



Pre-Reading Activities

A: Discussion

Discuss the following questions in small groups:

1. Do you have any traditional or natural medicines / remedies in your country? If you do, give details.
2. Have you ever used traditional medicines or eaten certain natural foods to improve your health? If yes, give details.
3. What are the advantages of using traditional medicines?
4. Do you think there are any dangers in using traditional medicines? If you do, what are they?

B: Vocabulary

Look at these words from today's article and their meanings. Then use some of them to fill the gaps in the sentences below.

exotic - unusual (because it is from another country)
uninitiated - has no knowledge or experience of something
sleek - looks prosperous
outlets - shops
fuses - joins together
purveyor - person or company that supplies something
triggered - caused

1. His work Italian design with the latest computer graphics.
2. Her fashion article a renewed interest in jewelry.
3. Once he signed a recording contract last year, he began to look and successful.

Reading Activities

A: Predicting From The Headline

Read the headline of today's article and try to predict what the article will be about. Share your answer with your partner.

Purveyors of Eastern Remedies Court Western Buyers

Glossary: **court (v)** - try to attract

B: Finding Information

Read **Part One** of the article and explain who or what the following are. Why are they in today's article? (One answer is given for you as an example.)

Denise Broughton:
Christian Hogg: <i>Chief Operating Officer of Hutchison Healthcare investments. Hutchison Healthcare investments is trying to adapt Eastern traditional remedies to make them suitable for Western consumers.</i>
Eu Yan Sang:
Sen:
Hutchison Whampoa:



Purveyors of Eastern Remedies Court Western Buyers

BY TARA JOSEPH

HONG KONG Wed December 3 (Reuters) - Denise Boughton, a tourist from California, stared at the delicate cream-colored bird's nest in the Chinese medicine shop window and bit her lip.

"Any idea what that is for?" she asked.

Some Chinese remedies such as bird's nest, sheep placenta and caterpillar fungus may be a bit too exotic for the uninitiated but many traditional remedies are gaining popularity among Western consumers who seek natural ways to beat stress and boost their health.

"What we've been trying to do is take products

available in Asia and adjust the taste and modernize them for Western consumers," said Christian Hogg, chief operating officer of Hutchison Healthcare investments.

The arm of Hong Kong conglomerate Hutchison Whampoa Ltd opened its first sleek Chinese medicine shop under the 'Sen' brand in London's Oxford Street shopping district last year and plans more outlets.

Another Chinese medicine maker and retailer, Eu Yan Sang, has opened four medical centers in Australia called YourHealth, fusing Oriental and Western medicine. (Continued/...)

ARTICLE © 2003 REUTERS LIMITED. LESSON © 2004 WWW.ENGLISH-TO-GO.COM

Glossary: **conglomerate** - a large business company formed by joining together different firms

C: Complete the Table

Read **Part Two** of the article and complete this table of information:

Traditional Chinese Medicine

Also called:

Things that Western consumers may not like:

Idea that Western consumers are interested in:

Common remedies:

Part Two

(.../Continued) To win over Western consumers, purveyors of Eastern medicines and diet supplements must overcome worries triggered by recent health scares and avoid ingredients such as animal parts that might put off some shoppers, Hogg said.

Western consumers are also resistant to bitter tastes or odd colors, though trend watchers say they have a strong appetite for an Eastern philosophy that promotes balance and calm.

"The body today is a priority for people where before it was technology and fashion," said Francesco Morace,

head of research firm Future Concept Lab, which tracks retail trends in 40 cities.

Practitioners of traditional Chinese medicine, or TCM, as it is known in the West, analyze energy imbalances in the body using an ancient philosophy of attaining health and harmony through the right doses of herbs, plants and sometimes animal parts.

Common remedies include essence of chicken soup to treat fatigue and ginseng root to promote vitality. (Continued/...)

ARTICLE © 2003 REUTERS LIMITED. LESSON © 2004 WWW.ENGLISH-TO-GO.COM

Glossary: **resistant** - showing dislike to a plan or idea **practitioners** - people who work in a profession, especially medicine

D: Comprehension

Read **Part Three** of the article which is on the next page and answer the following questions:

1. What was the total value of TCM products sold last year?
2. Where are most of the sales made?
3. Which two companies are joining together to produce herbal medicines?
4. Which company is well-known to Chinese people around the world? What is it going to do?



Part Three

(.../Continued) The ancient system is a growing modern business with global exports of traditional Chinese medicine worth \$20 billion last year, according to a Chinese media report.

