



Natural Face Rejuvenation



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Introduction

Welcome to The School of Fine Tuning.

I am delighted that you have chosen to train with me, I committed to your transformation and education and hope you enjoy your experience at my School.

Anna Joti Low

What Is Natural Face Rejuvenation?

Natural Face Rejuvenation Massage

Facial rejuvenation combines Traditional Chinese Medicine with healing techniques such as acupressure, Gua Sha, Honey Massage, Jade roller, cupping and derma-roller as well as relaxing massage to give you a natural facelift. It includes energy balancing techniques and helps delay the signs of ageing. It is non-invasive and helps simulate circulation, relax the facial muscles, and enhance appearance. In addition, by prompting lymphatic drainage, the treatment helps eliminate toxins and increase the supply of nutrients to the skin.

For optimum results, it is best to have at least six treatments, once a week, in order to correct and re-train facial expressions. Afterwards, for benefits to last, once-a-month treatments are recommended.

Benefits of

- Nourishes the Skin
- Improves Circulatory System
- Improves flow of Qi Life Force
- It stimulates lymphatic drainage
- It can help to boost the immune system
- It can help to remove toxins
- Can reduce tension in the Face
- Cellular Rejuvenation
- Relaxing
- Improved surface of the skin
- Improves appearance of the skin
- Nourishes the Skin

How does poor blood circulation affect our skin?

Your circulatory system brings nutrients (oxygen, minerals, vitamins, hormones and other elements) to all parts of your body while removing wastes (carbon dioxide, acid, protein byproducts, etc.) in return. Skin is the largest organ in the body, and is made up of several distinguishable layers. The outermost layer is made up of keratinized (hardened) cells, which form an impenetrable barrier to microbes. Immediately below is an active layer of cells that continue to replenish this barrier.

For these cells to function properly, and for the tissue-at-large to maintain its elasticity, vitamins and minerals are required. You're probably most familiar with vitamin C, and zinc. Obviously, without oxygen too these cells would die. And in turn, without iron, oxygen would not be carried to these sites and the skin would lose its "vitality". Similarly, dehydration would allow for less than supple skin. Hormones also play a role. Take thyroid hormones, for example, which control the rate at which cells work—so they have an impact on aging too!

Not only do skin cells require all of these substances, but the cells that comprise the blood vessels also require their own share of nutrients and circulation! If you're a sedentary person with a diet high in sugars, carbohydrates and processed foods (i.e. high caloric, low nutritional value), you're most likely going to clog up your blood vessels with fatty deposits and inflammation—and needless to say that that is a risk for diabetes! This chokes up the liver—the major organ of detoxification— and when the liver isn't happy, guess what else isn't happy? Yup, your skin!

Our skin is at the mercy of many forces as we age: sun, harsh weather, and bad habits. But we can take steps to help our skin stay supple and fresh-looking.

How your skin ages will depend on a variety of factors: your lifestyle, diet, heredity, and other personal habits. For instance, smoking can produce free radicals, once-healthy oxygen molecules that are now overactive and unstable. Free radicals damage cells, leading to, among other things, premature wrinkles

There are other reasons, too. Primary factors contributing to wrinkled, spotted skin include normal aging, exposure to the sun (photoaging) and pollution, and loss of subcutaneous support (fatty tissue between your skin and muscle). Other factors that contribute to aging of the skin include stress, gravity, daily facial movement, obesity and even sleep position.

Skin Changes That Come With Age

As we grow older, changes like these naturally occur:

- Skin becomes rougher.
- Skin becomes slack. The loss of the elastic tissue (elastin) in the skin with age causes the skin to hang loosely.
- Skin becomes more transparent. This is caused by thinning of the epidermis (surface layer of the skin).
- Skin becomes more fragile. This is caused by a flattening of the area where the epidermis and dermis (layer of skin under the epidermis) come together

Contra Indications

.... massage is wonderfully restorative and relaxing, so it is suitable for everyone. However if you are in any doubt, ask your client for clarification and get their agreement and consent, consult their GP if you are still not sure. Normally a client will know whether their condition may be affected by massage. It is advisable for client's to have eaten something (though not a heavy meal) before a treatment, otherwise there is a danger of feeling light headed.

The following are **totally contraindicated**

- They are up to 3 months pregnant or if there are any complications beyond this
- They are under the influence of alcohol or recreational drugs
- They have a fever, diarrhoea or vomiting, contagious diseases and viral infections.
- Severe Acne
- Extremely sensitive skin
- Cold Sores, Warts
- Eczema
- Psoriasis
- Open wounds or sores

Doctor's consent obtained with the following.

- Blood thinning medication
- They have had a recent concussion
- They are suffering from severe headaches
- They suffer from very high or very low blood pressure
- Heart conditions / pacemaker
- They have had a recent operation (under 3 months)
- Haemophilia
- Cancer
- They suffer from fragile bones or have osteoporosis or similar condition

Care should be taken and massage avoided (examples of conditions) over localised area

- Contagious skin conditions
- Eczema
- Localised swelling or bruising, cuts or wounds
- Taking numerous medication combinations

Please ask the client for a letter from their GP or consultant if in any doubt

Pregnancy and Massage

All massage routines recommend that anyone who is pregnant is not treated until after the first trimester which is 3 months, and maybe longer if they have a history of miscarriage. Anyone with any concerns after the first trimester (such as a history of miscarriage) should always consult their GP and advise them what type of massage they are considering.

In Natural Face Rejuvenation, areas of the scalp and neck area are worked on. Particular areas of the head, scalp and neck are connected to other organs and systems of the body by 'energy pathways' or 'meridians', in the same way that reflexology points on the foot are connected to different parts of the body. This means that the treatment is Holistic as it works on the body as a whole; in doing so, toxins are released and the body receives a kind of M.O.T.

Massage across the shoulders simulates the Gall Bladder Meridian amongst others and on the inner lower legs is the Spleen Meridian. In Eastern Medicine it is accepted that during either massage, acupressure or acupuncture, stimulation of certain points along the Spleen & Gall Bladder Meridian channels is undesirable for pregnant women for the following reasons:

- The Gall Bladder meridian has a 'descending point' along its pathway. If stimulated in the wrong area, this channel has a descending effect on the unborn foetus; in essence this means that it could descend to early during pregnancy, or in other words it could induce a miscarriage.
- The Spleen meridian has a 'dilation point' along its channel – this means that stimulation in the wrong area could dilate the cervix too early and again this could result in miscarriage of the pregnancy.

Massaging women from three months onwards (assuming there are no underlying problems or history of miscarriage) and on a regular basis can help them to be more relaxed - and their babies too.

Some can experience a better pregnancy and birth experience. Massage helps the mother to stay relaxed and release harmful toxins, which can be beneficial for her and her baby.

Always remember to advise the person you are massaging to drink plenty of water, both directly after and as general lifestyle choice. This helps the body to release the toxins and thus avoid headaches.

