



Whisper & clients - producing effective solutions.

Healthcare marketing



# Whisper & clients - producing effective solutions.

When was the last time your creative marketing had a check up?  
We'll evaluate your marketing requirements without any preconceived notions, then recommend the right medium to reach your target market and grow your business.

Whisper have the experience to create persuasive concepts that enable your brand to communicate clearly to prospects, clients and staff.

Our work includes digital designs, html emails, social media and websites as well as advertising, corporate comms, direct marketing, exhibition graphics and print.

And as we don't have the same costly overheads as other ad agencies, we can produce a wider range of creative routes for you to consider, for less of your budget. It's that simple.

For over 20 years we've provided joined-up marketing solutions for companies of every shape and size, from start ups and entrepreneurs to corporations and NGO's.

We believe working in partnership with our clients enables us to produce compelling marketing ideas - both online and offline - and because of this collaborative approach, our clients return to us time and time again.

We work extensively, but not exclusively, with clients in:

- Building & Landscape Design
- CAD/CAM • Exhibitions • Food & Drink • Healthcare
- Legal Services • Logistics • NGO's & Charities

To see how we can help drive your brand forward simply call Brian on 020 8527 3222 or email him on [info@whisper-cc.com](mailto:info@whisper-cc.com)

Branding



Photography



Marketing



## Whisper Creative Consultancy

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**A new solution to a host of life threatening problems**

The cleaning solution that leaves surfaces clinically clean in just minutes.

DIFFICIL-S® is one of the most powerful broad spectrum disinfectants ever developed and has been independently tested by NHS laboratories at a dilution rate of 1:400 to give at least a 5 log, within five minutes, a reduction of 99.999% in the following:  
 ✓ Clostridium difficile inc spores ✓ MRSA ✓ Listeria ✓ E.coli ✓ Salmonella  
 ✓ Pseudomonas ✓ Mycobacteria (tubercle bacilli) ✓ Norovirus

DIFFICIL-S® has a Recommendation 2 from the Department of Health Rapid Review Panel.

For more information contact us on [info@difficil-s.com](mailto:info@difficil-s.com) call us on +44 (0)1359 252 181 or visit [www.difficil-s.com](http://www.difficil-s.com)

**CLEANKILL DIFFICIL-S**  
The Advanced Disinfection Solution

**If superbugs attack your residents, your business could be next.**

No other cleaning solution leaves surfaces clinically clean in just minutes.

DIFFICIL-S® is one of the most powerful broad spectrum disinfectants ever developed and has been independently tested by NHS laboratories at a dilution rate of 1:400 to give at least a 5 log, within five minutes, a reduction of 99.999% in the following:  
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**CLEANKILL DIFFICIL-S**  
The Advanced Disinfection Solution

**Life threatening problems need a life saving solution.**

[www.difficil-s.com](http://www.difficil-s.com)

Difficil-S® is safe and simple to use as an everyday cleaner/disinfectant and is suitable to be used within:

- ✓ Hospitals ✓ Care Homes
- ✓ Schools ✓ Doctors Surgeries
- ✓ Dental Surgeries
- ✓ Veterinary Surgeries
- ✓ Restaurants and pubs
- ✓ Cruise liners

**CLEANKILL DIFFICIL-S**  
The Advanced Disinfection Solution

# Difficil-S

Magazine ads, DVD case & pull up banner: Concepts, design & copy.



**Life threatening problems need a life saving solution.**



The Advanced Disinfection Solution



**DIFFICIL-S® leaves surfaces clinically clean in just minutes.**

DIFFICIL-S® is one of the most powerful broad spectrum disinfectants ever developed, and is both safe and simple to use while still being low in cost.

Unlike other powerful cleaning agents, it can be safely used in most working environments without staff, patients or residents having to vacate the room.

Cleaning staff will be able to use this as a daily, dual purpose cleaner and disinfectant, for use on most surfaces, equipment and utensils, with the minimum of personal protective equipment.

