to evaluate the medical history and present health conditions of a client. The questionnaire is designed to find every possible contributing cause as well as what prevents a recovery.
32. Causes of Depression	In this unit the many causes of depression are closely examined.
33. Causes of stubborn weight loss	In this unit the many causes of weight loss are examined.

### Mid Exam

Mid Exam for the Physical Health Chapter

This exam entails short written answers for questions related to the different body systems and practical approach questions for coaching scenarios.

## **Chapter 3 – Vital Health (Lifestyle Habits)**

1.Lifestyle habits introduction	This unit covers proven causes and contributing factors regarding our lifestyle habits that lead to chronic diseases.
2. Overview of Nutrition	In this unit we define and explore carbohydrates, proteins and fats, plus the detrimental effects of sugar.
3. Dietary Essential	This unit covers food allergies, glycemic index and glycemic load, healthy body weight and understanding food labels. Processed food is closely examined in regards to certain food additives.
4. Food as Medicine	This unit covers superfoods, phytonutrients, antioxidants and herbs and spices.
5. Different Diets	This unit covers all special diets and how to choose the best diet for your client.
6. Drinking Habits	Here we discuss how what we drink and how much we drink impacts healing.
7. Exercise Habits	This unit covers healthy and unhealthy exercise habits.
8. Toxic habits	This unit covers the toxic environment we live in and its effects on our health.
9. Sleeping Habits	This unit covers sleep and its relevance to detoxification and healing. You will learn sleeping patterns that support a speedy recovery and how to induce them.
10.. EMF's & Geopathic Stress	This unit discusses the massive influence our environment has on our health. You will learn how to create a healing environment around you.

## **Chapter 4 – Mental Health**

1. Introduction Videos	Watch videos about stress (relationship, work, financial and spiritual stress), personal space and beliefs.
2. The Mind	This unit defines all the different scientific causes and contributing factors pertaining to our thought, feelings and beliefs that lead to disease.
3. Values	Here we discuss how to evaluate your client's values, and understand judgement and stress management. We also introduce the concept of Voids Drive Values.
4. Believes	All your beliefs lead to choices. In this unit you will learn how to change these beliefs in order to achieve resourceful emotions.
5. Red Questionnaire	This unit helps a student to ask the right questions in order to evaluate the mental history and present beliefs that lead to disease.
6. Personality Types	This unit dives into the Enneagram which is offers insight into core personality traits, and delves deeper into the core motivations, defence mechanisms and fears that often lie in the unconscious layers of our personality.

## **Chapter 5 – Spiritual Health**

1. Introduction Videos	Videos about purpose, motivation, stillness, balance and gratitude in live.
2. Equilibrating	Everything out of balance will cause tension and stress. This unit teaches you how to resolve everything that causes stress.
3. Gratitude	To be grateful for ones adversities is the starting place of all healing. This chapter will teach you how to achieve this feeling of gratitude.
4. A Higher Purpose	What is memory and how can we break free from a lifetime of emotionally charged imprints.

## **Final Exam**

Case Study 1	Watch a video which explains the basic fundamentals of disease and the TRULY HEAL approach. The video demonstrates an evaluation and coaching of a client. Discussed are a filled out questionnaire and established timeline.
Case Study 2	This case study will help you to understand how everything you learnt is finally tied together. You are provided with an evaluation of a client case, including timeline and filled out questionnaire.
Case Study 3	For this case study we provide you with a filled out questionnaire and an established timeline. You will need to answer some questions in regards to the evaluation of this client.
Final Qualification	For the final qualification you have to find a client and conduct a full written evaluation and timeline. This client evaluation will be corrected and discussed with your teacher. You are also asked to record a short video consulting a client.

# COURSE GUIDE

## **Course length and intake dates:**

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You have up to 2 years time to complete the course program from the date of enrolment. As a self-paced online course it can be completed in as little as 5 months.

We have 4 intakes per year. As the course is an online portal, you can access the portal from anywhere in the world.

After we receive your payment you get immediate access to our Study Portal, which contains all course material.

## **Method of Delivery:**

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The Course consists of 61 chapters followed by a quiz with short written answers.

The course also contains a mid and final exam. All quizzes, short responses and exams are corrected and discussed with your teacher via the online portal.

## **Contact Hours:**

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Approximately 150 hours depending on prior knowledge.