Tools and Techniques

Honey Massage

Honey contains many vitamins and minerals which will be absorbed into the skin. Just one tablespoon of honey contains calcium (20.3 mg), iron (1.4 mg), magnesium (6.8 mg) and potassium (176 mg). Honey also contains Vitamins C and B6, riboflavin and folate. The best thing of course is, although a tablespoon of honey contains about 64 calories, when used externally in a massage session, those calories don't add on any weight!

There is a specialized technique using honey on its own in a massage. Different from a regular Facial Massage which uses the gliding properties of oils to allow the hands to move easily along the skin, honey provides little glide and a lot of stickiness. The technique used is perhaps more related to something like Cupping because, instead of gliding, the palmar surface of the hands of the therapist pull up on the skin resulting in a pumping motion, which stimulates reflex zones, improves circulation and helps the body in removal of toxins.

Gua Sha and Jade Roller

Gua Sha is a natural, alternative therapy that involves non invasive scraping your skin with a massage tool to improve your circulation. This ancient Chinese healing technique may offer a unique approach to better health, addressing issues like chronic pain.

In gua sha, a technician scrapes your skin with short or long strokes to stimulate microcirculation of the soft tissue, which increases blood flow. They make these strokes with a smooth-edged instrument known as a gua massage tool. The technician applies massage oil to your skin, and then uses the tool to repeatedly scrape your skin in a downward motion.

Gua sha is intended to address stagnant energy, called chi, in the body that practitioners believe may be responsible for inflammation. Inflammation is the underlying cause of several conditions associated with chronic pain. Rubbing the skin's surface is thought to help break up this energy, reduce inflammation, and promote healing.



Derma-roller

If you are looking for a treatment option that will help you correct a wide array of cosmetic problems, the derma roller may be exactly what you are looking for.

However, there are many people who actually wonder what a derma roller is? A derma roller is an instrument that is used in a fairly new development in skin treatment known as collagen induction. The derma roller itself is a tiny cylinder bristling with micro needles. While it may look like those needles will hurt, the truth is that they are so small they only penetrate the outer most layer of the epidermis, which is actually not painful at all.



Basically, this means that the derma roller is one of the least invasive skin care treatments that has been shown to produce results when used for skin conditions like acne scars, stretch marks, wrinkles and blemishes.

Of course, before you go out and purchase products, it is important to get a good idea about how collagen induction actually works. To put it as simply as possible, derma rollers are actually used to promote or increase the growth of collagen structures in the skin.

Through poking hundreds of tiny holes in the skin, the nerve endings that alert the skin to produce more collagen are triggered, thus stimulating the production of important collagen structures in the skin. With the new collagen structures, the skin is rejuvenated and restored, your wrinkles smoothed and your blemishes erased.

Collagen induction therapy, through the use of the derma roller, has been found to produce measurable, noticeable results on such dermatological problems as wrinkles, blemishes, acne scars and stretch marks. Yet another advantage of derma roller treatment is the fact that using a derma roller can radically increase the amount of topical treatments that your skin can absorb, topical solutions like serums and hyaluronic acid and so forth.

First off, make sure you're sourcing one from a quality retailer. I've purchased great (and cheap!) derma-rollers on Amazon, but I would definitely suggest making sure it's well reviewed and from a verified seller before making your selection.

The next thing you have to consider is needle size. **It is recommended only using 0.25 – 0.5-millimetre needles or lower, as anything thicker has a higher risk of damaging the skin (especially on delicate areas around the eyes and lips).**

It is absolutely essential that you sanitize and sterilize your derma – rollers after each use. The life span of the roller is anywhere between 3-5 months. **For clients you may need to dispose or keep for their next session with you.**

Pick Your Serum

One of the main benefits of micro-needling is to really maximize the efficacy of your serums. It's really important to buy the right serum with the right active ingredients to get the most benefit and also cause no adverse reaction. That means embracing some ingredients and steering clear of others.

Choose formulas that contain ingredients like hyaluronic acid or peptides. These are the types of ingredients that will really maximize the effects of micro-needling to stimulate collagen, speed up cell turnover, lift hyperpigmentation, smooth out fine lines, firm, plump and hydrate.

On the other hand, very active ingredients like **retinol and vitamin C are no-nos**, as they can cause sensitivity to begin with (using these in tandem with micro-needling is a recipe for irritation). Save these for daily use without the derma-roller.



The purpose of this procedure is twofold:

1. The little holes from the needles create “micro channels” that allow skincare products, such as potent serums, to penetrate and absorb into the deeper layers of skin to deliver more powerful results.
2. These tiny pinpricks act as a bunch of mini injuries which kick skin into healing mode and stimulates collagen and elastin production. This process plumps skin and improves the appearance of fine lines, wrinkles, scars and pores.

The whole process takes around 5-10minutes and is fairly painless. You can expect some redness for up to a day afterwards as a result of all the skin stimulation, but it subsides quickly as the healing begins and the results of more glowing, supple skin start to show.

To get truly effective results, more than one treatment to continually build collagen and elastin achieves best results.

Derma Roller and Serum are great for:

- Large Pore Reduction
- Dark Spot Reduction
- Treating Wrinkles
- Repairing Damaged Tissue
- Removing Surgical Scars
- Removal of Stretch Marks
- Acne Scars Treatment
- Treating Hyper Pigmentation
- Stimulates Collagen Production
- Improves Skin Elasticity
- Cellulite Reduction

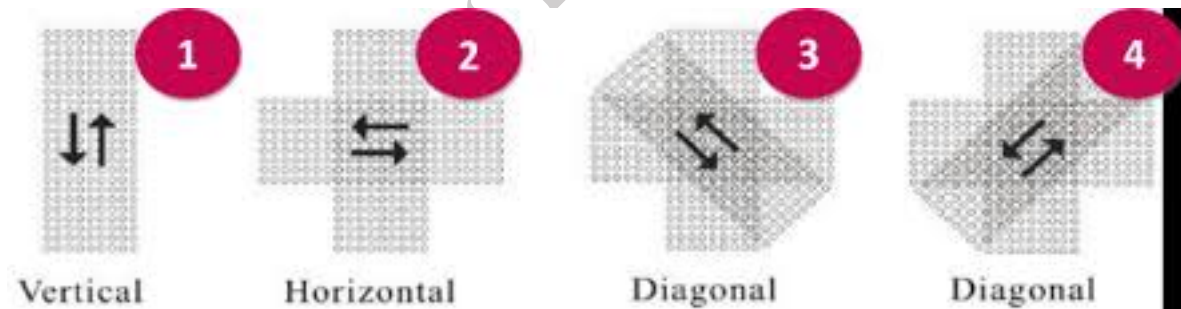


Steps to follow:

1. Cleanse the derma roller needles with alcohol sanitizing spray.
2. Make sure to wash your hands.
3. Wash your face or the area you're going to use the derma roller on.
4. (If you have sensitive skin, you can apply numbing cream) But this shouldn't hurt.
5. Apply a water-based serum or toner if your skin is dry to soften your skin and allow for easy rolling.
6. Roll the derma roller on your skin while gently pressing. **Always lift to move the dermaroller.. do not drag across the skin**
7. The derma roller should be rolled horizontally, vertically, and diagonally.
* Your skin will turn red and you may feel a stinging sensation, this is the needles creating the channels and its normal.
8. At this point your pores are open and it is a good time to apply a serum.