The active component of DIFFICIL-S® is chlorine dioxide, present in the prepared product as a dissolved gas, in a solution with outstanding wetting properties. Spore penetration is readily achieved, and then the organism is swiftly killed by the potent destructive action of chlorine dioxide on the organism's internal chemical structure.

**Where to use DIFFICIL-S®**

- Hospitals
- Care homes
- Schools
- Doctors surgeries
- Dental surgeries
- Veterinary surgeries
- Restaurants
- Pubs and clubs
- Cruise liners
- All healthcare environments

**When to use DIFFICIL-S®**

Simply use as your every day surface cleaner/disinfectant.

**How to prepare DIFFICIL-S®**  
DIFFICIL-S® is extremely simple to use: just add one sachet of part A (red label) and one sachet of part B (blue label) to ten litres of cold water.

Stir well to produce a yellow-coloured solution. DIFFICIL-S® should only be used at this dilution rate of 1:400 with water.

To use, decant into the DIFFICIL-S® dispensers with colour triggers, which are provided for this purpose.

**The stability of DIFFICIL-S®**

After 30 months storage at 35°C in sachets, the product is still producing at or above its target chlorine dioxide output for a 1:400 dilution of 300ppm.

When DIFFICIL-S® is prepared at a 1:400 dilution in water and stored in a sealed container over

**DIFFICIL-S® is safe and simple to use.**



**DIFFICIL-S® The Life Saving Solution.**

a ten day period, it maintains its chlorine dioxide content in solution.

**DIFFICIL-S® testing**  
DIFFICIL-S® has been independently tested by NHS laboratories at a dilution rate of 1:400 to give at least a 5 log, within five minutes, a reduction of 99.999% in the following:

- ✓ Clostridium difficile inc spores
- ✓ MRSA
- ✓ Listeria
- ✓ E.coli
- ✓ Salmonella
- ✓ Pseudomonas
- ✓ Mycobacteria (tubercle bacilli)
- ✓ Norovirus

**The compatibility of DIFFICIL-S®**

Various materials were immersed in a 1:400 dilution of DIFFICIL-S® for a period to check their compatibility.

There was no visual change to aluminium, brass, Formica work top, plastic, polypropylene, stainless steel and wood.

It can also be used on certain polypropylene carpets and soft furnishings\*

**The advantages of DIFFICIL-S®**

Compared to other products which are commonly used for C.DIFF disinfection, DIFFICIL-S® has many advantages:

**Safe** - No unpleasant or harmful gas release at correct dilution.

**Eliminates** - Use at one dilution rate everywhere, whatever the challenge.

**Low bulk** - Dilutes at 1:400. Two small sachets (2x12.5g) give ten litres ready to use cleaner/disinfectant.

**Non corrosive** - Near neutral pH with no damage to metal fittings.

**Stable** - Sachets are stable for 30 months.

**Non carcinogenic** - No cancer causing compounds produced by combination with organic waste.

\* Go to [www.difficil-s.com](http://www.difficil-s.com) to check material compatibility.



**DIFFICIL-S® can be used on all utensils and equipment.**



DIFFICIL-S® is part of the CLEANKILL range of infection control products from Cimimax Ltd.

For more information on DIFFICIL-S® please contact us at:  
Cimimax Ltd.  
Shepherds Grove West, Stanton  
Bury St, Edmunds, Suffolk IP31 2AR  
England

Tel: +44 (0)1359 252181  
Fax: +44 (0)1359 252182  
Email: [info@difficil-s.com](mailto:info@difficil-s.com)  
[www.difficil-s.com](http://www.difficil-s.com)

Training and Education.  
We offer a comprehensive training programme on the use of DIFFICIL-S® supported by a training DVD.  
See our website for more information.



The Advanced Disinfection Solution

**Difficil-S**

Brochure: Concepts, design & copy.

Is a pain  
in the back  
all you have  
to look  
forward to?

Are you looking after your patients needs, to the detriment of your own?

Sitting on any type of conventional stool, your legs stick out at right angles to your spine. This flattens your lumbar curve and puts your lumbar discs under continual stress.