## **IT Requirements:**

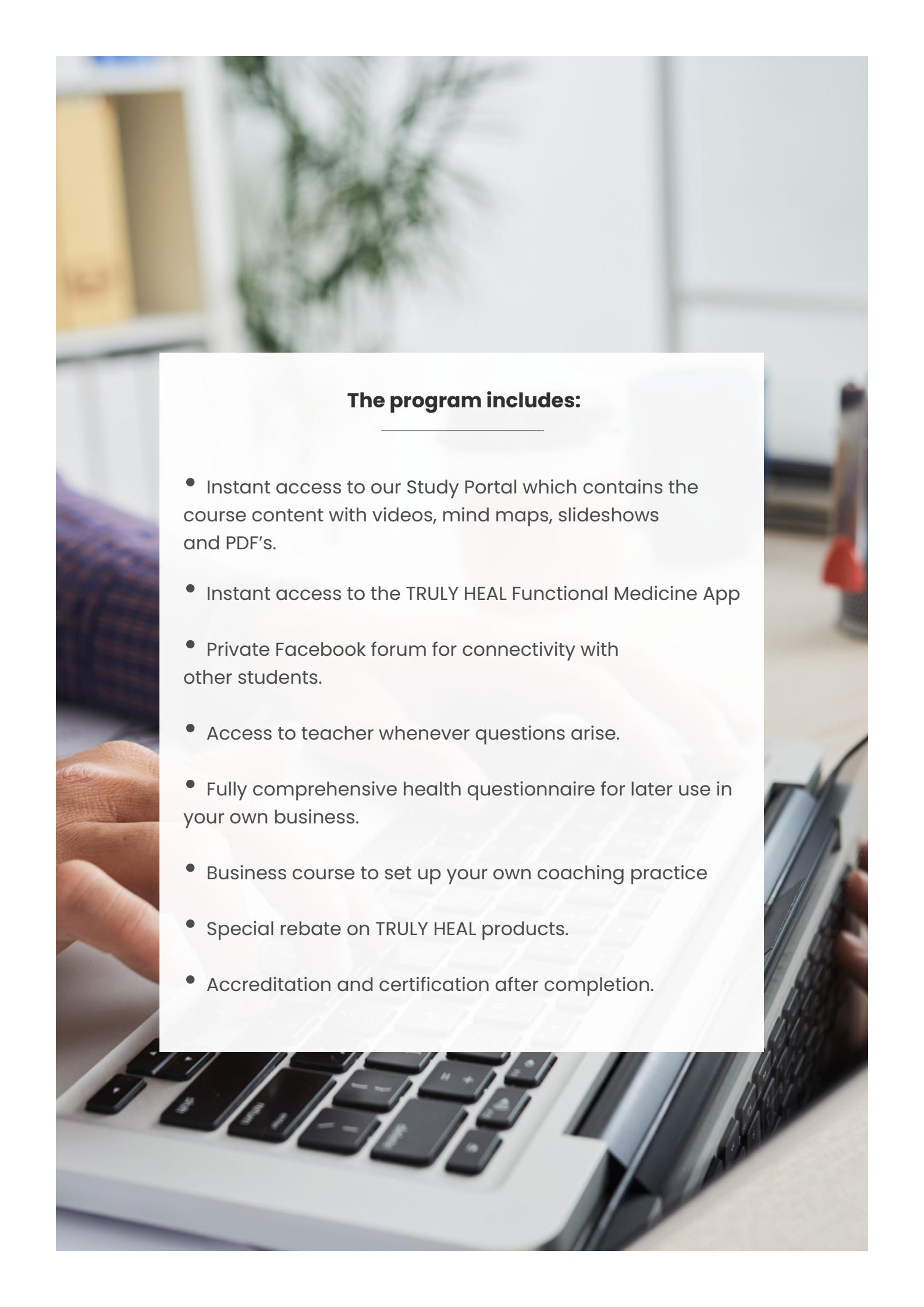
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Operating system: Anything that can access a website. Tablets, PC and MAC

## **Pre-requisites:**

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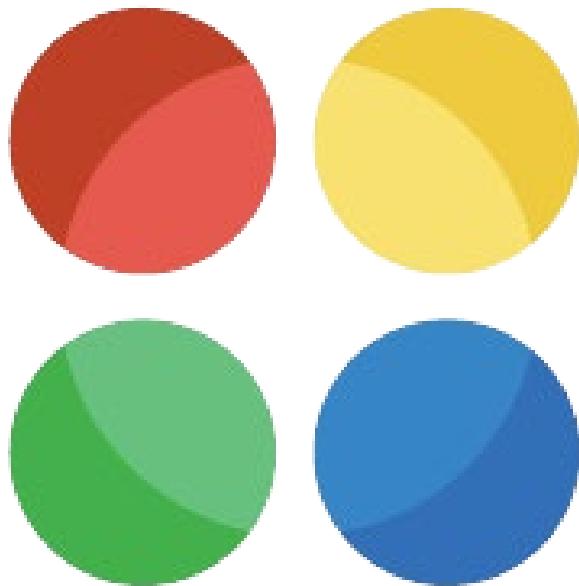
There are no pre-requisites for enrolment in this certification program, however a passion for health and wellbeing is advisable.



## The program includes:

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- Instant access to our Study Portal which contains the course content with videos, mind maps, slideshows and PDF's.
- Instant access to the TRULY HEAL Functional Medicine App
- Private Facebook forum for connectivity with other students.
- Access to teacher whenever questions arise.
- Fully comprehensive health questionnaire for later use in your own business.
- Business course to set up your own coaching practice
- Special rebate on TRULY HEAL products.
- Accreditation and certification after completion.



# TRULY HEAL

## CONTACT US

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