When you are finished using the derma roller, make sure to wash your hands and the derma roller. It's also essential to use alcohol sanitising spray on the needles to cleanse it after treatment, before storing the derma roller in its protective case. **Please remember that it is best if the derma roller is not shared with others.**

How to use Derma-roller



Cold Stones

When cold stones are placed on your skin, it triggers vasoconstriction -- the narrowing of blood vessels. After the cold stones are removed, the blood vessels dilate again, supplying the affected areas with fresh blood and oxygen. This process increases circulation. There are a few types of stones used for this

type of massage – cold marine stones, jade, rose quartz and marble -- all of which stay cold for longer periods than other stones.

Cold Stone Massage Benefits

Some obvious benefits include cooling and toning your face. Beyond that, cold stones offer therapeutic effects on a range of conditions ranging from easing TMJ pain and muscle tension, to alleviating sinus congestion. Additionally, cold stone therapy can reduce swelling, relax muscle spasms, relieve headaches and restore energy levels. Alternating hot and cold stones -- a technique known as thermotherapy -- can also help stimulate lymphatic movement and increase blood flow to areas with inadequate circulation, help remove impurities and give skin a firmer texture.

Facial Cupping

Cupping is an alternative therapy that uses suction cups to stimulate your skin and muscles. It can be done on your face or body.

The suction promotes increased blood circulation, which may help relieve muscle tension, promote cell repair, and aid in other regeneration.

It's also said to improve the flow of your "qi" (pronounced "chee"). Qi is a Chinese word meaning life force.

Facial cups are typically smaller and softer. They're used to gently pull the skin away from deeper layers of fascia. This increases blood flow to the area and rejuvenates the skin without leaving cup marks behind.

How does it work?

The suction effect pulls blood into the area of skin underneath the cup. This saturates the surrounding tissue with fresh blood and promotes new blood vessel formation.

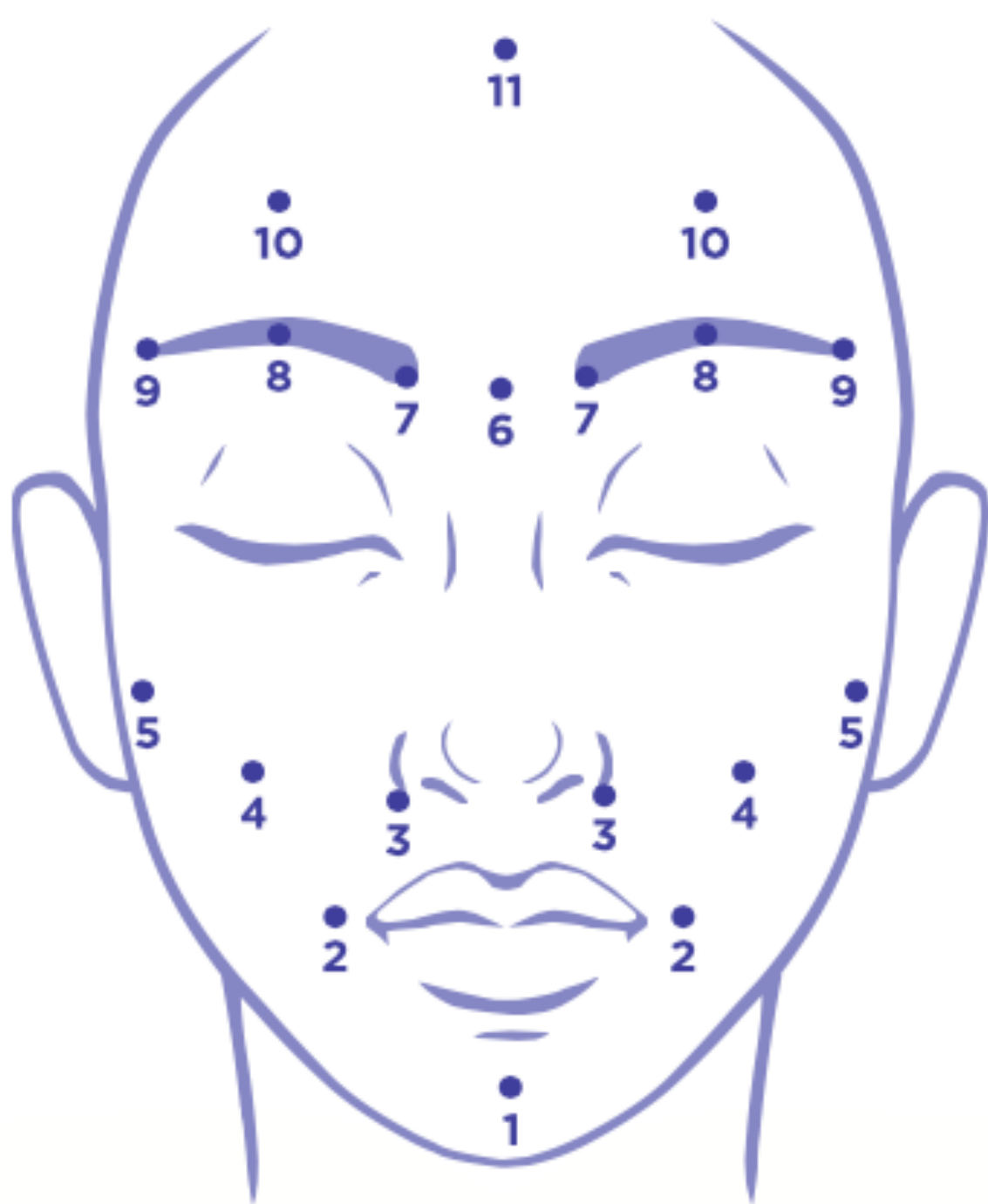
The vacuum-like suction separates different layers of tissues, resulting in microtrauma and tearing. This triggers an inflammatory response, flooding the area with white blood cells, platelets, and other healing aids.



Facial Acupressure Massage

Facial acupressure addresses many levels, including toning muscles, energy balance and flow, general wellness, skin tone and circulation. Many meridians and reflex zones run through the face so when you activate points on the face, you are affecting deeper layers of the body. So this aspect of the massage is for overall wellness. This section is not intended to address specific health conditions even though you will be using specific points.

Acupressure techniques vary according to your desired result. For instance, if you are attempting to get rid of a headache, you might deeply massage a point for one to two minutes. The pressure will vary according to its location on the face, so use enough pressure to activate the point but not so much as to cause pain. Apply pressure and hold for several seconds for general Facial Acupressure.



Things to Consider as a Therapist

As a Business

Whether this is the beginning of your journey as a professional therapist or you have been practicing for years, It's important to learn your practice correctly, either as part of a Spa or Salon team, or taking it to the public, but even more importantly, please strive to become a great therapist. Consider all of the following:

Professionalism

Please dress appropriately. There are plenty of companies who offer therapy uniform and many vary in price and style. Always remember to wash your hands before and after giving a treatment and use soap without a strong scent. The same applies to perfume, some of your clients may be allergic to or find it overpowering. This may unfortunately spoil their treatment and they may not book again. If you offer a mobile service it may be useful to carry wet wipes with you. Take a clock with you to keep an eye on the time.