And since dentists sit down for long periods of time every day, you could be putting your health at risk - it's as simple as that.

Sitting on a Bambach Saddle Seat however, your spine is supported in its natural position, which is maintained even when you are bending forward over a patient.

Try the Saddle Seat FREE for 30 days in your own Practice.

The only way to really appreciate what makes the Bambach Saddle Seat so special is by trying it!

Simply call Andrea on 0800 58 11 08 for more information and a FREE no-obligation trial of the Bambach Saddle Seat.



THE BAMBACH  
SADDLE  
SEAT

Bambach Saddle Seat (Europe) Limited  
Unit A2, The Seedbed Centre, Langston Road, Loughton, Essex IG10 3TQ  
Tel: 0281 787 7051 • Fax: 0281 787 7074 • E-mail: bambach.europe@virgin.net

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over  
backwards  
to make your  
patients  
comfortable?

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**Bambach Saddle Seat**  
Magazine ads: Concepts, design & copy.

After 12 months of hard labour  
we've delivered.



You might be forgiven for thinking that some IVF clinics are more interested in their positions in spurious league tables, than ensuring the appropriate care for their patients.

To improve their results, some clinics transplant three embryos - against the strong recommendations of the HFEA - risking complications to the future health of both the mother and baby.

At the Cromwell, patient care is our priority. Each patient is treated as an individual, and is given individual advice. And that also includes not having IVF treatment at all if we feel the patient could conceive naturally - or with a little help from our doctors.

We never turn away difficult patients whose fertility problems are not straightforward. We have always

tried to help as many patients as possible, which is why we pioneered the concept of egg sharing. Egg sharing helps women who are under 35 and produce normal eggs, to benefit from IVF treatment they couldn't otherwise afford.

For more information call 02920 734 008 or visit [www.londonwomensclinic.com](http://www.londonwomensclinic.com)

To protect the anonymity of our patients, pictures are posed by models.

The London Women's Clinic is licensed by the Human Fertilisation & Embryology Authority



The London Women's Clinic egg sharing programme - a growing success.

Necessity is the  
mother of invention.



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The London Women's Clinic egg sharing programme - a growing success.

We've shed blood, sweat & tears.  
Now it's your turn.



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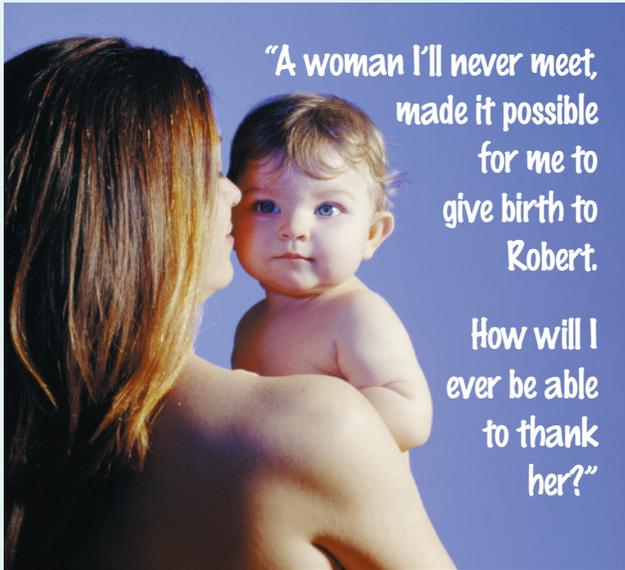
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The London Women's Clinic egg sharing programme - a growing success.

The London Women's Clinic

Magazine ads: Concepts, design & copy.



"A woman I'll never meet,  
made it possible  
for me to  
give birth to  
Robert.  
  
How will I  
ever be able  
to thank  
her?"

**Egg Sharing** a new form of IVF treatment

**Egg sharing can solve the desperate problem for many childless couples.**

Egg sharing is a practical and dignified solution to two very difficult problems.

