

PO-066

Dissimilarities in reception and development of TCM in Germany and the USA

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Chinese Medicine has been labeled traditional in its external communication since the 1950s. It is widely thought of as a coherent, orthodox medical system that has been handed down to us in pristine and unaltered teachings. However, as Chinese Medicine is going global it is unlike orthodox teachings simultaneously adapting swiftly to local patterns of perception and interpretation, thereby being shaped into hitherto unknown forms. The globalization of Chinese Medicine produces multiple localized visions of a healing system that is permeable to external ideas and influences and very open to individual interpretations.

In Germany biomedical patterns of perception and adaptation and a tendency to physiologize prevail among patients and Chinese Medical therapists whereas in the US the psychologizing of Chinese Medicine and a holistic interpretation can be observed. In this American appropriation of Chinese Medical practices psychological and spiritual elements once inherent to Chinese Medicine are reemerging.

In Germany, where the acupuncturist as an independent profession does not exist and acupuncture is dominated by the biomedical establishment, practitioners have, with some variation in theoretical background and application appropriated certain aspects of Chinese Medicine into their daily practice. In acupuncture for example the great majority feels comfortable with reductionist versions of mere needling techniques and believes that this method can do completely without a complex Chinese theoretical framework.

Notably, both the physiological and the psychological interpretation of Chinese Medicine do not differ in terms of outcome in the sense of being equally effective.

This paper will attempt to discuss the complex process by which patients' and practitioners' perception of Chinese Medicine and its effectiveness are shaped by considering sociological, medical and historical factors.

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PO-067

Antiviral activity of a composition of *Gentiana lutea* L., *Primula veris* L., *Sambucus nigra* L., *Rumex spec.* and *Verbena officinalis* L. (Sinupret®) against viruses causing respiratory infectionsB. Glatthaar^a, A. Saalmüller^a, J. Haunschild^b, A. Amon^b^aUniversity of Veterinary Medicine, Vienna, Austria^bBionorica AG, Neumarkt, Germany

Sinupret®, an aqueous-ethanolic extract from five plants, *Gentiana lutea* L., *Primula veris* L., *Sambucus nigra* L., *Rumex spec.* and *Verbena officinalis* L., is frequently used in the treatment of acute and chronic rhinosinusitis and respiratory viral infections such as common cold. To date little is known about basic mechanisms of its potential antiviral activity. Therefore experiments have been performed for the detection of its antiviral activity against a broad panel of human pathogenic enveloped and non-enveloped RNA and DNA viruses causing infections of the upper respiratory tract: influenza A virus, parainfluenza virus, human rhinovirus B, coxsackievirus, adenovirus C, and respiratory syncytial virus.

Determination of virus production was performed after treatment of the infected cells with non-toxic concentrations of the commercially available product using plaque-reduction assays, analyses of cytopathogenic effects and ELISAs for viral proteins.

Antiviral activity of Sinupret® could be detected independent of the type of the viruses in RNA as well as in DNA virus infected cell cultures and also against coated and uncoated viruses. A very strong inhibitory activity was obvious against adenovirus and respiratory syncytial virus infections.

These results demonstrate that Sinupret® showed a broad antiviral activity which basic mechanisms are still unclear. This has to be elucidated in further studies.

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Health training—A health coaching developments with integrative medicine

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Far-reaching changes, developments and trends can currently be witnessed in the fields of health counselling and health training. New and innovative counselling/training forms come more and more into the limelight and try to establish themselves, besides well-known and proven professions such as nutrition, exercising, relaxation, etc., as new professions in the service sector. Coaching belongs to those counselling models which are currently most under discussion. It is marked by a highly ambivalent reputation: on the one hand, it is very successful in practice as a sound panacea that promises, to people who are afflicted with crises, rapid and professional help for self-help. On the other hand, it is looked upon rather sceptically since the term has not been defined so far; coaching has not been established qualitatively either, and it cannot be sufficiently delimited from other forms of counselling and training. Against this background, we have undertaken an international literature research and interviewed experts