Asian customers make up the **bulk** of sales, although Western market watchers estimate European TCM shops ring up annual sales of \$50 million.

Japanese trading house Itochu Corp has signed a joint-venture agreement with China's Sanjiu Enterprise Group to produce ingredients for herbal medicines for export to

Japan.

Hong Kong-listed TCM producer and retailer Tong Ren Tang Technologies Ltd, a household name among Chinese people worldwide, plans to open five shops in Asia over the next three years.

ARTICLE © 2003 REUTERS LIMITED. LESSON © 2004 WWW.ENGLISH-TO-GO.COM

Glossary: **bulk** - the main part of something

E: Writing Questions

Read the whole article again and write questions for the following answers:

1. **Question:** (You write the question.) _____
Answer: Because they are seeking natural ways to beat stress and boost their health.
2. **Question:** _____
Answer: In London's Oxford St. shopping district.
3. **Question:** _____
Answer: Technology and fashion.
4. **Question:** _____
Answer: Herbs, plants and sometimes animal parts.

F: True, False or Not Given

Mark the following statements **T** if they are **true**, **F** if they are **false** and **NG** if the information is **not given** in the article.

1. Caterpillar fungus is a popular medicine with Western consumers.
2. Western consumers have different tastes to Asian consumers.
3. Most countries have Chinese medicine shops.
4. It is more fashionable today for people to be concerned about their health.
5. Traditional Chinese medicine focuses on correcting energy imbalances in the body.
6. The popularity of TCM is increasing.
7. TCM is very popular in Japan.

Improve your English with **FREE** online English lessons at <http://www.selfaccess.com>



Post-Reading Activities

You may do one or more of these.

A: Finding Grammatical Mistakes

Look at these sentences that relate to today's article. There are four underlined sections in each sentence: A, B, C, and D. One of these sections has a grammatical mistake. Circle the **incorrect** section in each sentence.

1. Some Chinese A. remedies B. gaining popularity among C. Western D. consumers.
2. A. Last year Hutchison Whampoa Ltd B. opened its first C. Chinese medicine shop in D. the London's Oxford Street shopping district.
3. The A. Hong Kong's conglomerate B. wants to C. open D. more outlets.
4. A. Some traditional ingredients B. and animal parts may C. put out some D. consumers.
5. Western consumers A. are B. interesting C. in an Eastern philosophy that D. promotes balance and calm.
6. Practitioners A. of TCM B. uses doses from herbs, C. plants and D. animal parts.
7. Itochu Corp A. and Sanjiu Enterprise Group will export B. ingredients C. for herbal medicines D. in Japan.
8. Five shops will be A. opening in Asia B. by Hong Kong retailer Tong Ren Tang Technologies Ltd C. over D. the next three years.

B: Discussion

Discuss the following questions in small groups:

1. The article says that **"the body today is a priority"**. Is this true for you? Is it true for people in your country? If you agree that it is true, why do you think it has become a priority?
2. Why do you think Western consumers have a strong appetite for Eastern philosophy?
3. Are there certain foods or tastes that you dislike? Are there certain animal body parts that you refuse to eat?

C: Jigsaw Reading

Work with a partner. Your teacher will give you a summary of today's article with some words missing. Your partner has the missing parts of the summary. Answer questions to help your partner complete their summary. Ask your partner questions to help you complete your summary.

D: Language Extension

...animal parts that might **put off** some shoppers'

Put off means *to make someone lose interest in something*.

Here are some other expressions with **put** and their definitions. Fill the gaps in the definitions with the correct word.

1. **To put someone** means to inconvenience someone or cause them extra work.
2. **To put someone** means to send them to prison.
3. **To put something** means to return it to its correct place.
4. **To put someone** means to say things about them that make them look silly in front of other people.
5. **To put something** means to save something.
6. **To put something** to someone is to communicate your ideas successfully to them.



TEACHERS' NOTES AND ANSWER KEY

Pre-Reading Activities

B: Vocabulary - Answer

1. fuses, 2. triggered, exotic, 3. sleek.

Reading Activities

A: Predicting From The Headline - Notes

Answers will vary, but students should be able to predict that the article looks at how people selling Eastern medicines are trying to encourage people from the West to buy them. You may like to ask them to write down what subtopics the article might include (e.g. how sellers try to attract customers, which remedies are popular with Western customers etc.).