The first problem is for women who produce normal eggs but can't afford the cost of IVF treatment whilst the second problem is for

women who can afford IVF treatment but need donor eggs.

Donors, who need to be under 35, receive almost free IVF treatment, while the paying recipient receives eggs which would be otherwise unavailable.

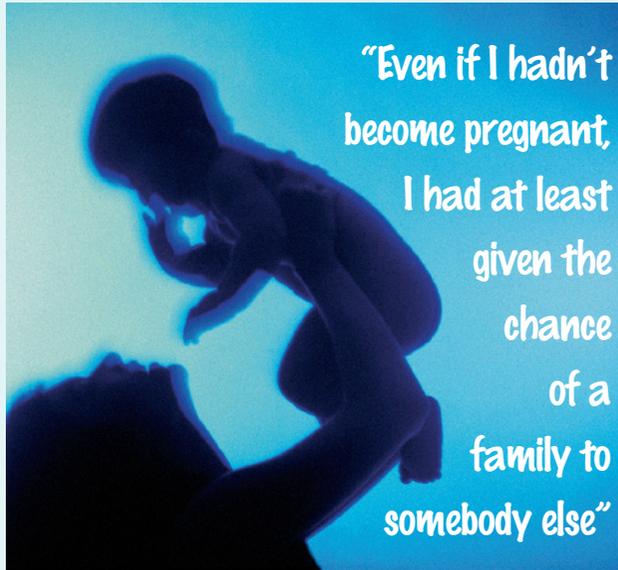
To understand the merits and the acceptance criteria for the egg sharing scheme, as well as other

treatments such as donor insemination, ICSI, embryo hatching and embryo freezing, free meetings are held every month.

**To reserve your place at a meeting, please call The Cromwell IVF Helpline on 0500 77 77 50.**



The Cromwell IVF & Fertility Centres are licensed by the Human Fertilisation & Embryology Authority



"Even if I hadn't  
become pregnant,  
I had at least  
given the  
chance  
of a  
family to  
somebody else"

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**Now couples who can't afford private IVF treatment -**



**can afford private IVF treatment.**

**Egg sharing is an IVF solution to a difficult problem faced by couples, as well as single women.**

For many, egg sharing is the only way of completing a family.

Women under 35, who produce normal eggs but can't afford the cost of IVF treatment, can receive almost free IVF treatment by sharing their eggs with another couple who pay for the treatments.

To understand the merits and the acceptance criteria for the egg sharing scheme, a free information meeting is being held on the 7th May 2002 at the Cromwell Hospital, Cromwell Road, London SW5 0TU from 6.30pm-8.30pm.

To reserve your place, please call

Barbara Mostyn on 020 7460 5725 or fax us on 020 7460 5726. Alternatively, you can e-mail us at [cromwell.ivf@tiscali.papex.com](mailto:cromwell.ivf@tiscali.papex.com).



The Cromwell IVF & Fertility Centres are licensed by the Human Fertilisation & Embryology Authority

**Helping People Become Parents**

# Cromwell IVF Centre

Magazine ads: Concepts, design & copy.



The effects of stress don't stop at the office door.



- Home page
- How we can help your staff
- How we've helped others
- Contact us
- Privacy

Stress doesn't have to be caused at work to affect the workplace - divorce, money worries, loss or even road rage can all impact on the physical, mental and emotional state of your staff and their ability to do their job.

Ruane BioEnergetics therapeutic system is a three step process that identifies, resolves and equips people to cope with the effects of stress and can help to dramatically improve the efficiency and productivity of your staff.

**"Unchecked stress can result in a number of productivity sapping outcomes, from diminished work quality to absenteeism to co-worker clashes"**

**Dr. Richard A. Chafetz, CEO of ComPsyche.Com largest worldwide provider of employee assistance programmes - Business Daily, March 28th 2012**

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www.whispae.co.uk



We can't reduce the stress in your employees personal and professional lives, but we can reduce the effect that stress has, both on them and your business.