Hygiene

- Scrupulous personal hygiene must be observed. Hands should be thoroughly washed and fingernails cleaned
- Wash headbands between clients or use disposables
- Tie back long hair and remove jewellery
- Roll up long sleeves or wear a short-sleeved tunic
- Take mints or a toothbrush to freshen your breath if needed.

Self-Confidence

Practice as much as it takes for you to feel confident about what you're doing and saying. A sensitive client may pick up on your lack of confidence.

Case studies are not required for this course but an excellent choice to gain your experience. As a suggestion to start your experience, find about three friends, family members or friends of friends and offer them one more treatments each, say every week. See how confident you feel after these treatments. This will give you an idea of how many more treatments you would like to offer to feel confident enough to take your work out into the general public and start your advertising.

Sensitivities

Please be aware that everybody's body is unique, and your clients will all have different degrees of mobility and pain thresholds. Some clients like a firm massage, others may like a lighter touch. This can also change each time you treat them, depending on stresses and strains experienced during the time between their last session. Always check your pressure for each treatment and each client. Usually after the first treatment you will get to know them and what they prefer pressure wise.

Also be aware that some clients may be shy or embarrassed about areas or parts of their body – this may be because of a large scar or something they themselves consider to be unsightly, even if it isn't. It is always worth checking with your client during the consultation process if they have any areas that they want avoiding.

Empathy

In consideration of the above, please try to put your clients at their ease. Check to see if they are happy with the environment and remember to ask regularly to check if they are warm and comfortable enough.

Preparing your Working Area

Size: The room that you intend to work in should be adequate in size to allow you to walk freely around your client if possible.

Décor: A treatment room should be relaxing and welcoming. The working area should preferably have a good supply of natural light.

Tip: Use a blind to temper natural light. When you do need to use artificial lighting it should not be too bright and should be indirect so that it does not shine into your client's eyes.

If you use candles, always remember to extinguish them, (check your insurance covers you to use candles).

The floor should be of a material that is easily cleaned but is not slippery, noisy or too cold.

Temperature and ventilation: Your room must be warm enough for the client not to become chilled, but not so warm that it is uncomfortable for you to work. It should be ventilated to prevent it becoming too stuffy.

Tip: As the body cools very quickly during a massage, you could use an electric blanket under the client to keep them warm.

Hygiene: Always make sure the room you are working in is clean and tidy, check between clients. Toilet facilities must always be kept clean and tidy.

Remember: First impressions last. If your toilet and the room the toilet is situated in are not clean it gives your client the wrong impression of you and can lead to them questioning your own hygiene practise. Develop a routine to do so and allow time between patients.

Music: Select music that you hope will not trigger any memories or emotions for your client. Ask if they like the music you have chosen. Happy to offer recommendations.

Refreshment: Always offer your client some refreshment before leaving. Chilled water or herbal teas are suitable.

Bringing in the balance – Looking after yourself:

Most of you drawn to offering therapies and other related treatments are generally “giving” people and enjoy making other people feel good. This is a great gift to have but please remember you too may need some TLC sometimes. Please remember to take a treatment yourself on a regular basis. This will give you some well deserved relaxation and also a chance to check out your competition!

The Importance of Consultations

Never prescribe or diagnose if not trained to: You must not prescribe remedies or drugs or use essential oils if you're not qualified to do so. You can refer your client to a practitioner who is fully qualified if you know one, or suggest they visit a relevant practitioner for a consultation. You could suggest to your client to search for the internet for the association connected to a complementary therapy they are interested in.

Client Record, Consultation and Treatment Plan

Always start your client's first treatment by completing with them your Client Record. Please ask as many questions as you feel appropriate. Please do not expect your client to offer information about them without being asked. For example, you need to check if they are being treated by their GP or another therapist. Are they suffering from any medical conditions, and if so how long have they had it/them? Throughout the discussion you will learn more about your client and can ask them what they would like to achieve from their treatment session. (For forms, please see appendices)

The aims of a consultation are to:

- Take an accurate medical history
- Find out what the client wants/ needs from the treatment
- Determine what the client needs from the treatment
- Ensure that the client is suitable for treatment
- Determine any need for special care
- Establish a good rapport
- Answer the client's queries
- Agree a treatment plan Assess the cuticles and the nails, assess existing nail shape, discuss desired look.
- Assess the skin, make a note of the condition and make recommendations for possible treatments.

Records of consultations and treatment must be kept for a minimum of seven years. A typical record card will contain personal and medical details on one side and a record of attendance and treatments on the other.

Medical details are needed to establish the presence or absence of any contraindications to a treatment or whether a medical referral may be necessary. This also gives the opportunity to establish any underlying conditions requiring special care and to note any localised conditions affecting the treatment being carried out. They also act as a disclaimer and written consent for you to carry out your treatment.

Please advise clients of the new Data Protection Act 2018 and share privacy policy.

Aftercare Advice

Generally aftercare advice is the same for most therapies, with a few exceptions for example if aromatherapy oils have been used. Do not expose skin to sunlight for 24hour as it can cause irritation due to phototoxicity.

You might like to hand this on a piece of paper to your client on their first visit and always advise them verbally of the following after each treatment.

More specific aftercare with consultation form to follow

Example of Client Treatment Record – Confidential

Personal Details

Name:
Gender:
Date of Birth:
Address:
Town:
County:
Post Code:
Phone:
Email:
Next of Kin:

Lifestyle Pattern

Occupation:
Family situation:
Dietary and fluid intake:
Exercise habits:
Smoker: Y / N (how many if Y?)
Sleep patterns:
Main reason for treatment:
Currently taking any prescribed medication or natural remedies:
Receiving any form of complementary or alternative therapy:
State of present health:
Lifestyle Pattern:

Physical Characteristics

Health
Recent medical history (details of recent illness/surgery/ prescribed medication):
GP details and reason for last visit:
Contraindications restricting treatment: Contact lenses / Thread veins / Large pimples / Cysts or warts / Psoriasis & Eczema / Cold sores
Contraindications preventing treatment: Cancer, HIV and AIDS / High temperature or fever / Drunk or under the influence of other drugs / Infectious skin disorders like chicken pox / Contagious illness i.e. conjunctivitis / Local pain such as toothache / Sunburnt, hypersensitive or broken skin / Acute inflammation or swelling / Diabetes if skin is very thin (bruising may occur) / Severe acne / Recent surgery on local areas / Procedures such as Botox in the previous three weeks / Pregnancy – no massage of any kind in the first three months or if there is a history of miscarriage or other complications

Necessary action:

Treatment Plan

After-care advice given (e.g. headaches, nausea):
Recommended home care (e.g. rest, products, diet or fluid intake):
Future treatment needs and interval between treatments:

Outcome of Treatments List any changes to original treatment plan:

Example of GP Letter

Your address and contact details

Doctors Address

Date

Dear Dr.

