



Level 3 Body Massage Diploma



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IPHM International Practitioners
of Holistic Medicine
APPROVED TRAINING PROVIDER

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Module 1 – INTRODUCTION TO MASSAGE

Welcome to the School of Fine Tuning Level 3 Body Massage Course and congratulations on the decision to join the growing number of Therapists who are bringing care and comfort to many people, both at home and in the workplace.

Please note: - a full level 3 certificate in Anatomy & Physiology is required to complete this course.

Massage therapy is the manipulation of soft tissues of the body including muscles, connective tissues, tendons, ligaments and joints. Massage Therapy is a clinically-oriented healthcare option that helps alleviate the discomfort associated with every day and occupational stresses, muscular over-use and many chronic pain conditions.

In the UK, a growing proportion of the population have used massage therapy, and that number has likely increased in the past decade, and will continue to do so. Several research studies have illustrated that massage therapy has become accepted as a useful addition to conventional medical treatments, and by a mixture of populations.

Massage therapy should be provided by a Qualified Massage Therapist, and, once qualified, this Level 3 Holistic Body Massage, will enable you to practice and insure yourself as a professional Massage Therapist.

COURSE OBJECTIVES

By completing this course it will give you the underpinning knowledge to support your practical work:

- Understand and identify the benefits of massage
- State the names of muscles and bones being worked on during a massage treatment
- Identify any client contra-indications and contra-actions to massage
- Assess clients and prepare a treatment plan
- Select appropriate mediums to be used during the treatment
- Prepare a client in readiness for a massage treatment
- Demonstrate correct procedure and provide a massage treatment within a commercially acceptable time
- Evaluate the effectiveness of a treatment or series of treatments
- Give homecare and aftercare advice to clients

How to Study

Find a quiet place to study your course. Distractions will not be conducive to progress.

Study the Modules at a sensible pace, do not rush, take your time.

Read each module carefully and make sure that you understand it before you move on to the next element.

Make notes as you go along, underline any paragraphs and sentences which you feel you would like to remember.

These are very simple guidelines, but if you follow them then you are sure to get the maximum possible benefit from this course.

Each module is designed to introduce all the elements required to become a skilled and competent therapist. There will be a questionnaire to complete at the end of each module, to ensure you have an understanding of the underpinning knowledge, which you must answer in your own words. **Some will be easy, others will require more research and effort.** Each questionnaire must be completed. There is no time limit on assignments, and if you are unsure, go back and repeat the Module until you have a clear understanding. If you need tutorial support, please email us in the first instance anna@theschooloffinetuning.com call us on 07968 735314

When you have completed each module and you are confident that you understand them, please send them to anna@theschooloffinetuning.com for marking, upon which the next module will be sent.

There will be a written final questionnaire, and you will be required to complete case studies totally 20 hours of massage – this can be one person being treated several times showing their progression, or individual treatments. This will be followed by a final practical assessment with your tutor.

We hope you enjoy your journey into the exciting world of Massage Therapy.

Recommended Reading

An Introductory Guide to Massage – Louise Tucker

The pocket atlas of the Moving Body – Mel Cash

The Complete Body Massage Course – Nicola Stewart

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Module 1 Task – Introduction to Massage

An icebreaker: You are at the start of a wonderful new journey, and there are a wide variety of reasons people choose to become a massage therapist - please introduce yourself and let us know a little about your reasons for becoming a massage therapist.

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Module 2 - HISTORY OF MASSAGE

Massage certainly isn't a modern phenomenon; it has evolved in many ways over its 5000 year history.

In the beginning massage therapy was seen as a sacred natural healing process, however over time with shifts in cultural practices, massage was seen as a disreputable indulgence for several periods of history. Thankfully, massage has seen a huge resurgence in modern times, and now is seen as a highly respected holistic healing method, which is practiced around the whole world.

3000BCE* -

Ayurveda, meaning the "science of life", is considered as one of the oldest health care systems in the world and originated from India. Originally shared as an oral tradition, Ayurveda was recorded in Sanskrit over 5000 years ago, in the four sacred texts known as the Vedas: the Rig Veda (3000-2500 BCE), Yajur Veda, Sama Veda, and Atharva Veda (1200-1000 BCE). Ayurvedic treatments include changes to diet, aromatherapy, herbalism, colour & sound therapy and touch therapy (massage).

2700BCE –



One the oldest known books with reference to massage comes



from China. Huangdi Neijing (黄帝内经) known as “Inner Canon of Huangdi”, or

“The Emperor’s Inner Canon” was first published in English in 1949. It contains lists of medicinal plants, exercises and a system of massage techniques incorporating pressure points located on the body. These techniques form the basis of the modern day practices of acupressure and acupuncture, which contribute to the effectiveness of the system of health and healing known as traditional Chinese medicine.

These techniques spread from China to Japanese Buddhist Monks that witnessed the healing methods associated with Traditional Chinese Medicine. They both adopted and adapted the massage techniques and went onto develop Shiatsu; the application of pressure on specific points or tsubo. Shiatsu is often referred to as acupuncture without needles and variations of this original form of massage are still very much in evidence today.

2500BCE –

Egyptians get the credit for pioneering reflexology. Tomb paintings and hieroglyphics depict massage therapy as being part of their medical traditions, and much has been written about Cleopatra being massaged by handmaidens with mixtures of fats, oils, herbs and resins to maintain and enhance her beauty as well as bathing in milk.

1555BCE –

A medical papyri contains remedies for all types of illnesses and the methods of application are similar to the ones used in Aromatherapy and Herbal medicine today.

1000BCE –

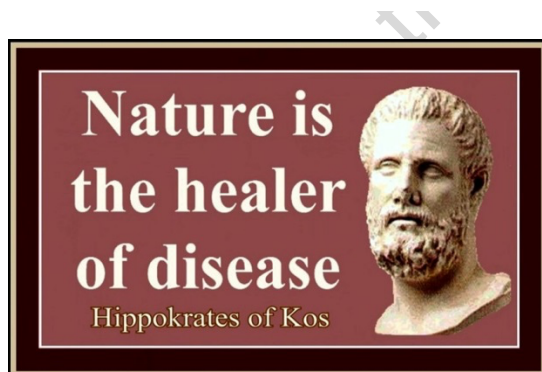
Homer wrote about an oily medium used for massage

776BCE –

The first ever “Olympic Games” staged in Olympia. Athletes massaged prior to their events.

500BCE –

Herodicus – a Greek physician; was the first to use therapeutic exercise for the treatment of disease and maintenance of health. He also recommended good diet and massage using beneficial oils and herbs, and his theories are considered the foundation of sports medicine. He was specific in the manner that a massage should be given. He recommended that rubbing be initially slow and gentle, then subsequently faster, with the application of more pressure, which was to be followed by more gentle friction.



460-380BCE

Hippocrates was taught by Herodicus. Used Friction to treat sprains and dislocations (called *anatripsis* - Greek for friction). Thought that disease resulted from natural causes and the body has the power to

heal itself. Hippocrates wrote the code of ethics that became the Hippocratic Oath. Hippocrates said: hard rubbing binds...too much causes parts to waste...and moderate rubbing makes them grow.

200BCE –

Greek physician *Galen* used natural magnets to relieve pain in treating many illnesses. He travelled to Rome and became the physician for the school of Gladiators, who were rubbed before fighting. He also wrote a book on manual massage.

100-44BCE –

Julius Caesar used Massage therapy to relieve his neuralgia and epileptic seizures. He was thought to have been “Pinched” every day.

25 BC- 50 AD –

Aulus Cornelius Celsus, a Roman Physician and encyclopaedist; known for his extant medical works, *De Medicina*, which is believed to be the only surviving section of a much larger encyclopaedia. The *De Medicina* is a primary source on diet, pharmacy, surgery, and related fields and is one of the best sources concerning medical knowledge in the Roman world.

980 AD-1037 AD –

Avicenna, Persian medic, wrote the Canon of Medicine during the crusades. May have been the first to use the process known as distillation to distil the essence of rose, although it probably took many years to perfect the process.

1569 – *Girolamo Mercuriale* wrote the first sports medicine book.

1742-1823 – *John Grosvenor*, English surgeon practiced healing with hands.

1766 – 1839 – *Pehr Henrik Ling* born in Sweden, great-great Grandson to the famous Swedish Scientist *Olof Rudbeck*, who discovered the human lymphatic system. Whilst Ling was highly respected in the Gymnastics world, founding the Royal Gymnastic Central Institute in Sweden, he was not the “Father of Swedish Massage”, as he is often referred; this moniker falls to *Johann Mezger*.

1800's - Reiki is believed to date back to early Tibetan healing practices. Discovered in the 1800's by a Japanese philosopher and Christian seminary educator, *Dr. Mikao Usui*

1838 - 1909 – *Johann Mezger* born in Holland, was a Dutch doctor and masseur. He brought medical massage to scientific community. He started using the terms effleurage, petrissage and tapotement – all of which are used today.



1879 – *Douglas Graham* - described Lomilomi (Hawaiian massage) and wrote a history of massage. May have been first to use massage in USA.

1884 – Massage Scandals in Europe. Physicians became sceptical of claims made by massage therapist and accused practitioners of stealing patients.

1894 – Society of Trained Masseuses formed in Britain. Set up study of massage along with prerequisites for education and criteria for school recognition.

1899 – *Sir William Bennet*- Started a massage department at St. George's Hospital in London.

1900's early - The Alexander Technique was developed by an Australian actor *F.M. Alexander*

1913 – *Dr. William Fitzgerald* rediscovered Reflexology and called it *Zone Therapy*.

1932 – *Emil Voder*. Danish physiologist created Manual Lymph Drainage.

1934 – *Wilhelm Reich* – *Austrian psychoanalysis. Freud's student*. Reich used Somato techniques to dissolve muscular armour. He attempted to cure neuroses by releasing their corresponding muscle



tensions by using breath, movement and physical manipulation. The community was outraged at the thought of using physical contact. He was sent to prison for his conflicts

and died there.

1937 –

A French chemist, *Rene Maurice Gattefosse*, began his research into the healing powers of essential oils after burning his hand in his laboratory and immersing it in lavender oil and being impressed by how quickly the burn healed. He published a book about the anti - microbial effects of the oils and coined the word Aromatherapy.

Alternative Treatments

Massage is considered a mainstream holistic treatment, but this has not always been the case, and, in some cultures, particularly where there were Christian mercenaries (and seen as a pagan rite), it was forbidden. In these circumstances, it was often carried out underground, as the indigenous people knew and understood the benefits. The role of the Sports Massage therapist is integral to the sporting world both pre and post events. So Massage is now acceptable, and viewed as a necessity rather than a luxury.

There are many other therapies that are becoming more mainstream, and it may be that you wish to explore alternative treatments to add to your massage therapy, to give your clients added benefits and a choice.

The term Alternative Medicine means any form of medicine that is outside the mainstream of western medicine or conventional medicine as practiced a majority of doctors today. This term is loosely used to cover all forms of medicine except allopathy. In 1973, the Medical Faculty of the University of Rome convened the first World Congress of Alternative Medicines and the provisional program contained no less than 135 therapies.

Alternative medicine exists in all cultures to some degree and terms such as traditional medicine, indigenous medicine or folk medicine etc. are used to describe such practices. These medicines date back hundred or even thousands of years depending on the country and culture concerned.

There are more than 100 systems of alternative medicines still in practice all over the world. Every country, region or area has its own traditional system of health and medical care such as for the Chinese it is acupuncture, for the French, magnetic healing; for the Germans, Heilpraxis; for the English, Herbalism; for India, Ayurveda with Siddha being widely practice in the southern part of the country; for Japan, Shiatsu etc.

The most popular forms of alternative medicine are Ayurveda, Homeopathy, Naturopathy, Yoga, Acupuncture, Acupressure, Magneto therapy, Shiatsu, Herbalism, Meditation, Aromatherapy, Bach Flower Remedies, Chromo therapy, Diet therapy, Hydropathy and Reiki.

Alternative Therapies

The following is a guide to some alternative therapies

Acupressure

Similar to acupuncture, but using finger pressure rather than fine needles on specific points along the body to treat ailments such as tension and stress, aches and pains, menstrual cramps, arthritis.

Acupuncture

Fine needles are inserted at specific points to stimulate, disperse, and regulate the flow of vital energy, and restore a healthy energy balance. In addition to pain relief, acupuncture is also used to improve well-being and treat acute, chronic, and degenerative conditions in children and adults.

Aromatherapy

Using "essential oils" distilled from plants, aromatherapy treats emotional disorders such as stress and anxiety as well as a wide range of other ailments. Oils are massaged into the skin in diluted form, inhaled, or placed in baths. Aromatherapy is often used in conjunction with massage therapy, acupuncture, reflexology, herbology, chiropractic, and other holistic treatments.

Astrology

Astrology is a humanistic attempt at trying to understand the cycles that we share with the forces in the Universe. The planets have corresponding rulership to certain vitamins, minerals, cell salts, herbs, metals, colours and parts of the body. Through the chart, one can look to see what natal health conditions exist. Through these precepts, we can then look at the present and into the future to see what areas of our lives are being affected and potentially how we can head off ill health and promote wellness.

Atlas Orthogonal

Atlas Orthogonal is a chiropractic program to evaluate and correct subluxation based on scientific and biomechanical procedures. By incorporating the latest advancements in scientific technology, chiropractors can calculate, in precise detail, the vectors specific to an individual subluxation pattern, and program their instrument with the specific correction vectors to deliver the adjustment without any manipulation at all.

Ayurvedic Medicine

Practiced in India for more than 5,000 years, ayurvedic tradition holds that illness is a state of imbalance among the body's systems that can be detected through such diagnostic procedures as reading the pulse and observing the tongue. Nutrition counselling, massage, natural medications, meditation, and other modalities are used to address a broad spectrum of ailments.

Auricular Therapy

Ancient Egyptian writings state that pain can be relieved by stimulating certain points on the ear. In the 1800's, several publications indicated that there were several techniques of cauterization and manipulation of the ears to aid certain disorders. Many benefits can be achieved by massaging and palpating specific points on the ear.

Alexander Technique

The Alexander Technique is a method that works to change (movement) habits in our everyday activities. It is a simple and practical method for improving ease and freedom of movement, balance, support and coordination. The technique teaches the use of the appropriate amount of effort for a particular activity, giving you more energy for all your activities. It is not a series of treatments or exercises, but rather a re-education of the mind and body.

Autogenic Training

It is a century-old European method for achieving relaxation based upon passive concentration and body awareness of specific sensations. Its effectiveness has been shown in relieving many stress-related disorders including anxiety, tension, insomnia, and examination stress. Persons with chronic medical conditions ranging from migraine, colitis, irritable bowel syndrome, diabetes, high blood pressure, to thyroid disease and many other conditions have also been shown to benefit from the practice of autogenic training.

Anthroposophical Medicine

Anthroposophical Medicine involves an internationally organized group of people who think that Rudolf Steiner (an Austrian physician, 1861-1925) found the ultimate truth - the anthroposophy. Steiner said: By anthroposophy, I mean a scientific investigation of the spiritual world which will bring to light the weaknesses and half-truths not only of science but also of modern mysticism. It is a method which, before attempting to investigate the spiritual worlds, first develops psychic powers not normally used in daily life or in current scientific research.

Auto-Urine Therapy

This practice comes from Yoga and is the use of one's own urine as food, medicine, restorative, transforming agent and immune system booster. It is sometimes called 'Your Own Doctor'.

Holotropic Breathwork

It is a simple yet powerful technique for self-exploration and healing, based on combined insights from modern consciousness research, depth psychology and perennial spiritual practices. The method activates non-ordinary states of consciousness which mobilize the spontaneous healing potential of the psyche. Sustained effective breathing, evocative music, focussed energy work and mandala drawing are components of this subjective journey. 'Holotropic' literally means 'moving towards wholeness'.

Biofeedback

A method of monitoring minute metabolic changes in one's own body with the aid of sensitive machines. The technique is used especially for stress-related conditions such as asthma, migraines, insomnia, and high blood pressure. Clients learn to make subtle adjustments to move toward a more balanced internal state by consciously visualizing, relaxing, or imagining while observing light, sound, or metered feedback.

Bach Flower Remedies

A system of herbal remedies devised by Edward Bach, these floral remedies can supposedly alter the disharmonies of personality and emotional state that trouble us all from time to time. These remedies are mostly aimed at curing emotional states rather than physical ones.

Cellular Therapy

Cellular therapy also called live cell therapy, cellular suspensions, glandular therapy, fresh cell therapy, sicca cell therapy, embryonic cell therapy, and organotherapy -- refers to various procedures in which processed tissue from animal embryos, foetuses or organs, is injected or taken orally. Products are obtained from specific organs or tissues said to correspond with the unhealthy organs or tissues of the recipient. Proponents claim that the recipient's body automatically transports the injected cells to the target organs, where they supposedly strengthen them and regenerate their structure. The organs and glands used in cell treatment include brain, pituitary, thyroid, adrenals, thymus, liver, kidney, pancreas, spleen, heart, ovary, testis, and parotid. Several different types of cell or cell extract can be given simultaneously -- some practitioners routinely give up to 20 or more at once.

Chronotherapy or Colour Therapy

The use of colour (usually in the form of coloured light) to produce beneficial or healing effects.

Colon Therapy

The therapeutic goals of colon therapy are to balance body chemistry, eliminate waste, and restore proper tissue and organ function. Colon

therapy releases toxins, cleans the blood, stimulates the immune system, and aids in restoring the pH balance in the body. Colon Therapy, also known as colonics, is believed to relieve a wide range of symptoms related to colon dysfunction.

Chelation Therapy

Chelation therapy is a series of intravenous injections of the synthetic amino acid EDTA, designed to detoxify the body. It is also often used to treat arteriosclerosis. Most frequently, this is administered in an osteopathic or medical doctor's office.

Chinese (Oriental) Medicine

Oriental medical practitioners are trained to use a variety of ancient and modern therapeutic methods - including acupuncture, herbal medicine, massage, heat therapy, and nutritional and lifestyle counselling - to treat a broad range of both chronic and acute illnesses.

Chiropractic

The chiropractic views the spine as the backbone of human health: misalignments of the vertebrae caused by poor posture or trauma cause pressure on the spinal nerve roots, leading to diminished function and illness. Through manipulation or adjustment of the spine, treatment seeks to analyse and correct these misalignments.

Colonics

A colonic is a colon irrigation, the irrigation of the large intestine with sanitized, filtered water under gentle pressure to wash out or detoxify it of stagnated faecal material; it is a full intestinal enema.

Counselling/Psychotherapy

This broad category covers a range of practitioners, from career counsellors to psychotherapies who treat depression, stress, addiction, and emotional issues. Formats can vary from individual counselling to group therapy. Some therapists may also incorporate bodywork, ritual,

energy healing, and other alternative modalities as part of their practice.

Cupping

It is a traditional Chinese medical technique which applies suction to diseased parts of the body using ceramic glass or bamboo cups in order to increase the regional circulation and thereby promote healing. In ancient times the horns of animals were used for this purpose.

Craniosacral Therapy

This is a manual therapeutic procedure for remedying distortions in the structure and function of the craniosacral mechanism - the brain and spinal cord, the bones of the skull, the sacrum, and interconnected membranes. It is used to treat chronic pain, migraine headaches, TMJ, and a range of other conditions.

Dance/Movement Therapies

Dance and/or movement therapy uses expressive movement as a therapeutic tool for both personal expression and psychological or emotional healing. Practitioners work with people with physical disabilities, addition issues, sexual abuse histories, eating disorders, and other concerns.

Dentistry, Holistic

Holistic dentists are licensed dentists who bring an interdisciplinary approach to their practice. They may incorporate such methods as homeopathy, nutrition and acupuncture into their treatment plans. Most holistic dentists emphasise wellness and preventive care while avoiding silver-mercury fillings.

Dowsing

Dowsing is an ancient art of searching for hidden things (water, precious metals, etc) using one of the senses that many of us are not even aware of possessing; reportedly 80% of people have this special gift - an ability to sense things not perceptible to others. Some of these people do not need any extra tools to do that - they just KNOW where is the best place to dig a well, or where the gold treasure is hidden.

Ear Candling

Primarily used for wax build-up and related hearing problems, ear candling is also used for ear infections and sinus infections. Treatment involves placing the narrow end of a specially designed hollow candle at the entry of the ear canal, while the opposite end is lit.

Electropathy

Electropathy is a specialised system of therapeutics which involves the use of various forms of electric currents for medicinal purposes.

Fasting Therapy

Therapeutic fasting or fasting for health is a purifying and rejuvenating process by which toxic waste matters of the body are eliminated and regeneration of diseased tissues occurs.

Feng Shui

Ancient Chinese practice of arranging the home or work environment to promote health, happiness, and prosperity. Consultants may recommend changes in the surroundings - from colour selection to furniture placement - in order to promote a health flow of chi, or vital energy.

Feldenkrais Method

The Feldenkrais Method is a systematic approach to neuromuscular relearning. The method is suited to healthy people who want to increase the flexibility of their bodies and thinking, people with neurological and movement disorders, and those who want to achieve excellence in the arts, sports, or any endeavour.

Flower Essences

A method of alleviating negative emotional states that may contribute to illness or hinder personal growth. Drops of a solution infused with the captured "essence" of a flower are placed under the tongue or in a beverage. The practitioner helps the client choose appropriate essences, focusing on the client's emotional state rather than on a

particular physical condition.

Gem Therapy

A relatively recent discovery in the field of alternative medicines, it involves the use of specific gems to treat specific ailments.

Herbalism

An ancient form of healing still widely used in much of the world, herbalism uses natural plants or plant-based substances to treat a range of illnesses and to enhance the functioning of the body's systems. Though herbalism is not a licensed professional modality in the United States, herbs are "prescribed" by a range of practitioners.

Heliotherapy

Heliotherapy is the science conducted on the positive effects of the sun and is an effective tool in boosting the body's immune system.

Holistic Medicine

A descriptive term for a healing philosophy that views a patient as a whole person, not as just a disease or a collection of symptoms. In the course of treatment, holistic medical practitioners may address a client's emotional and spiritual dimensions as well as the nutritional, environmental, and lifestyle factors that may contribute to an illness. Many holistic medical practitioners combine conventional forms of treatment with natural or alternative treatments.

Homoeopathy

A medical system that uses infinitesimal doses of natural substances - called remedies - to stimulate a person's immune and defence system. A remedy is individually chosen for a sick person based on its capacity to cause, if given in overdose, physical and psychological symptoms similar to those a patient is experiencing. Common conditions homeopathy addresses are infant and childhood diseases, infections, fatigue, allergies, and chronic illnesses such as arthritis.

Hypnotherapy

A means of bypassing the conscious mind and accessing the subconscious, where suppressed memories, repressed emotions, and forgotten events may remain recorded. Hypnosis may facilitate behavioural, emotional, or attitudinal change such as weight loss, or smoking cessation. It is also used to treat phobias, stress, and as an adjunct in the treatment of illness.

Hydrotherapy

It is defined as the scientific application of water for therapeutic purposes. Water may be used at various temperatures, in different modes and in different forms.

Iridology

The diagnostic system based on the premise that every organ has a corresponding location within the iris of the eye, which can serve as an indicator of the individual organs health or disease. Iridology is used by naturopaths and other practitioners, particularly when diagnosis achieved through standard methods is unclear.

Kinesiology

Kinesiology is the study of the human body during movement. There are many disciplines within Kinesiology including anatomy, biomechanics, exercise physiology, motor control, motor learning, neuromuscular physiology, sports psychology, and philosophy. Kinesiology graduates enter a variety of careers and graduate programs related to the understanding of how the body works including medical school, physical and occupational therapy schools, athletic training, and other health professions, public school teaching, sport and exercise related fields, the military, business, and law.

Lymph Drainage Therapy

A Therapy to drain and improve the lymphatic vessels, a system of tubes or canals through which lymph is carried from different parts of the body.

Massage Therapeutic

A general term for a range of therapeutic approaches with roots in both Eastern and Western cultures. It involves the practice of manipulating a person's muscles and other soft tissue with the intent of improving a person's well-being or health, and may include, but not be limited to, effleurage, deep tissue, percussion, vibration, and joint movement.

Magnetotherapy

The art of healing by the application of natural and artificial magnets to the diseased parts of the human body. It is a clinical system by which human ailments are treated and cured through the application of magnets to the body of the patients.

Midwifery/Childbirth Support

Midwives provide education and support during pregnancy, assist the mother during labour and delivery, and provide follow-up care. Practitioners of childbirth support include childbirth educators, assistants, and doulas (women labour coaches who also provide postpartum home care).

Native American Herbology

Native American healers and spiritual leaders seldom travel far from their homes and even more infrequently publicize their work - it is not the way. However, there is a body of knowledge about the herbal treatments used by various Native People. Much of the information has been tested and incorporated into our present herbal therapies.

Natural Products

Products that are composed of organically grown plants and containing no chemicals. These products may be used cosmetically as well as for health and nutrition.

Naturopathic Medicine

Naturopathic physicians work to restore and support the body's own healing abilities using a variety of modalities including nutrition, herbal

medicine, homeopathic medicine, and orient medicine. A primary health-care system which emphasizes the curative power of nature, treating both acute and chronic illnesses in all age groups.

Network Chiropractic

This refers to a network of independent chiropractic offices that use Network Spinal Analysis, a method characterized by the sequential application of a number of gentle, specific adjusting techniques. Care progresses through a series of levels that parallel spinal and quality-of-life changes.

Ohashiatsu

A system of physical techniques, exercise and meditation used to relieve tension and fatigue and induce a state of harmony and peace. The practitioner first assesses a person's state by feeling the hara, the area below the navel. Then, using continuous and flowing movements, the practitioner presses and stretches the body's energy channels, working in unison with the person's breathing.