- Home page
- How we can help your staff
- How we've helped others
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**What effect are your employees' stress levels having on your business? Are staff frequently calling in sick, causing disruption and so lowering productivity?**

Stress has both physical and intellectual consequences which is why have we have developed a proactive system based on advanced tools and techniques to identify and then treat the effects of stress.

**Rebooting your body's operating system**

Imagine the body as a computer. The body's cells and organs are the hardware. They have been studied by western medicine over the last 100 years with little understanding of what actually controls the body. What has been ignored is the body's operation system and energy which are needed to run the hardware. Every living thing emits an energy field and we are no exception.

Just as television reception can become distorted, our bodies can be affected by energetic and environmental conditions such as travel, lifestyle, past illness, toxins and pollution. These all affect the way the operating systems in our bodies work.

Step one of the system uses an advanced Bio-Energetic scan of the body's operation system by reading the Human Body Field (HBF) which highlights the areas needing support. The HBF is the intelligent, self-organising, energetic structure - or matrix - which acts as a master control mechanism for the body.

The key to all life processes is information transfer. The HBF forms a 'route map' for information transfer in the body, ensuring right information flow to the right place at the right time in the right way to support and stimulate self-healing.

**Matrix Balancing - Intellectual acupuncture without needles**

Based on traditional Chinese medicine, this tool focuses on the same energy meridians used in acupuncture to treat physical, mental and emotional ailments.

The client brings to mind and verbalises an issue in a specific way that they want to work with.

At the same time, the meridians are manipulated to release deep rooted stress and trauma from the energy system, allowing the body and mind to return to a healthy physical and intellectual state.

This part of the system is most valuable in its ability to send a message to the body that the trauma is over. It ends the trauma cycle where the trauma is being constantly replayed over and over in the matrix. This enables the body and cells to respond in healthier ways.

**Immediate stress conversion you can practice in the work place**

Most traditional stress reduction approaches work away from the workplace and are temporary. It's impossible to soak in the hot tub in a middle of a staff meeting.

Paula Ruane is an accredited practitioner and trainer of HBFHealth, whispaeauk, Whispae EFT

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www.whispae.co.uk



We've been helping all types of people to reduce the effects of all types of stress for over 10 years.



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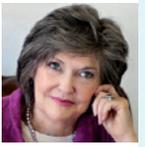
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**"On Friday, I left your office lighter, felt more centred, like "myself" again. Powerful and truly unexpected! I actually can't remember when was the last time I felt so normal and grounded. Beautiful gift after these past few weeks. Thank you, I slept amazing too and already had a vivid dream which I wrote down for us to discuss next time! In the meantime, will keep to my exercises, I look forward to our next appointment."**

**Ms D.S. London E**

**Lead singer of high profile rock band cancelled proposed tour and recording session due to loss of singing range. Under threat specialised voice coach - but nothing improved it. As client lived abroad, he flew in for 2 hr intensive session. When he left, he immediately called agent and rebooked both tour and recording time in studio, his agent quoted him "I don't know who she did to me but it was like magic - unbelievable really!"**

**Mr F.H. Belgium**



**I had a really excellent trip - all your help seemed to have paid off in the bucket load and it couldn't have gone better from a confidence point of view. I was feeling quite nervous before and during the flight, but nothing too scary. And I think I was quite a calming influence on my accompanying colleague who admitted she too had a few nerves.**

**My mentality that morning when entering the office building was that they were friendly people who I have spoken to before and from my company. There were a number of meetings where I had to talk for a couple of hours by myself in front of 4 very senior people in the organisation. I was flying and didn't feel remotely anxious for the rest of the trip!**

**Mr G.N. London EC**

**As a business coach I have demanding clients and coupled with challenges at home and have been impressed with the session. I am now calm without anxiety and think more clearly more easily. Also, it helped to rid the angst I felt towards my ex - which had been on-going for 9 years. Excellent.**

**Mr R.H. Colchester**

**... I feel SO MUCH clearer in my head - I'm not worrying about ANYTHING right now! It's amazing. Whilst I usually have very bizarre dreams - I didn't last night. It's honestly the first time I've felt myself in a while!!!! I definitely have a spring in my step.**

