

DAYS PA

THE BUSINESS MAGAZINE FOR THE SALON OF THE FUTURE

December 2008 \$5.00
www.dayspamagazine.com

Creating an Ergonomic Workplace

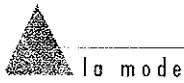
Celina - 12/8

Thanks so much
for your help
in connecting me
w/ Dr. John. The
story starts on pg 70.
(The CST stuff is
toward the end.)
Take care - Lisa

New Hydrotherapy Tubs:
Wet, Wild & Wonderful

Learning About

Massage Rehabilitation

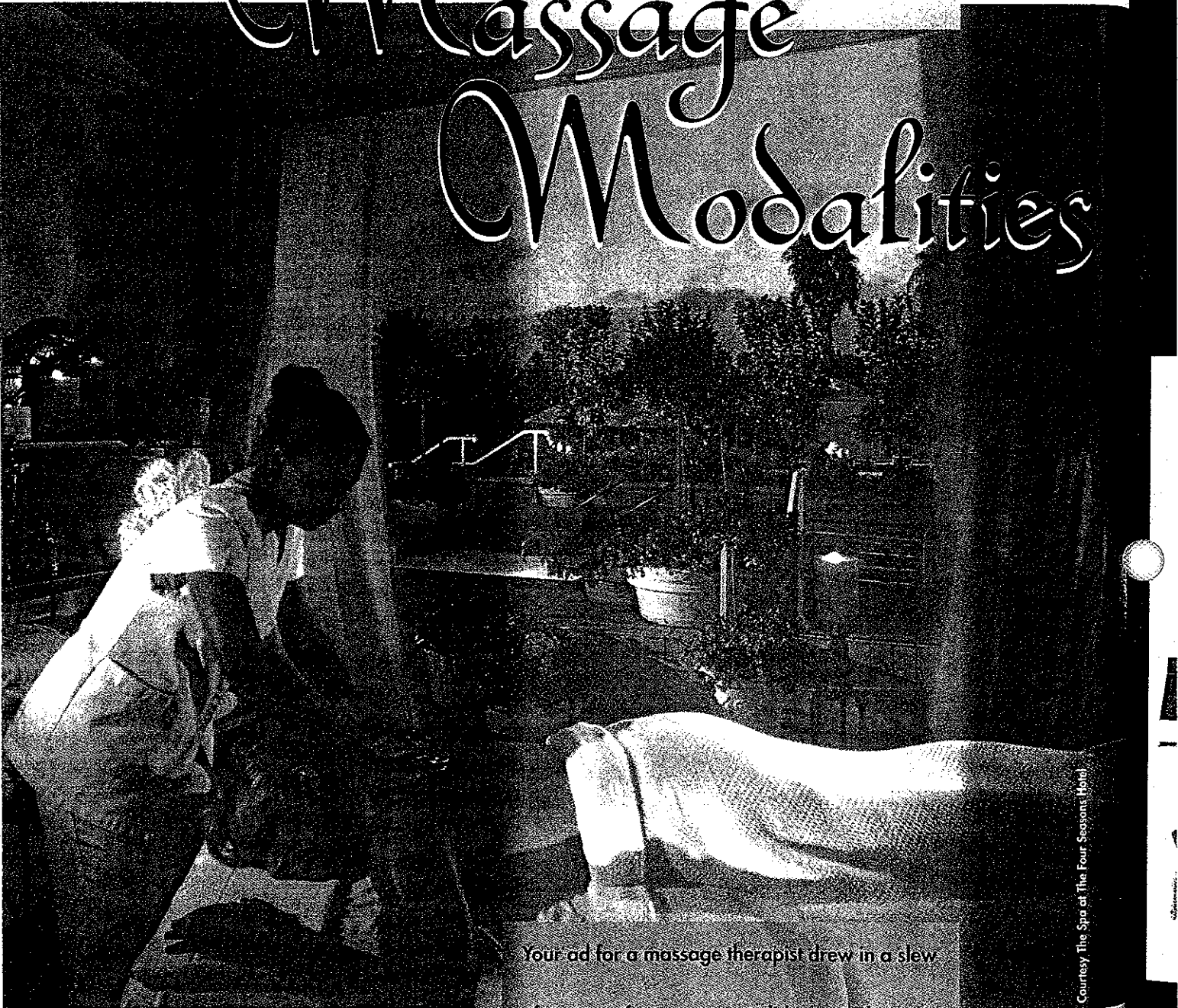


#2000.12A
April 12001

By Lisa Randazzo

518 782 7328

Massage Modalities



Courtesy, The Spa at The Four Seasons Hotel

Which massage techniques are relevant to your day spa?

Your ad for a massage therapist drew in a slew of resumes from eager candidates, and as you gleefully look them over your heart suddenly sinks. So many candidates with so many different credentials — how can you possibly know which is the right fit for your day spa?

AB
Se
ill
(95
256
Pom

"Where you put your hands on the muscle determines the category of massage."