B: Finding Information - Notes

As well as finding the names in the text and noting the information given about them, students need to say why these names are in the text. They are thinking about why the writer has chosen to use these people or organizations in the article.

B: Finding Information - Answers

Denise Broughton: A Californian tourist. She is looking in the window of a Chinese medicine shop and provides an example of the way some Western tourists might react on viewing different Eastern traditional remedies.

Hutchison Whampoa: A Hong Kong conglomerate. A Hong Kong company opening retail outlets selling Chinese medicines in London etc.

Sen: A brand of Chinese medicine shops owned by Hutchison Whampoa. An example of the kind of outlet competing for Western buyers.

Eu Yan Sang: A Chinese medicine maker and retailer. Another business person who is helping introduce Eastern medicine to the West.

C: Complete the Table - Answers

Traditional Chinese Medicine

Also called: **TCM.**

Things that Western consumers may not like: **Animal parts, bitter tastes, odd colors.**

Idea that Western consumers are interested in: **An Eastern philosophy that promotes balance and calm.**

Common remedies: **Chicken soup to treat fatigue and ginseng root to promote vitality.**

D: Comprehension - Answers

1. \$20 billion.

2. Asia.

3. Itochu Corp and Sanjiu Enterprise Group.

4. Tong Ren Tang Technologies Ltd. Open five TCM shops in Asia over the next three years.

E: Writing Questions - Sample Answers

1. Why are Chinese remedies gaining popularity among Western consumers? / Why are Western consumers interested in trying Chinese remedies?

2. Where has Hutchison Whampoa opened its first Chinese medicine shop?

3. What was the priority for people before?

4. What ingredients are used in TCM?

F: True, False or Not Given - Answers

1. F, 2. T, 3. NG, 4. T, 5. T, 6. T, 7. NG.

Post-Reading Activities

A. Language - Answers

1. B. gaining (are gaining), 2. D. the (-), 3. A. Hong Kong's (Hong Kong), 4. C. put out (put off) 5. B. interesting (interested)

6. B. uses (use), 7. D. in (to), 8. A. opening (opened).

C: Jigsaw Reading - Notes

Students can spend time thinking about what questions they will ask their partners in order to elicit the information they need to complete each gap.

e.g. Student B: What is becoming more popular with Western consumers?

Student A: Traditional Chinese medicine.

They then work in pairs and ask each other questions to find out the information. Tell them not to show their texts to their partners until they have finished. Once they have finished, they should put the completed texts together and look to see if there are any discrepancies.

C: Jigsaw Reading - Text to be Given to Students

Student A

Traditional Chinese medicine is becoming more popular with _____.

They are looking for _____

_____ to improve their health and beat stress.

However, not all ingredients of traditional medicine are popular. Bitter tastes, odd colors and certain body parts are _____ by Western consumers.

Some companies are trying to adjust the taste of traditional medicines and _____.

Hutchison Whampoa Ltd have recently _____ in London's Oxford St. _____ were worth

\$20 billion last year.

Student B

_____ is becoming more popular with Western consumers. They are looking for natural ways

to improve ____.

However, not all _____ are popular. Bitter tastes, odd colors

_____ are disliked by Western consumers.

Some companies are trying to _____ of

traditional medicines and modernize them. Hutchison

Whampoa Ltd have recently opened a shop in _____

_____. Global exports of traditional Chinese medicine

_____.

C: Jigsaw Reading - Answer

Traditional Chinese medicine is becoming more popular with Western consumers. They are looking for natural ways to improve their health and beat stress. However, not all ingredients of traditional medicine are popular. Bitter tastes, odd colors and certain body parts are disliked by Western consumers. Some companies are trying to adjust the taste of traditional medicines and modernize them. Hutchison Whampoa Ltd have recently opened a shop in London's Oxford St. Global exports of traditional Chinese medicine were worth \$20 billion last year.

D: Language Extension - Notes

Students may use their dictionaries to complete this activity.

D: Language Extension - Answers

1. out, 2. away, 3. back, 4. down, 5. aside / by, 6. across / over.

Please Note: Other lessons your students may be interested in which are connected with traditional remedies: **'Undercover Eating'** (Intermediate), **'Drink Of The Gods'** (Upper Intermediate) and **'Travel Sickness Cure'** (Pre-Intermediate).

Please Also Note: This lesson has linked online activities for your students to do. Click on the blue icon in the Teachers' Room at www.english-to-go.com for a user name and password for your students or go to www.instantworkbook.com.