



April 2025 Newsletter



✨ Spring is Here! ✨

Spring is here, bringing fresh energy and renewal! In Traditional Chinese Medicine (TCM), **Spring** is associated with the **Wood Element**, which governs growth, flexibility, and new beginnings. It's the perfect time to focus on balance, movement, and emotional wellbeing. If you've been feeling stuck or sluggish, acupuncture can help restore your flow.

[Book your appointment](#)

After a whirlwind of activity in February and March (so much so there was no newsletter—oops!), I'm excited to be back with a fresh update for April.

I hope you're doing well and enjoying spring. There's lots to share this month, including exciting news and some lovely special offers!

☀️ Special Offers ☀️

10% Off for Referrals

Know someone who could benefit from acupuncture? When you refer a friend, they'll receive **10% off their first treatment** and as a thank you, you'll also get **10% off your next session** once they attend! It's a win-win for everyone. 💚

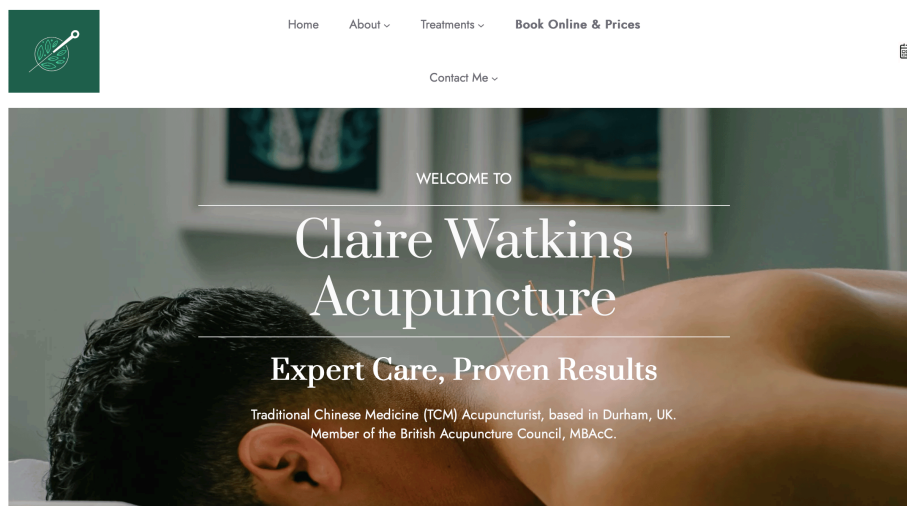
10% Off for a Google Review

Have you left a review yet? Your feedback helps others find the care they need and supports my practice. If you've had a positive experience at Claire Watkins Acupuncture, please take a moment to leave a review on Google. As a token of my appreciation, you'll receive **10% off your next treatment!** Just let me know once you've posted it. ★



[Leave a Google Review](#)

Website Now Live!



I'm thrilled to announce that my website is now live! 🎉 It's packed with helpful information about acupuncture, the conditions I treat, and what to expect during your session. If you have any questions or want to book an appointment, visit www.clairewatkinsacupuncture.com today!

Recent Events & Features

In March, I had the pleasure of attending two fantastic events:

The Grammers

On Wednesday 12th March, I attended an inspiring event at Ramside Hall hosted by The Grammers. This event brought together amazing business women all under one roof, who each received an amazing goody bag! I met some fantastic people at the event and thoroughly enjoyed all of the speakers and other stall holders. If you want to attend the next event (12th October 2025), click the button below to follow The Grammers!



Follow The Grammers NE



The Holistic Wellbeing Fayre

On Saturday 15th March, I attended a fantastic event in North Shields. It brings together a vibrant mix of stallholders including reflexologists, massage therapists, crystal sellers, spiritual mediums, art sellers, and many more.

It was great to share the benefits of acupuncture with so many new faces!

The next event is on Saturday 26th of July at North Shields.

Follow The Holistic Wellbeing Fayre

North East Living Feature!