Client Ref: (Initials & House No.)

Your patient (name), of (address), has requested a (treatment) once a week. During my consultation with him/her, he/she mentioned that they have been suffering from (illness) for some years.

I would be very grateful if you would indicate her suitability for treatment by signing the consent below. (Name) has given their consent to you providing this information as indicated below.

Yours faithfully,

(Your Name)

Please Note. If I have not received your reply by (two weeks from date of letter) then I will assume this is acceptable to carry out the treatment.

Patient Consent

I agree to my doctor releasing information to (Your name) of (Your company name).

Signed Dated

.....
(Client's ref and full name)

-----cut here and return slip-----

Doctor's Consent

I agree that the treatment you suggest would be suitable for this patient

Signed Dated

REMEMBER TO FOLLOW UP THIS LETTER WITH A PHONE CALL WHEN IT COMES TO THE END OF THE TWO WEEKS TO CHECK THEY HAVE RECEIVED YOUR LETTER

Example of Client Treatment Record

CLIENT TREATMENT RECORD CARD	
CLIENT'S NAME: _____	
Date of Treatment: _____	Treatment No: _____
Comments & Observations: _____ _____ _____	
Product used _____	
Home Care Advice: _____ _____	
Date of Treatment: _____	Treatment No: _____
Comments & Observations: _____ _____ _____	
Product used _____	
Home Care Advice: _____ _____	
Date of Treatment: _____	Treatment No: _____
Comments & Observations: _____ _____ _____	
Product used _____	
Home Care Advice: _____ _____	

Natural Face Rejuvenation Aftercare Advice

To ensure that you gain maximum benefit from a treatment, I recommend that you:

- Do not wear any make-up for at least 12 hours after treatment
- Avoid heat treatments, ie, hot baths, steam, saunas and sunbeds
- Do not apply any additional topical creams
- Avoid direct sunlight
- And always wear SPF daily
- Drink plenty of fresh water
- Reduce your caffeine and sugar intake
- Avoid heavy alcohol consumption for 24 hours
- Take some time to relax

Occasionally, you may experience reactions when the body begins its **self-healing process and elimination of toxins**. These reactions may include:

- Frequent visits to the toilet to enable the body to flush out waste
- Runny nose and/or cough as the body clears toxins
- Slight rash as the skin rebalances and expels toxins
- Perspiration - another way that the body can excrete waste
- Conditions which have been suppressed may flare up temporarily before they heal
- Deep sleep or difficulty sleeping and vivid dreams

These reactions are only temporary and should clear within 24 hours. They are positive signals that your body has responded to the treatment and is balancing itself.

If anything should persist, recommend a visit to their GP

Health & Safety Guidelines for Therapists

The following Health and Safety regulations need to be taken into consideration, when setting up your practice.

Health & Safety (H&S) applies to everyone in every industry, including those of us who are therapists. It is vital therefore to ensure that we provide a safe environment for clients. The Government's H&S arm, the Health & Safety Executive (HSE) lays down sound advice for safe practice and legal requirements, which we will cover in this section. The HSE recommend that we 'Risk Assess' at work and at home if we see clients there – risk assessing means that we should identify hazards and decide what steps should be taken to minimize any accidents or injuries to ourselves or indeed any harm to others as a result of our work or the environment we are providing.

A '**Risk**' is the chance (great or small) that someone will be harmed by a 'Hazard'

A '**Hazard**' is anything that might cause harm.

The Health & Safety at Work Act (HAS) 1974 places duty on self employed people as well as employers to protect the health, safety and well-being of themselves and others they employ or work, this also means our clients.

Here is a list of Common Hazards, any of which we may or may not have identified, or indeed may not be aware of:

- Moving or handling awkward or heavy loads or objects
- Using electrical equipment or equipment that heats or freezes.
- Using hazardous substances, materials or chemicals, especially those which can affect the skin.
- Ensuring we wear personal protective equipment where necessary
- Working with computers and working in front of screens
- First Aid training
- RIDDOR (Reporting of Diseases & Dangerous Occurrences Regulations) 1995.

Further information: Health and safety law: what you should know- www.hse.gov.uk/pubns/law.pdf

Moving or Handling Loads

Therapists should ensure they understand the principle of safe handling and moving, otherwise known as 'Manual Handling'. Examples of hazards that therapists may want to consider are putting up therapy couches, beds and chairs or the utilisation and movement of any equipment which is used as part of the therapy and which requires lifting, placing (especially if it is an awkward lift or *stooping is involved*), *pushing or pulling*.

Remember that equipment doesn't always have to be heavy or bulky to cause injury; sometimes even the slightest movement, if carried out incorrectly, can cause back or muscle damage amongst other injuries.

Further information: www.hse.gov.uk/pubns/indg143.pdf

Using Electrical Equipment

Therapists are also responsible for any equipment they use as part of their treatment.

Remember that equipment should conform to British Healthy & Safety standards, any controls should be clearly marked and where protective equipment such as screens, guards or gloves are provided, they must be used. This message should also be reinforced to students who may use any potentially hazardous equipment; eg: Hot Stone Therapy, etc.

Things to look out for:

- Trailing wires should be tucked away safely
- Be alert for damage to outer covering of leads or plugs
- Plugs must be correctly wired and must grip the cable properly
- Ensure electrical equipment is regularly maintained/serviced
- Look out for loose screws or equipment casing
- Look out for burn marks or staining which suggests overheating

Further information:

www.hse.gov.uk/pubns/indg231/pdfwww.opsi.gov.uk/si/si1989/Uksi_19890635_en_1.htm

Provision and Use of Work Equipment Regulations (PUWER) 1992

This regulation lays down important health and safety controls in the provision and use of equipment. Employers must also make sure all employees who use the equipment have been adequately trained.

Further information: Using Work Equipment safely: www.hse.gov.uk/pubns/indg229.pdf and www.opsi.gov.uk/si/si1998/19982306.htm

Using Hazardous Substances or Materials

Here is a checklist of things to be aware of when using substances, materials or chemicals as part of a therapy or treatment:

- Are they flammable, toxic or corrosive?
- Do they give off fumes?
- Are they stored safely? Eg; could children reach them easily?
- Should I be wearing PPE when using or handling my work substances?
- Has anyone reported feeling dizzy, headaches, sickness, skin rash/irritation or has suffered from an Asthma attack?
- Are any hazardous chemicals or substances labelled correctly with black and orange labels, in line with *HSE COSHH regulations 2002*?

When considering the above, the following guidance from the HSE will be relevant:

Control of substances hazardous to Health Regulations (COSHH) 1992

The regulations require employers to identify hazardous substances used in the salon and say how they should be stored and handled. As such substances are used on and sold to clients it is important all employers are aware of COSHH regulations.

Further information: www.coshh-essentials.org.uk/

Personal Protective Equipment at Work Regulations (PPE) 1992

This legislation requires employers to identify through a risk assessment activities, which require special protective equipment (gloves, apron etc) to be worn or used.