Oriental Diagnosis

It is a diagnostic procedure by which the patient's pulse is examined to detect disease according to traditional Chinese medicine.

Osteopathic Medicine

Osteopathic physicians provide comprehensive medical care, including preventive medicine, diagnosis, surgery, prescription medications, and hospital referrals. In diagnosis and treatment, they pay particular attention to the joints, bones, muscles, and nerves and are specially trained in osteopathic manipulative treatment - using their hands to diagnose, treat, and prevent illness.

Physiotherapy

It is a wonderful manipulative technique by which the deformities of an individual are modified in order to notify the body and the vital organs in accordance with the principles of naturopathy.

Pyramid Healing

A potential healing method using pyramidal structures.

Radiesthesia

The use of of dowsing or divining to diagnose disease and select remedies. It can be used to diagnose any condition according to leading practitioners. Basically, it is simply a method of arriving at a diagnosis and treatment using the human being as the diagnostic instrument.

Radionics

A therapy that has grown up around the ability of the human being to use radiesthesia together with simple instruments to help in the diagnosis of disease in animals, plants and humans and then to treat this disease at a distance without the presence of the patient.

Reconstructive Therapy/Prolotherapy

Reconstructive therapy uses injections of natural substances such as dextrose, glycerine, and phenol in order to stimulate the growth of connective tissue and this strengthens weak or damaged joints, cartilage, ligaments, and tendons. This therapy is used to treat degenerative arthritis, lower back pain, torn ligaments and cartilage, carpal tunnel syndrome, and other conditions.

Reflexology

This modality is based on the idea that specific points on the feet and hands correspond with organs and tissues throughout the body. With fingers and thumbs, the practitioner applies pressure to these points to treat a wide range of stress-related illnesses.

Reiki

Practitioners of this ancient Tibetan healing system use light hand placements to channel healing energies to the recipient. While practitioners may vary widely in technique and philosophy, Reiki is commonly used to treat

emotional and mental distress as well as chronic and acute physical problems, and to assist the recipient in achieving spiritual focus and clarity.

Rolfing

A massage technique using deep manipulation of the fascia (connective tissue) to restore the body's natural alignment, which may have become rigid through injury, emotional trauma, and inefficient movement habits. The process involves ten sessions, each focusing on a different part of the body.

Shiatsu

The most widely known form of acupressure, shiatsu has been used in Japan for more than 1,000 years to treat pain and illness and for general health maintenance. Using a series of techniques, practitioners apply rhythmic finger pressure at specific points on the body in order to stimulate chi, or the vital energy.

Sound Therapy

The use of sound waves to heal.

Tibetan Medicine

Evolved as a synthesis of Tibetan, Chinese and Persian Medicine, and even Ayurveda. These remedies include indigenous herbs, fruits, flowers, metallic powders and minerals given in tablets, and are especially effected in treating rheumatism, asthma, gastritis, diabetes and many neurological disorders.

Unani

Involves the use of plants and herbs, these remedies are known to provide cures for diseases such as sinusitis , leukoderma, rheumatism, jaundice and elephantitis.

Vision Therapies

Through exercise and relaxation techniques, vision may actually be improved to the point that glasses may no longer be needed. Therapies are typically offered by licensed optometrists and ophthalmologists.

Vitamin Therapy

A complementary therapy of vitamin usage combined with other treatments to address a range of illnesses and to enhance the functioning of the body's systems. Assists the immune system in combating diseases such as Chronic Fatigue Syndrome and HIV/AIDS.

Wellness Restoration

A comprehensive program designed to increase muscle mass by using adequate nutrition, supplementation, anabolic steroid therapy and resistance weight training to prevent/reverse wasting in HIV disease.

Yoga Therapy

The use of yoga, (stretching, breathing, exercising, meditating) to address mental and physical problems while integrating body and mind.

Module 2 - Task: History of Massage

1. The movements we use for body massage are based on Swedish Massage, research the full history of Swedish Massage (300 words min)
2. What is allopathic medicine, and how does it differ from alternative medicine.
3. We have given you a brief description of other complementary therapies, choose one of interest and conduct research on the treatment and it's benefits.
4. What is champissage, and who was responsible for bringing this treatment to the West, and why?

Module 3

HEALTH & SAFETY, DATA PROTECTION & PROFESSIONAL ETHICS

Health and Safety Law

Any person dealing with members of the public has to be aware of the relevant Health and Safety laws, and how to use it to be safe.

Below is a brief summary of relevant Health and Safety Laws.

Health and Safety at Work etc. Act 1974

Although primarily intended for employers, the aims of this act should be considered as good practice by all self-employed persons who work alone.

The Act makes it clear that an employer has a 'duty of care' to look after, as far as possible, the employee's health, safety and welfare whilst at work and that of any visitors to their premises such as customers, suppliers and the general public.

The Health and Safety Executive summarise the employers and employees responsibilities under the Act in a publication called 'Health and Safety Law – What you need to know' (ISBN 978 0 7176 6350 7, published 04/09) as follows:

What employers must do for you:

1. Decide what could harm you in your job and the precautions to stop it. This is part of risk assessment.
2. In a way you understand, explain how risks will be controlled and tell you who is responsible for this.
3. Consult and work with you and your health and safety representatives in protecting everyone from harm in the workplace.
4. Free of charge; give you the health and safety training you need to do your job.
5. Free of charge, provide you with any equipment and protective clothing you need, and ensure it is properly looked after.
6. Provide toilets, washing facilities and drinking water.
7. Provide adequate first-aid facilities.
8. Report injuries, diseases and dangerous incidents at work to the HSE Incident Contact Centre: 0845 300 9923

9. Have insurance that covers you in case you get hurt at work or ill through work. Display a hard copy or electronic copy of the current insurance certificate where you can easily read it.
10. Work with any other employers or contractors sharing the workplace or providing employees (such as agency workers), so that everyone's health and safety is protected.

What employees must do:

1. Follow the training you have received when using any work items your employer has given you.
2. Take reasonable care of your own and other people's health and safety.
3. Co-operate with your employer on health and safety.
4. Tell someone (your employer, supervisor, or health and safety representative) if you think the work or inadequate precautions are putting anyone's health and safety at risk.

The Personal Protective Equipment at Work Regulations 1992

Whether you are self-employed or an employer you have basic duties concerning the provision and use of personal protective equipment (PPE) at work.

To allow the right type of PPE to be chosen, the employer should carefully consider the different hazards in the workplace. The regulation provides a list of criteria to consider when assessing whether PPE is suitable as follows:

1. Is it appropriate for the risks involved and the conditions at the place where the exposure to the risk may occur?
2. Does it prevent or adequately control the risks involved without increasing the overall level of risk?
3. Can it be adjusted to fit the wearer correctly?
4. Has the state of health of those who will be wearing it been taken into account?
5. What are the needs of the job and the demands it places on the wearer (e.g. the length of time the PPE needs to be worn)?

The regulation also stipulates that any personnel using PPE should be made aware of why it is needed, when it is to be used, repaired or replaced and its limitations of use. The employer has a duty to train and instruct people how to use PPE properly and must ensure they are doing this.

Personal Protective Equipment Particularly Relevant to Body Massage

With respect to the provision of Body Massage, the employer should ensure that protective clothing, such as disposable overalls for work wear are provided and used and that cleanliness, freshness and professionalism is maintained at all times. It should be noted that Clients clothing may also need to be protected.

Protection against infectious diseases is also essential. Use of protective gloves is important if there is a chance of blood or tissue fluid being passed from one person to another, such as through an open cut or broken skin. According to the Health and Safety Executive the following points need to be considered by the employer and/or therapist with respect to the use of protective gloves:

- Provide single use gloves where protection is necessary gloves. If you must use latex gloves, use only 'low protein, powder-free' gloves.
- Throw away 'single-use' gloves every time they are taken off.
- Skin creams are important for skin condition. They help in washing contamination from the skin. After-work creams help to replace skin oils.

Safety within the working environment

Security is essential. Employers have a duty to provide a secure workplace and, as an employee, have the duty to ensure that all precautions are taken to maintain security. However, we often work alone in a treatment room, so it is imperative we have procedures in place.

Security in the salon/workplace includes the secure handling of cash, the safekeeping of your own, your colleagues and your clients personal belongings. It also includes looking after the stock and products.

The premises needs to have in place a security procedure, to include the measures to be carried out before leaving the salon at night, and, importantly, whilst working alone.

Of course, security is not only an issue when the premises are closed. There are many things you need to think about when the therapy room is open.

- Make sure the till is kept locked at all times.
- Do not open the till to give people change if they come in from outside the premises.
- Only one or two people should have the authority to handle cash and have the keys to the till.
- Do not keep large amounts of cash in the till during the day – make sure banking is done regularly
- Make sure all clients are checked in at reception as soon as they enter the salon.
- If you think someone is behaving suspiciously, have a code with a colleague or an arrangement for someone to call you if you are mobile.

If you are working in a centre, all staff should be aware of the locks and alarms on both doors and windows, and how to use them in an emergency situation. If possible, an emergency safety bell in each treatment room. It is a good idea to keep the security gate on the front and back doors locked at all times. Then no-one can enter without a staff member letting them in. This helps to reduce the risk to clients and salon property of thieves entering.

Keep the retail products in a locked cabinet, with dummy boxes on display

If you are working alone with a client, particularly at night, let someone else know and be sure you have the correct name and telephone number for them (check their credentials).

Remember – you are responsible for the security of your clients themselves as well as their belongings as well as that of your staff.

Dealing with Emergencies

Fire

- Make sure you know where fire exits are
- Not to panic
- Supervise clients on leaving the building if required
- Close All doors behind you
- DO NOT try to get personal belongings
- Call 999
- DO NOT re-enter the building until safe

Accidents

- First Aider?
- First Aid Box
- Record accident - getting client to sign if able.
- If client becomes unwell during a treatment - 999? Call relatives?
Can someone go with the client? Are they safe to drive themselves home/hospital?

Therapist Illness

- Contact client prior to appointment
- Can someone else do the appointment?
- Reschedule if necessary

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Control of Substances Hazardous to Health Regulations 2002 (COSHH)

The Control of Substances Hazardous to Health (COSHH) Regulations control the safe use, disposal and storage of products. The regulations are applicable across all industries including the Beauty industry and.

It is the therapist's and the employer's responsibilities to ensure all measurements are taken to ensure the correct use, storage and disposal of products.

Many preparations used in Body Massage treatments are governed by these regulations, so knowledge in the correct use of these products is essential; where necessary get information from the product representative, observe any warning labels for safe use on the product container, packaging or leaflet. Some common examples of product and the associated hazards are included below for reference.

The next section discusses the Cosmetic Products (Safety) Regulations 1996, which itemises the minimum information that must be clearly labelled on a cosmetic product.

Massage Oil/Cream

Hazards: Considered hazardous if precautions are ignored. Nut allergies

Handling and Storage: Store in a cool dry place, away from direct sunlight. Keep tightly sealed.

Spillage: Clean using liberal quantities of surface cleanser - will stain carpets if left for any period of time. Slip hazard if left on vinyl flooring and not removed.

First Aid Procedures -

Ingestion: Drink milk or water and seek medical attention.

Inhalation: Not considered an issue

Skin Contact: Not considered an issue – unless client/therapist allergic to nuts

Eye Contact: Wash well with water - seek medical attention

Talc

Hazards: Considered hazardous if precautions are ignored.

Handling and Storage: Store in a cool dry place, away from direct sunlight. Keep tightly sealed.

Spillage: Clean using liberal quantities of surface cleanser – Hoover up spills

First Aid Procedures -

Ingestion: Drink milk or water and seek medical attention.

Inhalation: Could exasperate asthmatic symptoms

Skin Contact: Generally regarded as Safe, however links to suggest possibly carcinogenic.

Eye Contact: Wash well with water - seek medical attention

Hazard symbols

Corrosive	Oxidising agent	Flammable
		
Irritant	Dust	Poison
		

The Cosmetic Products (Safety) Regulations 1996 defined 'a cosmetic product as any substance/preparation that is used on the skin, teeth, hair, nails, lips...with the intention to cleanse, perfume, and change the appearance of, protect, keep in good condition or to correct body odours'. This covers most things used in Beauty Therapy.

The following information must be clearly labelled on a cosmetic product:

- List of ingredients
- Name and address of manufacturer/supplier
- Minimum shelf life
- Storage instructions
- Warnings and precautions
- Batch number or lot code
- Its function
- Its weight

The Provision and Use of Work Equipment Regulations 1998

This is to ensure that all equipment in the workplace is properly maintained, fit for purpose and in a good state of repair.

The Fire Precautions (workplace) Regulations 1997 (amended in 1999)

This regulation brings together existing health and safety and fire legislation. These aim to achieve risk appropriate standard of fire safety for persons in the workplace. You need to be aware of the procedures involved in the event of a fire, preferably through the displaying of a notice. Some form of firefighting equipment even a fire blanket is recommended. Your client's safety is your responsibility.

The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995

These regulations cover the recording and reporting of any serious accidents and conditions to the local environmental health office. An investigation of the accident will be made by the officer and recommendations are made so preventing the accident from happening again. The officer can also assess the risk factors in each instance.

If you are a mobile therapist and have an accident or you injure your client whilst working in someone's home you must report it.

Employers Liability (Compulsory Insurance) Act 1969

Liability insurance must be held by employers and self-employed persons. This reimburses them against any legal liability to pay compensation to employees for bodily injury, illness or disease caused during the course of their employment.

Consumer Protection Act 1987

This Act follows European laws to protect the consumer from product liability, general safety requirements and misleading prices. This means that only reputable products should be used and sold. So products remain in good condition care should be taken in handling and storing products. You need to be aware of consumer protection laws when selling products and using them in a treatment.

The Consumer Protection from Unfair Trading Regulations 2008

As a retailer you must not:

- Make false contrasts between present and previous prices
- Claim to offer products at half price unless they have already been offered at the full price for at least 28 days prior to the sale.
- Products must also be labelled with their country of origin.

Other related Acts;

Supply of Goods and Services Act 1982 amended 2003

Sale and Supply of Goods Act 1994

The Sale and Supply of Goods to Consumers Regulations 2002

Performing Rights- within Copyright, designs and Patents Act 1988

This Act is intended to protect the people who write music but do not get the royalty payments they should when the music is played.

A body called the PPL is responsible for collecting licence payments from those wishing to use music. The PPL can take legal action against any person who does not pay a licence fee to use music. All salons and exercise instructors need to purchase music that has a built in license.

This can be more expensive to purchase. It does save all the worry of a heavy fine.

Most good specialist music shops have a section of licensed music.

Data Protection Act 1998

The Data Protection Act is mandatory. ALL organisations that hold or process personal data MUST comply.

The purpose of the Act is to protect the rights of the individual about whom data is obtained, stored, processed or supplied rather than those of the people or organisations who control and use personal data. The Act applies to both computerised and paper records.

The Act requires that appropriate security measures will be taken against unauthorised access to, or alteration, disclosure or destruction of personal data and against accidental loss or destruction of personal data.

The 1998 Act applies to:

- Computerised personal data
- Personal data held in structured manual files
- It applies to anything at all done to personal data ("processing"), including collection, use, disclosure, destruction and merely holding data.

Principles of Data Protection

The Act is based on eight principles stating that data must be:

1. Fairly and lawfully processed
2. Processed for limited purposes
3. Adequate, relevant and not excessive
4. Accurate
5. Not kept longer than necessary
6. Processed in accordance with the data subjects rights
7. Secure
8. Not transferred to other countries without adequate protection

Local Authority Bye-Laws

Local government by-laws are decided by the local authority or borough council of an area. This law can differ depending on your area and advice can be obtained from the local authority to check whether you need a licence.

Professional Indemnity Insurance

Everybody providing massage treatments should have this insurance protection, regardless of how few or how many treatments they carry out.

Contact your professional body for the best deals on these kinds of insurance.

Sale of Goods Act 1979; Sale and Supply of Goods Act 1994

Goods should be merchantable: of a sufficient quality to be sold and not faulty.

Goods should be fit for any purpose and made known, either expressly or by implication, E.g. the product or service should do what you are recommending it will do.

Goods must be as described. For example, a natural make-up brush must not be made of man-made materials.

Trade Descriptions Act 1968

It is a criminal offence for a trader to make false claims about goods or services offered for sale. For example, you must not say that a moisturiser will make a client look 20 years younger, or state anything that is not achievable. You can suggest treatments that may improve the condition of the client's skin over a period of time, but you must be realistic in your description of the benefits of the product or treatment.

Professional Ethics

To ensure that you provide a professional treatment and do not cause offence, you should follow a code of professional ethics. Try to keep these in mind when treating every client.

- Do not discuss religion, politics or sex.

- Do not talk badly about another therapist or salon.
- Do not discriminate.
- Do not use bad language.
- Try not to keep clients waiting for their treatment, if you are running late apologise and keep the client up to date as how long you may be.
- When advising clients on products or treatments always be sincere in your opinion.
- Client's details and any conversations you have with the client must be kept confidential and must not be discussed with others.

- 1) Who is responsible for health and safety?
 - a. The Boss
 - b. The workers
 - c. The health and safety executive
 - d. Everyone

- 2) Noise is?
 - a) Loud Sounds
 - b) Prolonged Sounds
 - c) Unwanted Sound
 - d) Loud clients

- 3) Risk is?
 - a) Not knowing what is around the corner
 - b) Something you are not sure about
 - c) A problem that is going to upset you
 - d) Likelihood that harm from a hazard may be realised

- 4) Reasons for investigating accidents (tick all that apply)
 - a) To learn from mistakes
 - b) To show employees that you care
 - c) To satisfy legal requirements under RIDDOR
 - d) For insurance purposes

- 5) A hazard is?

- a) Something with the potential to cause harm
 - b) Something to fall over
 - c) Something in the wrong place
 - d) A problem that has no solution
- 6) What reasons exist for managing Health & Safety (tick all that apply)
- a) Legal
 - b) Moral
 - c) Economic
 - d) Customer Requirement
- 7) Explain the importance of hygienic waste disposal.
- 8) Explain the importance of maintaining a suitable environment, including heating, lighting ventilation.
- 9) List the contents of a first aid box (as required by legislation).
- 10) Explain Sterilisation, Antiseptic and Disinfectant.
- 11) Write a risk assessment for your own treatment room, client's home or room that you would need to take into consideration.



Module 4 - ANATOMY & PHSYIOLOGY

As providers of Body Massage treatments it is important to have an understanding of how the human body works, and most importantly, how our treatments and any products used in those treatments, can affect the body.

This section of the manual will address those areas of anatomy and physiology particularly pertinent to the provision of Body Massage and is intended only to provide an introduction to the subject. It is recommended that students should carry out their own research; there are many excellent books available that provide broader and deeper information on the subject.

The areas covered are:

- Structure and function of the skin
- Muscles of the body
- Skeletal System
- The Lymphatic System
- Blood & Circulatory Systems
- Nervous & Endocrine Systems

- Respiratory, Olfactory & Digestive Systems

Skin

The Skin is the largest organ of the body. Its thickness varies between 0.5mm and 3mm. There are two main layers; the *epidermis*, which is the thinner outer layer and the *dermis*, the thick inner layer. Below the dermis is the *subcutaneous layer (adipose tissue)* which attached organs and tissues. This layer protects the organs of the body by acting as a shock absorber when knocked or banged (resulting in a contusion) and helps to insulate the body by reducing heat loss.

Six Functions of the Skin

Secretion – sebum is secreted by sebaceous glands in the dermis. Sweat glands produce sweat.

Heat Regulation – normal body temp is around 37°C, to maintain this temperature heat loss and production must be regulated.

An increase in the body temp will have the following effects:

- Vasodilation – capillaries near the surface of the skin dilate (open) to allow more blood to circulate, thus having a cooling effect on the body
- The amount of sweating is increased which evaporates on the skin's surface, also having a cooling effect.

A decrease in body temp will have the opposite effects:

- Vasoconstriction – capillaries near the skin's surface constrict (close) which results in less blood flow near the surface and therefore less heat loss
- Sweat production diminishes.

Absorption – One of the skin's main functions is to protect against intrusion of foreign substances, so only substances which contain oil or water are absorbed into the skin in tiny amounts.

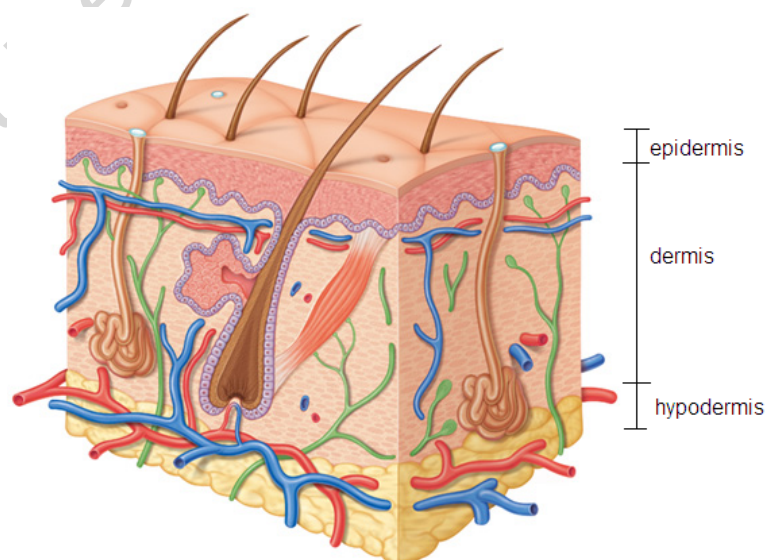
Protection – the skin acts as a barrier. Sweat is acidic which inhibits the growth of organisms. Sebum is bactericidal and acts as a lubricant preventing the skin from cracking and therefore preventing the invasion by bacteria. Adipose tissue protects the underlying structures against knocks and bumps. Sensory nerve endings in the skin respond to painful stimuli. Melanin is produced by the skin to protect against damage caused by UVA and UVB rays.

Elimination – the body excretes body waste through sweat and sebum

Sensation – sensory nerve endings situated in the dermis react to cold, pressure, heat and touch.

The Skin holds the contents of the body together and is the largest organ of the human body, typically accounting for 15% of an adult's total body weight and has a surface area measuring 1.5-2.0 square meters (Richardson, 2003).

Skin is divided into three layers as depicted in Figure 1 below; the outer layer of the skin, the *Epidermis* visible to the naked eye; the *Dermis*, and finally; the *Subcutaneous (Hypodermis)*



Epidermis

The epidermis is the outermost elastic layer of the skin and is itself subdivided into five separate layers; the *Horny*, *Clear*, *Granular*, *Prickle Cell* and *Basel Cell* layers. The first of the three sub-layers are protective layers which are continually worn away or shed, however, the Prickle Cell and Basel Cell layers are living, as the cells contain a nucleus and can reproduce (skin renews itself every 28 days).

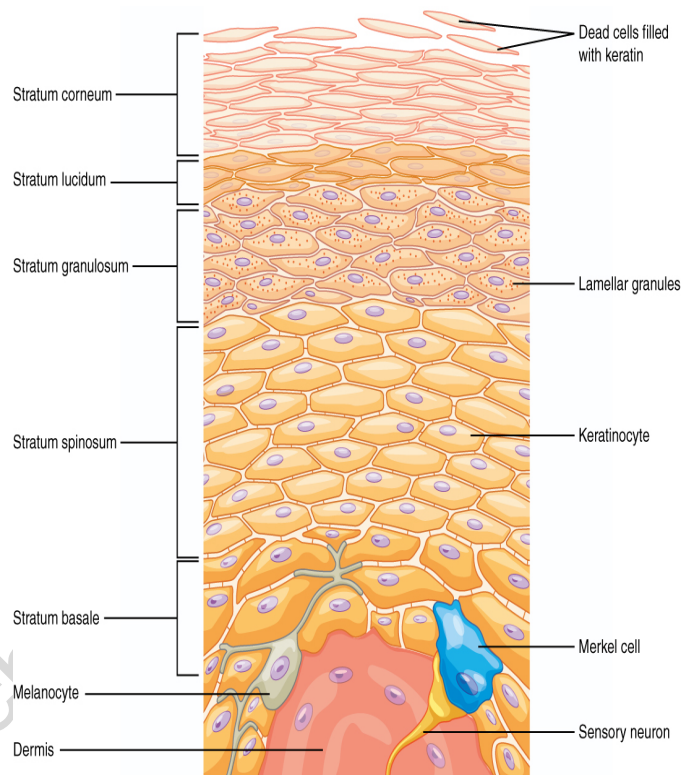
Horny Layer: made up of flattened dead skin cells which contain keratin (a fibrous protein that forms in the body and is found in the skin, hair and nails) and is the final (top) layer of the skin. These cells are shed continuously allowing the new cells through. *Stratum Corneum*

Clear Layer: three to four rows thick, of dead, flattened cells. Found above the granular layer on skin that is exposed to friction such as skin on the palms of hands and soles of feet. *Stratum Lucidum*

Granular Layer: the middle layer, two to four layers thick; the cells here start to die and flatten. Waste and other substances from the cell are squashed together and harden. *Stratum Granulosum*

Prickle Cell Layer: this layer sits on top of the basal layer and is ten to twenty cells thick, with spines that connect with other cells. Cells called melanocytes (cells which contain the pigment melanin which provide the different colours of the skin) start to harden and produce keratin. *Stratum Spinosum*

Basel Cell Layer: this is the deepest layer of the skin, and is made up of a single layer of column-shaped cells. New cells are continuously being produced. *Stratum Basale*



The Dermis

The dermis, or inner layer, forms an elastic bed of connective tissue that nourishes, provides strength and supports the epidermis and the hair, sweat glands, nerve endings, blood vessels and lymph glands within it. The dermis consists of two distinct layers; the *Papillary Layer*, next to the epidermis, and the deeper *Reticular Layer*, separated by a membrane (Richardson, 2003).

