

les nouvelles *esthétiques* & spa

AMERICAN EDITION

LNE & Spa—the magazine for skin care and spa professionals July 2009 \$7.50

Massage and Spa Services
To Fit Any Occasion



GENERAL PHYSIOTHERAPY, INC.

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MASSAGE AND SPA SERVICES TO FIT ANY OCCASION

THERE IS NO SUCH THING AS A ONE size fits all massage! You cannot expect any single massage therapy routine to please all of your clients and their diverse needs. There are many different types of massage and spa treatments and a variety of ways they can be performed. One way to offer an ample selection of massage therapies to fit a variety of occasions without importing a team of experts is to use professional electronic massage equipment. Such machines have long been used in the sports and medical industries for physical therapy, pain relief, deep tissue work and muscle relaxation on patients and professional athletes. Use of these machines has become widespread, and they are commonly employed in some of the world's best spas for massage therapy as well as anti-aging, cellulite reduction and other esthetic treatments.

Marketing your massage and spa services for a special event is a great way to help clients recognize how your therapies can impact their lives. A special occasion is a great reason

to indulge in spa services, whether it is purchased as a gift for a loved one or a client's treat for themselves!

High school reunion: detox and lymphatic drainage

People go to great lengths to prepare for reunions, from makeovers to hair plugs to surgery! A series of detoxifying treatments with electronic physiotherapy equipment not only smooths out unsightly bulges but also improves health and wellness. Who doesn't want to look and feel younger when they meet old friends? Clearer skin, brighter eyes, energy and vitality are some of the benefits to a detoxification series. Electronic massage systems that offer Directional-Stroking® are well suited for lymphatic drainage and detoxification. Directional-Stroking is the action of simultaneously delivering perpendicular and horizontal force through the motorized head of the unit. The concurrent actions of these two forces loosen areas of congestion and move fluids, making it an appropriate modality for detoxification therapy. ➔

BY JENNY HOGAN



cellulite treatment

For that special beach vacation, your client wants to look her very best! That means a series of cellulite treatments to reduce the appearance of lumps and dimples on the thighs and buttocks.

Every day we are exposed to toxins in our daily environments. Pollution, unhealthy diets, unfiltered water, smoking and stress all contribute to our unwholesome selves. Our immune systems work to eliminate many of the toxins that result from these elements, but if we accumulate more toxins than our systems can handle, they build up in our body tissues, degenerating cells and tissues. From simple fatigue and muscle pain to chronic diseases, the effects of toxic accumulation are many.

Manual lymphatic drainage involves a light, rhythmical massage that moves stagnant lymphatic fluid. Massage stimulates the lymphatic system to quickly remove fluids and toxins away from cells to be processed and cleansed, promoting healthy lymph flow and faster healing from any blockages or congestion. Stimulation of lymphatic flow is one of the most beneficial aspects of massage. Lymphatic drainage follows a certain pattern

throughout the body. A practitioner follows these patterns as he or she works to reestablish proper lymph circulation.

Anniversary: deep tissue massage for men

What better gift to give a husband or father than a therapeutic deep tissue massage! An electronic massage unit offers a powerful therapy with results that are more consistent and effective than a therapist's hands alone. Working on male clients can bring some potential challenges to the massage therapist, such as the strength needed for deep tissue work on muscular clients. Many men are also uncomfortable with receiving a massage, or with a therapist who is also male. For those clients, the electronic systems afford a level of comfort with a basic, down-to-earth and precise application and protocol. The client may even remain clothed, as the gyratory motion of the head eliminates any possibility whatsoever of twisting hair or clothing.

Massage benefits nearly every system of the body including the circulatory, immune, nervous, cardiovascular, respiratory and digestive. Getting massages on a regular basis is a healthy addition to any wellness regimen, as the physiological benefits have long been accepted by the mainstream medical world.



photo: ©2009 Jupiterimages Corporation

It is important to note that for most clients, it takes eight to 10 sessions before the results of the initial treatments become noticeable.

Describing the medical benefits of regular massage therapy is a great way to educate your clients and market your massage services to men—or to the women who want to take care of the men in their lives!

Men like to have logical explanations of services and may be more persuaded by the use of medical benefits than by the promotion of stress relief or relaxation. They also like technology, so the mechanical units appeal to their appreciation of innovative tools. Many different types of massage techniques can be offered with electronic equipment. The pressure can be light or deep, different applicators can be used for varied effects and different methods can be employed. Depending upon individual application, a therapist would use long smooth strokes, circular motions or focused stationary pressure to achieve the desired results.