PROMOTION

WOMEN *in* BUSINESS

CLAIRE WATKINS

At her Durham clinic, Claire Watkins treats a wide range of conditions, from chronic pain to infertility and mental health

Where did it all start for you?
After 19 years as a Chartered Civil Engineering Surveyor, my career began in 2018 when I received acupuncture to help ease the side effects of chemotherapy for breast cancer. The profound impact it had on my recovery sparked a realisation: I wanted to train as an acupuncturist to support others. In 2020, I embarked on a four-year degree in acupuncture at the Northern College of Acupuncture in York. It was one of the best decisions I've ever made. I graduated with a First-Class Honours degree and opened my clinic room in Durham last September.

Who are your clients?
My patients are often individuals living with long-term health conditions who seek additional support alongside their existing NHS care to help manage symptoms. Others patients have acute conditions and seek a natural and effective way to support their recovery.

What can you help with?
I treat a wide range of conditions, including sports injuries, chronic pain, sciatica, osteoarthritis, menstrual pain, menopausal symptoms, sleep issues and digestive disorders. I also support patients with mental health conditions, autoimmune diseases and those undergoing cancer treatment, plus, as a member of the Acupuncture Fertility Network (AFN), I help families trying to conceive, both naturally and through IVF. While many patients seek acupuncture for stress and fatigue, I am increasingly seeing those looking for support with Chronic Fatigue Syndrome (CFS) and Long-Covid.

What does customer service look like for you?

In my acupuncture clinic, exceptional service means providing a professional, caring and supportive experience where patients feel comfortable and safe, while knowing that their treatment is confidential. Every treatment is tailored to the individual using a Chinese medicine diagnosis, addressing not just their symptoms, but the root cause.

Follow-up care is also a key part of my approach. Whether it's checking in after a session, providing lifestyle advice, Chinese medicine diet advice or answering any questions, I want my patients to know



that their health journey matters to me. True customer service, in my view, is about building trust and lasting relationships, not just providing a service.

Why do you think your business is so successful?

Because of my commitment to providing the highest standard of care for my patients. In the UK, acupuncture does not have statutory regulation, meaning some practitioners may have only completed short courses. To ensure I could offer the best possible treatment, I chose a British Acupuncture Accreditation Board (BAAB) approved course and studied for four years.

This level of training allowed me to become a member of the British Acupuncture Council (BAcC), the UK's largest member-led professional body for traditional acupuncturists, and gain PSA (Professional Standards Agency) accreditation. Membership requires adherence to strict codes of professional conduct and safe practice, ensuring my patients receive safe, effective and evidence-based treatments. GPs can refer patients

to practitioners with PSA Accreditation. Beyond qualifications, my success also comes from offering a service where patients feel truly heard. I provide a safe, supportive space where people have the time to discuss their health concerns without feeling rushed. Having personally experienced some of the conditions I treat, I understand the challenges of navigating health issues. This lived experience allows me to bring empathy, insight and a deeper level of care, helping patients feel comfortable, listened to and supported throughout their treatments.



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I'm also excited to share that I've been featured in **North East Living Magazine**! It's an honour to be recognised and to have the opportunity to spread awareness about the benefits of acupuncture.

Have you found a copy yet? Let me know!

[Read Article in Magazine Viewer at North East Living](#)

[Read Article in plain text on my website](#)

Foods to Support You This Spring



Spring is a time of **renewal**, and **nourishing** your body with seasonal foods can help you feel your best. Consider adding these vibrant, nutrient-rich foods to your diet to support the **Wood Element** and **Liver Meridian**:

- Aubergine
- Beetroot
- Broccoli
- Carrot
- Fennel
- Leek

- Onion
- Parsnip
- Spinach
- Tomato



Please Support Me on Social Media

As a small business, your support on social media makes **a huge difference!** If you find any of my posts interesting or helpful, ***please like and share*** them.

Don't forget to tag me (@clairewatkinsacupuncture) so I can personally thank you! Your engagement helps more people discover the benefits of acupuncture. ❤️

[Linktree to all social media profiles \(click here\)](#)

Booking System Update

To help the clinic run as smoothly as possible, appointments can now only be booked **on the hour**. This ensures a seamless flow between patients and allows me to give everyone the care and attention they deserve. Thank you for your understanding!



Book Your Appointment Today

Whether you're looking for pain relief, fertility support, or mental health care, I'm here to help. Secure your appointment now at www.clairewatkinsacupuncture.com/booking.

[Book your appointment](#)

Looking forward to seeing you soon!

Warm wishes,

Claire Watkins

Claire Watkins Acupuncture

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