Papillary Layer: joins the dermis to the epidermis and is made up of undulating wavy tissue, rich in blood, lymph vessels and nerve endings.

Reticular Layer: a dense and fibrous layer, located beneath the papillary layer containing the main components of the dermis. It also protects and repairs injured tissue and contains *collagen* (a protein found in white, fibrous connective tissue, which provides the skin's strength and resilience), *elastin* (a protein that allows the skin to stretch easily, and then regain its original shape) and *reticulin* (cross linked fibres which act as a supporting mesh in soft tissues such as the lymphatic system).

Subcutaneous Layer

The subcutaneous tissue is a fatty layer of the skin located beneath the dermis which is formed from the production of lipids from cells called lipocytes.

The function of the subcutaneous tissue is to:

- Give protection to muscles, bones and internal organs.
- Provide insulation against the cold and provide a source of energy if needed.

Massage Effects on the Skin

Massage can bring about:

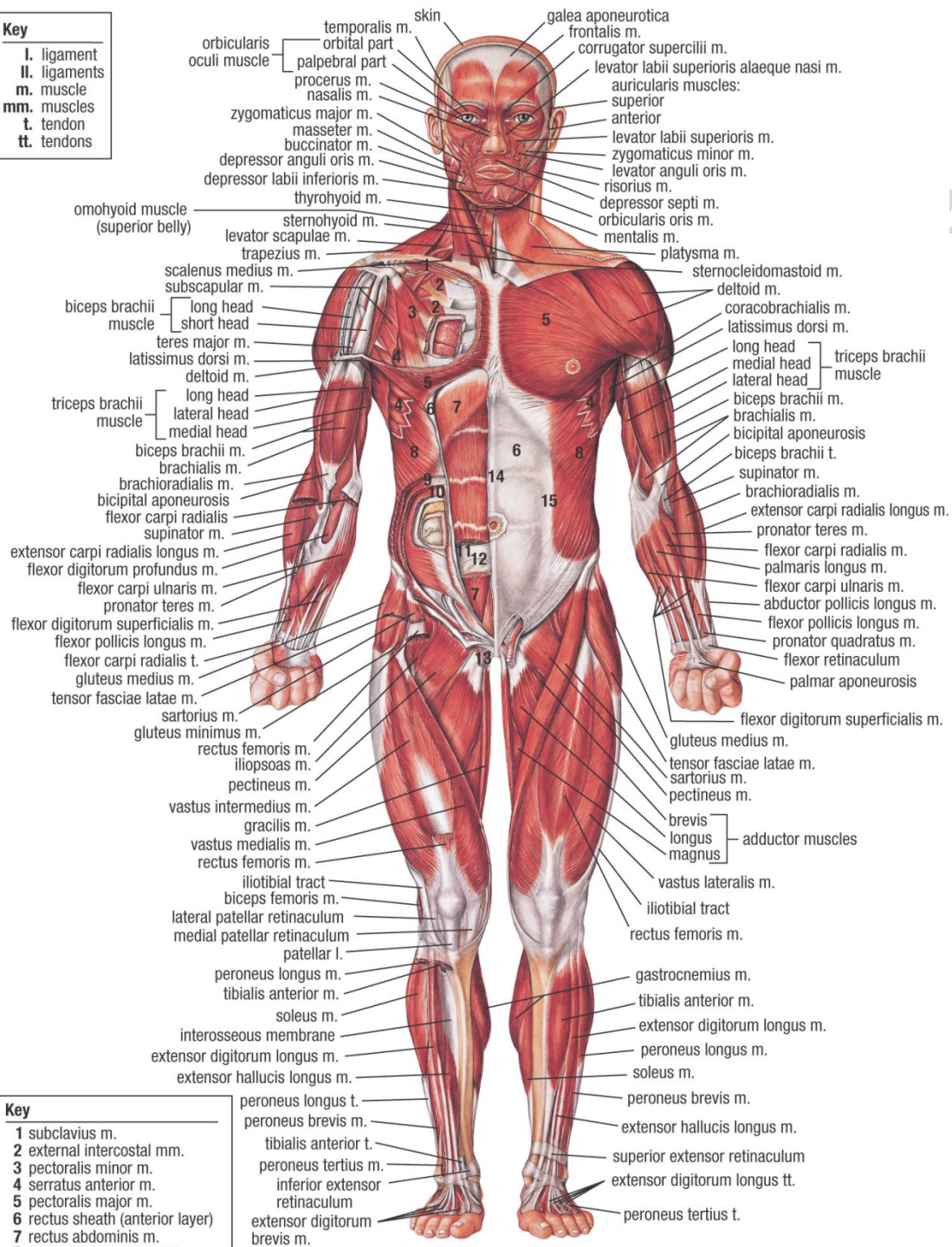
- improved circulation to the skin, increased nutrition to the cells and encouraging cell regeneration
- increased production of sweat from the sweat glands, helping to excrete urea and waste products through the skin
- vaso-dilation of the surface capillaries helping to improve the skin's colour
- improved elasticity of the skin
- increased sebum production, helping to improve the skin's suppleness and resistance to infection.

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Muscles of the Body

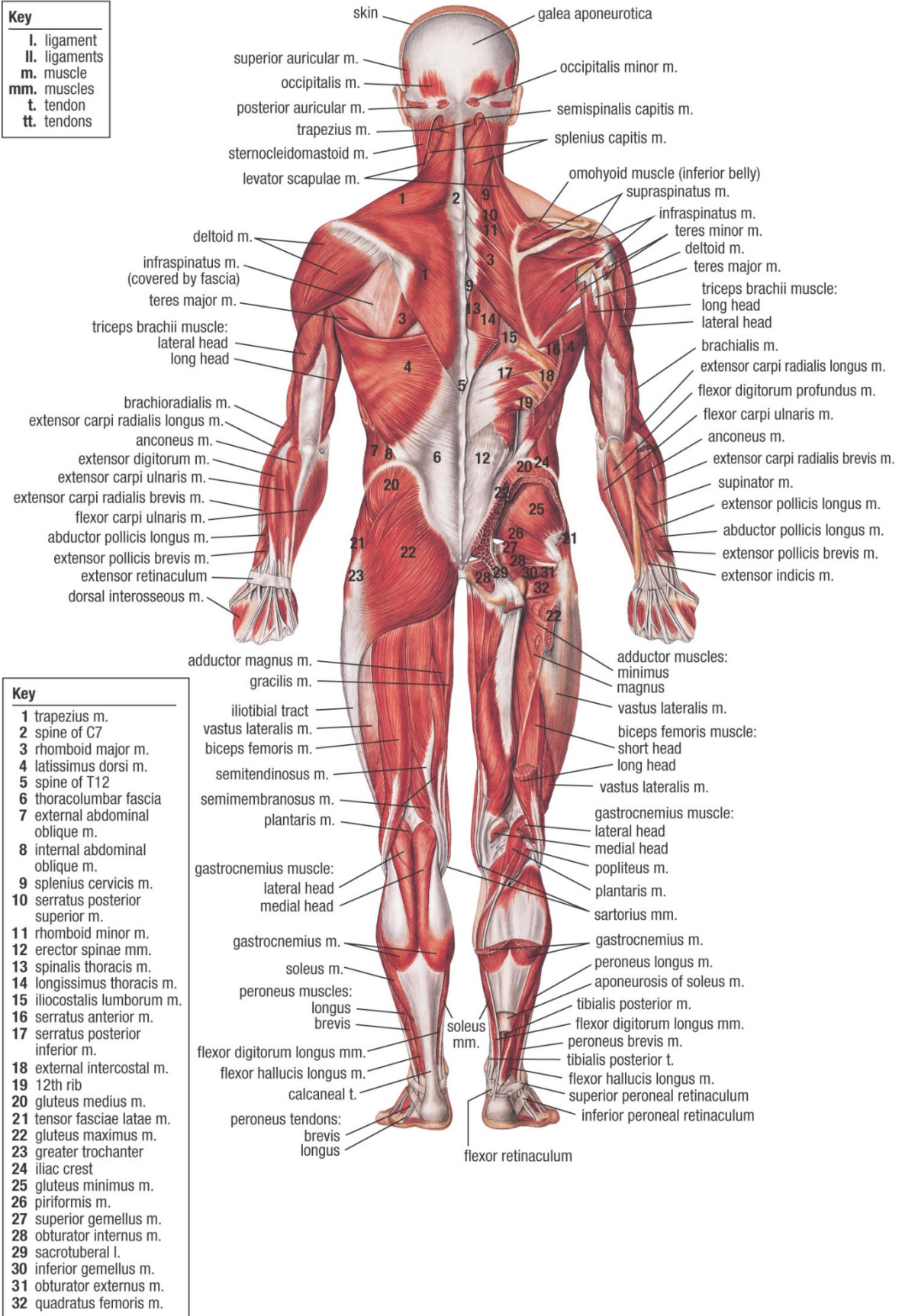
MUSCULAR SYSTEM (ANTERIOR VIEW)

Key	
I.	ligament
II.	ligaments
m.	muscle
mm.	muscles
t.	tendon
tt.	tendons



MUSCULAR SYSTEM (POSTERIOR VIEW)

Key	
I.	ligament
II.	ligaments
m.	muscle
mm.	muscles
t.	tendon
tt.	tendons



Massage Effects on the Muscular System

- Massage relieves muscular tightness, stiffness, spasms and restrictions in the muscle tissue.
- It increases flexibility in the muscles due to muscular relaxation.
- It increases blood circulation bringing more oxygen and nutrients into the muscle. This reduces muscle fatigue and soreness.
- It promotes rapid removal of toxins and waste products from the muscle.

There are approx. 640 skeletal muscles within the typical human body, and almost every muscle constitutes one part of a pair of identical bilateral muscles, found on body sides, resulting in approx. 320 pairs of muscles.

MAIN MUSCLES OF THE BACK – Listed Alphabetically

MUSCLE	ORIGIN	INSERTION	ACTION
Erector spinae	iliac crest, sacrum, transverse and spinous processes of vertebrae and supraspinal ligament	angles of the ribs, transverse and spinous processes of vertebrae, posterior aspect of the skull	extends and laterally bends the trunk, neck and head
Iliocostalis	iliac crest and sacrum	angles of the ribs	extends and laterally bends the trunk and neck
Longissimus	transverse process at	transverse process at superior	extends and laterally bends

	inferior vertebral levels	vertebral levels and mastoid process	the trunk, neck and head
Semispinalis	transverse processes of C7-T12	capitis: back of skull between nuchal lines; cervicis & thoracis: spines 4-6 vertebrae above origin	extends the trunk and laterally bends the trunk, rotates the trunk to the opposite side
Spinalis	spinous processes at inferior vertebral levels	spinous processes at superior vertebral levels and base of the skull	extends and laterally bends trunk and neck
Splenius	ligamentum nuchae and spines C7-T6	capitis: mastoid process & superior nuchal line laterally; cervicis: posterior tubercles of C1-C3 vertebrae	extends and laterally bends neck and head; rotates head to same side
Splenius capitis	ligamentum nuchae and spines of C7-T6 vertebrae	mastoid process and lateral end of the superior nuchal line	extends and laterally bends the neck and head, rotates head to the same side
Splenius cervicis	ligamentum nuchae and	posterior tubercles of the transverse	extends and laterally bends neck and head,

	spines of C7-T6 vertebrae	processes of C1-C3 vertebrae	rotates head to the same side
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MAIN MUSCLES OF THE UPPER LIMB – Listed Alphabetically

MUSCLE	ORIGIN	INSERTION	ACTION
abductor pollicis longus	middle one-third of the posterior surface of the radius, interosseous membrane, mid-portion of posterolateral ulna	radial side of the base of the first metacarpal	abducts the thumb at carpometacarpal joint
biceps brachii	short head: tip of the coracoid process of the scapula; long head: supraglenoid tubercle of the scapula	tuberosity of the radius	flexes the forearm, flexes arm (long head), supinates
Brachialis	anterior surface of the lower one-half of the humerus and the associated intermuscular septa	coronoid process of the ulna	flexes the forearm
Brachioradialis	upper two-thirds of the lateral	lateral side of the base of the	flexes the elbow, assists in

	supracondylar ridge of the humerus	styloid process of the radius	pronation & supination
Coracobrachialis	coracoid process of the scapula	medial side of the humerus at mid-shaft	flexes and adducts the arm
Deltoid	lateral one-third of the clavicle, acromion, the lower lip of the crest of the spine of the scapula	deltoid tuberosity of the humerus	abducts arm; anterior fibres flex & medially rotate the arm; posterior fibres extend & laterally rotate the arm
extensor carpi radialis brevis	common extensor tendon (lateral epicondyle of humerus)	dorsum of the third metacarpal bone (base)	extends the wrist; abducts the hand
extensor carpi radialis longus	lower one-third of the lateral supracondylar ridge of the humerus	dorsum of the second metacarpal bone (base)	extends the wrist; abducts the hand
extensor carpi radialis longus	lower one-third of the lateral supracondylar ridge of the humerus	dorsum of the second metacarpal bone (base)	extends the wrist; abducts the hand
extensor carpi ulnaris	common extensor tendon & the middle	medial side of the base of the 5th metacarpal	extends the wrist; adducts the hand

	one-half of the posterior border of the ulna		
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extensor digiti minimi	common extensor tendon (lateral epicondyle of the humerus)	joins the extensor digitorum tendon to the 5th digit and inserts into the extensor expansion	extends the metacarpophalangeal, proximal interphalangeal and distal interphalangeal joints of the 5th digit
extensor digitorum	common extensor tendon (lateral epicondyle of the humerus)	extensor expansion of digits 2-5	extends the metacarpophalangeal, proximal interphalangeal and distal interphalangeal joints of the 2nd-5th digits; extends wrist
extensor indicis	interosseous membrane and the posterolateral surface of the distal ulna	its tendon joins the tendon of the extensor digitorum to the second digit; both tendons insert into the extensor expansion	extends the index finger at the metacarpophalangeal, proximal interphalangeal and distal interphalangeal joints
extensor pollicis brevis	interosseous membrane and the posterior surface of the distal radius	base of the proximal phalanx of the thumb	extends the thumb at the metacarpophalangeal joint

extensor pollicis longus	interosseous membrane and middle part of the posterolateral surface of the ulna	base of the distal phalanx of the thumb	extends the thumb at the interphalangeal joint
flexor carpi radialis	common flexor tendon from the medial epicondyle of the humerus	base of the second and third metacarpals	flexes the wrist, abducts the hand
flexor carpi ulnaris	common flexor tendon & (ulnar head) from medial border of olecranon & upper 2/3 of the posterior border of the ulna	pisiform, hook of hamate, and base of 5th metacarpal	flexes wrist, adducts hand
flexor digitorum profundus	posterior border of the ulna, proximal two-thirds of medial border of ulna, interosseous membrane	base of the distal phalanx of digits 2-5	flexes the metacarpophalangeal, proximal interphalangeal and distal interphalangeal joints
flexor digitorum superficialis	humeral head: common flexor tendon; radial head: middle 1/3 of radius	shafts of the middle phalanges of digits 2-5	flexes the metacarpophalangeal and proximal interphalangeal joints

flexor pollicis longus	anterior surface of radius and interosseous membrane	base of the distal phalanx of the thumb	flexes the metacarpophalangeal and interphalangeal joints of the thumb
Infraspinatus	infraspinatous fossa	greater tubercle of the humerus (middle facet)	laterally rotates the arm
latissimus dorsi	vertebral spines from T7 to the sacrum, posterior third of the iliac crest, lower 3 or 4 ribs, sometimes from the inferior angle of the scapula	floor of the intertubercular groove	extends the arm and rotates the arm medially
palmaris longus	common flexor tendon, from the medial epicondyle of the humerus	palmar aponeurosis	flexes the wrist
pectoralis major	medial 1/2 of the clavicle, manubrium & body of sternum, costal cartilages of ribs 2-6, sometimes from the rectus sheath of the upper abdominal wall	crest of the greater tubercle of the humerus	flexes and adducts the arm, medially rotates the arm

pectoralis minor	Ribs 3 – 5	coracoid process of the scapula	draws the scapula forward, medialward, and downward
rhomboideus major	spines of vertebrae T2-T5	medial border of the scapula inferior to the spine of the scapula	retracts, elevates and rotates the scapula inferiorly
rhomboideus minor	inferior end of the ligamentum nuchae, spines of vertebrae C7 and T1	medial border of the scapula at the root of the spine of the scapula	retracts, elevates and rotates the scapula inferiorly
serratus anterior	ribs 1-8 or 9	medial border of the scapula on its costal (deep) surface	it draws the scapula forward; the inferior fibres rotate the scapula superiorly
serratus posterior inferior	thoracolumbar fascia, spines of vertebrae T11-T12 and L1-L2	ribs 9-12, lateral to the angles	pulls down lower ribs
serratus posterior superior	ligamentum nuchae, spines of vertebrae C7 and T1-T3	ribs 1-4, lateral to the angles	elevates the upper ribs
Subscapularis	medial two-thirds of the costal surface of the scapula (subscapular fossa)	lesser tubercle of the humerus	medially rotates the arm; assists extension of the arm

supinator	lateral epicondyle of the humerus, supinator crest & fossa of the ulna, radial collateral ligament, annular ligament	lateral side of proximal one-third of the radius	supinates the forearm
Supraspinatus	supraspinatous fossa	greater tubercle of the humerus (highest facet)	abducts the arm (initiates abduction)
teres major	dorsal surface of the inferior angle of the scapula	crest of the lesser tubercle of the humerus	adducts the arm, medially rotates the arm, assists in arm extension
teres minor	upper 2/3 of the lateral border of the scapula	greater tubercle of the humerus (lowest facet)	laterally rotates the arm
Trapezius	medial third of the superior nuchal line, external occipital protuberance, ligamentum nuchae, spinous processes of vertebrae C7-T12	lateral third of the clavicle, medial side of the acromion and the upper crest of the scapular spine, tubercle of the scapular spine	elevates and depresses the scapula (depending on which part of the muscle contracts); rotates the scapula superiorly; retracts scapula

triceps brachii	long head: infraglenoid tubercle of the scapula; lateral head: posterolateral humerus & lateral intermuscular septum; medial head: posteromedial surface of the inferior 1/2 of the humerus	olecranon process of the ulna	extends the forearm; the long head extends and adducts arm
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MAIN MUSCLES OF THE HEAD & NECK – Listed Alphabetically

MUSCLE	ORIGIN	INSERTION	ACTION
Auricular	anterior: galea aponeurotica anterior to ear; superior: galea aponeurotica superior to ear; posterior: mastoid process	auricle anteriorly, superiorly and posteriorly	wiggle the ears
Buccinators	pterygomandibular raphe, mandible, and the maxilla	angle of mouth and the lateral portion of the	pulls the corner of mouth laterally;

	lateral to the molar teeth	upper and lower lips	presses the cheek against the teeth
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Corrugator	medial part of the superciliary arch	skin of the medial half of the eyebrow	pulls eyebrows together medially
Epicranius	frontalis: galea aponeurotica; occipitalis: superior nuchal line	frontalis: skin of the eyebrows; occipitalis: galea aponeurotica	elevates the eyebrows and wrinkles the forehead
Frontalis	galea aponeurotica	skin of the eyebrow	elevates the eyebrows and wrinkles the forehead
lateral pterygoid	superior head: greater wing of the sphenoid bone; inferior head: lateral surface of the lateral pterygoid plate	superior head: capsule and articular disk of the temporomandibular joint; inferior head: neck of the mandible	protracts the mandible; opens the mouth; active in grinding actions of chewing
levator labii superioris	Inferior margin of the orbit	skin of the upper lip	elevates the upper lip
levator labii superioris alaque nasi	frontal process of the maxilla	ala of the nose and skin of the upper lip	elevates the upper lip and

			flares the nostril
levator scapulae	transverse processes of C1-4 vertebrae	medial border of the scapula from the superior angle to the spine	elevates scapula
longus colli	anterior tubercles and anterior surfaces of the bodies of vertebrae C3-T3	anterior arch of atlas, anterior tubercles of C5-6, anterior surfaces of bodies of vertebrae C2-4	flex neck, rotate and laterally bend neck
Masseter	zygomatic arch and zygomatic bone	lateral surface of the ramus and angle of the mandible	elevates the mandible
medial pterygoid	medial surface of the lateral pterygoid plate, pyramidal process of the palatine bone, tuberosity of the maxilla	medial surface of the ramus and angle of the mandible	elevates and protracts the mandible
Mentalis	anterior surface of the mandible near the mental symphysis (midline)	skin of the chin	elevates the lower lip and skin of chin

Occipitalis	superior nuchal line	galea aponeurotica	pulls the scalp posteriorly; elevates the eyebrows
Occipitofrontalis	frontalis: galea aponeurotica; occipitalis: superior nuchal line	frontalis: skin of the eyebrows; occipitalis: galea aponeurotica	elevates the eyebrows and wrinkles the forehead

orbicularis oculi	orbital part: medial orbital margin and the medial palpebral ligament; palpebral part: medial palpebral ligament	orbital part: skin of the lateral cheek; palpebral part: lateral palpebral raphe	closes the eyelids
orbicularis oris	skin and fascia of lips and the area surrounding the lips	skin and fascia of the lips	purses the lips
Platysma	fascia overlying the pectoralis major and	inferior border of the mandible and skin of lower face	draws the corners of the mouth down; it aids

	deltoid muscles		in depression of the mandible
Procerus	nasal bone	Skin between the eyebrows	depresses the medial corners of the eyebrows
pterygoid, lateral	superior head: greater wing of the sphenoid bone; inferior head: lateral surface of the lateral pterygoid plate	superior head: capsule and & articular disk of the temporomandibular joint; inferior head: neck of the mandible	protracts the mandible; opens the mouth; active in grinding actions of chewing
pterygoid, medial	medial surface of the lateral pterygoid plate, pyramidal process of the palatine bone, tuberosity of the maxilla	medial surface of the ramus and angle of the mandible	elevates and protracts the mandible

Risorius	fascia of the lateral cheek	skin of the angle (corner) of the mouth	draws the corner of the mouth laterally
Splenius	ligamentum nuchae and spines C7-T6	capitis: mastoid process & superior nuchal line laterally; cervicis: posterior tubercles of C1-3	extends and laterally bends neck and head; rotates head to same side
Sternocleidomastoid	sternal head: anterior surface of the manubrium; clavicular head: medial 1/3rd of the clavicle	mastoid process and lateral 1/2 of the superior nuchal line	draws the mastoid process down toward the same side which causes the chin to turn up toward the opposite side; acting together, the muscles of the two sides flex the neck
Temporalis	temporal fossa and the temporal fascia	coronoid process of the mandible and the anterior surface of the	elevates the mandible; retracts the mandible

		ramus of the mandible	(posterior fibres)
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MAIN MUSCLES OF THE THORACIC REGION – Listed Alphabetically

MUSCLE	ORIGIN	INSERTION	ACTION
Diaphragm	xiphoid process, costal margin, fascia over the quadratus lumborum and psoas major mm.(lateral & medial arcuate ligaments), vertebral bodies L1-L3	central tendon of the diaphragm	pushes the abdominal viscera inferiorly, increasing the volume of the thoracic cavity (inspiration)
external intercostal	lower border of a rib within an intercostal space	upper border of the rib below, coursing, downward and medially	keeps the intercostal space from blowing out or sucking in during respiration
innermost intercostal	upper borders of a rib	fibres course up and medially to insert on the inferior margin of the rib above	keeps the intercostal space from blowing out or sucking in during respiration

internal intercostal	upper borders of a rib	lower border of rib above, coursing up and medially	keeps the intercostal space from blowing out or sucking in during respiration
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MAIN MUSCLES OF THE ABDOMINAL REGION – Listed Alphabetically

MUSCLE	ORIGIN	INSERTION	ACTION
external abdominal oblique	lower 8 ribs	linea alba, pubic crest & tubercle, anterior superior iliac spine & anterior half of iliac crest	flexes and laterally bends the trunk
internal abdominal oblique	thoracolumbar fascia, anterior 2/3 of the iliac crest, lateral 2/3 of the inguinal ligament	lower 3 or 4 ribs, linea alba, pubic crest	flexes and laterally bends the trunk
psoas major	bodies and transverse processes of lumbar vertebrae	lesser trochanter of femur (with iliacus) via iliopsoas tendon	flexes the thigh; flexes & laterally bends the lumbar vertebral column

psoas minor	bodies of the T12 & L1 vertebrae	iliopubic eminence at the line of junction of the ilium and the superior pubic ramus	flexes & laterally bends the lumbar vertebral column
quadratus lumborum	posterior part of the iliac crest and the iliolumbar ligament	transverse processes of lumbar vertebrae 1-4 and the 12th rib	laterally bends the trunk, fixes the 12th rib
rectus abdominis	pubis and the pubic symphysis	xiphoid process of the sternum and costal cartilages 5-7	flexes the trunk

transversus abdominis	lower 6 ribs, thoracolumbar fascia, anterior 3/4 of the iliac crest, lateral 1/3 of inguinal ligament	linea alba, pubic crest and pecten of the pubis	flexes and laterally bends trunk
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MAIN MUSCLES OF THE LOWER LIMB – Listed Alphabetically