Further information: A short Guide to PPE: www.hse.gov.uk/pobns/indg174.pdf

Using Display Screen Equipment such as computers

Most of us use a computer in connection with our business but there is a checklist of points to consider, in order to prevent tiredness, eyestrain and Repetitive Strain Injuries (RSI's):

- Is the screen clean from dust and dirt, readable, flicker free and without any glare or reflection?
- Is there suitable lighting in the room
- Is the screen/keyboard in the right position and at the correct height to prevent upper back and neck strain?

If you suffer from any type of pain in: the wrists, arms, neck or back or if you suffer with headaches, tiredness or eye problems you may well need to make adjustments to your computer work area.

See free HSE download at: <http://www.hse.gov.uk/pubns/indg36.pdf>

First Aid Training and Emergency Preparedness

As a therapist you should be prepared if the unexpected happens. Would you know how to deal with someone who has suffered a Heart Attack or if somebody had an Epileptic Fit? If not you should be prepared! You should also ensure you have a well stocked approved First Aid Kit. Many insurers now also insist on this before agreeing cover.

For this reason, you should be in possession of an HSE Appointed Persons Certificate (Valid for 3 years) which is a 1 day course. Holistic Training Courses can provide these courses.

See Link: <http://www.hse.gov.uk/firstaid/index.htm>

RIDDOR (Reporting of Diseases & Dangerous Occurrences Regulations) 1995

RIDDOR '95 requires the reporting of work-related accidents, diseases and dangerous occurrences. It applies to all work activities, but not to all incidents.

What do I need to do?

Not very much! - For most businesses a reportable accident, dangerous occurrence or case of disease is a comparatively rare event. However, you do need to report:

1. Deaths
2. Major Injuries, such as fractures, dislocations, amputations, burns (regardless of cause) loss of sight, electrocutions or resuscitation
3. Accidents resulting in over 3 day injury and or hospital treatment or hospitalisation
4. Communicable Diseases
5. Dangerous occurrences
6. Gas incidents

What do I need to do?

If you are working in someone else's premises and suffer either a major injury or an injury which means you cannot do your normal work for more than three days, then they will be responsible for reporting, so, where possible, you should make sure they know about it. If you or a client is injured while you are working on your own premises, if there is a dangerous occurrence there, or if a doctor tells you that you have a work-related disease or condition, then you need to report it. However, as a self-employed person you don't need to notify immediately if you suffer a major injury on your own premises. Either you or someone acting for you should report it within 10 days.

Who do I report to?

You must keep a record of any reportable injury, disease or dangerous occurrence. This must include the date and method of reporting; the date, time and place of the event, personal details of those involved and a brief description of the nature of the event or disease. You can keep the record in any form you wish. **Further information:** www.hse.gov.uk/pubns/hse31.pdf and www.opsi.gov.uk/si/si1995/Uksi_19953163_en_1.htm

Data Protection Act: 2018

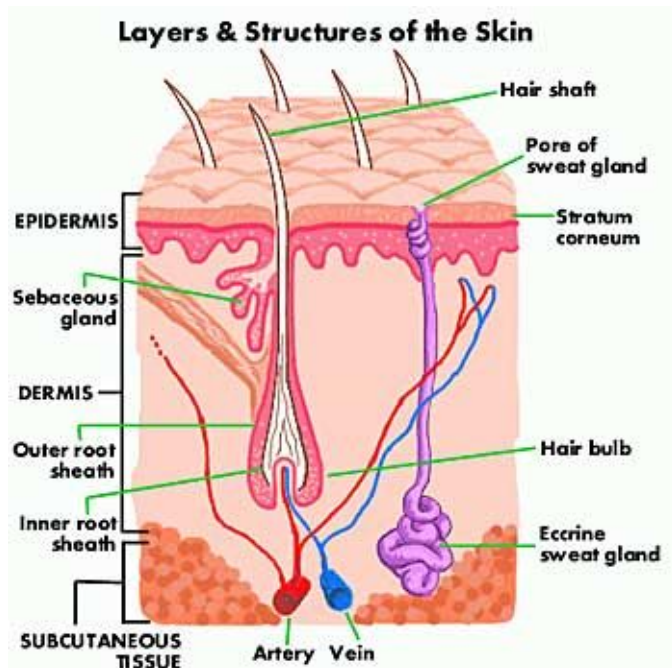
The data protection act gives the client the right to see personal details held about them and to get it corrected if it is wrong. Clients are aware of the exact use of their data and agree to receiving any information from you. You must make clients aware of your privacy policy and have their consent to keep their data stored.

Remember: Any records you do keep must be kept in an area where no one else will have access to them.

The above information is intended for guidance purposes only is intended to introduce students & therapists to principles of H&S and encourage them to think about their own working environment and working practices. As therapists we take responsibility in law for the safety and well-being of our clients as well as ourselves. The above list is by no means exhaustive and students/therapists are encouraged to familiarise themselves with the extensive guidance provided on the HSE Website, which can be found at: www.hse.gov.uk

Anatomy and Physiology of the Body

Skin



The skin is the largest organ in the body, comprising about 15% of body weight. The total skin surface of an adult ranges from 12-20 square feet. In terms of chemical composition the skin is about 70% water, 25% protein and 2% lipids.

What Are The 3 Main Layers Of Skin?

The skin consists of three main layers -

The Epidermis

The epidermis is the top most layer of the skin. The epidermis has no blood supply but it's nourished by the blood vessels in the dermis. The thickness of the epidermis is usually 0.5-1mm but is dependant upon the site (for example, it's very thick on the soles of feet and palms of hands). The epidermis consists of three types of cells – Keratinocytes, Melanocytes & Langerhans cells.

Keratinocytes, the cells that make the protein keratin are the predominant type of cells in the epidermis (makes the skin waterproof & tough). At the lowermost portion of the epidermis are immature, rapidly dividing keratinocytes. As they mature, keratinocytes lose water, flatten out and move upwards, eventually at the end of their life cycle, they reach the uppermost layer of the epidermis called stratum corneum. Stratum corneum consists mainly of dead keratinocytes, hardened protein (keratins) & lipids, forming a protective crust.

Dead cells from stratum corneum continuously slough off and are replaced by new ones coming from below. The skin completely renews itself every 3-5 weeks.

Another significant group of cells in the epidermis are melanocytes, the cells producing melanin, the pigment responsible for skin tone and colour. This darkens the skin and protects you from strong sunlight. The darker the skin the more melanin you have.

Langerhans cells are essentially a fore post of the immune system in the epidermis. They prevent unwanted foreign substances from penetrating the skin. The condition of the epidermis determines how fresh your skin looks and how well your skin absorbs and holds moisture. Wrinkles however, are formed in lower layers.

The Dermis

The dermis is the middle layer of the skin. It's the thickest of the skin layers and comprises of a tight, sturdy mesh of collagen & elastic fibres. Both of them are important proteins, as collagen is responsible for structural support and elastin for the resilience of the skin. The key type of cells in the dermis is fibroblasts, which make collagen, elastin and other structural molecules. The proper function of fibroblasts is highly important for overall skin health.

