



Credible Promotion of Thermography

Best Advice

It's all about how you truthfully represent thermography

Focus on Health Discovery and Health Studies or Full Body Studies instead of isolating and focusing on breast imaging. Then the breast becomes a component of a larger, more defensible purpose.

The greatest liability is related to any suggestion or assumption in your material that would create the impression that a client did not seek out mammography because “thermography was enough”. Even if you made a disclaimer statement like “thermography is an adjunct to mammography”, it is meaningless if there are any other messages that might be construed as a claim that contradicts that disclaimer.

All descriptions must be clearly related to “thermal” indications such as:

- Thermal chaos
- Healing blood profusion
- Recognized thermal abnormalities
- Recognizing thermal patterns
- Thermally significant indications in the (region)
- Thermal changes

Thermography reveals patterns on the skin, so it is important to qualify the physiological importance of the skin. For your protection, all clients must sign a dated **Client Disclosure** that would include the following definition of thermography and a pointed statement regarding breast imaging (NOT screening)

Thermography is a non-contact, non-invasive procedure which captures and records temperature variations on the skin. The skin is the body's most intelligent organ and is “wired” with a communication network connecting all other organs and physiological processes in the body. The skin responds to physiological changes and a thermography device observes those changes. Assessments of these changes are reported by medical professionals trained to correlate thermal findings with a person's health history and concerns.

If you want to use images of the breast in your promotions, you must include this statement with the image(s):

Imaging of the breast is not intended as a cancer detection test, as it does not suggest, confirm or rule out the possibility that cancer exists in the breast or any other area of the body.



The BIG Picture

Inflammatory responses and inflammation –associated diseases, which create a thermal pattern, visually detected with thermography, is globally recognized as the number one health issue in the world. Use this as rationale for “Why Thermography”? There is mounting evidence to support these statements:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5805548>

<https://health.clevelandclinic.org/why-you-should-pay-attention-to-chronic-inflammation>

We are now seeing Inflammation Clinics and Specialties. Focus on the big picture. Research “Inflammation”. Offer Health Studies as a baseline to identify thermal abnormalities and early indications of thermal changes anywhere in the body.

Nobody can deny the connection of inflammation and thermal heat. This is the real key to helping people with thermal imaging. Thinking only breast is limiting and creates liability. Think and project Health Discovery!

You have a high quality, amazing tool! Recognition of inflammation as a health issue is your message!!! Use it for the greater good.

Carol Chandler, D.O.M.
President,
Med-Hot Thermal Imaging, Inc.