When did massage get so complicated? Each resume claims a different collection of skills, and you can't help but wonder—when it's all said and done, isn't a massage still a massage? Incidentally, many massage monikers *are* simply different names for similar modalities, but there are loose categorizations within the industry that can help you decipher exactly what each candidate has to offer.

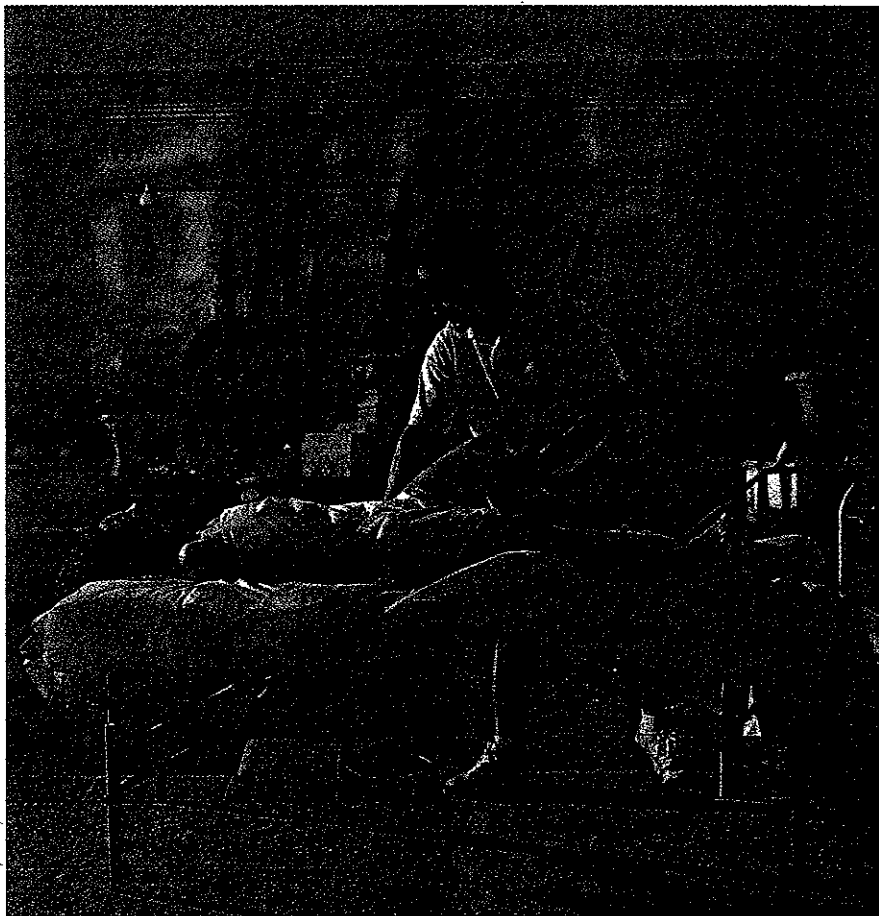
THE BASICS

Because there's no consistent regulation from one state to the next, all varieties of massage techniques and other touch therapies—including some non-touch

pists integrate them into their standard practice to help customize a client's treatment. Examples of these would be *cranio-sacral therapy*, which monitors and manipulates the rhythm of the cerebral spinal fluid with the gentle use of touch, or *Reiki*, a Japanese technique that works with the energy field of the client's body, oftentimes requiring no touch at all. And then the techniques which actually address soft tissue—those we most often refer to as *massage*—can be differentiated according to *which part* of the soft tissue they deal with.