The dermis also contains capillaries (tiny blood vessels) and lymph nodes (depots of immune cells) the blood vessels carry oxygen and nutrients and lymph nodes for protecting it from micro organisms. It's responsible for the skin's pliability and mechanical resistance and is also involved in the regulation of the body temperature. The dermis supplies the avascular epidermis with nutrients by means of its vascular network. It contains sense organs for touch, pressure, pain and temperature.

The dermis also contains sebaceous glands, sweat glands, hair follicles and also nerve and muscle cells.

Sebaceous glands, located around hair follicles, are of particular importance for skin health as they produce sebum, an oily protective substance that lubricates and waterproofs the skin and hair. When sebaceous gland produce too little sebum, as is common in older people, the skin becomes excessively dry and more prone to wrinkling. Conversely, over production or improper composition of sebum, as is common in adolescents, often leads to acne.

The dermis is the layer responsible for the skin's structural integrity, elasticity and resilience. Wrinkles arise and develop in the dermis. The sweat gland is a long, coiled, hollow tube of cells. The coiled part in the dermis is where sweat is produced, and the long portion is a duct that connects the gland to the opening or pore on the skin's outer surface and some also open into hair follicles.

There are two different kinds of sweat glands – eccrine glands and apocrine glands.

Eccrine glands are found all over the body, particularly on the palms of the hands, soles of feet and forehead. The glands become active, responding to an increase in body temperature, either through physical exercise or as a direct result of an increase in the temperature of the environment and also emotional stress.

Apocrine glands are larger than eccrine glands and are found mainly in the axillae, the groin and around the nipples. They typically end in hair follicles rather than pores. Sweat from apocrine glands also contain proteins & fatty acids, which makes it thicker and gives it a milkier or yellowish colour.

Hair has two separate structures – the follicle (root) in the skin and the shaft we see. The shaft is made up of dead, hard protein called keratin. The shape of the hair shaft determines whether the hair is curly, wavy or straight. Below the surface of the skin is the hair root, follicle leading down to the hair bulb. At the base of the bulb is the papilla (small clump of tissue) the papilla has a network of capillary blood vessels to supply oxygen, energy and amino acids needed for growth. Hair is formed by rapid divisions of keratinocytes cells in the papilla. As the new cells are formed the old ones are pushed upwards from the base. The cells come away from their source of nutrition, the cells

harden, die and are converted to keratin.

The Subcutaneous layer

Subcutaneous tissue is the innermost layer of the skin located under the dermis consisting of connective tissue and fat molecules. Subcutaneous fat acts as a shock absorber and heat insulator protecting underlying tissues from cold and mechanical trauma.

The loss of subcutaneous tissue, often occurring with age, leads to facial sagging and wrinkles.

FUNCTIONS OF THE SKIN:

- • Protects the body against physical injury.
- • Provides some protection for the body against numerous pathogenic microbes and chemical agents.
- • Helps to restrict fluid and water loss.
- • Helps to prevent excessive water absorption by imparting water resistance to the skin.
- • Is involved in temperature regulation of the body.
- • Is the body's main sensory organ for temperature, pressure, touch and pain.
- • Provides protection from UV light.
- • Plays a key role in metabolism, including vitamin D synthesis and biotransformation of some chemicals.
- • Lack of vitamin D can lead to soft bones and many associated problems.

The Circulatory system

The circulatory system is made up of the vessels and the muscles that help and control the flow of the blood around the body. This process is called circulation. The main parts of the system are the heart, arteries, capillaries and veins.

As blood begins to circulate, it leaves the heart from the left ventricle and goes into the aorta. The aorta is the largest artery in the body. The blood leaving the aorta is full of oxygen. This is important for the cells in the brain and the body to do their work. The oxygen rich blood travels throughout the body in its system of arteries into the smallest arterioles. On its way back to the heart, the blood travels through a system of veins. As it reaches the lungs, the carbon dioxide (a waste product) is removed from the blood and replaced with fresh oxygen that we have inhaled through the lungs.

The Nervous System

The nervous system is a very complex system in the body. It has many, many parts. The nervous system is divided into two main systems, the central nervous system (CNS) and the peripheral nervous system. The spinal cord and the brain make up the CNS. Its main job is to get the information from the body and send out instructions. The peripheral nervous system is made up of all of the nerves and the wiring. This system sends the messages from the brain to the rest of the body.

The brain keeps the body in order. It helps to control all of the body systems and organs, keeping them working like they should. The brain also allows us to think, feel, remember and imagine. In general, the brain is what makes us behave as human beings.

The brain communicates with the rest of the body through the spinal cord and the nerves. They tell the brain what is going on in the body at all times.

Spinal Cord

Nerves divide many times as they leave the spinal cord so that they may reach all parts of the body. The thickest nerve is 1 inch thick and the thinnest is thinner than a human hair. Each nerve is a bundle of hundreds or thousands of neurons (nerve cells). The spinal cord runs down a tunnel of holes in your backbone or spine. The bones protect it from damage. The cord is a thick bundle of nerves, connecting your brain to the rest of your body.

The Endocrine System

There is another system that works with the brain and nerves to keep the body in order. This is the endocrine or hormone system. It controls the rate we grow, our feelings of hunger, our body temperature, and more. Glands are organs that run the endocrine system. The pituitary gland, the pancreas, ovaries (only in females) or testes (only in males), the thyroid gland, the parathyroid gland, and the adrenal glands are organs that run the endocrine system.

The Central Nervous System

There are five main senses - touch, smell, taste, hearing and sight. These are the external sensory system, because they tell you about the world outside your body. Your senses tell you what is happening in the outside world. Your body's sense organs constantly send signals about what is happening outside and inside it to your control center - the brain.

The cerebrum is part of the forebrain. The cerebral cortex is the outer layer of the cerebrum. Certain areas of the cerebral cortex are involved with certain functions. Sensory areas such as touch, smell, taste, hearing and sight receive messages from the skin, nose, mouth, ears and eyes. We feel, taste, hear and see when these messages are received by the sensory parts of the brain.

The Digestive System

The human body needs fuel to live. We eat food for fuel. But just getting the food into the body is only a small part of the process. The food must be broken down into chemicals that the body can use. This whole process is called digestion. Some of the organs involved in digestion are the mouth, oesophagus, stomach, small and large intestines, gallbladder, pancreas and liver.

The Respiratory System

All animals need oxygen to live. Land animals get oxygen from the air. Without the oxygen in the air we cannot survive more than a few minutes. Breathing happens automatically, we do not have to even think about it. We breathe in order to take oxygen into our bodies and get rid of carbon dioxide. The oxygen is carried in the blood to all the body's cells. The air we breath out has 100 times more carbon dioxide than the air we breath in.

The Urinary System

The urinary system includes the kidneys, bladder and tubes. These organs control the amount of water and salts that are absorbed back into the blood and what is taken out as waste. This system also acts as a filtering mechanism for the blood. The kidneys are a filter for the blood.