MUSCLE	ORIGIN	INSERTION	ACTION
adductor brevis	inferior pubic ramus	pectineal line and linea aspera (deep to the pectineus and	adducts, flexes, and medially rotates the femur

		adductor longus mm.)	
adductor longus	medial portion of the superior pubic ramus	linea aspera of the femur	adducts, flexes, and medially rotates the femur
adductor magnus	ischiopubic ramus and ischial tuberosity	linea aspera of the femur; the ischiocondylar part inserts on the adductor tubercle of the femur	adducts, flexes, and medially rotates the femur; extends the femur (ischiocondylar part)
adductor minimus	lower portion of the inferior pubic ramus	gluteal ridge and upper part of the linea aspera of the femur	adducts and laterally rotates the femur
biceps femoris	long head: ischial tuberosity; short head: lateral lip of the linea aspera	head of fibula and lateral condyle of the tibia	extends the thigh, flexes the leg
extensor digitorum longus	lateral condyle of the tibia, anterior surface of the fibula, lateral portion of the	dorsum of the lateral 4 toes via extensor expansions (central slip inserts on base of middle	extends the metatarsophalangeal, proximal interphalangeal and distal interphalangeal joints of the lateral 4 toes

	interosseous membrane	phalanx, lateral slips on base of distal phalanx)	
extensor hallucis longus	middle half of the anterior surface of the fibula and the interosseous membrane	base of the distal phalanx of the great toe	extends the metatarsophalangeal interphalangeal joints of the great toe
fibularis (peroneus) brevis	lower one third of the lateral surface of the fibula	tuberosity of the base of the 5th metatarsal	extends (plantar flexes) and everts the foot

fibularis (peroneus) longus	upper two-thirds of the lateral surface of the fibula	after crossing the plantar surface of the foot deep to the intrinsic muscles, it inserts on the medial cuneiform and the base of the 1st metatarsal bone	extends (plantar flexes) and everts the foot
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fibularis (peroneus) tertius	distal part of the anterior surface of the fibula	dorsum of the shaft of the 5th metatarsal bone	everts the foot
flexor digitorum brevis	tuberosity of the calcaneus, plantar aponeurosis, intermuscular septae	base of the middle phalanx of digits 2-5 after splitting to allow passage of the flexor digitorum longus tendons	flexes the metatarsophalangeal & proximal interphalangeal joints of digits 2-5
flexor digitorum longus	middle half of the posterior surface of the tibia	bases of the distal phalanges of digits 2-5	flexes the metatarsophalangeal, proximal interphalangeal and distal interphalangeal joints of digits 2-5; plantar flexes the foot
flexor hallucis longus	lower 2/3 of the posterior surface of the fibula	base of the distal phalanx of the great toe	flexes the metatarsophalangeal and proximal interphalangeal joints of the great toe; plantar flexes the foot
Gastrocnemius	femur; medial head: above the medial femoral	dorsum of the calcaneus via the	flexes leg; plantar flexes foot

	condyle; lateral head: above the lateral femoral condyle	calcaneal (Achilles') tendon	
gluteus maximus	posterior gluteal line, posterior surface of sacrum and coccyx, sacrotuberous ligament	upper fibres: iliotibial tract; lowermost fibres: gluteal tuberosity of the femur	extends the thigh; laterally rotates the femur
gluteus medius	external surface of the ilium between the posterior and anterior gluteal lines	greater trochanter of the femur	abducts the femur; medially rotates the thigh
gluteus minimus	external surface of the ilium between the anterior and inferior gluteal lines	greater trochanter of the femur	abducts the femur; medially rotates the thigh
Gracilis	pubic symphysis and the inferior pubic ramus	medial surface of the tibia (via pes anserinus)	adducts the thigh, flexes and medially rotates the thigh, flexes the leg

Iliacus	iliac fossa and iliac crest; ala of sacrum	lesser trochanter of the femur	flexes the thigh; if the thigh is fixed it flexes the pelvis on the thigh
Iliopsoas	iliac fossa; bodies and transverse processes of lumbar vertebrae	lesser trochanter of the femur	flexes the thigh; flexes and laterally bends the lumbar vertebral column
Piriformis	anterior surface of sacrum	upper border of greater trochanter of femur	laterally rotates and abducts thigh
Plantaris	above the lateral femoral condyle (above the lateral head of gastrocnemius)	dorsum of the calcaneus medial to the calcaneal tendon	flexes the leg; plantar flexes the foot
Popliteus	lateral condyle of the femur	posterior surface of the tibia above soleal line	flexes and rotates the leg medially (with the foot planted, it rotates the thigh laterally)
psoas major	bodies and transverse processes of	lesser trochanter of femur (with	flexes the thigh; flexes & laterally bends the lumbar

	lumbar vertebrae	iliacus) via iliopsoas tendon	vertebral column
psoas minor	bodies of the T12 & L1 vertebrae	iliopubic eminence at the line of junction of the ilium and the superior pubic ramus	flexes & laterally bends the lumbar vertebral column
quadratus femoris	lateral border of the ischial tuberosity	quadrate line of the femur below the intertrochanteric crest	laterally rotates the thigh
quadriceps femoris	anterior surface of the femur and the anterior side of the medial and lateral intermuscular septa	tibial tuberosity via the patellar ligament	extends the knee; rectus femoris flexes the thigh
rectus femoris	straight head: anterior inferior iliac spine; reflected head: above the superior rim of the acetabulum	patella and tibial tuberosity (via the patellar ligament)	extends the leg, flexes the thigh
rectus femoris	straight head: anterior inferior iliac spine; reflected head: above the	patella and tibial tuberosity (via the patellar ligament)	extends the leg, flexes the thigh

	superior rim of the acetabulum		
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Sartorius	anterior superior iliac spine	medial surface of the tibia (pes anserinus)	flexes, abducts and laterally rotates the thigh; flexes leg
Semimembranosus	upper, outer surface of the ischial tuberosity	medial condyle of the tibia	extends the thigh, flexes the leg
Semitendinosus	lower, medial surface of ischial tuberosity (common tendon with biceps femoris m.)	medial surface of tibia (via pes anserinus)	extends the thigh, flexes the leg
Soleus	posterior surface of head and upper shaft of the fibula, soleal line of the tibia	dorsum of the calcaneus via the calcaneal (Achilles') tendon	plantar flexes the foot
tensor fasciae latae	anterior part of the iliac crest, anterior	iliotibial tract	flexes, abducts, and medially

	superior iliac spine		rotates the thigh
tibialis anterior	lateral tibial condyle and the upper lateral surface of the tibia	medial surface of the medial cuneiform and the 1st metatarsal	dorsiflexes and inverts the foot
tibialis posterior	interosseous membrane, posteromedial surface of the fibula, posterolateral surface of the tibia	tuberosity of the navicular and medial cuneiform, metatarsals 2-4	plantar flexes the foot; inverts the foot
vastus intermedius	anterior and lateral surface of the femur	Patella	extends the leg
vastus lateralis	lateral intermuscular septum, lateral lip of the linea aspera and the gluteal tuberosity	patella and medial patellar retinaculum	extends the leg
vastus medialis	medial intermuscular septum, medial lip of the linea aspera	patella and medial patellar retinaculum	extends the leg

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Skeletal System

Functions of the skeleton:

- Support – to support the soft parts of the body. Without the skeleton, the body would be flabby and would not stand upright. Vital organs are suspended from the skeleton which prevents them from crushing each other.
- Movement – the bones within a skeleton act as levers. The muscles contract and pull on the bones to cause movement.
- Protection – the skeleton protects the more delicate parts and organs of the body as follows;

Cranium Protects the brain

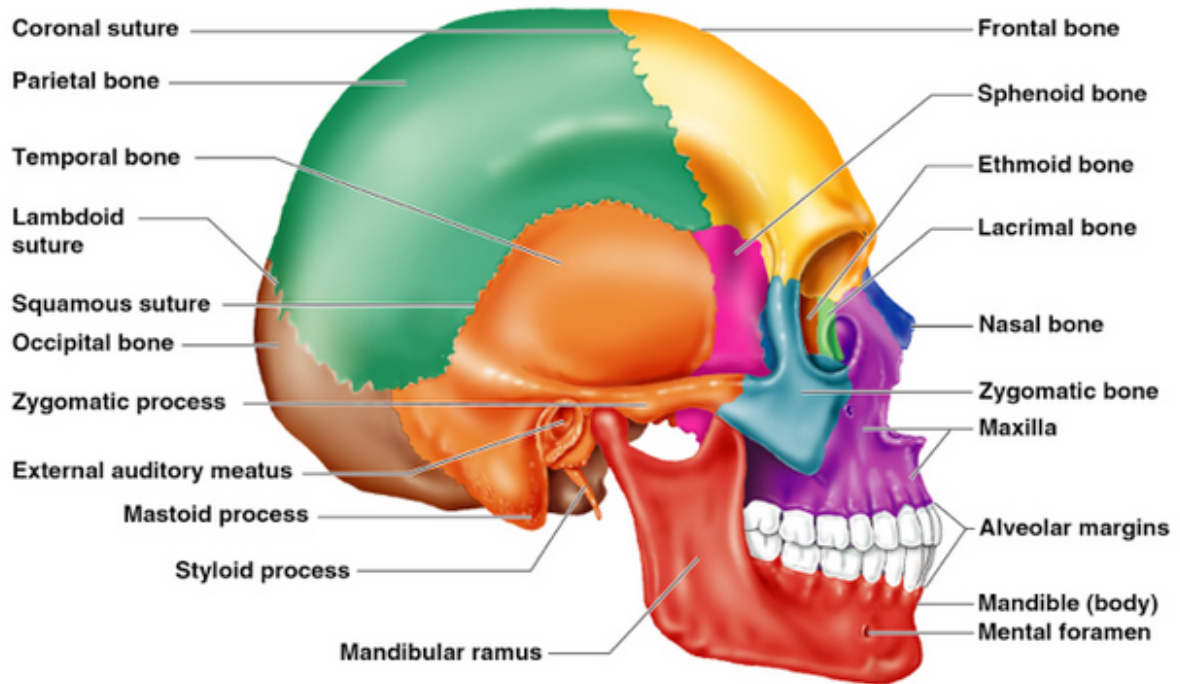
Vertebral Column Protects the spinal cord and nerves

Thoracic Cage Protects the heart and lungs

Pelvic Girdle Protects the reproductive system

- Muscle Attachment – the skeleton provides a framework for voluntary muscles to attach to.
- Cells – the skeleton produces red blood cells and stores calcium.

Bones of the Skull



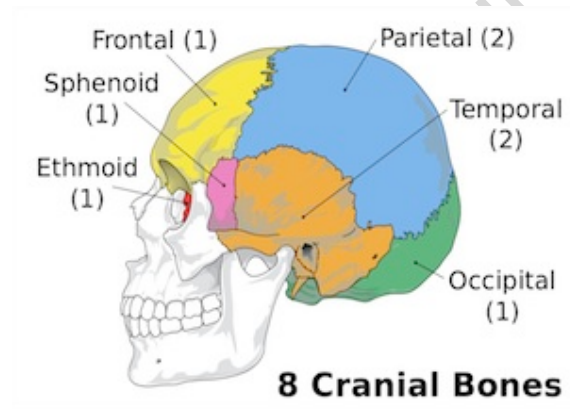
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The skull is divided into two parts: the cranium and the face.

The cranium provides a bony protection for the brain and is formed by a number of flat irregular bones. There is a protective lining to the cranium called the periosteum and it also provides attachment to the muscles and tendons. The joints between the bones are immovable and the bones themselves have numerous perforations through which nerves, blood and lymph vessels pass.

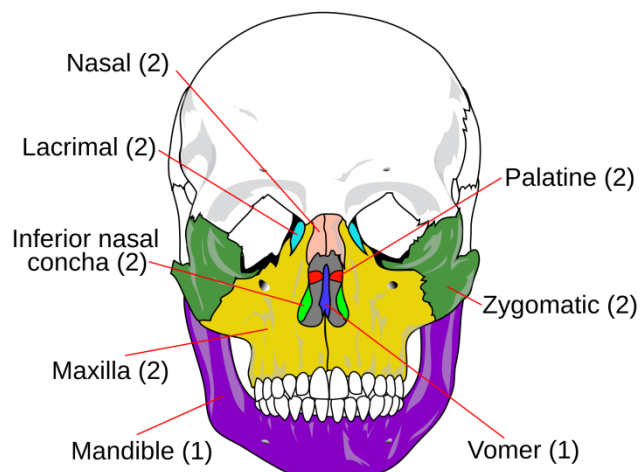
Cranium Bones:

- 1 frontal bone
- 2 parietal bones
- 2 temporal bones
- 1 occipital bone
- 1 sphenoid bone
- 1 ethmoid bone



The Face consists of fourteen primary bones, these being:

- 2 Inferior Nasal Concha
- 2 Lacrimal bones
- 1 Mandible
- 2 Maxilla
- 2 Nasal bones
- 2 Palatine bones
- 1 Vomer
- 2 Zygomatic bones



14 Facial Bones

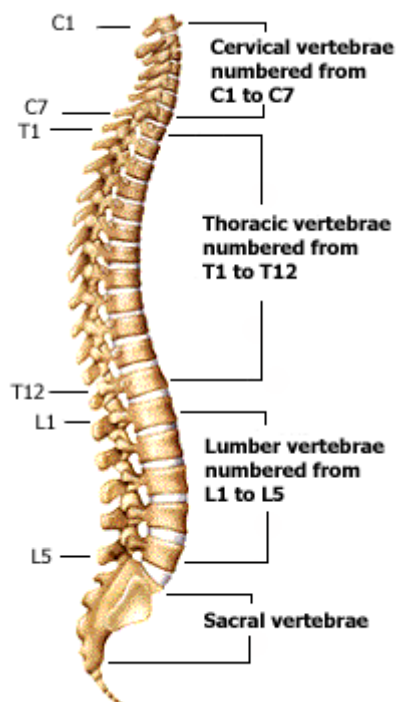
Neck and Shoulder Girdle

The shoulder girdle connects the upper limbs and consists of the clavicle and scapula. The clavicle is a long slender bone which runs horizontally between the sternum and the shoulders. It acts as a brace for the scapula, helping to hold the shoulders in place.

The scapula is a large flat triangular bone which articulates with the clavicle and humerus. The scapula has several prominent processes that serve as attachments, origins and insertions for muscles and ligaments. The combined action of the scapula, clavicle, humerus and associated muscles allow for a considerable amount of movement of the shoulder and the upper limbs.

The neck comprises of seven bones known as the cervical vertebrae. The top two cervical vertebrae, being the Atlas and Axis, which allows the head to pivot.

Vertebral Column



In the human vertebral column there are normally 33 vertebrae. The upper 24 are articulating and separated from each other by intervertebral discs, and the lower 9 are fused in adults, 5 in the sacrum, and 4 in the coccyx. The articulating vertebrae are named according to their region of the spine. There are seven cervical vertebrae, twelve thoracic vertebrae and five lumbar vertebrae.

There are ligaments extending the length of the column at the front and back, and in between the vertebrae joining the spinous processes, the transverse processes and the vertebrae laminae.

Pelvic Girdle

The pelvic girdle is a ring-like structure, located in the lower part of the trunk. It connects the axial skeleton to the lower limbs. The bony pelvis consists of the two hip bones (also known as innominate or pelvic bones), **sacrum** and **coccyx**.

There are four articulations within the pelvis:

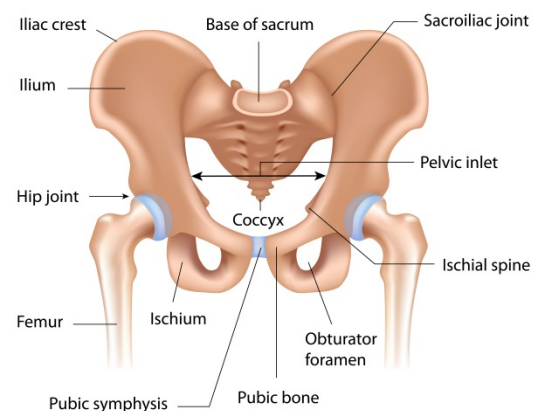
- **Sacroiliac Joints (x2)** – Between the ilium of the hip bones, and the sacrum
- **Sacrococcygeal symphysis** – Between the sacrum and the coccyx.
- **Pubic symphysis** – Between the pubis bodies of the two hip bones.

Ligaments attach the lateral border of the sacrum to various bony landmarks on the bony pelvis to aid **stability**.

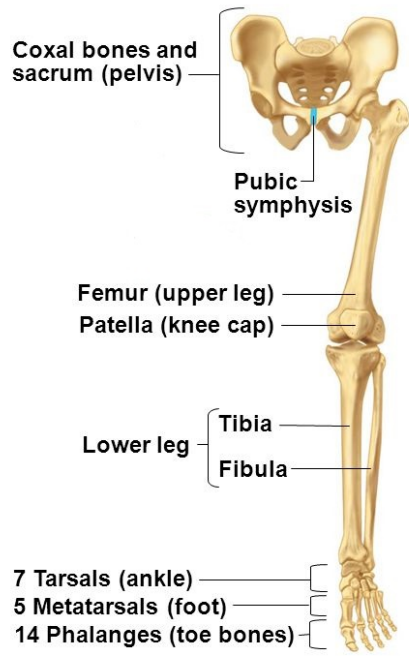
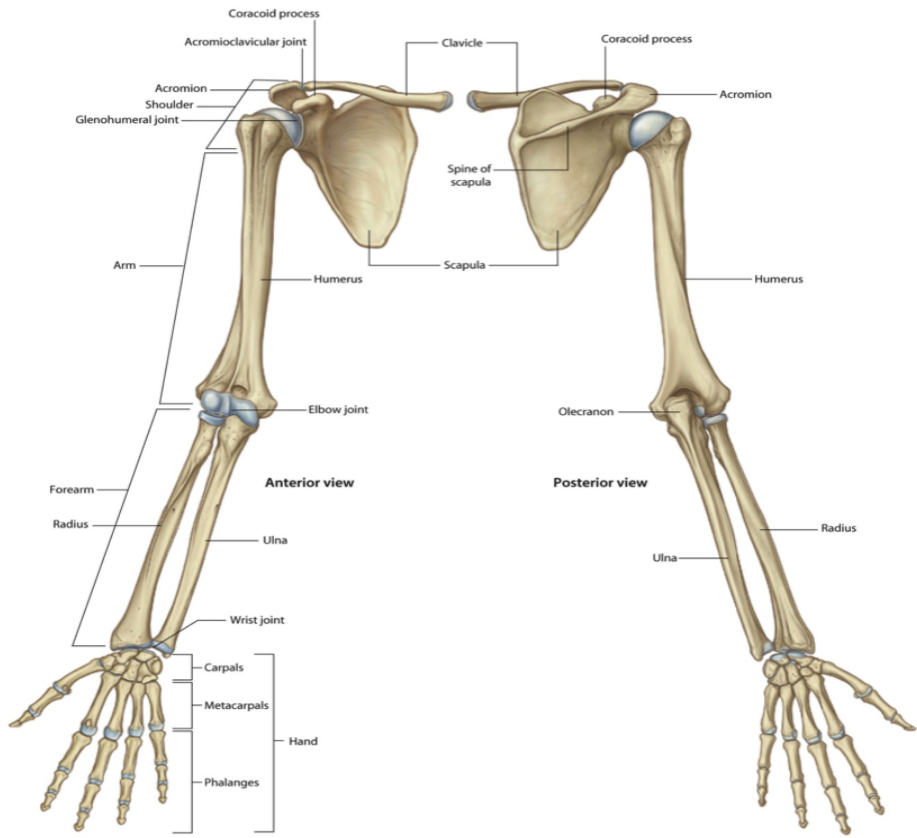
The strong and rigid pelvis is adapted to serve a number of roles in the human body. The main functions being: –

- **Transfer of weight** from the upper axial skeleton to the lower appendicular components of the skeleton, especially during movement.
- **Provides attachment** for a number of muscles and ligaments used in locomotion.
- **Contains and protects** the abdominopelvic and pelvic visera.

The Pelvic Girdle



Upper and Lower Limbs

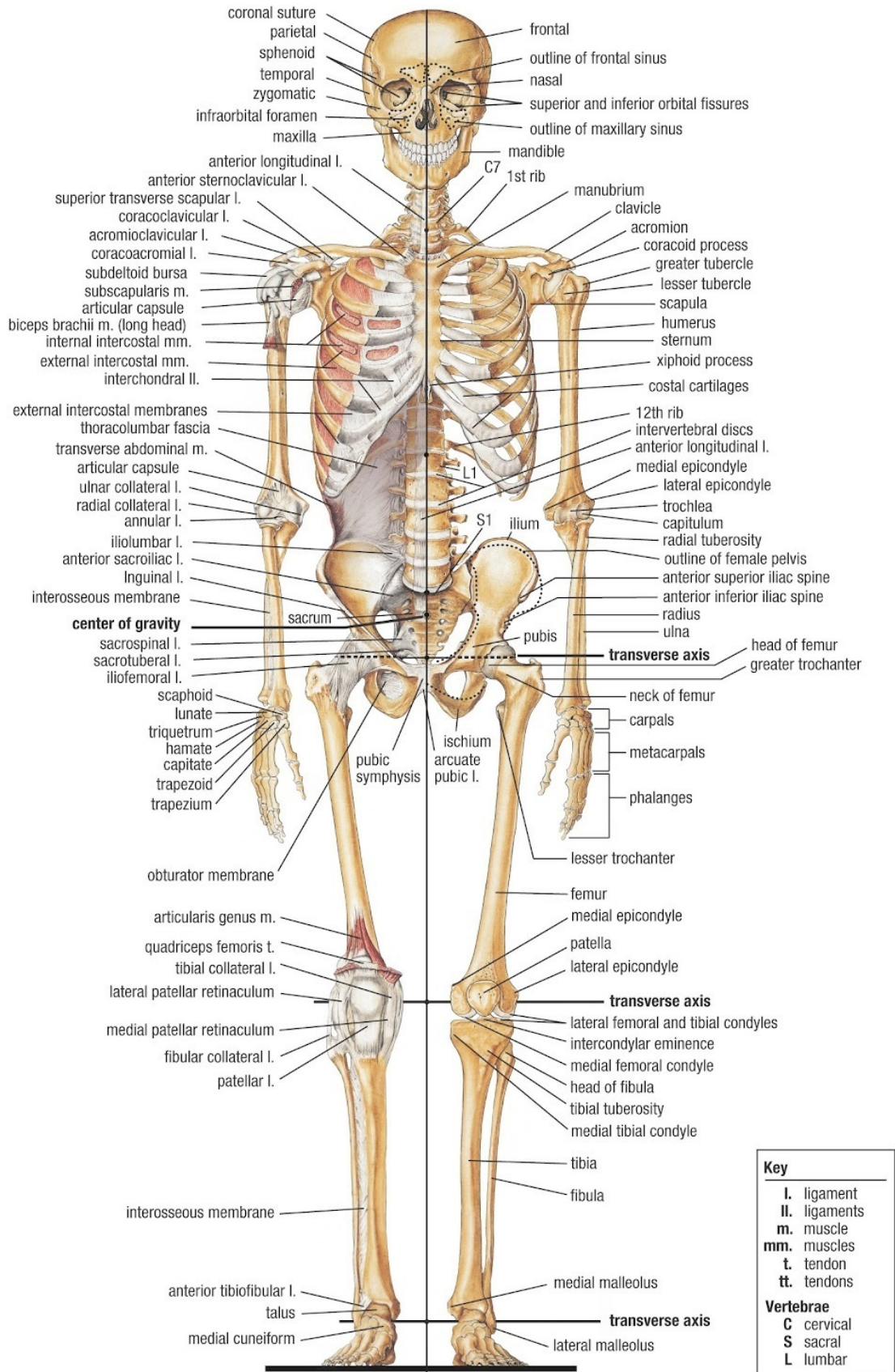


Massage Effects on the Skeletal System

- Massage can help increase joint mobility by reducing any thickening of the connective tissue and helping to release restrictions in the fascia.
- It helps to free adhesions, break down scar tissue and decrease inflammation. As a result it can help to restore range of motion to stiff joints.
- Massage improves muscle tone and balance, reducing the physical stress placed on bones and joints.