"Where you put your hands on the muscle determines the category of massage," says Philip Rosen, D.C. and physiotherapist, Tarzana, California. "Swedish massage, for instance, touches the 'belly' of the muscle, and is meant to create better circulation and induce relaxation. A deep-tissue technique such as Rolwing, on the other hand, concentrates on the fascia between the muscles; Rolwing practitioners break loose muscle from muscle for the purpose of improving movement." Fascia, for the record, is the connective tissue that sweeps the body from head to toe, wrapping itself around and through muscles, encasing everything in its path, including tendons, nerves, organs and blood vessels. "Fascia wraps around the muscle like Saran Wrap; if the fascia is sticky, then muscle can't move freely," Rosen further explains. "But fascia is inside the muscle as well. So, the therapist that practices myofascial release works on the fascia *within* the muscle."

While categories and their parameters will vary depending on who you speak to, there are some general guidelines that help to position each modality within the bodywork paradigm. For our purposes, we will discuss them



Courtesy Canyon Ranch

Many massage therapists incorporate movement therapies into their basic spa massage.

therapies—fall under the blanket category of *bodywork*. (For more on regulations, see "Certified Assurance" on page 8.) While many of these bodywork therapies seem far from our mainstream concept of *massage*, many massage thera-

within the following five categories: **Muscular, Structural/Movement, Energy, Oriental/Meridian and Specialties.**

MUSCULAR WORK

Modalities that focus on the muscles include **Swedish**, the discipline taught in massage schools as the foundation of



Courtesy The Sanctuary

Hot-stone massage uses warm stones to perform standard Swedish strokes.

massage education, and often referred to as the "grandfather of massage." Many specialized bodywork therapists who have been trained in their specialty alone are unlikely to refer to themselves as "massage therapists" and less likely to seek employment in a day spa. A more likely scenario—and most appropriate for the day spa setting—is the therapist who has had basic, traditional training in Swedish massage, with more intensive study in one or more specialized techniques.

"In the spa industry, most of your massages are Swedish-based," says Lynda Solien-Wolfe, LMT in Winter Park, Florida, and spokesperson for Golden Ratio, Immigrant, Montana. "Your typical nice, relaxing massage is Swedish; it goes along with the destressing, pampering theme of the spa industry." However, considering the major trend toward wellness in today's day spa industry, therapists with specialized techniques that aim to treat basic musculoskeletal disorders are finding a demand for their services. "We offer a variety of specialty massages on our menu, including, of course, Swedish," says Amy Sbarra, LMT, Sbarra's

Captiva, Captiva, Florida. "I would say that 80% of clients want what we call 'deep therapeutic massage,' which is very muscle specific."

Sports massage is a variation on Swedish that targets deeper layers of muscle tissue, often concentrating on specific muscle groups. **Hot-stone massage** is also a variation on Swedish, using warm stones to perform the standard strokes. Many therapists will claim **trigger-point therapy** as a specialized skill, using it as an adjunct to their basic massage treatment.

"Trigger points are small, isolated, hyper-contracted areas that form primarily in the muscle tissue, or the myofascial tissue," explains Ralph Stephens, LMT, author and continuing education provider, Cedar Rapids, Iowa. "Trigger points produce a lot of neurological activity, often causing pain in a completely different area of the body. They mimic pain patterns. For example, sciatica is entrapment of the sciatic nerve and causes pain sensations down the hip and leg. But a trigger point in the hip can imitate the same pain pattern. Another example would be a migraine; a trigger point in the head or trapezius can be the source of symptoms similar to a migraine. A therapist who understands trigger points can find and work on them to restore normal fluid balance. To do this, he needs to have good palpatory skills and know anatomy well. This means he's able to identify each muscle, its two ends and its belly. Most massage therapists use trigger-point therapy as an adjunct to other massage techniques." Trigger-point therapy is also sometimes referred to as **myotherapy** or **neuromuscular therapy**.