**Mrs H.O. London NW**

**I hadn't made the connection between my daughter and my back pain - it was a real treat to be able to enjoy the weekend and the lovely weather without my back getting me down. Thank you very much.**

**Ms J.M.M. Kent**

**I always give 100% for 100% and with the run up to Christmas, shortened deadlines, I found I needed a something to enhance my energy levels and to make sure that I retained optimal decision-making, strong focus and mental acuity. I highly recommend Paula Ruane. She has done something to me but I really don't know what, but things are looking up!!"**

**Ms R.V. / Leeds CW**

**The effects of stress don't stop at the office door.**

Stress doesn't have to be caused at work to affect the workplace - divorce, money worries, loss or even road rage can all impact on the emotional state of your staff and their ability to do their job.



**Time is our most precious commodity, staff taking time off costs money and lowers productivity.**

This is why it is essential to address the probable causes of absenteeism with a preventative programme which is fast, effective, non-invasive and enables staff to understand how stress affects them on all levels.

Because humans are herd animals, we are hardwired in such a way that we don't want to admit to feeling overwhelmed, overloaded and under pressure - for fear of appearing weak and not keeping up with everyone else.

The irony is that most people feel the same.

The question is, if the biggest cause of short-term absenteeism is illness - and illness is largely produced by stress - why not tackle the probable cause rather than treating the symptoms?

It is important for people to be engaged, productive



and performing well when they are distracted, stressed, unwell and under pressure.

It is now widely recognised that long-term stress produces physical symptoms - these signs are literally 'messages from the body' telling us to make changes.

Stress can also be caused by a build-up of small things over time, for example, your staff may not feel valued at work or may have a child whose behaviour is hard to deal with.

Sometimes there is no obvious cause of stress.

It is important to recognise the difference between temporary stress which usually goes away once a specific problem is resolved, and long-term stress that can be damaging to the health of your staff, as well as those around them.

The Ruane BioEnergetics therapeutic system is a unique approach to physical and mental 'stress busting' providing fast results without talk therapy, drugs or side effects.



**Mental symptoms of stress:**

- Worry
- Poor focus
- Impaired judgement
- Seeing only the negative
- Anxiety
- Memory problems

**Emotional symptoms of stress:**

- Sudden mood changes, unpredictability.
- Irritability and bad temper
- Can't switch off
- Feeling overwhelmed
- Feeling isolated
- Feeling depressed

**Physical symptoms may also include:**

- Aches and pains (particularly back and shoulders)
- Digestive issues
- Feeling sick and dizzy
- Chest pains
- Affected libido
- Frequent colds and flu

**Behavioural changes:**

- Eating for comfort or not eating enough
- Disturbed and/or unrefreshing sleep
- Choosing to isolate oneself
- Neglecting chores, normal routine and responsibilities.
- Smoking and drinking more, using recreational drugs
- Time displacement activity, more time on internet, shopping, gym.

**Causes of stress:**

- Many situations can cause chronic stress including:
- Commuting
  - IT problems
  - Unexpected or unwanted change at work or home, additional demands and pressures.
  - Exams
  - Financial issues
  - Change in relationships with colleagues, partners, children and friends.
  - Separation and divorce
  - Redundancy and unemployment
  - Moving house
  - Bereavement



**The Ruane BioEnergetics solution.**

Ruane BioEnergetics uses a Biofeedback system which analyses all of a person's environmental factors. This programme was developed eight years ago from the need for a fast, practical and remedial solution to stress related ailments.

Our system improves the performance of individuals at a physiological and mental level which can have a far-reaching and positive effect from the shop-floor to boardroom.

Because people historically have compartmentalised performance, health and behaviours - which are all related, the conventional remedy when things go wrong is to also compartmentalise treatment (doctors, psychotherapists, coaches, trainers and counsellors).