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SKELETAL ANATOMY (ANTERIOR VIEW)

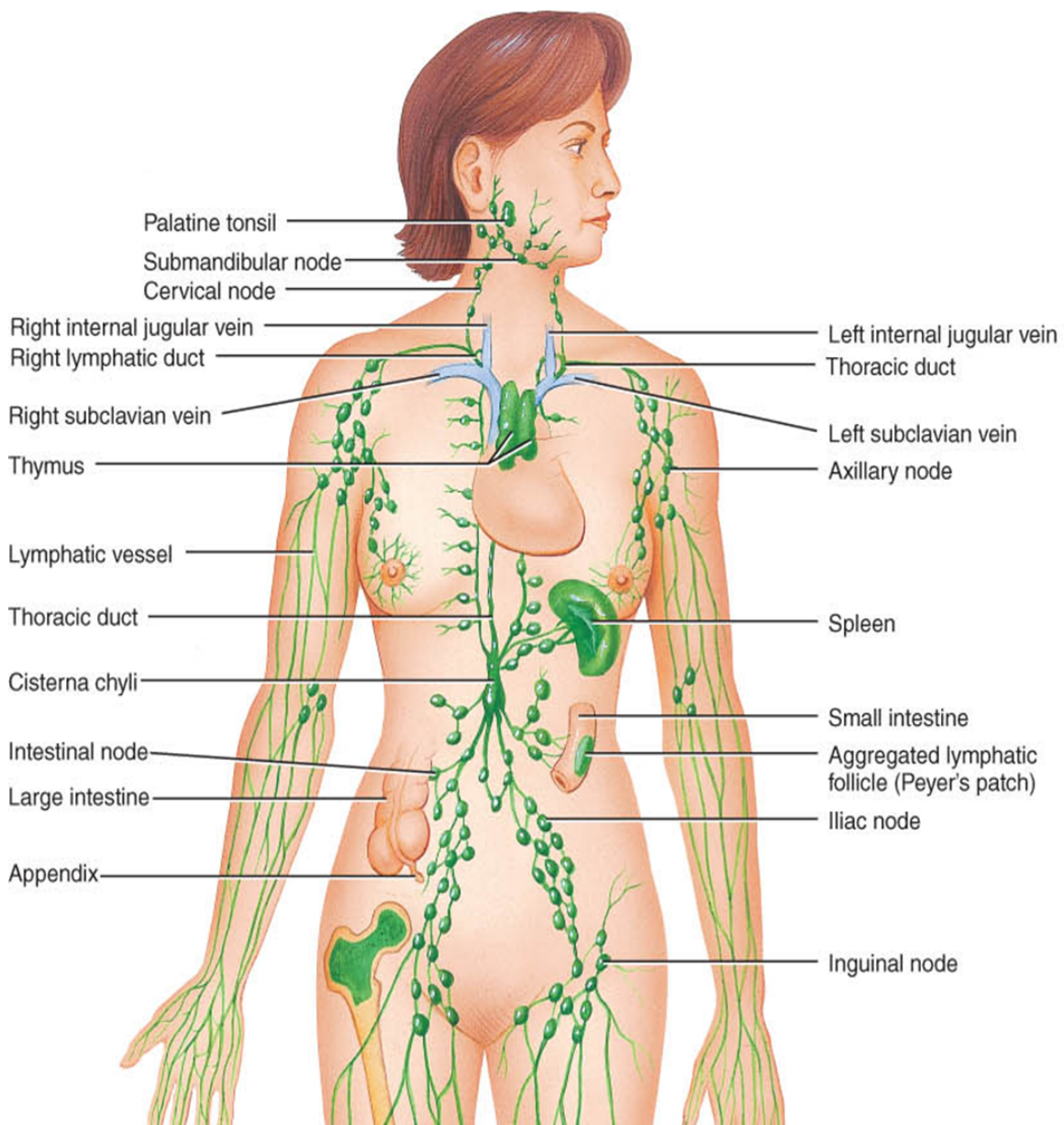


Lymphatic System

Massage Effects on the Lymphatic System

Massage helps to:

- reduce oedema (excess fluid in the tissue) by increasing lymphatic drainage and the removal of waste from the system
- regular massage may help to strengthen the immune system, due to increase in white blood cells.



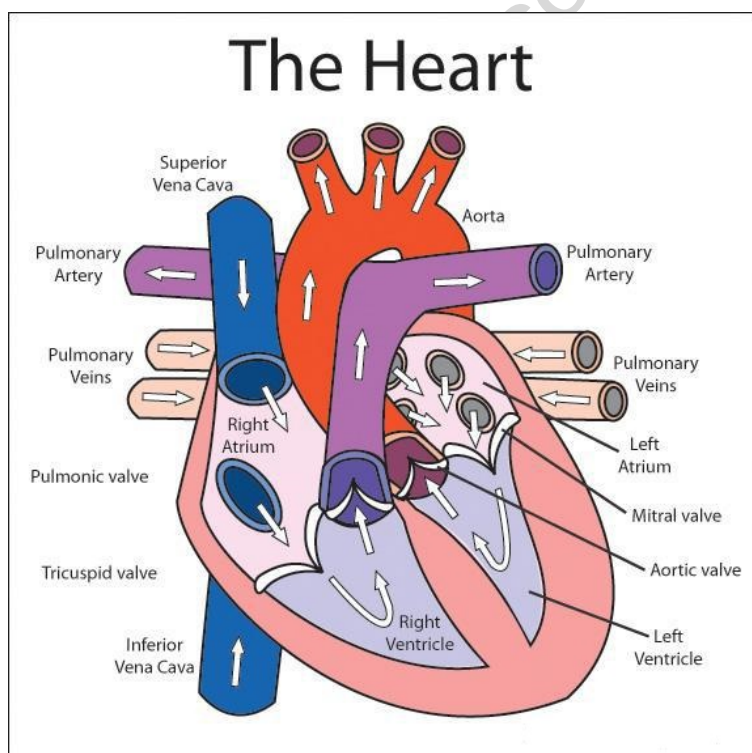
The Lymphatic System is a sub system of the circulatory system that consists of a complex network of tissues, vessels and organs. The lymphatic system helps maintain fluid balance in the body by collecting excess fluid and particulate matter from tissues and depositing them in the bloodstream. It also helps defend the body against infection by supplying disease fighting cells called lymphocytes.

The lymphatic system can be thought of as a drainage system needed because, as blood circulates through the body, blood plasma leaks into tissues through the thin walls of the capillaries. The portion of blood plasma that escapes is called interstitial or extracellular fluid, and it contains oxygen, glucose, amino acids, and other nutrients needed by tissue cells. Although most of this fluid seeps immediately back into the bloodstream, a percentage of it, along with the particulate matter, is left behind. The lymphatic system removes this fluid and these materials from tissues, returning them via the lymphatic vessels to the bloodstream, and thus prevents a fluid imbalance that would result in the organism's death.

The fluid and proteins within the tissues begin their journey back to the bloodstream by passing into tiny lymphatic capillaries that infuse almost every tissue of the body. Only a few regions, including the epidermis of the skin, the mucous membranes, the bone marrow, and the central nervous system, are free of lymphatic capillaries, whereas regions such as the lungs, gut, genitourinary system, and dermis of the skin are densely packed with these vessels. Once within the lymphatic system, the extracellular fluid, now called lymph, drains into larger vessels called the lymphatics. These vessels converge to form one of two large vessels called lymphatic trunks, which are connected to veins at the base of the neck. One of these trunks, the right lymphatic duct, drains the upper right portion of the body, returning lymph to the bloodstream via the right subclavian vein. The other trunk, the thoracic duct, drains the rest of the body into the left subclavian vein. Lymph is transported along the system of vessels by muscle contractions, and valves prevent lymph from flowing backward. The lymphatic vessels are punctuated at intervals by small masses of lymph tissue called lymph nodes, which remove foreign

materials such as infectious microorganisms from the lymph filtering through them.

Blood & Circulatory System



The **circulatory system**, also called the **cardiovascular system** or the **vascular system**, is an organ system that permits blood to circulate and transport nutrients (such as amino

acids and electrolytes), oxygen, carbon dioxide, hormones, and blood cells to and from the cells in the body to provide nourishment and help

in fighting diseases, stabilize temperature and pH, and maintain homeostasis.

The cardiovascular system consists of the heart, blood vessels, and the approximately 5 litres of blood that the blood vessels transport. Responsible for transporting oxygen, nutrients, hormones, and cellular waste products throughout the body, the cardiovascular system is powered by the body's hardest-working organ — the heart, which is only about the size of a closed fist. Even at rest, the average heart easily pumps over 5 litres of blood throughout the body every minute. The **heart** is a muscular pumping organ located medial to the lungs along the body's midline in the thoracic region. The bottom tip of the heart, known as its apex, is turned to the left, so that about 2/3 of the heart is located on the body's left side with the other 1/3 on right. The top of the heart, known as the heart's base, connects to the great blood vessels of the body: the **aorta**, vena cava, pulmonary trunk, and pulmonary veins.

Blood vessels are the body's highways that allow blood to flow quickly and efficiently from the heart to every region of the body and back again. The size of blood vessels corresponds with the amount of blood that passes through the vessel. All blood vessels contain a hollow area called the lumen through which blood is able to flow. Around the lumen is the wall of the vessel, which may be thin in the case of capillaries or very thick in the case of arteries.

There are three major types of blood vessels: arteries, capillaries and veins. Blood vessels are often named after either the region of the body through which they carry blood or for nearby structures. For example, the **brachiocephalic artery** carries blood into the brachial (arm) and cephalic (head) regions. One of its branches, the subclavian artery, runs under the clavicle; hence the name subclavian. The subclavian artery runs into the axillary region where it becomes known as the axillary artery.

1. *Arteries and Arterioles*: Arteries are blood vessels that carry blood away from the heart. Blood carried by arteries is usually highly oxygenated, having just left the lungs on its way to the body's tissues. The pulmonary trunk and arteries of the pulmonary circulation loop provide an exception to this rule — these arteries carry deoxygenated blood from the heart to

the lungs to be oxygenated.

Arteries face high levels of blood pressure as they carry blood being pushed from the heart under great force. To withstand this pressure, the walls of the arteries are thicker, more elastic, and more muscular than those of other vessels. The largest arteries of the body contain a high percentage of elastic tissue that allows them to stretch and accommodate the pressure of the heart.

Smaller arteries are more muscular in the structure of their walls. The smooth muscles of the arterial walls of these smaller arteries contract or expand to regulate the flow of blood through their lumen. In this way, the body controls how much blood flows to different parts of the body under varying circumstances. The regulation of blood flow also affects blood pressure, as smaller arteries give blood less area to flow through and therefore increases the pressure of the blood on arterial walls.

Arterioles are narrower arteries that branch off from the ends of arteries and carry blood to capillaries. They face much lower blood pressures than arteries due to their greater number, decreased blood volume, and distance from the direct pressure of the heart. Thus arteriole walls are much thinner than those of arteries. Arterioles, like arteries, are able to use smooth muscle to control their aperture and regulate blood flow and blood pressure.

2. *Capillaries*: Capillaries are the smallest and thinnest of the blood vessels in the body and also the most common. They can be found running throughout almost every tissue of the body and border the edges of the body's avascular tissues. Capillaries connect to arterioles on one end and venules on the other.

Capillaries carry blood very close to the cells of the tissues of the body in order to exchange gases, nutrients, and waste products. The walls of capillaries consist of only a thin layer of endothelium so that there is the minimum amount of structure possible between the blood and the tissues. The endothelium acts as a filter to keep blood cells inside of the vessels while allowing liquids, dissolved gases, and other chemicals to diffuse along their concentration gradients into or out of tissues.

Precapillary sphincters are bands of smooth muscle found at the arteriole ends of capillaries. These sphincters regulate blood flow into

the capillaries. Since there is a limited supply of blood, and not all tissues have the same energy and oxygen requirements, the precapillary sphincters reduce blood flow to inactive tissues and allow free flow into active tissues.

3. *Veins and Venules*: Veins are the large return vessels of the body and act as the blood return counterparts of arteries. Because the arteries, arterioles, and capillaries absorb most of the force of the heart's contractions, veins and venules are subjected to very low blood pressures. This lack of pressure allows the walls of veins to be much thinner, less elastic, and less muscular than the walls of arteries.

Veins rely on gravity, inertia, and the force of skeletal muscle contractions to help push blood back to the heart. To facilitate the movement of blood, some veins contain many one-way valves that prevent blood from flowing away from the heart. As skeletal muscles in the body contract, they squeeze nearby veins and push blood through valves closer to the heart.

When the muscle relaxes, the valve traps the blood until another contraction pushes the blood closer to the heart. Venules are similar to arterioles as they are small vessels that connect capillaries, but unlike arterioles, venules connect to veins instead of arteries. Venules pick up blood from many capillaries and deposit it into larger veins for transport back to the heart.

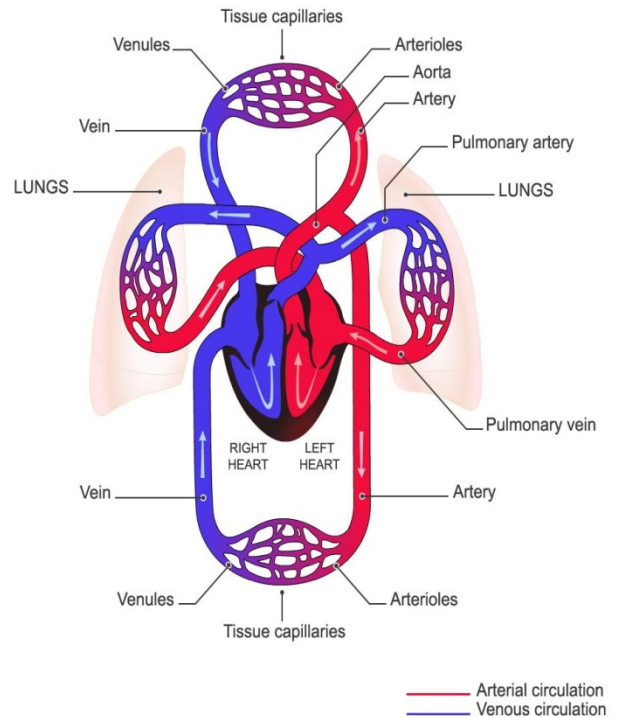
The heart has its own set of blood vessels that provide the myocardium with the oxygen and nutrients necessary to pump blood throughout the body. The left and right coronary arteries branch off from the aorta and provide blood to the left and right sides of the heart. The coronary sinus is a vein on the posterior side of the heart that returns deoxygenated blood from the myocardium to the vena cava.



Circulatory Loops

There are 2 primary circulatory loops in the human body: the *pulmonary circulation loop* and the *systemic circulation loop*.

1. Pulmonary circulation transports deoxygenated blood from the right side of the heart to the **lungs**, where the blood picks up oxygen and returns to the left side of the heart. The pumping chambers of the heart that support the pulmonary circulation loop are the right atrium and right ventricle.
2. Systemic circulation carries highly oxygenated blood from the left side of the heart to all of the tissues of the body (with the exception of the heart and lungs). Systemic circulation removes wastes from body tissues and returns deoxygenated blood to the right side of the heart. The left atrium and left ventricle of the heart are the pumping chambers for the systemic circulation loop

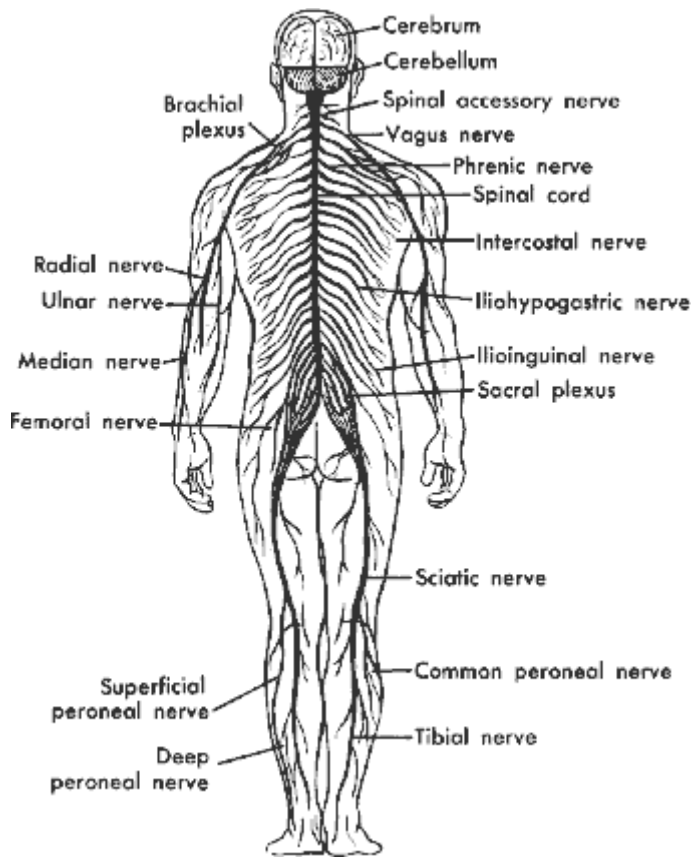


Massage Effects on the Cardiovascular System

Massage can:

- improve circulation by mechanically assisting the venous flow of blood back to the heart
- dilate blood vessels helping them to work more efficiently
- produce an enhanced blood flow; delivery of fresh oxygen and nutrients to the tissues is improved and the removal of waste products, toxins and carbon dioxide is hastened via the venous system
- help temporarily to decrease blood pressure, due to dilation of capillaries
- decrease the heart rate due to relaxation
- reduce ischaemia (ischaemia is a reduction in the flow of blood to body parts, often marked by pain and tissue dysfunction).

Nervous & Endocrine System

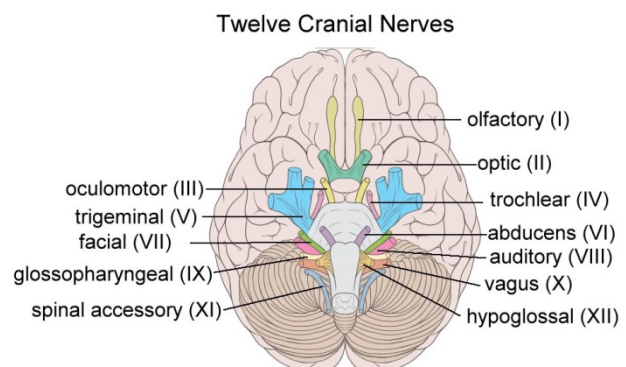


The nervous system has two major parts: **the central nervous system (CNS) and the peripheral nervous system (PNS)**. The central system is the primary command centre for the body, and is comprised of the brain and spinal cord. The peripheral nervous system consists of a network of nerves that connects the rest of the body to the CNS. The two systems work together to collect information from inside the body and from the environment outside it. The systems process the collected information and then

dispatch instructions to the rest of the body, facilitating an appropriate response.

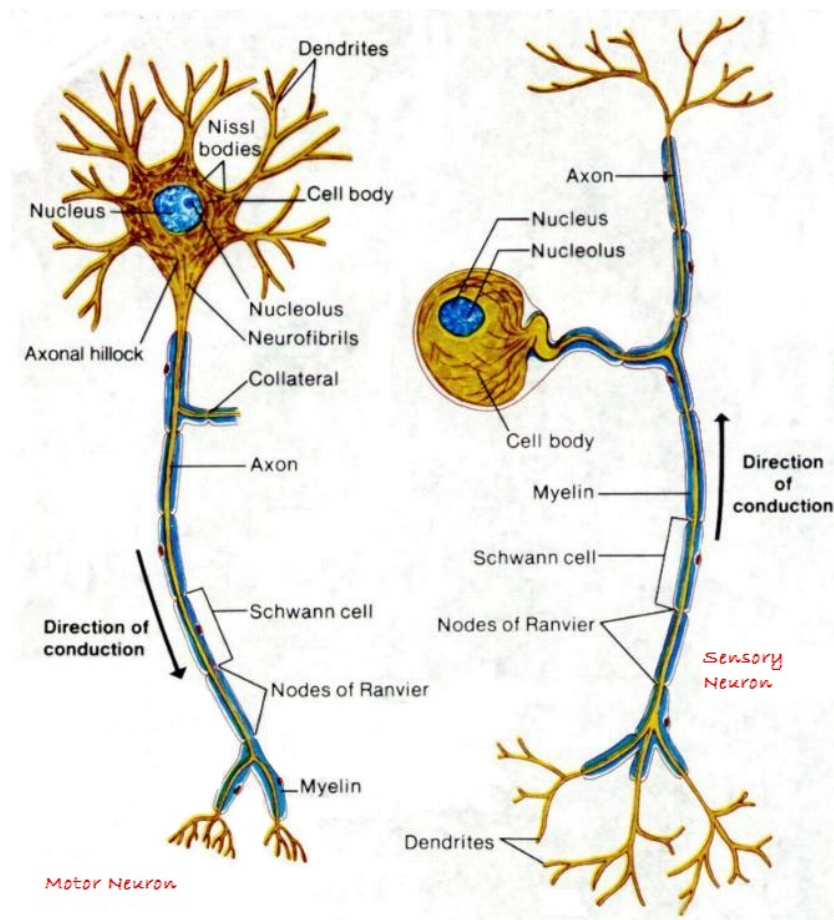
In most cases, the brain is the final destination point for information gathered by the rest of the nervous system. Once data arrives, the brain sorts and files it before sending out any necessary commands.

The brain is divided into many different sections, including the cerebrum and brain stem. These parts handle pieces of the brain's overall workload, including storing and retrieving memory and making body movement's smooth.



Although the brain is the control centre, its job would not be possible without the spinal cord, which is the major conduit for information traveling between brain and body.

Peripheral system nerves branch from either the brain stem or the spinal cord. Each nerve is connected to a particular area of the torso or limbs and is responsible for communication to and from those regions.



The PNS can also be subdivided into smaller components: **the somatic and autonomic systems**. The somatic involves parts of the body a person can command at will, and the autonomic helps run involuntary functions such as pumping blood. Information conveyed through the nervous system moves along networks of cells called neurons.

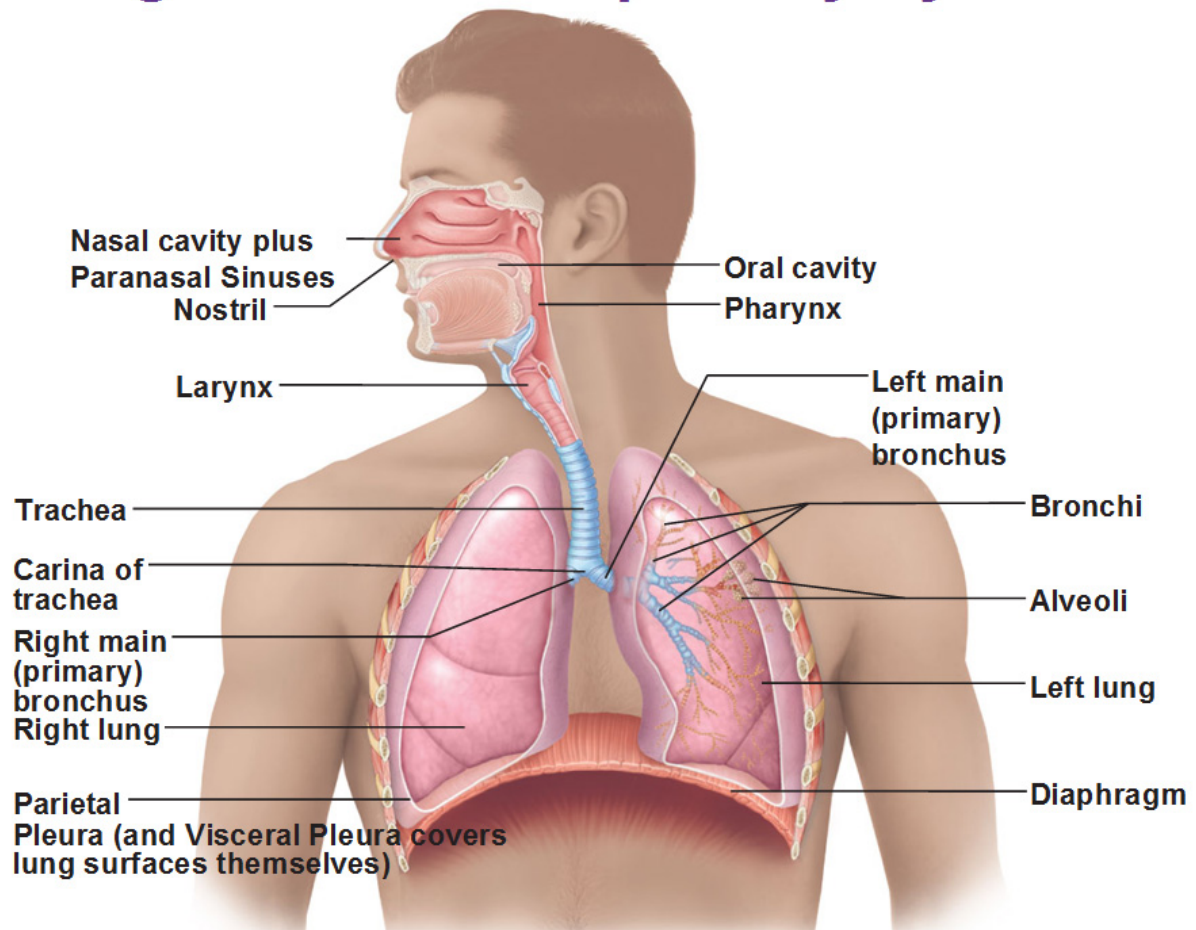
These neurons can only send information one way. Those transmitting to the brain are sensory neurons; those that transmit from the brain are known as motor neurons.

Massage Effects on the Nervous System

- Massage stimulates sensory receptors: this can either stimulate or soothe nerves depending on the techniques used.
- It also stimulates the parasympathetic nervous system, helping promote relaxation and the reduction of stress.
- Massage helps to reduce pain by the release of endorphins (endorphins are also known to elevate the mood).

Respiratory, Olfactory and Digestive Systems

Organs of the Respiratory System

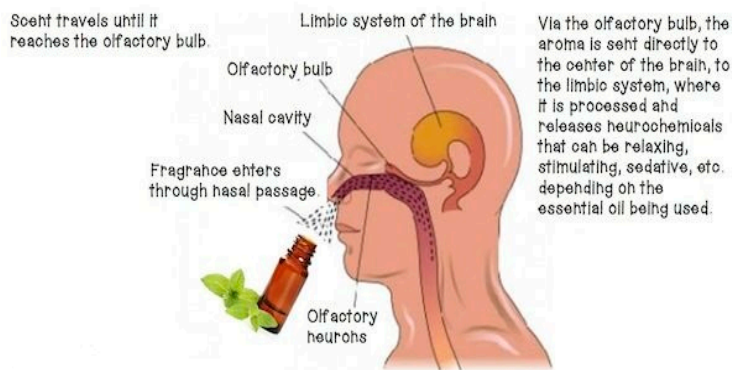


The human respiratory system is a series of organs responsible for taking in oxygen and expelling carbon dioxide. The primary organs of the respiratory system are lungs, which carry out this exchange of gases as we breathe.

Red blood cells collect the oxygen from the lungs and carry it to the parts of the body where it is needed. During the process, the red blood cells collect the carbon dioxide and transport it back to the lungs, where it leaves the body when we exhale.

The human body needs oxygen to sustain itself. A decrease in oxygen is known as hypoxia and a complete lack of oxygen is known as anoxia. These conditions can be fatal; after about four minutes without oxygen, brain cells begin dying, which can lead to brain damage and ultimately death.