continued on page 78

"In the spa industry, most of your massages are Swedish-based."

continued from page 74

*Movement therapies
involve hands-on
techniques
complemented by
non-touch,
verbal education.*



STRUCTURAL/MOVEMENT THERAPIES

The American Massage Therapy Association defines massage therapy as that which "...spans a wide variety of therapeutic approaches, working to improve an individual's health and well-being through the hands-on manipulation of muscles and other soft tissues of the body." In light of this, there are several bodywork modalities that seemingly have little to do with our traditional idea of massage, yet were developed as a means of helping clients through realignment of the soft tissue. Referred to as **structural integration** or **movement therapies**, these modalities will oftentimes involve hands-on techniques complemented by non-touch, verbal education. The first of these therapies to

emerge was **Rolfing**, an aggressive form of very deep tissue work that some clients can find uncomfortable, if not painful, though many have experienced dramatic physical relief. The technique uses long, slow strokes through the soft tissue to help restore proper posture and movement of the body. One offshoot of Rolfing is **Hellerwork**.

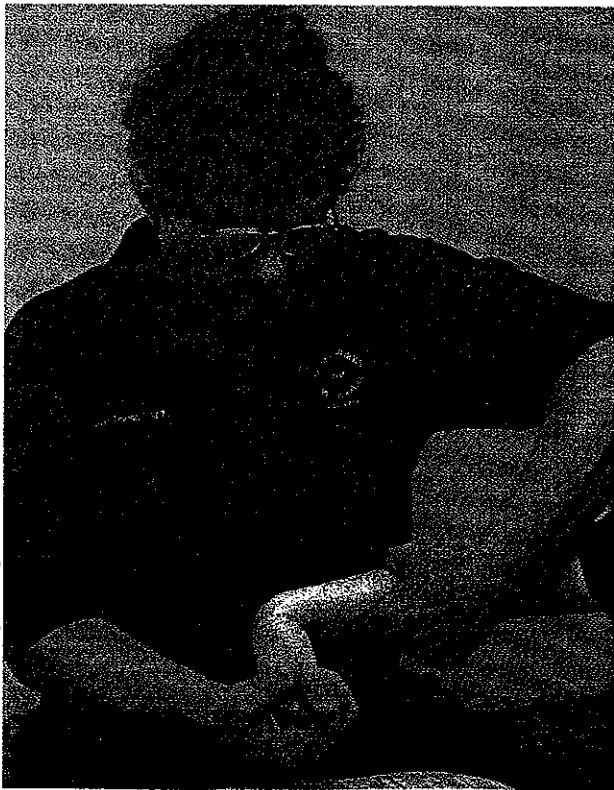
"Hellerwork evolved out of Rolfing, which is structural integration,"

says Benjamin Griffes, M.A., D.C., Tarzana, California. "In this work, we're dealing with the places where we store stress. Eventually, people experience shortening of the muscles, which leads to

poor posture. Hellerwork is different from Rolfing in that it involves more movement education; I address clients' posture, balance, and daily habits. The treatment is based around 11 sessions, whereas a complete Rolfing treatment requires 10 sessions. Also, the practitioner relies more on weight and pressure than strength and force, so it's kinder and gentler than Rolfing. Most Rolfers and Hellerworkers I know of use only deep-tissue work—we don't use any Swedish. We work on deeper levels of soft tissue to deal with structural conditions; we're looking to release restrictions that are the cause of chronic problems. The whole point of Hellerwork is to get the client to fix the source of the problem—usually poor posture. If you look around, you'll find more people with bad posture than with good."