Tropical vacation: cellulite reduction and body contouring

For that special beach vacation, your client wants to look her very best! That means undergoing a series of cellulite treatments to reduce the appearance of lumps and dimples on the thighs and buttocks. Electronic massage systems that use Directional-Stroking reach far below the skin's surface to loosen areas of congestion and move fluids. To understand how the therapy works, think about what cellulite actually represents. Although the common belief is that cellulite is caused from excess fat in the body, it actually has less to do with fat cells and more to do with the connective tissues that shape the fat and keep it in place. Cellulite is a vicious cycle involving fluid retention, enlargement of fat cells and an alteration of collective tissue. Bands of vertical connective tissue are anchored from the outer layer of the skin to the deeper layers. Fat deposits stretch them, causing bumps and dimples to appear on the surface of the skin. Many factors contribute to the condition: lack of exercise, poor circulation, inadequate lymph flow, unhealthy eating, *continues*

pregnancy, aging, medication, genetics, stress and toxins in the body.

Cellulite is an enduring challenge for many women with no known permanent solution. However, the appearance of cellulite can be reduced. Besides creating a more attractive figure, massaging the connective tissue that causes the orange peel effect ultimately helps rid the body of toxins and improves overall health. Primary treatment areas include hips, thighs, buttocks and the lower abdomen. Treatments also tone the muscles by lifting and firming sagging tissue. Cellulite treatments performed with electronic massage equipment have produced effective results.

A study mentioned in *Massage and Bodywork* magazine showed notable results over a year-long treatment period on 100 female subjects. Results included an average loss of one and a half inches per thigh and a cumulative average loss of almost seven inches over the entire body. Most women find that they will drop one or two dress sizes without even experiencing a significant reduction in their weight.



Equipment that comes with special sponge applicators can be used to apply virtually any type of spa concoction with more consistency than a therapist's hands alone.

Typically, cellulite treatments last approximately 30 minutes and can be performed in a series of 18 sessions over a period of four to six weeks. It is important to note that for most clients, it takes eight to 10 sessions before the results of the initial treatments become noticeable. After that, progress is often quite dramatic. Offering these types of cellulite treatment series can be a very effective way to significantly increase your profits while also giving your clients a truly valuable and effective therapy.

Graduation: spa treatment and reflexology

Clients with a daughter, sister or friend who is graduating from high school or college could treat them to a relaxing spa service. Another use for electronic massage systems is to provide spa treatments such as body scrubs and exfoliation, mud or seaweed wraps or sunless tanning. Equipment that comes with special sponge applicators can be used to apply virtually any type of spa concoction with more consistency than a therapist's hands alone. Exfoliation performed with the equipment is thorough, buffing the skin and leaving the entire body smooth and glowing. The professional systems are safe and gentle with effective and tangible results.

Reflexology is another therapy that can be performed with electronic equipment. A special applicator head provides a gentle touch to the feet, penetrating acupressure points for a delicious relaxation session. Reflexology works on the premise that certain points in the feet and hands correspond to other areas of the body, which is divided into ten vertical zones. Pressing on specific acupressure points in the feet or hands is believed to garner a response in the areas and organs of the corresponding zone. Some of the benefits are purported to be improved circulation, detoxification and reduced tension. Many therapists offer reflexology services for clients with back pain, migraines, arthritis and other medical conditions. For therapists who are not trained in this specific modality, the reflexology applicator head can be used simply to give a great foot massage. Nail technicians can also use the treatment as a wonderful addition to their pedicure services.

continues

The variety of applicators assist in a broad range of therapeutic massages and esthetic techniques.



reflexology

Athletic victory: sports massage with trigger point therapy

If you have clients who are athletes or just avid sportspeople or weekend warriors, the perfect service for them could be a sports massage with trigger point therapy, which relieves sore muscles. Sports massage and trigger point work are particularly appropriate uses for mechanical units as soft tissue injuries can be addressed. Mobility within the tissue structures of ligaments, tendons and muscles can be maintained by massage, and adherent scar tissue can be reduced. Systems with Directional-Stroking

effectively promote the removal of lactic acid from sore muscles, while the powerful percussion soothes and relaxes tightness.

Professional electronic massage equipment is a mainstay in many physical therapy, chiropractic and medical clinics where it is routinely used for pain and injuries. Many sports teams also regularly use these systems on professional athletes.

Mechanical massage therapy systems that provide special applicators have a trigger point head, perfect for this type of massage as they can produce consistent pressure on points with no strain to the therapist. Trigger points are hyperirritable spots located on a taut band of muscle. They can produce pain locally as well as in a referred pattern. By applying pressure to these points, a release of toxins is achieved and blood flow to the area is increased, providing oxygen and healing nutrients to the affected area. The latter eases muscle tension, decreases stress on joints, improves muscle function and allows the tissue to heal. Traditionally, therapists use their thumbs or elbows to work deeply on these points, which can lead to back strain or thumb burnout. With the equipment, pressure can be maintained by the machine instead of the therapist's strength alone.

Work smart, not hard

Your imagination is the only limit when it comes to thinking up ways to use electronic physiotherapy equipment in your skin care facility or spa, as it is so versatile. The variety of applicators assist in a broad range of therapeutic massages and esthetic techniques. Use it on a daily basis for all types of clients without strain and fatigue, as it effectively "takes the muscle" out of your massage. Educate your clients on the many health and wellness aspects of receiving therapeutic massage and open up the possibilities for the kinds of special occasions a therapy session can help complete. ■



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