Essential Oils and the Olfactory System



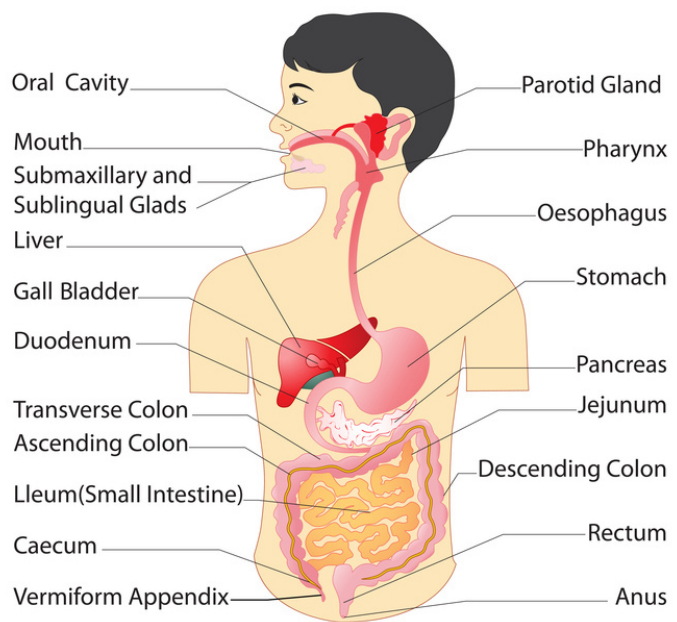
The **olfactory system**, or **sense of smell**, is the part of the sensory system used for smelling (olfaction). Most mammals and reptiles have a main olfactory system and an accessory olfactory system. The main

olfactory system detects airborne substances, while the accessory system senses fluid-phase stimuli.

The peripheral olfactory system consists mainly of the nostrils, ethmoid bone, nasal cavity, and the olfactory epithelium (layers of thin tissue covered in mucus that line the nasal cavity). The primary components of the layers of epithelial tissue are the mucous membranes, olfactory glands, olfactory neurons, and nerve fibres of the olfactory nerves.

copy

The **digestive system** is a group of organs working together to convert food into energy and basic nutrients to feed the entire body. Food passes through a long tube inside the body known as the alimentary canal or the gastrointestinal tract (GI tract). The alimentary canal is made up of the oral cavity, pharynx, oesophagus, stomach, small intestines, and large intestines. In



In addition to the alimentary canal, there are several important accessory organs that help your body to digest food but do not have food pass through them. Accessory organs of the digestive system include the teeth, tongue, salivary glands, liver, gallbladder, and pancreas.

The digestive system is responsible for taking whole foods and turning them into energy and nutrients to allow the body to function, grow, and repair itself. The six primary processes of the digestive system include:

1. Ingestion of food
2. Secretion of fluids and digestive enzymes
3. Mixing and movement of food and wastes through the body
4. Digestion of food into smaller pieces
5. Absorption of nutrients
6. Excretion of wastes

Massage Effects on the Respiratory System

- Massage deepens respiration and improves lung capacity by relaxing any tightness in the respiratory muscles.
- It also slows down the rate of respiration due to the reduced stimulation of the sympathetic nervous system

Massage Effects on the Digestive System

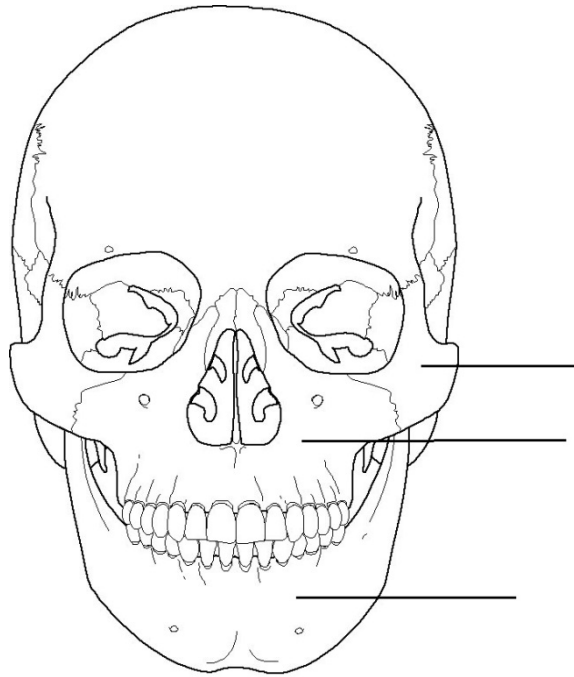
Massage can:

- increase peristalsis in the large intestine, helping to relieve constipation, colic and gas
- promote the activity of the parasympathetic nervous system, which stimulates digestion.

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Module 4 Task: Anatomy & Physiology

1. Function of the cell
2. The outside layer of skin on your body is called what?
3. What is the name of the substance that gives skin its pigment?
4. The bone of the face that forms the lower jaw is called?
5. Function of the Nucleus
6. Name three types of connective tissue and their functions
7. What is the main muscle involved in chewing?
8. What is the largest organ in the body?
9. How many bones does the human body have?
10. The innermost part of the bones contains what?
11. What is the name of the largest part of the human brain?
12. The bone forming the back of the skull is called ?
13. What are the two chambers at the bottom of the heart called?
14. The flow of blood through your heart and around your body is called?
15. The Main artery that leaves the heart is called?
16. Structure and Function of The three types of Muscle
17. The 3 Layers of the heart are called ?
18. What are the layers of the skin and their function?
19. What are the functions of the skeleton?
20. Function of Lymphatic System
21. Name the 5 sections of the vertebral column and how many vertebrae are in each section
22. Identify and label the *Zygomatic, Maxilla & Mandible Bone*



23. Where would you find the *Gastrocnemius* – give the Origin, Insertion and Action of the muscle
24. Give the names of the muscles that make up the *Quadriceps*
25. What is meant by the origin and insertion
26. Explain why massage movements are always performed towards the heart
27. Function of the small intestine and function of the Large intestine
28. Function Blood
29. Function of the Sympathetic and Parasympathetic Nervous system
30. How does massage benefit the respiratory system.

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Module 5 - CONTRA-INDICATIONS, CONTRA-ACTIONS & BENEFITS OF MASSAGE

Massage is generally considered part of complementary and alternative medicine. However, It is increasingly being offered along with standard treatment for a wide range of medical conditions and situations.

Studies of the benefits of massage demonstrate that it is an effective treatment for reducing stress, pain, muscle tension and enhancing your overall sense of emotional and physical well-being

Whilst we know that massage is very relaxing, some studies have found massage may also be helpful for:

- Anxiety
- Reducing or eliminating pain.
- Improving joint mobility.
- Improving circulation.
- Improving lymphatic drainage.
- Reducing muscular tension.
- Digestive disorders.
- Fibromyalgia.
- Headaches.
- Insomnia related to stress.
- Myofascial pain syndrome.
- Soft tissue strains or injuries.
- Sports injuries.
- Temporomandibular joint pain.

Beyond the benefits for specific conditions or diseases, some people enjoy massage because it often produces feelings of caring, comfort and connection.

Massage Therapists today use their knowledge of anatomy & physiology, and massage therapy techniques to treat their clients. There has been a wide variety of research, published in peer reviewed journals, proving the benefits of massage therapy for various conditions

Localised Contraindication – specific area cannot be massaged

- Bruises
- Broken capillaries
- Recent scar tissue
- Sunburn
- Immediately after eating or consuming alcohol
- Redness or localised swelling
- Sprains
- Dislocations
- Broken bones
- Pustule acne
- Open cuts or wounds, grazes, stings, bites or burns

Medical Contraindication – May require Doctor's permission before treatment

- High or low blood pressure if un treated
- Haemophilia
- Severe swelling
- Epilepsy
- Severe pain
- Thrombosis
- Heart condition
- Cancer
- Where medication is being taken for any serious illness or condition

If any of the above medical conditions are present, seek a GP's approval in writing. The client may request this from their medical practitioner, alternatively, you may contact the GP in writing, clearly stating the treatment requested by your client to ensure they have the GP's permission and enclosing a stamped addressed envelope.

Total contraindications – not suitable to massage at all

- Hypersensitive skin
- Inflammation
- Viral infections
- Any contagious disease, eg scabies, impetigo, herpes, chickenpox, scabies, tinea, mumps, diphtheria, typhoid etc
- Severe widespread psoriasis, eczema or dermatitis
- High temperature or fever

- Undesirable character or anyone whom you may feel threatened by
- First trimester of pregnancy
- Various veins

Always check contraindications before commencing, health issues may change between treatments. **Remember the safest course of action, if in doubt, refer to a GP. This information is intended for your general knowledge and is not a substitute for medical advice or treatment for specific conditions.**

Module 5 Task: Benefits, Contraindications, Contra-actions of Massage

1. We have listed the benefits and contra-indications to Massage, but now research and list the contra-**actions** to Massage, and how you will explain these to your client.

3. List 3 total contraindications and explain why your client cannot have a massage.

4. List 5 Physical Benefits of Massage

5. List 5 Psychological Benefits of Massage

6. An elderly client telephones and enquires about having a massage, and rather than wasting theirs and your time, what health screening questions would you ask?

7. Would you offer a pregnant lady a massage? Explain the reasons.

8. A client presents with eczema, its weeping and sore, what advice would you give.

9. A lady telephones and says that her 15 year old son has been playing sport at school and needs a massage. Would you treat him, and, if so, what measures would you take.

10. Why would someone with diabetes be a contra-indication?

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MODULE 6 - CONSULTATION FORMS AND PREPARING FOR A TREATMENT

CONSULTATION FORM FOR MASSAGE

The following information is required for your safety and to benefit your health. Whilst Massage is very safe, there are certain conditions which may require special attention. Please note that all information will be treated in the strictest confidence and it may be necessary for you to consult your GP before treatment is given.

Name.....DOB.....

.....

Address.....

.....

.....

Tel

Home.....Mobile.....

.....

Occupation.....

.....

Do you or have you ever suffered with:-

- High temperature or fever
Y/N
- Infection Y/N
- Acute infectious disease
Y/N
- Migraine or headaches Y/N
- Skin infections Y/N
- Allergies Y/N
- Recent haemorrhage Y/N
- Recent surgery Y/N
- Heart condition Y/N
- Recent injury
Y/N

- High or low blood pressure
Y/N
- Recent scar tissue
Y/N
- Epilepsy Y/N
- Diabetes Y/N
- Thrombosis/embolism Y/N
- Severe circulatory disorder
Y/N
- Severe bruising, open cuts or abrasions
Y/N
- Dysfunction of the nervous system Y/N
- Undiagnosed, bumps, lumps or swellings
Y/N
- Currently under the influence of drugs or alcohol
Y/N
- Are you or could you be pregnant
Y/N
- Do you have any conditions which may affect treatment
Y/N

If the answer to any of the above is Yes, please give dates and details:-

.....

.....

.....

.....

.....

.....

Are you currently taking any medication Y/N

Details (including dosages):-

.....

.....

.....

.....

Is GP referral required Y/N

Clearance form sent (Date)
Y/N

Clearance form received (Date) Y/N

Name of
Doctor.....

Address.....

.....

Telephone
number.....

...
Is your general health Good Average Poor

Are your stress levels High Medium Low

Are your energy levels High Medium Low

Do you find time for relaxation/hobbies:- Y/N

Details:-
.....
.....
.....

Client Declaration

I declare that the information I have given is correct and, as far as I am aware, I can undertake treatments without any adverse effects. I have been fully informed about contra-indications and am, therefore, willing to proceed with treatment.

I understand that Massage does not substitute medical treatment.

**Client
Signature.....Date.....**
....

It may be that you need to approach the client's GP for permission to treat, please find below a sample letter.

Doctors Consent Letter

Address

Dr
Address.....
.....

Dear Dr

Re your patient: Mrs..... – DOB -
Address:

Your patient Mrs. has approached me in my capacity as a therapist, requesting
a.....treatment.

In view of her medical condition, I should appreciate your confirmation that you have no objections to my involvement in this respect, and there are no medical reasons for me to refuse this request.

For your information I have included an explanatory notes on the therapy.

For your convenience I have enclosed a stamped addressed envelope for your reply, together with a signed consent form from Mrs giving me authority to request this information from you.

Yours faithfully,

CLIENT COMFORT

When carrying out a massage, it is *essential* that the client remains comfortable and relaxes throughout the treatment.

To ensure client comfort during a massage treatment, the therapist should:

- Avoid wearing jewellery on the wrists or hands since this may scratch the client or cause discomfort during massage
- Maintain a high standard of personal hygiene to avoid causing offence to the client
- Ensure that treatments are carried out in hygienic surroundings
- Ensure the salon is warm and well ventilated

The client should:

- Be comfortable
- Be relaxed
- Be asked to remove jewellery

During treatment:

- Massage media products and tools should be suitably placed so that the therapist does not constantly reach over in front of the client
- Sufficient oil or cream should be used during the massage to avoid discomfort.

Precautions

Ensure the chair and couch is positioned to maximise comfort and safety for the therapist

Check your client is comfortable

Encourage your client to relax both physically and mentally

Explain the treatment in full to your client, and carry out a thorough consultation

Maintain verbal contact with your client to ensure depth of pressure and manipulations are comfortable

Keep one hand on the client throughout the massage

Ensure client comfort throughout the treatment

Always end your treatment with slower strokes

Allow client time to compose themselves before leaving the treatment area. Check that they have no contra-actions at this stage – nausea, headaches, dizziness etc

Explain fully the importance of aftercare – a printed sheet is useful

Question client for feedback, highlight possible contra-actions

Importance of Consultations and Feedback

Ensure you complete a full client profile when planning your treatment. Discuss the client's lifestyle, emotional state, hobbies and occupation amongst other things. Ask your client for their reason for visit, areas on which to concentrate, and their choice of massage medium.

Massage is a treatment that can result in pleasant or unpleasant contra-actions. It is therefore important that you explain this to your client, emphasising that any discomfort should be reported to you during the treatment.

The client should be asked to record how they feel after the massage; both good and bad reactions. This will enable any subsequent treatments to be modified to ensure client comfort and satisfaction.

Effective communication for a consultation

What do you think might make effective communication with a client?

You might have mentioned establishing rapport with them, finding out their needs and state of health. It is very important that you understand the client's needs first before you attempt to do a treatment and you can only get this information by asking your client a lot of questions and trying to answer all the questions they might have asked you. This is called **effective communication**. The client should understand the reason behind the questions asked and feel comfortable when answering them. As you speak to the client you should speak clearly so that she or he will understand. You will learn to listen to the client as he or she talks and be able to ask questions carefully.

Ask "open" questions which will encourage the client to give more than a one word response of 'yes' or 'no'

Open questioning techniques may begin with how, what, when or where. For example 'How would you like your massage to be, deep pressure or more relaxing?' 'What products do you use currently?'

If, after the consultation, you are unsure of the client's suitability for treatment, tactfully explain to the client why this is and ask her to seek medical help before treatment is given. The expectations of some clients may be unrealistic. If this is the case tactfully explain why and aim to agree to a realistic treatment program.

At times a client may ask you information outside your responsibilities, politely inform her that you are not qualified or unable to deal with her request but you will get someone to assist him / her, and indicate how long it will take if it will not be immediately.

Let us briefly look at the key elements of communication

- paying attention or giving the speaker undivided attention
- eye contact-look at people when you communicate with them

- asking questions
- listening-listen twice as much as you speak
- responding-knowing when to respond and what to say

Why is communication important?

- Effective communication:
 - enables you to select the correct procedure to meet client's needs
 - brings success to your business
 - reduces chances of tension
 - closes the gaps of assumptions
 - encourages good interpersonal relations
 - enables individuals or groups to perform effectively

Methods of communication

Let us compare the two methods of communication.

Verbal Communication: Use of words spoken or written to express ideas and feelings

Non-Verbal Communication: Communication without words e.g.

- body language/body posture
- gestures (hand)
- eye contact
- facial expression

Body Language

-
- Without saying a word your body can reveal what you are feeling or thinking
- Your ability to read your client's body language is important

We will now look at the examples of body language

What might the following non-verbal cues mean

client's reaction	What it means
<input type="checkbox"/> smile	<input type="checkbox"/> satisfaction
<input type="checkbox"/> eye contact	<input type="checkbox"/> willing to communicate agreement and understanding
<input type="checkbox"/> a nod	<input type="checkbox"/> unhappy and irritable
<input type="checkbox"/> a frown	<input type="checkbox"/> secured , disinterest, defensive
<input type="checkbox"/> folded arms	<input type="checkbox"/> in a hurry, impatient
<input type="checkbox"/> constant looking at the watch	<input type="checkbox"/> in a hurry
<input type="checkbox"/> constant looking around	

Do's and Don'ts when communicating with your client

There are certain things that you should and should not do when dealing with clients. When speaking, always speak clearly and precisely, and avoid using slang. It is important to be good listener, this will help you identify the client's treatment requirements and understand her/ his personality. You can then guide the conversation appropriately.

Let us look at the table below :

D O	D ON 'T
<ul style="list-style-type: none"> <input type="checkbox"/> show interest <input type="checkbox"/> be understanding of the other person <input type="checkbox"/> listen for cause of the problem <input type="checkbox"/> encourage the speaker to believe that he/ she can solve problems <input type="checkbox"/> know when to remain silent 	<ul style="list-style-type: none"> <input type="checkbox"/> argue <input type="checkbox"/> interpret <input type="checkbox"/> finish sentences <input type="checkbox"/> pass judgement too quickly <input type="checkbox"/> give advice unless the speaker asks for it <input type="checkbox"/> jump to conclusions <input type="checkbox"/> let the speaker's emotions influence our own feelings

As you might have realised, communication encompasses all aspects of life. Poor communication can lead to misunderstandings, stress, and conflict and can be time-wasting, all these affect good service delivery. Communication is a critical factor in the Holistic/ Therapy /Beauty Industry. We want our clients to be happy and satisfied with our services so that they come back for even more services.

Client Consultation

A thorough **consultation** with a client is necessary before carrying out a treatment. This is done in order to assess the condition of the overall health. An effective analysis will help you to choose appropriate tools and products. Consultation should always be carried out in private. Recording and keeping your analysis on the client's record card will help you compare the progression of the treatment.

The information you have collected from the client is confidential and should be stored in a secure area following the client treatment. You have to protect the client's privacy and confidentiality according to the Data Protection Act 1998. This is especially true in relation to recording their biographical data such as contact details, age and medical history.

Assessment

After completing the assessment it is advisable to work out a treatment plan with your client and agree on the expected outcome, for example if the client plays regular sports or sits for long periods over a computer, you may need to advise him/ her to come for treatment every week for a few weeks, and then just come once a month for maintenance

Your treatment plan should cover the following:

1. Explaining:
 - what is involved in the treatment
 - how long it will take
 - expected treatment benefits and outcomes
 - relevant home care advice requirements
2. Welcoming any questions to ensure client's understanding

Post Treatment

When you have completed the treatment you should inquire from your client if he/ she is satisfied. You should record the outcome of the treatment, what future treatments you recommend, any products you used and those recommended for home care.

Using Technology in your Business

Client records are confidential. They may be filled in manually or electronically, in computers. They may also be stored physically in a cabinet or electronically in a database. If you are using a database, it is a good idea to have a backup system in case data is lost.

You may also want to use your mobile phone to store clients' telephone numbers and your email address book so that you can readily communicate with clients. It is often advisable to keep a separate work mobile phone, so that you have a choice as to whether to answer it when you are outside of business hours.

A successful business will depend on your communicating with your clients; informing them about special offers, new treatments, reminding them about their appointments, informing them if you have an emergency and need to rebook. Your clients will appreciate this type of communication in addition to knowing that they always receive a professional treatment.

Module 6 Task: Consultation, Preparation for a treatment

- 1) Why is it important to give the correct aftercare advice?
- 2) Explain in your own words why therapists need to complete a consultation with each client (minimum 200 words).
- 3) Give 3 examples of closed questions and 3 open questions.
- 4) Why do we need to know the clients GP details.
- 5) What benefit is gained from asking a client's occupation.
- 6) We have mentioned client comfort, list 10 things that you could offer your client to make it a memorable experience
- 7) What questions could you ask to find out if your client was happy with your treatment

MODULE 7 - HYGIENE

Hygiene is of the utmost importance – it must be carried out regularly and be visible to the client. It also creates the right image and increases the client's confidence in the therapist and establishment. When carrying out a treatment, we need to achieve a high standard of hygiene to reduce the risk of cross-infection to a minimum. Attention to salon hygiene is essential to protect the therapist and client from infection by micro-organisms such as bacteria, viruses and fungi. There are two methods by which infection may be transferred from one person to another:

Direct Contact: With an infected person either by touching an infected area, or by inhaling air-borne droplets ejected from the nose or mouth when an infected person is speaking, coughing or sneezing.

Indirect Contact: With an infected article. This is a less obvious method of infection and is a great danger in a salon unless a high standard of hygiene is maintained. It involves cross infection which is the passing of infection from a person to an object, i.e., a towel or jar of cream, and subsequent transfer of the infection to a second person.

To avoid infection by Direct Contact:

- The therapist's hands must be washed directly before working on a client, so that infection is not passed directly to a client's skin
- The therapist's hands must be washed again directly on completion of treatment to remove any infection passed from the client's skin to the hands
- The therapist must never touch a client's skin if it is considered that infection may be present. If necessary, refer the client to their GP and reschedule the treatment until they are infection free. It's always better to prevent yourself coming ill, than having to take unnecessary time off work.

To avoid infection by Indirect Contact:

- The therapist's hands should be clean before removing tools from the sterilising cabinet. If you are using a spatula to remove cream for massage, sterilised tools must be held by the handle only and

immediately placed either on a clean tissue or in a barbicide solution.

- Clean towels, tissues, cotton wool etc must be used for each client.
- During treatment, the lids must be replaced on massage creams immediately after use to prevent entry of air-borne dust and germs. This ensures that the cream remaining in the jar is germ free and so prevents the possibility of cross infection
- When treatment is complete, tools should be cleaned and sterilised before use on the next client. Used cotton wool and tissues should be placed in a covered bin. Surfaces should be disinfected to remove dirt and germs.

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The following are measures to assist:

Towels: Always use paper to cover the towels, pillows and table/trolley. All towels should be changed between clients (unless covered with couch roll) and any dirty linen to be placed in a covered laundry bin and washed regularly at a min 60oC in a non-biological detergent. This not only kills all bacteria but helps to dissolve any massage oils that may have gotten onto the towels and stops them becoming heavy with oil.

Floors: Must be cleaned regularly – use anti-bacterial wipes in between clients to prevent the spread of infections. Mop or wash daily with disinfectant.

Sinks, Worktops & Toilets: These must be cleaned regularly and kept scrupulously clean with appropriate chemicals/toilet cleaners.

Waste Disposal: Any tissue and paper roll waste must be disposed of immediately in a covered bin. The waste container should be emptied and disinfected daily.

Tunics/Work Wear: Fresh tunics/work wear to be worn daily. Tunics must be washed regularly at a min 60oC in a non-biological detergent.

Personal Hygiene:

- Always remove jewellery before a treatment.
- Have clean hair and keep it off the face.
- Dress cleanly, appropriately and professionally.
- Short, clean fingernails (preferably no varnish)
- Use deodorants (wash and reapply between clients if needed)
- No strong perfumes (can trigger headaches/migraines with some clients)
- Common sense...shower, bath and change underwear daily

PROFESSIONAL ETHICS AND CONDUCT

Therapists shall:

- Demonstrate commitment to provide the highest quality treatment to those who seek their professional service.

- Not discriminate or behave in any prejudicial manner with clients and colleagues.
- Demonstrate professional excellence through regular self-assessment of strengths, weaknesses, limitations and effectiveness by continued professional development in education and training.
- Respect the confidential nature of the professional relationship with clients and acknowledge each client's right to privacy.
- Conduct all business activities within the law and project a professional image for yourself, your business and the profession in general.
- Accept responsibility to refrain from or do any harm to the physical, mental and emotional well-being of clients, self or associates.
- Refrain from engaging in any sexual conduct or sexual activities involving their clients.
- Practice honesty in advertising and promote any services ethically and only for those which you have received adequate training. To ensure that you do not make false or dishonest claims regarding the potential benefits of the service(s) offered.
- Client Records, always keep client consultation forms/record cards up to date and both stored and treated with confidentiality, so no-one else has access. Remember, if stored on a computer, then the establishment must be registered under the Data Protection Act of 1984.

The therapist must always adhere to the workplace policy, practices and procedures, legislation, industry Code of Practice and customer requirements.

Client Modesty

One very important part of your massage is client modesty, placing the towels so that **only** the part of your client's body that you are working on is exposed. This prevents oil going onto any clothing, and also protects both the client's modesty and your own professional integrity.

Using two large bath sized towels

When massaging the back take the top towel down, then tuck the bottom towel into the underwear to protect it from the oil. Perform the back massage. Untuck the towel from the underwear. Place the top towel over the back to keep the client warm. If you are using a bolster, you can place this under the client's ankles.

Next we are going to work on a leg - tuck the corner of the bottom towel into the underwear. Fold the bottom towel over to uncover the leg to be worked on. Apply the oil and massage the leg. Once you have finished cover the leg back up and unhook the towel. Repeat the same process on the other leg.

Once you have completed the massage on the back of the body you need to turn the client over. Firstly, remove the bolster under the ankles. Bring the bottom towel up to the top. Hold the two towels together at the shoulder and hold the two towels together at the hip. Ask the client to turn towards you. As the two towels are held up, you are unable to see the client's exposed body. Place the bolster under the client's knees. Bring the top towel down to cover the client's legs and feet.