Julie Beck, LMT and instructor, Touch Therapy Institute, Encino, California, employs several bodywork techniques into the gamut of her Swedish-based massage, including a few elements of structural integration. "I don't do deep-tissue work anymore because I've found that encouraging the body works better than forcing it. But I do incorporate structural integration into my treatments; I do this in the form of education, teaching clients how to move throughout their day to help maintain the benefits of massage and prevent problems from recurring. For instance, I teach them proper ways of sitting or carrying a briefcase."

Myofascial release is yet another structural integration modality, its distinction being that it addresses the fascia both outside and inside the muscle. "Myofascial release is another subset of massage that looks for constrictions, or restrictions, in the layer of tissue called



Courtesy Michael Young/Massage Works

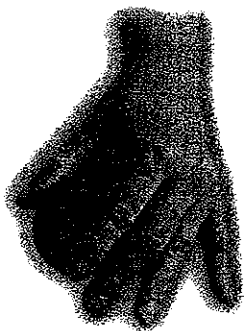
Many massage modalities address specific musculoskeletal disorders.



Courtesy Paul Brown Salon & Day Spa

Reiki practitioners act as a conduit of the client's energy field.

Some experts would argue that all massage modalities can be considered energy work.



the superficial fascia," says Stephens. "This kind of work tends to use slow, stretching, spreading techniques to open up constrictions and allow better movement in the body. The myofascial therapist is looking to expand and lengthen fascia that has shortened because of lifestyle habits. So it's a good therapy for clients who have postural distortion, and also the pain that can accompany it."

Some other modalities that address structure and movement include the **Feldenkrais Method**, which teaches the client to be aware of how body parts in motion interact with one another and includes some manual manipulation of muscles and joints; the **Alexander Technique**, which seeks to help clients identify and change conscious and unconscious patterns of thinking and behaving that may negatively affect posture and movement; and **Trager**, a technique that uses light massage strokes and gentle, rhythmic rocking of the limbs to relax the client and increase range of motion. Feldenkrais and Trager are often employed in treating clients with spinal cord injuries or neuromuscular disorders, such as multiple sclerosis.

ENERGY WORK

There are some experts in the industry who would argue that all massage modalities can be considered energy

work, in recognition that different cultures have different ways of defining the body's energy flow; within our context, however, we use the term as a means of distinguishing those modalities that aim to manipulate the body's energy field, as opposed to its soft tissue structure. **Reiki** is likely the most common example of energy work, and like other forms of energy work is characterized by the function of the therapist as a conduit of the body's energy field. The idea is that energy flows through the practitioner's hands and into the energy field of the client's body; this is done using both hands-on and hands-off maneuvers. **Therapeutic touch** is in fact a touch-free technique wherein the therapist manipulates the client's energy field by passing his hands above the surface of the body. **Polarity therapy** is based on the theory that specific points on the body are believed to hold either positive or negative charges that drive electromagnetic currents throughout the body; when these currents are not flowing properly, pain and disease arise. The polarity therapist seeks to balance this flow of energy by placing his hands on specific points of the body. According to the American Polarity Therapy Association, "Polarity therapy is a comprehensive health system involving energy-based bodywork, exercise, diet and self-awareness." **Zero balancing** is a hands-on technique that aims to align body energy with its structure by using gentle pressure at specific skeletal points. Less common, **chromatherapy** is another energy-based modality employed by massage therapists; it works to manipulate a client's energy through the conveyance of color vibrations. (For more on the

subject, see "Color Me Healthy" in the July 2000 issue of *DAYSPA*.)

the flow of energy along the meridians, the body's natural recuperative powers are generated, relaxing the muscles and improving the flow of blood and lymph.

ORIENTAL/MERIDIAN WORK

There are several massage modalities that are also considered energy work, yet differ from the above energy modalities in that they are based in the Oriental science of *meridians*, which are specific energy pathways marked by specific pressure points. The philosophies of Eastern countries determine that there is an energy force, or vibration, common to all living matter, and the smooth flow

Chinese culture calls this energy *chi*, and defines it as the subtle, vibratory force produced by the constant tension between *yin* and *yang*. To keep the chi flowing smoothly, a system called **acupressure** is employed, which involves touching, rubbing or pressing the pressure points. A modified version of this is **shiatsu**, a Japanese system of working the meridian energy flow. In shiatsu, the therapist employs his hands, knees, elbows or feet to apply pressure to strategic spots on the client's body. During a shiatsu treatment, the client usually lies on a mat on the floor, or on a very low table.