The unique benefits of the Ruane BioEnergetics system is that it deals with these three aspects homogeneously resulting in speedy and effective change.

We identify the root cause, resolve this and equip the individual to deal with the current situation and increase resilience for his future.

The Ruane BioEnergetics system re-sets the

physiological clock to enable individuals, groups and organisations to:

- Improve performance
- De-risk the next board meeting, the forthcoming negotiations, performance reviews, customer sales conference, redundancies etc.
- Increase creativity and innovation
- Improve educational and training attainment
- Lower absenteeism
- Improve health, psychological well being and quality of life.
- Improve team co-operation and customer satisfaction.

The body has a master information system which oversees the mental, intellectual, physical and emotional systems from hormones to heartbeat.

Some individuals seem to thrive on challenge and pressure whereas others need tools and techniques to maintain performance and wellbeing.

Based partly on traditional Chinese medicine, Ruane BioEnergetics is perfect for all staff, increasing and maximising performance at all levels.

"Lack of self-confidence, redundancy, two failed marriages and being out of work for a long time had really dragged me down.

After a few sessions, I was able to take up a new senior post with great optimism and enthusiasm feeling confident about the results I can achieve."

Mr K.H. London NW

**Stage One - Identify: Rebooting your body's operating system.**

Imagine the body is a computer. The body's cells and organs are the hardware.

They have been studied by Western Medicine over the last 100 years with little understanding of what actually controls the body.

What has been ignored is the body's operating system and energy which is needed to run the hardware.

Everything living emits an energy field and we are no exception.

Just as TV reception can become distorted by external atmospheric or signal interference, our bodies "software" can be affected similarly by environmental conditions.

The first part of the process is to scan using NES Provision, the only software in the world that can scan and analyse the entire HBF (human body field) with energetic, nutritional, environmental and intellectual analysis.

It uniquely provides detailed correction protocols to correct client problems and challenges.

All the client does is place their hand on a scanner and the software simultaneously treats the HBF as a route map and comes back with appropriate corrections shown on the screens. Clients are often amazed by its insights and accuracy.



The NES Health scanner reads the Human Body Field (HBF) and highlights priority areas needing support.

The HBF is the intelligent, self-organising, energetic structure that acts as a master control mechanism for the body.

The key to all life processes is information transfer. The HBF forms a 'route map' for information transfer in the right place, at the right time and in the right way to support and stimulate self-healing.

When we correct and enhance the controlling energy systems then health and performance can improve dramatically.

"I had a really excellent trip - all your help seemed to have paid off in the bucket load and it couldn't have gone better from a confidence point of view.

There were a number of meetings where I had to talk for a couple of hours by myself in front of four very senior people in the organisation.

I was flying and didn't feel remotely anxious for the rest of the trip!"

Mr G.N. London EC

**Stage Two - Release and Resolution: Intellectual acupuncture.**

The second step is to deal with mental and emotional pressures and Matrix Reimprinting is best described as "intellectual acupuncture without needles", as it focuses on the same energy meridians used in traditional

acupuncture to treat many ailments and is particularly powerful with fears, phobias and negative thought patterns.

It is not talk therapy or counselling but a powerful self-use tool to support during exceptionally challenging times and events.

The client brings to mind and verbalises in a specific way, an issue that they want to work with.

At the same time the meridians are manipulated to release stress and trauma from the energy system,

allowing the body and mind to return to a healthy physical and emotional state.

Matrix Reimprinting is most valuable in its ability to send a message to the body that the trauma is over.

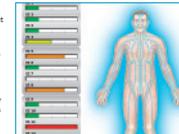
It ends the trauma cycle where the trauma is constantly being replayed over and over in the matrix.

This enables the body and the cells to respond in healthier ways and begin to heal. It is very quick, safe and with no side effects.

Matrix Reimprinting can release and rid the client of old negative beliefs and issues that keep them rooted to the spot, like roots of a tree.

It is particularly effective in dealing with:

- Negative thought patterns
- Public speaking
- Self confidence
- Phobias
- Fears



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