To massage the front of the leg tuck the bottom towel into the underwear and fold the towel over to uncover the working area. Once you have performed the massage on the front of the leg, cover the leg up, release the towel from the underwear and repeat the process on the other leg.

To massage the tummy. You work from the knicker line to the ribcage. Fold the top towel up to the ribcage. Tuck the bottom towel into the knickers. Massage the tummy and then unhook the bottom towel from the knickers. Fold down the top towel to cover the tummy.

To massage the arm, just bring the arm out from under the top towel. Once you have finished the arm massage. Place the arm back under the top towel to keep warm and repeat the process for the other arm.

Your tutor will cover this on the training days, but there are also many demonstrations available online.

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Module 7 Task –Hygiene

- 1.Name 3 Bacterial Infections
2. Name 3 Viral Infections
3. What is PPE
4. At what temperature should we wash the towels?
5. Why do we wash towels in non-biological detergent?
6. How often should we change the towels?
7. How should we dispose of used couch roll
8. A client starts discussing another of your client's confidential information, what should you do?
9. What part(s) of the body should be exposed when you are massaging?
10. When should we wash our hands?
11. What measures should we take to keep our working area clean?
12. How do we store client's records?
13. What are CPD's and why do we need them?
- 14.Explain the difference between *direct* and *indirect* infection and what can be done to avoid them occurring
15. What is Client modesty

MASSAGE MEDIA

Oil, cream, gel, emulsion, wax balms and talcum powder can all be used for massage, whichever the client prefers.

Oil

Examples of the most commonly used massage oils are:

- *Sweet Almond*: probably the most widely used massage oil is sweet almond oil. It spreads easily, and is very nourishing to the skin. It serves as an excellent carrier oil because the smell is not too overpowering. It is widely available and is reasonably priced.

NB – whilst there is no document evidence that sweet almond oil can cause anaphylactic shock, caution should be used when clients have a known nut allergy and always best to use an alternative massage oil

- *Grapeseed oil*: another popular oil is grape seed. It is easily absorbed by the skin but does not leave a “greasy” feeling after application. It is not as common as sweet almond and is usually a bit more expensive.

- *Coconut Oil*: Its ability to penetrate skin and provide all that vitamin E makes it a wonderful massage oil. And since coconut oil is solid at room temperature, it is way less messy than liquid oils.

However, you can heat the coconut oil (be careful not to burn clients) for a warm, liquid massage oil that smells like the tropics. Coconut oil can also be used as a personal lubricant

since it is completely natural with no parabens, petroleum, glycerine or chemicals. Added bonus: coconut oil won't stain the sheets.



Talcum Powder

This can be used for the whole massage and is applied to the practitioner's hands, not to the client's body. It is advisable to discuss the

use of talcum powder for the massage with the client prior to use, some clients do not like the use of talc due to its comedogenic (pore blocking) and carcinogenic (links to cancer) properties.

Cream

Like oil, cream could be used for a massage treatment. It is ideal for use on dry skin

It is important to note that with all massage media, clients may show symptoms of an allergic reaction. This could be recognised as any of the following:

- Redness of the skin (erythema)
- Swelling
- Itching
- Raised blisters

In case of an allergic reaction:

- Remove the offending product immediately, using a cold compress or water
- If symptoms persist, seek medical advice

Always record any allergic reactions on the client's record card, so that any repeat may be avoided in the future.

Module 8 Task – Massage Media

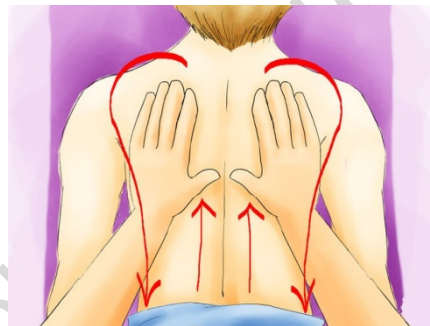
1. Research 5 (natural) vegetable oils and their benefits
2. How would you recognise a reaction?
3. If your client did have a reaction, what oil would you use in any future treatments with them.
4. If you are using cream or balms, waxes, how would you avoid cross infection?

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Module 9 - MASSAGE MOVEMENTS

Classifications of massage movements

Effleurage – this is a soothing, stroking surface movement, applied by using the full palms of the hands with all the pressure directed in an upward movement, following the venous flow and returning back to the starting point with a feather like touch. Effleurage stimulates the bloody supply, has a soothing effect on the nerves, aids the flow of blood towards the heart, assists in lymphatic drainage, relieves congestion and relaxes the client



Petrissage – Kneading, picking-up and squeezing movements. These are deep movements which increase joint mobility, stimulate blood and lymph flow, prevent muscle stiffness (particularly following exercise), encourage mobilisation of adipose tissue and revives the activity of the muscle



Frictions – these are small, deep circular movements made by the pads of the thumbs/fingers which create movement underneath the skin increasing the blood and lymph circulation and aiding joint mobility. This movement is very useful for breaking up any nodules found in the underlying tissues



Tapotement – these are hacking, tapping, pummeling and cupping movements. These techniques induce a healthy glow, stimulate muscles, aids blood circulation, tones and strengthens the muscles. Beating and pounding movements are also included.



Tapotement Movements



Beating

Beating (or Pummelling) is a tapotement movement. During a “beating”, the therapists hands are held in a loosely clenched fist position, with the thumbs uppermost and the little finger making contact with the client.

The pummelling movement is actioned from the wrists, not the elbows, and both hands are used to strike the body alternately. A small area only is worked at any one time, so the fists are positioned close together.

Cupping



In the cupping movement, which is also a percussion (tapotement) technique, the whole of the palmer aspect of the hand is formed into the shape of a cup. This cup shape is made by closing and slightly flexing the fingers and bringing the thumbs in to touch the index fingers. The wrists are kept loose, the hands are kept in a cup shape position, and used to softly strike the client's body. The palms of the hands do not touch the skin, and the hollow shape makes a distinctive "suction" sound – this requires a lot of practice. This is generally carried out with a rapid alternate hands movement.



Hacking

This is a “chopping” movement made with the edge of the hands. This is a slightly more impactful motion designed to work on knots and muscular tightness. It’s carried out very quickly, with all movement from loosely held wrists, and can penetrate deep into the tissue when a lot of pressure is applied. Use rapid alternating hand movements.

Do not perform tapotement techniques over bony protuberances or on pregnant clients.

MANUAL MASSAGE ROUTINE

BACK MASSAGE

- a. Effleurage – 6 strokes in each path way
 - i. 2 Neck
 - ii. 2 Axilla
 - iii. 2 Waist
- b. Double handed kneading – 2 pathways either side of the spine
- c. Alternate hand kneading
- d. Ironing
- e. Finger kneading around the scapula x 3
- f. Thumb kneading to trapezius
- g. Thumb circles down the spine
- h. Thumb kneading to sacrum
- i. Wringing
- j. Picking up and skin rolling
- k. Hacking
- l. Cupping
- m. Effleurage
- n. Stroking

BACK OF LEG

1. Effleurage
2. Kneading to thigh
3. Wringing to thigh
4. Hacking to hamstrings
5. Ankle to knee alternate effleurage
6. Wringing to gastrocnemius
7. Light hacking to gastrocnemius
8. One handed cupping to gastrocnemius

9. Stocking seam
10. Rubbing out seam
11. Effleurage

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GLUTEALS

1. Deep re-enforced effleurage
2. Re-enforced kneading
3. Wringing
4. Hacking
5. Cupping
6. Beating
7. Pounding
8. Deep Effleurage

FRONT OF LEG

1. Effleurage to front of leg
2. Kneading to thigh
3. Wringing to thigh
4. Hacking
5. Cupping
6. Effleurage to knee
7. Knee Squeezing
8. Bridge over knee
9. Effleurage to knee
10. Kneading to gastrocnemius
11. Light hacking to gastrocnemius
12. Effleurage to ankle
13. Finger kneading around ankle
14. Ankle circling
15. Petrissage to dorsal aspect of foot
16. Petrissage to plantar aspect of foot
17. Palmer kneading to foot
18. Effleurage whole leg

ABDOMEN

1. Effleurage outer waist to iliac glands
2. Palmer kneading to lateral walls
3. Ironing
4. Trace colon x 3

5. Kneading to colon x 3
6. Trace colon x 3
7. Wringing
8. Picking up and rolling skin
9. Effleurage

ARMS

1. Effleurage
2. Kneading to deltoid
3. Kneading around deltoid
4. Frictions to forearm
5. Thumb circles to wrist
6. Frictions to hand
7. Finger kneading
8. Palmer kneading
9. Effleurage

NECK & CHEST

1. Effleurage
2. Thumb kneading to trapezius
3. Knuckling to the neck
4. Knuckling to pectorals
5. Light Hacking
6. Effleurage

SCALP

1. Effleurage
2. Frictions
3. Pressure points down the governing meridian
4. Stroking down meridian
5. Pressure points behind ears
6. Ear stroking
7. Deep effleurage
8. Stroking

FACE

1. Effleurage
2. Pressure points
3. Lymphatic drainage
4. Thenar stroking to forehead
5. Temple Circling
6. Effleurage

SEQUENCE

31. Face and Scalp – 10mins
32. Neck and Chest – 5 mins
33. Arms – 10mins
34. Abdomen – 5mins
35. Front of Legs – 10mins
36. Back of Legs/Gluteals – 15mins
37. Back – 20mins

Module 10 Task– Manual Massage Routine

1. One movement we have not mentioned is **vibration**. Please research and describe vibration, where would you use it and its benefits. Include a photo or diagram.

2. Where would you not use tapotement.

3. What is essential for the therapist using tapotement techniques, so they don't hurt the client?

4. You will want your career to be long lasting, this means looking after yourself. Please research and write a 300 min word essay on self care for the therapist including posture as you work, hand positions, the couch that you use and anything else that you think may help you.

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Module 11 - HOME & AFTERCARE ADVICE

To enable you to gain maximum benefit from your treatment the following advice is recommended:-

- Please do not leave the treatment room until you feel “grounded”.
- It is advisable not to drive straight away following treatment, but if you do have to drive, make sure that you stay alert and keep the windows open.
- Increase fluids. Drink plenty of water to assist the detoxification process.
- Reduce stimulants. Avoid alcohol, coffee, tea or cola following treatment, as these dehydrate.
- Avoid smoking.
- Eat a light, healthy diet to encourage healing.
- Avoid strenuous exercise. Rest as much as possible and relax for the rest of the day, to allow the body to heal and settle. You may feel an energy boost, but resist the temptation to be too energetic, as this will prevent you from obtaining the full benefit of your treatment.
- Do not be concerned if you feel emotional for a while after treatment, it is just a way that your body releases pent up emotions whilst in a state of relaxation. This is not uncommon, particularly when you have been under stress.
- You may possibly experience what is known as a “healing crisis” (the body taking the path to healing following treatment, and you may notice the return of your symptoms for a while before you start to feel better. If you have a headache following your treatment, try not to take any medication to resolve it, if you get adequate rest and fluids your symptoms will improve.

Please make a note of any reactions you have experienced in between treatments and let your therapist know on your next visit.

Module 11 TASK – HOME AND AFTERCARE ADVICE

1. What is meant by being “grounded” for you and your client?
2. Why do we suggest eating light and healthy after a massage?
3. Describe a healing crisis? What might the symptoms be?
4. What should a client do if they experience a “healing crisis”?
5. How might a client feel after a treatment?
6. We have mentioned homecare advice, and an example of this might be “if your muscles are stiff, then it is advisable to keep mobile and exercise between treatments”. Please give 5 other examples of homecare advice you might give to a client.

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MODULE 12 - MARKETING YOUR BUSINESS

Owning your own business has many advantages over working for someone else. You can set your own hours, and you can't be downsized or fired. If you run your business well, you can also make more money – success is down to you and how much work you are prepared to put in.

However, working for yourself also has far more challenges than working in an ordinary job. You are responsible for everything from the cleaning to the book-keeping...and, perhaps, the most important of all, you have to find your own clients.

So, how do you tell the market place about your business and convince them to become your customers and stay with you, without going broke in the process.

This Module covers the basic elements of running a successful massage therapy practice and avoiding some of the pitfalls.

IDENTIFY YOUR MARKET

Who might use your service? You can define and segment your market by geography, lifestyle, age and gender. Regardless of whether you are starting out, or established, you need a solid group of clients. Even a long-standing business needs to constantly add to their client base.

Targets:-

Geography – every area has a better, more affluent part of town.

Lifestyle – do these people belong to sporting clubs – if your massage is more sports orientated, perhaps approach these clubs directly.

Gender – women often prefer more pampering massage, so think Swedish massage, natural facelift rejuvenating massage, beauty treatments, pregnancy massage etc.

Age – often have more of a disposable income, and more aches and pains if older! Probably more into sports if younger

DEFINE YOUR PRODUCT

What problem are you solving for your customers. When you communicate to your market, it is generally more effective to lead with customer needs than product features. So, promote the benefits of your service and how your massage can keep them healthy and pain-free.

Don't go into the history of Swedish massage, or what it is, just its benefits and help convince them how much your massage is needed.

IDENTIFY YOUR CHANNELS

How are you going to communicate your message to your market? Some of the best and most effective marketing channels for small businesses are:-

Word of mouth – Your absolute number one marketing tool!!!! Be a bit brazen and upfront, ask for referrals yes, honestly! Always thank your client when they do – thank them with a 15 minute freebie. The more you pamper them, the more referrals they will send your way. Remember, referrals are better than any kind of advertising. Don't forget gift vouchers - encourage the sale of these.

Web marketing – In today's world, the first place clients are likely to look for your services is the World Wide Web, so choose an identifiable brand.

Firstly, every choice you make defines the image you are creating and this, in turn, who you are to your prospects and clients. The right image will attract business to you. An important part of your image is your marketing materials. Your website, indeed your business cards, stationery, advertisements and brochures are your representatives.

Advertising – Keep your marketing professional. Pick a strong, professional, positive name that accurately communicates what you offer or do. If a partner or friend can't say it with a straight face, forget it and go back to the drawing board – you want to create new clients, not a laugh. You are also likely to attract clients you don't want. PLEASE, NO MORE

“HEALING HANDS” OR “HOLISTIC”.....there are **thousands** with these business names.

Marketing flyers are great “in-your-face” advertising at relatively low cost, and ensure that you create your message i.e. how you will explain the benefits of your services to your potential customers.

Develop a unique selling point– it tells the prospective client that you are the best choice for their needs. If you offer the same service, or the same offers as everyone else, one of you won’t be needed. So, use comparisons that favour your business i.e. if you have 10 years of experience, mention it. If you have longer opening hours, mention it. If you are happy to go mobile, mention it.

Differentiation – why you are better than your competitors. Pick a speciality – specialists are more sought after and valuable. People will pay more for someone who has a specialism.

Set your price – how much will you charge. Never, ever, aim to be the lowest priced therapist in town, there will always be someone who will go cheaper, so never set your price low to increase volume. Create a sense of tremendous value – be competent and confident in your ability. If a client feels they are getting £100 of value from your service, they will think it a bargain to pay just £50 for an hour of your time.

Track your advertising – make a note of the response you receive from any campaign, how many calls you get, what areas they are from etc. If it works, repeat it.

DRUMMING UP NEW BUSINESS

Offer introductory massages for certain individuals, especially those who you think may be a good contact and benefit you with referrals. This may be physiotherapists, podiatrists, doctors, MD’s of companies, HR managers etc. Once they have experienced your treatment and believe in what you do, they can be a great referral source.

Pamper parties and community events/parties/taster sessions wherever you can/business card competitions/shopping malls/intranet/estate agents offer packs to people new to an area...the list is endless.

Give yourself a goal – give your business card to one person a day – strike up conversations wherever you are, school, social event, coffee shops....indeed whenever and wherever you can, one card per day means in excess of 300 new contacts at the end of the year.

You will never know if it works unless you give it a try.

So, now you are beginning to receive enquiries, a reminder of telephone etiquette:-

The first one is probably the most obvious but **answer the call quickly**. Nothing says unprofessional like leaving a caller hanging on a ringing line. They have made the move to call your business over the others listed on Google (and probably cost you a 'click' in the process!) so reward them by answering their call quickly.

Answering the phone 'with a smile on your face' might sound cheesy but it really works. It doesn't matter if you are having a bad day, are half way out of the door on the way home. Your caller takes priority. Warm and enthusiastic is suddenly the order of the day.

Always mention your business name in your greeting. It confirms where the caller is ringing without them having to check and sets the tone for a professional conversation.

Speak clearly and use professional language – enunciate every word and avoid using 'cheers', 'uh-huh', 'mate', 'yeah' etc. You are speaking to a business client not your pal. Keep it friendly but business-like.

When taking a message **check the information** you are noting. **Re-confirm** any spellings that you are unsure of back to the caller. I can almost guarantee any subsequent emails to 'Katy' will put you on the back foot if you put 'Dear Katie'. If you are taking down email addresses or telephone numbers always read these back. You don't want a red hot business lead in your hand that you can't get back to.

Learn the **phonetic alphabet** and use it when you are confirming spellings back. It's not difficult to pick up and N for November sounds so much better than 'So that's N for Noddy?'

Even if you have no idea what they are talking about **remain positive and professional** by using 'let me find that out for you and come back to you' rather than 'I don't know' as it shows interest and a willingness to help.

If possible **give the caller an idea when they can expect a call back**, i.e., if they want to speak to a particular therapist. If your colleague is in a treatment or out of the premises for the afternoon explain it may be the following day that they get a response and check if someone else can help them. Your poor colleague may well get a frosty reception if they call back a day later and from the way you took the message the caller had expected a quicker response.

If you have to put people on hold **make sure you go back to update them every few seconds** or so and remember to keep offering to have them called back.

Making Appointments

- Make sure you know how long each treatment would take - no double booking/cutting yourself short/tidy up times etc
- Speak clearly and professionally/politely when answering the phone - announce the business name
- Find out exactly what the client wants to evaluate time needed
- Is time available?
- Therapist requested?
- Suggest alternative times if available
- Suggest possible add on treatments that are popular (upselling)
- Take down the client's full name **and** contact number
- Deposits if necessary
- Always allow for consultation time

KEEPING YOUR CLIENTS

So, now you have some clients, how do you retain them? The fact that your client came to see you, even just once, is a good indication they will have massage again, so how do you keep them coming to you?

Firstly, the obvious emphasis must be on developing excellent massage techniques and skills, and ensuring your treatment menu is continually updated. You do not want your client to go elsewhere because they've heard hot stone massage is wonderful, but you don't do it.

Secondly, you need to market your new and existing clients continually and build a genuine relationship with them, so send them a **regular client education newsletter**. This:-

- Educates your clients about the scope of your business
- Establishes your expertise
- Improves client retention
- Boosts referrals from existing clients
- Allows you to inform client of new treatments

And.....most importantly.....

KEEPS YOU AT THE TOP OF YOUR CLIENTS MIND

Your customers get very busy and forget about taking care of themselves— you are out of sight and out of mind. Clients need to be reminded about the benefits of the fantastic massage they had with you, how great it felt, how much you helped them and their wellbeing and how your massage can help keep them healthy and pain free.

Use your newsletters as, not only an opportunity to remind existing clients of your services, but also those you haven't seen for a while. Try and send one every 6 – 8 weeks, any more than that and they are likely to be ignored.

Always ask your client to rebook their next appointment before they leave. Be a bit cheeky and ask if they would like a longer session for just £x amount more.

Last, but not least, treat each client as if they are your only client, make them feel special. In order to gain positive word of mouth advertising, it is crucial that you pay attention to the clients you do have and make sure they are satisfied.

Module 12 TASK – MARKETING YOUR BUSINESS

1. Design a leaflet for your Massage Therapy business.

2. Make a spider diagram or Mind Map for a business plan for your advertising your business in your area, consider the Geographic's, the demographics, your budget, how you plan to use your budget to the best advantage.

REVISION ONLY

In which country was massage first recorded;

- a) India
- b) Japan
- c) America
- d) China

2. Brisk, invigorating strokes describe;

- a) Petrissage
- b) Effleurage
- c) Friction
- d) Percussion

3. A healthy but very stressed client presents for a holistic massage. The first action you would take is;

- a) Request doctor's permission before commencing the treatment
- b) Perform a full body holistic massage
- c) Perform a deep tissue body massage
- d) Complete a consultation card

4. Which one of the following is not used as a massage medium;

- a) Cream
- b) Talc
- c) Mineral oil
- d) Oil

5. The psychological effects of effleurage include to;

- a) Relax the body, thereby reducing tension and the effects of stress
- b) Increase circulation
- c) Encourage sleep
- d) Improve skin elasticity

6. Lactic Acid is caused by;

- a) Lack of exercise
- b) Poor posture
- c) Over worked muscles
- d) Lack of oxygen in the blood

7. By relaxing the body with holistic massage you are also;

- a) Reducing anxiety
- b) Reducing tension in the body
- c) Improving body image
- d) Increasing circulation

8. Which of the following is a total contraindication to holistic massage;

- a) Acute rheumatism
- b) Inflammation
- c) Epilepsy
- d) Fever

9. A client presents for a holistic massage with a 2 week old small scar on their elbow. What action would you take;

- a) Perform a general massage

b) Obtain medical permission before proceeding with the treatment

c) Perform a light full body massage

d) Perform a full body massage omitting the arm affected.

10. What is the main effect of light circular movements around the temple;

a) To stimulate

b) To aid desquamation

c) To soothe

d) To improve skin tone

11. Why would you advise the client to drink water after a holistic massage;

a) To cool the client down

b) To wake the client up

c) To increase the client's energy levels

d) To flush out toxins

12. Where does the term 'holos', meaning whole come from;

a) Greece

b) Japan

c) Spain

d) Rome

13. Acupuncture can be defined as;

a) An ancient Chinese therapy using thumb for finger pressure at acupoints along energy meridians

b) The use of essential oils for relaxation and well being

c) Ancient Chinese massage relying on treating specific points on the body

d) An ancient Chinese therapy using needles inserted at acupoints along energy meridians

14. A client presents for a holistic massage with low blood pressure with medical permission. What type of treatment would you give;

a) A deep tissue massage

b) A light full body massage

c) A general massage

d) A back massage

15. Passive joint movements describe;

a) Movements which require the client to relax and let the therapist gently take a joint through its natural range of movement

b) Movements which require the client to move their joints during the massage

c) Exercises that the therapist gives the client to do at home

d) Kneading movements around the joints

16. Which one of the following could be an after effect of massage;

a) Headaches

b) Anxiety

c) Increased blood pressure

d) Stress

17. A client presents for a holistic massage with an inflamed nerve. Do you give a;

a) Light full body massage

- b) Aromatherapy massage
- c) Deep tissue massage
- d) A general massage with medical permission

18. Contraindications to holistic massage requiring medical approval include;

- a) Psoriasis
- b) Bruising
- c) Arthritis
- d) Atony

19. The effects of holistic massage on the urinary system include to;

- a) Encourage better removal of carbon dioxide
- b) Encourage better removal of toxins
- c) Encourage better absorption of oxygen
- d) Encourage better circulation

20. Which one of the following is a psychological short term effect of massage;

- a) Give a lift to the emotions and increase positive feelings
- b) Improve body image and self esteem
- c) Improve delivery of nutrients and oxygen to cells
- d) Improve skin colour

21. Which specific massage movement would you use on a client who is hyperactive;

- a) Effleurage
- b) Hacking

c) Petrissage

d) Percussion

22. If a client wants a thorough, invigorating massage what techniques would you include most in your routine;

a) Relaxing techniques

b) Gentle strokes

c) Toning strokes

d) Invigorating techniques

23. Which on the following is not a benefit of percussion;

a) Invigorates the nerves

b) Promotes lymph drainage

c) Breaks up fatty deposits in fleshy areas

d) Warms the skin

24. Who developed Swedish massage;

a) The Greeks

b) Per Henrik Ling

c) Hippocrates

d) Galen

25. If a client had a specific area of tightness which massage movement would you perform;

a) Effleurage

b) Percussion

c) Friction

d) Tapotement

26. By improving lymph drainage with holistic massage you are also;

a) Relieving stress

b) Improving skin tone

c) Reducing swelling

d) Improving delivery of nutrients

27. Which one of the following is not a medical contraindication to holistic massage;

a) Psychosis

b) Asthma

c) Inflammation

d) Bell's Palsy

28. When carrying out a consultation with the client it is important to ask;

a) Open questions

b) Personal questions

c) Closed questions

d) All types of questions

29. Define percussion;

a) Compression stroke used to manipulate tissues and muscles

- b) Stimulating stroke using repetitive brisk movements which invigorate, tone and energise the body
- c) Soothing strokes to relax mind and body
- d) A system of applying pressure to certain points on the body to improve circulation

30. A medical contraindication to massage means there is a reason to;

- a) Carry out the treatment without permission
- b) Carry out the treatment if the client is on medication
- c) Carry out the treatment once permission has been obtained
- d) Carry out the treatment before obtaining medical permission

31. Which one of the following is not an effect of holistic massage on the circulatory system;

- a) Encourage better removal of waste and toxins from the body
- b) Improved flexibility
- c) Speed up the movement of blood in the veins and arteries
- d) Encourage more efficient delivery of oxygen and food to the body

32. When breaking down toxins in the body where would you drain to;

- a) The nearest nerve ending
- b) The nearest lymphatic vessel
- c) The nearest lymph node
- d) The nearest endocrine gland

33. Which is the most beneficial massage movement when working around the ankle bone;

- a) Friction
- b) Vibrations
- c) Effleurage
- d) Kneading

34. What is the correct towel management procedure during a holistic massage;

- a) Towels should be draped over the client covering up any area of the body not being massaged
- b) Towels should always cover the lower and upper body while the therapist works over them
- c) Towels should be covering the couch only
- d) Towels should cover the area being worked