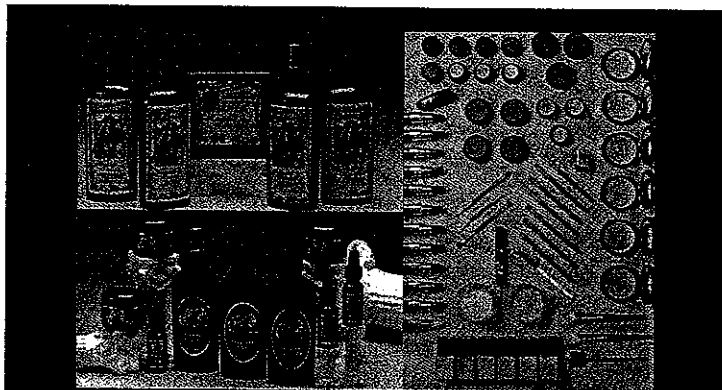


Courtesy Natural Body

Reflexology is a popular addition to many spa services.

of this energy is essential to good health. It's believed that by improving

Keyano Aromatics
Salon & Spa Products



Devoted to the manufacturer of the finest environmentally conscious spa lines available, based on naturopathic principles, Keyano Aromatics has literally scoured the world finding only the most efficacious ingredients Mother Nature has to offer.

- Cosmetics
- Spa Products
- Hair Care
- Skin Care
- Lavender Body Collection
- Triple Milled Soaps
- Moor Mud
- Bath & Body
- Nutrition
- Aromatic Candles
- Essential Oils
- Thalassotherapy
- Aromatherapy Massage Oils
- Vervena Body Collection

Call for Introductory Kits or Free Brochure
1-800-800-0313

For More Information Circle 43 on Reader Service Card

"By palpating the fluid the therapist can relieve pressure in the cranium."



SPECIALTIES

There are some forms of massage and bodywork that stand by themselves; some address an entirely separate system of the body, while others aim to treat specific conditions. **Cranio-sacral therapy** is a hands-on technique that many therapists incorporate into their massage treatment, yet itself involves no massage. The cerebral spinal fluid has a

circulation and rhythm all its own, operating separately from the body's blood and lymph flow.

"Cranio-sacral work utilizes the hydraulic force inside the cranial system," explains John Upledger, D.O., O.M.M., founder of the Upledger Institute in Palm Beach Gardens, Florida. "Inside the cranial-sacral system there is a rise and fall of cranial fluid, and the practitioner strives to determine and obtain a balance of this fluid by releasing restrictions. He does this through very light touch—about 5 grams of force, which is equivalent to the weight of a nickel. Unless the practitioner uses too much force, it's virtually risk-free. The technique requires a great deal of perception and sensitivity."

Diane Dalbey, Ph.D., CMT, Sherman Oaks, California, studied the Upledger cranio-sacral technique and incorporates the therapy into her MindBodySpirit practice. "The quality and nature of the rhythm of the cranial-sacral fluid tells the therapist a lot about the client's condition, both physically and mentally," she says. "By palpating the fluid the therapist can relieve pressure in the cranium, thereby facilitating the flow of the fluid. Balancing this flow can positively affect a host of conditions, including neurological disabilities, emotional difficulties and psychological disorders. It's the only bodywork I know of that works from the inside out. The cranial-sacral system is like an internal, protective tidal system that bathes the skull and spine. You could say that the spinal fluid is to the nervous system what the amniotic fluid is to the baby in the womb."

According to Upledger, cranial work affects all other systems in the body. "Cranial work takes advantage of every

All your skin needs



Dr Irena Eris
Cosmetic Laboratories
**The Most Complete,
Advanced
Skin Care Line
That Will Fulfill
All Your
Professional Needs.**

Dr. Eris products are formulated with pharmaceutical grade ingredients. With over 170 clinically proven and dermatologist tested products your clients will experience instant, visible results.

