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**TWO LINE BIO**

Dr. Asa Hershoff has been practicing, writing and speaking about holistic and mindbody healing for four decades, believing that individuals can best reach their optimal potential through an integration of ancient wisdom and modern science.

**SHORT BIO (53 words)**

Dr. Asa Hershoff has been practicing, writing and speaking about natural health and self-help for 40 years. Pioneering Canada's natural health movement, he founded the Canadian College of Naturopathic Medicine in 1978. Today he integrates the healing principles of ancient wisdom and modern science, helping individuals reach their potential, body, mind and spirit.

**MEDIUM BIO (110 words)**

Dr. Asa Hershoff has been practicing, writing and speaking about natural health and mind-body healing for over 40 years. Pioneering Canada's natural health movement, he founded the Canadian College of Naturopathic Medicine in 1978. Since then, he has traveled the world to reconnect to deeper truths and lost healing knowledge scattered across time and culture. Through this integration of ancient wisdom and modern science, he shows individuals how reach their optimal potential on all levels. A life-long spiritual seeker, he completed the strict isolation of the traditional Tibetan 3-year meditation retreat. He maintains a busy writing and teaching schedule, his current books with Penguin Random having sold over 90,000 copies.

**LONG BIO (365 words)**

Dr. Asa Hershoff has practiced holistic and mindbody medicine for over four decades as a Naturopathic Physician and Classical Homeopath. His full-spectrum approach includes homeopathy, herbal medicine, cutting-edge nutrition, 5-Element energy healing, chiropractic and bio-energy testing. Originally from Toronto, Asa was a pioneer of the Canadian natural health movement, cofounding the Canadian College of Naturopathic Medicine in 1978; This forever changed the face of health care in Ontario. A major influence in those early days was his close relationship with his mentor, the late Dr. John Laplante, with whom he studied for sixteen years, learning the skills of a medical intuitive, subtle energy healer and empath. Teaching at the naturopathic college, as well as conducting as many as 75 seminars a year in North America, he still found time to work with some dozen companies in the natural health industry, formulating hundreds of homeopathic and nutritional supplements. Yet a crucial part of his work remains the training of patients and students in meditation, 5-Element mindfulness, and self-healing techniques. Having practiced in Toronto, New York and Los Angeles, he now works with clients from across the globe and from all walks of life, from celebrities to everyday heroes.

Asa is well known in the homeopathic world for his classic work, *Homeopathic Remedies*, as well as *Herbal Remedies*, for Penguin Random House, with over 90,000 copies sold, and *Homeopathy for Musculoskeletal Healing* for North Atlantic Books.

A life-long seeker, Asa has trained in many spiritual disciplines and healing modalities, from light acupuncture and color therapy, to Qi Gong and mantra healing. But his greatest involvement has been with Tibetan Buddhism. Studying with many great meditation masters over the last 40 years, he completed the full training of a Tibetan Lama in 1989, having undergone the traditional 3-year meditation retreat, held in strict seclusion.

The culmination of his lifetime of investigation and research is the creation of the 5-Element Energy Healing and Elemental Psychology systems. Asa's courses, forthcoming books and online trainings are establishing him as a world leader in using the Elements as a tool for personal growth and mind-body transformation. He continues to strive to perfect an approach that integrates the deep aspects of Eastern wisdom and meditation, with the best of Western functional medicine and psychology.