35. What is the holistic approach to treatment;

- a) Takes into account the person's psychology
- b) Treating the client's whole being, physically, emotionally and mentally
- c) Treating the client's state of mind
- d) Treating client's negative attitude

36. The testing of the muscles and energy meridians to discover and treat the body's imbalances is known as;

- a) Bowen technique
- b) Bach Flower remedies
- c) Kinesiology

d) Herbalism

37. Which one of the following diseases of the circulatory system does not require medical permission before a holistic massage can be performed;

a) Varicose veins

b) Hypertension

c) Thrombosis

d) Hypotension

38. Tension in the muscle will present as;

a) Soft and spongy

b) Flexible muscle

c) Firm muscle with nodules

d) Pliable muscle

39. Which one of the following is a physiological short term benefit of massage;

a) Balance the digestive system

b) Relieve insomnia

c) Boost immunity

d) Improve skin tone

40. A client presents for a holistic massage with tight neck muscles. During the massage you would concentrate on;

- a) Deep effleurage on the trapezius
- b) Petrissage on the rhomboids
- c) Petrissage on the sternocleidomastoid
- d) Petrissage on the semitendinosus

41. When was massage first recorded;

- a) 2000 BC
- b) 1897 BC
- c) 3000 BC
- d) 2435 BC

42. Which massage technique trembles and shakes the muscle in order to loosen tightness and release tension;

- a) Vibrations
- b) Knuckling
- c) Kneading
- d) Hacking

43. Which one of the following is not an effect of holistic massage on the cell;

- a) Removal of carbon dioxide and toxins is more efficient
- b) The delivery of nutrients and oxygen is faster
- c) Increases circulation around the body

d) Respiration is improved

44. By helping with desquamation with holistic massage you are also;

a) Improving skin tone

b) Improving elasticity

c) Relaxing the mind and body

d) Decreasing energy levels

45. Which one of the following is not a local contraindication;

a) Phlebitis

b) Cuts

c) Menstruation

d) Varicose veins

46. A client presents for a holistic massage with epilepsy. Do you give a;

a) Deep tissue full body massage

b) A back massage

c) A light full body massage

d) A light full body massage after medical permission has been received

47. Swelling of tissue through the increase of its interstitial fluid volume is known as;

a) Haemophilia

b) Arthritis

c) Osteoporosis

d) Oedema

48. How would you remove the massage medium;

- a) Rub off with a dry towel
- b) Instruct the client to have a shower
- c) Remove with damp cotton wool followed by a skin toner and a hot towel
- d) Remove with surgical spirits

49. Fast, brisk massage movements are;

- a) Soothing
- b) Stimulating
- c) Relaxing
- d) Preparatory

50. Hodgkin's disease is contraindicated to holistic massage and describes;

- a) Cancer of the basal layer of skin
- b) Cancer of the lymphoid tissue
- c) A build up of lactic acid in the muscles
- d) A burst or tear in the fascia

51. A contraindication is defined as;

- a) The reason why a treatment should take place
- b) The reason why a treatment cannot take place

c) The reason why a treatment must be performed while the client is healthy

d) Restriction of treatments without medical permission

52. Aromatherapy can be defined as;

a) An infusion of plants with water and alcohol to treat mental and emotional problems

b) The use of plants with water and alcohol to treat medical problems

c) The use of essential oils to cure illnesses

d) The use of essential oils for relaxation and the improvement of physical and emotional well being

53. A client presents for a holistic massage with tension in her shoulder area. During the massage you would concentrate on;

a) Cupping and hacking in the lumbar region

b) Petrissage on the trapezius

c) Vibrations on the semimembranosus

d) Kneading in the lumbar region

54. Massage is;

a) The use of hand or mechanical means to manipulate the soft tissues of the body

b) The use of essential oils to relax and unwind the mind, body and spirit

c) The use of hands to stimulate the body's systems

d) A technique used to soothe the body and mind

55. Which of the following is a form of acupressure;

a) Acupuncture

b) Kinesiology

c) Shiatsu

d) Yoga

56. Vibration can be defined as;

a) Compression stroke used to manipulate tissues and muscles

b) Manual or mechanical method of moving flesh with gentle vibrations

c) Stimulating stroke used to manipulate tissues and muscles

d) Application of pressure from palms of the hand on certain parts of the body

57. A client presents for a holistic massage with high blood pressure. What action would you take;

a) Perform a light full body massage

b) Give a general massage

c) Perform a full body massage using effleurage and petrissage movements

d) Request medical permission from their doctor before proceeding with the treatment

58. Which technique would be most suitable for working on the face;

- a) Cupping
- b) Friction
- c) Tapotement
- d) Vibrations

59. What procedure would you follow if your client reacted to the massage medium you were using;

- a) Stop the treatment and place a hot towel on the area
- b) Stop the treatment and place a cool damp cloth over the area
- c) Proceed with the treatment
- d) Stop massaging the area affected and continue on the other areas

60. Which one of the following is a psychological long term effect of massage;

- a) Relax the mind, thereby reducing anxiety
- b) Enable sustained relaxation of body and mind
- c) Relieve insomnia
- d) Increase blood pressure

61. The effect of holistic massage on the muscular system includes;

- a) Faster removal of oxygen
- b) Increased lymph flow
- c) Stimulates nervous tension
- d) Improved range of movement

62. By relaxing the mind you are also;

- a) Reducing anxiety

- b) Increasing energy levels
- c) Improving neural communication
- d) Lowering blood pressure

63. A local contraindication to massage means there is a reason to;

- a) Carry out the treatment once medical permission has been obtained
- b) Carry out the treatment without permission
- c) Not to carry out the treatment
- d) Carry out the massage but avoid the area affected

64. A client presents for a holistic massage who you know is already being treated by another complementary therapy practitioner. What action do you take;

- a) Perform a full body massage
- b) Obtain permission before proceeding with the treatment
- c) Turn the client away
- d) Perform a light general massage

65. The Japanese name for the points of the body used in massage is;

- a) Tsubo
- b) Amma
- c) Holos
- d) Shiatsu

66. Which of the following is a negative factor affecting our integral biology;

- a) Getting enough sleep
- b) Regular exercise
- c) Lack of fresh air
- d) Drinking lots of water

67. What information should not be contained on a consultation form;

- a) Diet
- b) Medical background
- c) Religion
- d) Integral biology

68. The ancient Chinese massage which relies on treating specific points on the body is called;

- a) Tsudo
- b) Allopathic
- c) Ayurvedic
- d) Amma

69. A client presents for a holistic massage with stiff hands and fingers. The specific massage movement to relieve this symptom would be;

- a) Tapotement

- b) Hacking
- c) Cupping
- d) Petrissage

70. Thrombosis is contraindicated to holistic massage and is known as;

- a) A blood clot in a blood vessel
- b) A blood clot in the heart
- c) The blood's inability to clot
- d) Hypertension

71. In between clients, what would you wipe your couch down with;

- a) Damp cloth
- b) Warm soapy water
- c) Disinfectant
- d) Barbicide

72. Define friction;

- a) Firm, rubbing technique which pushes layers of tissue against each other to stretch muscle fibres and release tension
- b) The use of hands or mechanical means to manipulate soft tissues of the body
- c) The moving end of a muscle
- d) Gentle strokes promoting relaxation and well being

73. A holistic massage would be recommended for somebody suffering from;

- a) Neuritis
- b) Neuralgia
- c) Myalgic Encephalomyelitis
- d) Malignant melanoma

74. Which one of the following should a therapist not pay attention to when carrying out a treatment;

- a) Posture
- b) Attitude
- c) The music in the background
- d) Working position

75. Which one of the following is not a benefit of massage;

- a) Improve circulation
- b) Increases tension
- c) Reduces stress
- d) Promotes suppleness of the muscles

76. The application of pressure on certain points of the body to improve circulation and neural efficiency is called;

- a) Kinesiology
- b) Shiatsu
- c) Swedish massage
- d) Acupuncture

77. Who developed Swedish massage;

- a) The Greeks
- b) Per Henrik Ling
- c) Hippocrates
- d) Galen

78. Where on the body should you not use petrissage;

- a) Large muscle groups
- b) Small muscle groups
- c) Delicate areas
- d) The lower back

79. Massaging across the muscle at right angles to the fibres is known as;

- a) Hacking
- b) Cupping
- c) Knuckling
- d) Cross fibre friction

80. A client presents for a holistic massage with scar tissue after a major operation which is 2 months old. What action should you take;

- a) Perform a light full body massage
- b) Request doctor's permission before proceeding with the treatment

c) Perform a full body massage using effleurage and petrissage movements

d) Perform a full body massage omitting the area concerned.

81. Iridology is the study of the;

a) Pressure points

b) Energy lines

c) Tissues

d) Irises

82. A client who wants a relaxing massage will require a routine that focuses on;

a) Effleurage and petrissage

b) Vibrations

c) Effleurage and percussion

d) Deep, brisk movements

83. Which one of the following is a benefit of friction;

a) Promotes lymph drainage

b) Relaxes muscles

c) Stretch the muscles

d) Soothes the skin

84. A client presents for a holistic massage who appears to be running a fever. What action would you take;

- a) Request medical permission before proceeding
- b) Advise the client that you cannot perform the treatment at that time and refer them to their doctor
- c) Perform a light full body massage
- d) Perform a general massage

85. Which one of the following is a physiological long-term benefit of massage;

- a) Encourage deeper relaxation and breathing
- b) Increase energy levels
- c) Speed up waste removal
- d) Improve skin elasticity

86. The effect of holistic massage on the cell include to;

- a) Speed up delivery of nutrients, oxygen and water to the cells
- b) Lower high blood pressure
- c) Speed up the delivery of carbon dioxide to the cells
- d) Speed up the removal of water from the cells

87. By improving circulation with holistic massage you are also;

- a) Speeding up the delivery of nutrients and oxygen
- b) Encouraging deeper relaxation
- c) Speeding up the delivery of waste and toxins
- d) Increasing high blood pressure

88. Which one of the following is a local contraindication;

- a) Thrombosis
- b) Asthma
- c) Sunburn
- d) Epilepsy

89. A client presents for a holistic massage with an undiagnosed lump on their lower leg. Do you give a;

- a) Full body massage
- b) A back, neck and shoulder massage
- c) A full body massage omitting the lower legs
- d) A full body massage omitting both legs

90. When carrying out the consultation it is important to;

- a) Get the client undressed and comfortable on the massage table
- b) Sit directly in front of the client with both arms and legs uncrossed with no barriers in between you
- c) Sit behind the desk and face the client
- d) Speak with the client over the phone before the client comes in for their appointment

91. Shiatsu describes;

- a) The use of physical exercises, massage and the application of pressure to relieve physical pain
- b) The system of applying pressure to certain points on the body to improve circulation and health

c) Manipulating the joints of the body, especially the spine, to relieve pain

d) Rebalancing the body holistically using gentle moves on tissues

92. Define petrissage;

a) Manipulating strokes to loosen joints and correct structural problems

b) Mechanical method of moving flesh with gentle vibrations

c) Compression stroke used to manipulate tissues and muscles

d) Gentle, soothing strokes used at the beginning of the massage

93. What is integral biology;

a) The study of the body's system and their functions

b) The study of the environment's effect on our body

c) The study of the environment's effect on our mind

d) The study of our environment's effect on our physical and mental health

94. Which of the following is contraindicated to massage;

a) Dermatitis

b) Psoriasis

c) Eczema

d) Acne vulgaris

95. Using minute doses of the bacteria, virus or substance which has caused the problem in the first place is known as;

- a) Homeopathy
- b) Bach flower remedies
- c) Osteopathy
- d) Kinesiology

96. A client presents for a holistic massage with stiff quadriceps. The specific massage movement to relieve this symptom would be;

- a) Percussion
- b) Vibrations
- c) Cupping
- d) Petrissage

97. Which position should the therapist hold when performing strokes along the length of the body;

- a) Forward standing position
- b) Side standing position
- c) Bending over the client
- d) Striding position

98. Which one of the following is not an after effect of massage;

- a) Frequent urination
- b) Lower blood pressure

c) Thirst

d) Sleepiness

99. Why would you use couch roll during the holistic massage;

a) To wipe any excess oil off the client

b) To cover the towels protecting them from being stained by the oil

c) To cover the client's hair

d) To drape over the client during the massage

100. Massage treats;

a) A specific problem

b) Whichever part of the body is most tense

c) The mind

d) The person as a whole

101. Shiatsu massage originated in which country;

a) Japan

b) China

c) Greece

d) Italy

102. Cross fibre is a variation of which massage technique;

a) Petrissage

b) Friction

c) Vibrations

d) Percussion

103. When during the massage routine should you use petrissage;

- a) At the beginning of the massage
- b) Following effleurage at the start of the massage
- c) In between cupping and hacking
- d) At the end of the massage

104. Which one of the following is not an effect of holistic massage on the skin;

- a) Improved skin tone and texture
- b) Speeds up the production of mast cells responsible for keeping the skin supple and elastic
- c) Improved elasticity
- d) Improved skin colour

105. Which one of the following is not a physiological long-term benefit of massage;

- a) Improve neural communication
- b) Improve circulation
- c) Encourage better lymph drainage
- d) Boost immunity

106. Which massage medium is best used on oily skin;

- a) Talc
- b) Cream

c) Lotion

d) Oil

107. What is the benefit of percussion;

a) To stimulate the tissues

b) To improve lymph flow

c) To relieve tension to a specific area

d) To soothe the muscles

108. A healthy client presents for a holistic massage suffering from insomnia. What type of massage would you give;

a) Stimulating

b) Deep tissue

c) Relaxing

d) Invigorating

109. Acupressure can be defined as;

a) An ancient Chinese therapy using thumb or finger pressure at acupoints along energy meridians

b) Encourages healing and better health through improved posture and awareness of how the body is used

c) An infusion of plants with water and alcohol to treat mental and emotional problems

d) A system of applying pressure to certain points on the body to improve health

110. A client presents for a holistic massage with tension in the lower back. During the massage you would concentrate on;

a) Cupping and hacking in the cervical region

b) Petrissage in the gluteal region

c) Kneading in the lumbar region

d) Vibrations in the gluteal region

111. The effect of holistic massage on the lymphatic system include to;

a) Relax the client

b) Improve digestion

c) Boosts immunity

d) Reduce stiffness

112. By improving muscle flexibility and tone with holistic massage you are also;

a) Improving circulation

b) Stimulating the nervous system

c) Assisting peristalsis

d) Reducing any strain on the joints and bones

113. Which one of the following is not a total contraindication to holistic massage;

- a) Diabetes
- b) Contagious disease
- c) Under the influence of alcohol
- d) Fever

114. A Contraindication to holistic massage requiring medical approval include;

- a) Anaemia
- b) Herpes simplex
- c) Folliculitis
- d) Trapped nerve

115. What effect can stress have on the muscular system;

- a) Decrease circulation
- b) Decrease energy
- c) Improve lymph flow
- d) Muscle tension

116. Which of the following is a highly contagious skin disease;

- a) Herpes zoster
- b) Tinea pedis
- c) Impetigo
- d) Basal cell carcinoma

117. Which of the following conditions is contraindicated to massage;

- a) Fibrositis

- b) Atrophy
- c) Hodgkin's Disease
- d) Lymphoedema

118. Swedish massage is a treatment involving;

- a) The use of essential oils
- b) A system of massage movements such as effleurage, petrissage and percussion
- c) Massaging the back, neck and shoulders
- d) Working out the client's problems

119. Reiki can be defined as;

- a) Specialised foot massage treating the whole person
- b) The use of the healer's hands on different parts of the body to draw energy to the patient's body promoting healing, balance and relaxation
- c) A combination of pressure and movement causing the muscle fibres to lengthen and stretch
- d) A form of friction holding the thumb or finger over a sore point of the body to release pain

120. When performing petrissage on a client what is the best position for the client;

- a) Side standing
- b) Bent over

c) Striding

d) Forward standing

121. In which country does Ayurvedic massage originate;

a) Greece

b) Japan

c) India

d) China

122. Which one of the following is a benefit of effleurage;

a) To manipulate tissues

b) To stimulate the system

c) To loosen tightness in the muscles

d) To improve circulation

123. Kneading falls under which massage technique;

a) Petrissage

b) Vibrations

c) Percussion

d) Tapotment

124. With what condition would you not massage a client;

a) Psoriasis

b) Eczema

c) Acne rosacea

d) Herpes zoster

125. A client presents for a holistic massage with high blood pressure and has doctor's permission to have the massage. What type of massage would you give;

a) Light massage

b) Deep tissue massage

c) Stimulating massage

d) General massage

126. Which specific massage movement would most benefit a client with tension in the gastrocnemius;

a) Hacking

b) Kneading

c) Tapotment

d) Vibrations

127. Which treatment aims to rebalance the body holistically using gentle moves on tissues;

a) Bowen technique

b) Homeopathy

c) Alexander technique

d) Reiki

128. A client presents for a holistic massage with stiff knees. The specific massage movement to relieve this symptom would be;

- a) Vibration
- b) Friction
- c) Knuckling
- d) Kneading

129. Which one of the following is not a short term physiological benefit of massage;

- a) Improve muscle suppleness
- b) Encourage sleep
- c) Speed up digestion and waste removal
- d) Relieve muscle fatigue

130. When muscles are extremely tight which massage movement would you use;

- a) Tapotment
- b) Friction
- c) Vibrations
- d) Cupping

131. Friction is best performed on;

- a) Large muscle groups
- b) A small area of muscle
- c) On the lower back
- d) On the face

132. Total contraindications to massage means there is a reason to;

- a) Carry out the treatment once permission has been obtained
- b) Not carry out the treatment at all
- c) Carry out the treatment regardless of permission
- d) Carry out the treatment omitting the area affected

133. A client presents for a holistic massage with sunburn, what action would you take;

- a) Carry out the massage as normal
- b) Perform a full body massage omitting the area affected
- c) Request medical permission before proceeding with the treatment
- d) Refuse to treat the client

134. The effect of using deep effleurage over the abdominal area is;

- a) Aid peristalsis
- b) Improve muscle tone
- c) Aid desquamation
- d) Increase energy levels

135. Which type of massage oil would be most useful for larger areas of the body;

- a) Mineral oil
- b) Almond oil
- c) Avocado oil
- d) Grapeseed oil

136. Which one of the following is not a benefit of effleurage;

- a) Introduces the client to the therapist's touch
- b) Improves the elasticity of the skin
- c) Aids desquamation
- d) Regenerates the skin

137. Which one of the following is a medical contraindication to holistic massage;

- a) Abrasions
- b) Bell's palsy
- c) Infectious diseases
- d) Menstruation

138. Modern massage is based on techniques developed by;

- a) Per Henrik Ling
- b) Galen
- c) Hippocrates
- d) William Fitzgerald

139. Which specific massage movement would most benefit a client with extreme tension around the scapula area;

- a) Cupping
- b) Friction

c) Vibrations

d) Hacking

140. A client presents for a holistic massage with varicose veins on both lower legs. What treatment would you give;

a) Full body massage

b) Full body massage omitting the lower legs

c) Back massage

d) Full body massage omitting both legs

141. The holistic therapy which uses the feet as maps of the body is known as;

a) Physiotherapy

b) Reflexology

c) Iridology

d) Bowen technique

142. Which one of the following is not a short-term physiological benefit of massage;

a) Improve muscle suppleness

b) Encourage sleep

c) Speed up digestion and waste removal

d) Relieve muscle fatigue

143. Which one of the following massage techniques does not fall under percussion;

- a) Beating
- b) Hacking
- c) Vibrations
- d) Pounding

144. Which one of the following is a benefit of vibrations;

- a) Improves muscle tone
- b) Relaxes the client
- c) Aids desquamation
- d) Helps loosen tightness in the muscles

145. Which one of the following is a local contraindication;

- a) Fever
- b) Cancer
- c) Osteoporosis
- d) Undiagnosed lumps

146. Which of the following is not an effect of holistic massage on the lymphatic system;

- a) Reduces cellulite
- b) Improves lymph circulation
- c) Reduces stiffness
- d) Removal of waste

147. When should effleurage be used when performing a massage;

- a) At the beginning and end of a massage

- b) At the beginning of the massage only
- c) After all percussion movements
- d) At the end only

148. Which one of the following is not a benefit of petrissage;

- a) Breaks down tension in the muscles
- b) Stimulates the circulation
- c) Improves suppleness and elasticity
- d) Soothes and relaxes the muscles

149. Which one of the following is a medical contraindication to holistic massage;

- a) Osteoporosis
- b) Sunburn
- c) Varicose veins
- d) Fever

150. The effects of a stimulating holistic massage on the nervous system include to;

- a) Calm the nerves, thus relaxing the client
- b) Promote well being
- c) Improve lymph flow
- d) Invigorate the nerves, energising the body

To attain a Level 3 Body Massage Qualification, you will need to complete all modules satisfactorily. You are also required to complete 8 x 4 full treatment case studies (that's 8 people that you massage 4 times), showing progression of treatment, and 40 Individual Hour Massages must be completed, these are to be logged and signed by the recipient, and a comment made from the client, as per the example below:-

Name signature	Date	Client's Comments	Client's
John Smith	11/12/16	Felt really relaxing,	
Susan Jones	18/12/16	Great massage	

Example of a Case Study showing progression. Each case study must include the client's details, their consultation form, details of the treatment performed, how they were during and after the massage, home and aftercare advice and reflective practice (how you feel the treatment was conducted, and if you could make any improvements).

Example

Full Body Massage – Case Study

My client is in her 60's, she is retired and married with no children. She is a very independent person and enjoys a good range of gentle exercise including riding her bicycle, and gardening.

She came for a full body massage purely to relax and take time out for herself.

During the consultation she seems a bit agitated with all the personal questions asked, and it was quite difficult to get any medical information about her. I explained that it was necessary to collate the information so that as a therapist, I can establish if there are any contraindications or medical reasons why I can't perform the treatment she has requested, and to advise on any homecare or aftercare that may be relevant to her. She seemed more relaxed and open once I explained the process, and I felt that I was building a good rapport with her.

Her general health is good, she is not taking any medication and is not being treated for any illness or other condition by the doctor. She did advise me that she suffered with stiffness in her knees after rest, and she also advised that she had a few small thread veins on the back of her right leg.

Her diet is good. She does not eat any processed foods, and uses only fresh ingredients in cooking. Her daily diet consists of Porridge for breakfast, and she eats her main meal of the day at lunchtime, followed by a light meal, or sandwich in the evening. She doesn't snack in between meals.

She consumes 3 cups of tea a day and 1 cup of coffee. She drinks 3 glasses of water per day as well as coconut water. She enjoys the occasional glass of white wine.

I asked her how she was feeling today and she said that she felt normal. OK.

I explained the massage routine to the client and advised her that we would be working on the back, shoulders, legs, face, arms, hands, abdomen, and feet.

TREATMENT PLAN:

Relaxing Full body massage.

TREATMENT.

The client was shown to the treatment area and was advised to prepare herself by removing her clothing and covering herself with a towel.

She was then asked to lay on the couch with her face in the hole provided. I then placed towels over body, legs and feet and provided her with some extra support by placing a rolled towel under her ankles.

I advised the client that I was going to fold the top towel down to reveal her back so that I could start the massage to the back and shoulders.

I asked the client if she was comfortable and happy for me to proceed. She said that she was.

I placed my hands on the clients back, took 2 deep breathes and proceeding to warm the oil in my hands ready for application.

The oil was applied to the clients back using effleurage movements until her back, shoulder and upper arms were sufficiently covered.

I began the massage routine asking the client if she was happy with the pressure used.

I performed a full body massage to include effleurage, petrissage, percussion, cupping, hacking, and pounding massage movements. I periodically checked on my client to ensure that she was comfortable.

I noticed that during the massage my client was very chatty to start with, but soon became quieter and eventually her breathing slowed and about half way through she was drifting in and out of sleep.

When the massage was complete I asked my client how she felt. She replied saying that she really enjoyed the massage and even joked that she may have to push her bicycle home!

I gave her some water to drink and then after a few minutes of sitting up on the couch I assisted her to get off the couch. I left her to get dressed. I felt like we had made a connection. This lady was quite defensive and reluctant to engage with me when she initially arrived, but at the end of the treatment I felt that we had broken down the barrier.

I advised her to take it easy for the rest of the day and to drink plenty of water to assist with rehydration.

Aftercare Advice:

I advised my client leave the remaining oil on her skin for as long as she possibly could before bathing or showering, to aid with the hydration of her skin.

I also advised her to drink plenty of water to help flush the toxins out of her system and to rehydrate her body.

Homecare Advice:

Diet – To continue with her daily diet with fresh non-processed ingredients

Exercise – To remain mobile and continue with her daily exercise routine. I did advise her however to possibly visit the doctor to discuss treatment for the stiffness in her knees, if she was concerned.

Rest – I advised the client to maintain an even balance between rest and exercise and also to continue treating herself to the massages that she enjoys receiving on a regular basis.

Reflective Practice: I was really pleased that I managed to connect with this client during the first treatment. I am finding that often it takes a few sessions to break down barriers. I felt the massage went really well, and the fact that she booked in for another for next week has given me more confidence. She was a bit slow at getting dressed, so on her next visit I will allow a little more time at the end of the treatment.

of fine tuning

INSURANCE AND OTHER INFORMATION

Once you have completed your course, you will need to hold adequate insurance cover before you put your new skills into practice, or if you are thinking of changing your insurance policy, please note the following:-

If you already have insurance cover, most companies will recognise our CPD courses and add our training courses to your existing policy, but please check with your current insurers.

We work in partnership with Westminster Insurance

<https://uk.westminster.global/?Introducer=8264>