Specially Designed Products for

- Dilated Capillaries
- Rosacea
- Ultra-Sensitive Skin
- Acne-Prone Skin
- Combination Skin
- Advanced Line for Over 30
- Forte' 40 for Mature Tired Skin
- Aging Skin Over 50
- Skin Resurfacing Micro-Demabrasion Treatments

To receive information and free product samples call

1-800-999-9419
www.erisamerica.com

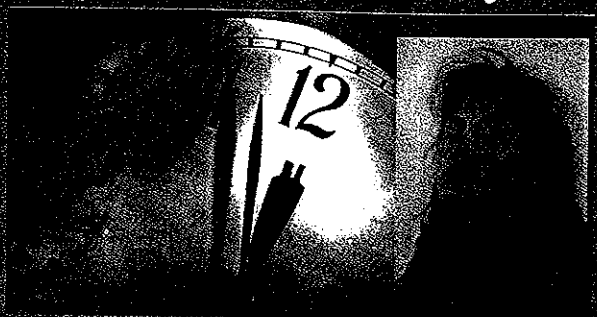


No Minimum Order
Training Programs
Advanced Professional Treatments
Available Exclusively in Selected Spas and Salons.

For More Information Circle 45 on Reader Service Card

Bio-Electric Facelift

Eliminate
Buckling
Hauling
Time
Easily



...the original inventor.

Your clients will see and feel the difference with the first treatment!

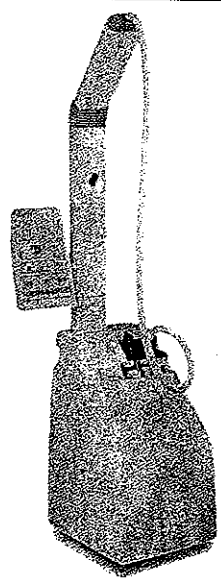
Increase your income by up to \$50,000/year!
Equipment Only \$3,200 or \$99 per month

The Allied Health Association
1-800-444-7546
www.alliedhealth.net

For More Information Circle 47 on Reader Service Card

LPG ENDERMOLOGIE™ -1/2 PRICE!

- ◆ Our reliable pre-owned systems let you get started with less risk and more profit
- ◆ Financing from \$470 a month, including table and Photo Station



Get the genuine patented device for 1/2 price and offer your patients this proven technique for cellulite reduction. If you want to *increase your revenue* but can't justify the purchase of a new system, then CMC may be able to add you to our list of satisfied customers.

Come see why people say we are ***"Easy To Do Business With"***.

Member Better Business Bureau 

CMC
5816 Dryden Place, Carlsbad, CA 92008
Toll Free: 800.854.3504

Endermologie is a trademark of LPG USA

For More Information Circle 48 on Reader Service Card



possible system—it affects gross structure, soft structure, fluids and energy. I think it's inefficient to say you do energy work or fluid work or structural work alone—all of these work together."

Lymphatic drainage is yet another technique that addresses a specific fluid system. Lymph massage incorporates Swedish techniques to encourage the flow of the lymphatic system—often referred to as the body's "sewage system"—and is usually used to treat conditions of swelling such as lymphedema and edema.

"Lymph massage is beneficial to anyone; the client doesn't need to be sick to benefit from it," says Beck. "The lymph system is the structural foundation of the immune system. So it follows that the more efficient the lymph system is, the more efficient the immune system will be.

Lymph massage is entirely different from any other kind of bodywork that I know of—it's easy to do, but it's a matter of learning the pathways and technique. Pathways are unique to individuals, and can also vary if an injury site is in the way, in which case the therapist needs to find the path around it. These pathways need to be assessed for each client."

The various specialty skills that a massage therapist brings to the table can help customize treatments and create a devoted clientele. Some clients, however, merely want to bask in the relaxing, pampering ambience that defines your day spa; be sure your massage therapists are able to satisfy a spectrum of client needs. ✦