Muscles

Muscles are responsible for your body's every move. Muscles keep your gut from sagging and your lungs pounding. Muscles are more than movers. Muscles make the heat that keep you warm. If you leap, bend, or reach, this is a result of a muscle action. A muscle makes itself smaller when it contracts and larger when it relaxes. Follow the lizards to find out about the three types of muscles and what they do in the body.

Skeletal muscles move and support the skeleton. Smooth muscles are found in the hollow parts of the body. Cardiac muscles cells are striped, like skeletal muscle cells. Cardiac muscles contract automatically to squeeze the walls of the heart inward. §

The Spine

The spine is the central support for the body. Another word for the spine is the backbone. The spine is made of separate irregular bones called vertebrae. The vertebrae are made up of spongy or cancellate bone surrounded by a layer of compact bone. In between each vertebrae is a layer of cartilage that keeps the bones from rubbing against each other.

There are twenty six vertebrae in the spine. Although each vertebrae can only move a little bit, the total spine is very flexible. The spine of a human being is curved. Most other mammals have a straight spine. The curves allow the spine to support and balance the body on only two legs.

The Lymphatic System

The lymphatic system consists of organs, ducts, and nodes. It transports a watery clear fluid called lymph. This fluid distributes immune cells and other factors throughout the body. It also interacts with the blood circulatory system to drain fluid from cells and tissues. The lymphatic system contains immune cells called lymphocytes, which protect the body against antigens (viruses, bacteria, etc.) that invade the body.

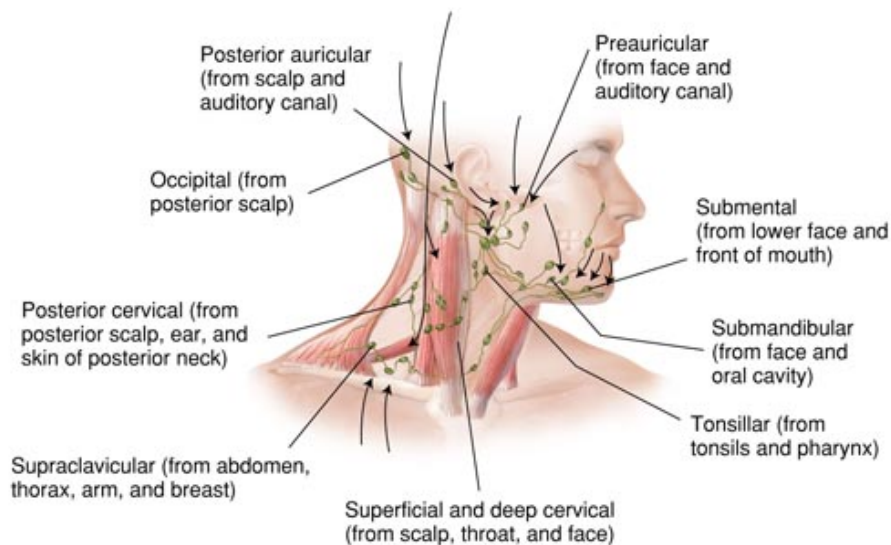
Main functions of lymphatic system are:

- to collect and return interstitial fluid (between cells), including plasma protein to the blood and thus help maintain fluid balance,
- to defend the body against disease by producing lymphocytes,
- to absorb lipids (fats) from the intestine and transport them to the blood.

There are lymph nodes

- Under your arms, in your armpits
- In each groin (at the top of your legs)
- In your neck
- Your abdomen
- Your pelvis
- Your chest

Other body organs involved in the Lymphatic System are: Spleen, Thymus, Tonsils & Adenoids



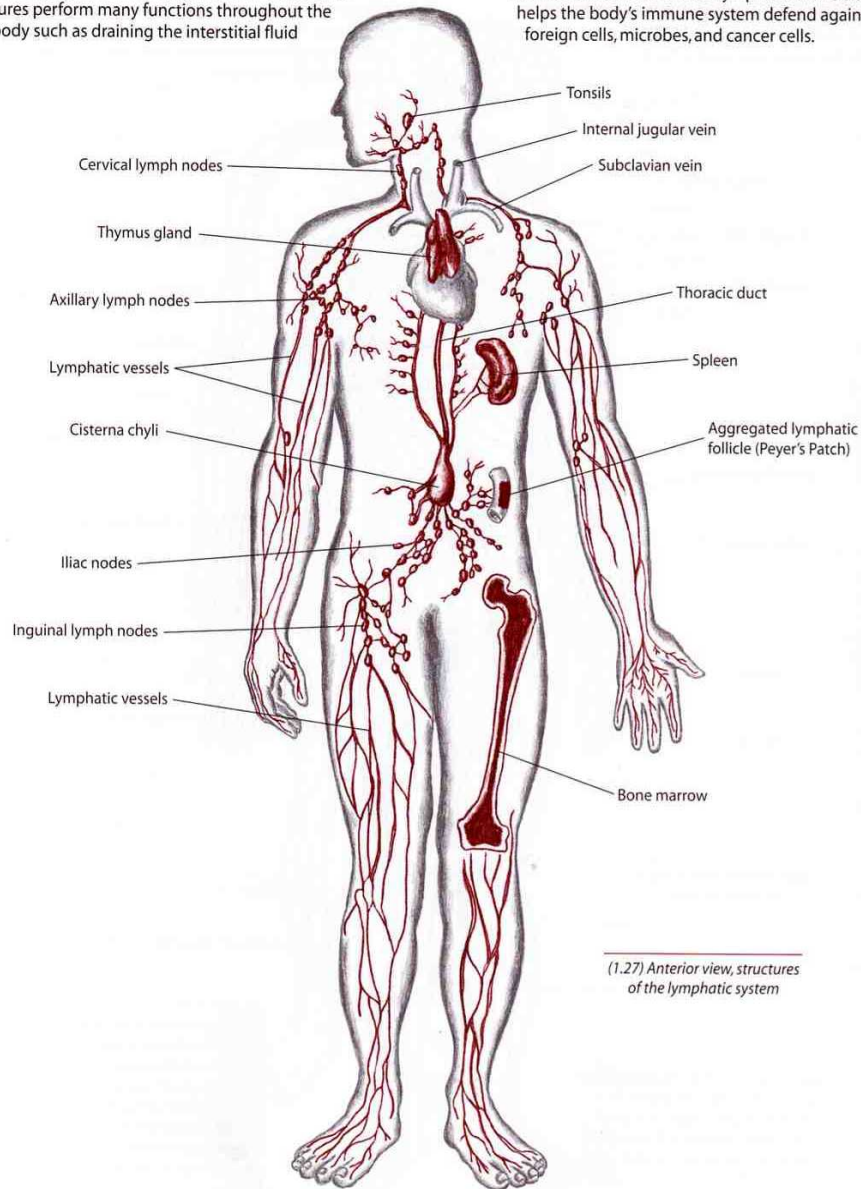
The School of Fine Tuning copyright

The Lymphatic Vessels of the Body

The Lymphatic System

The lymphatic system is composed of several organs, yellow fluid called lymph, small microscopic vessels called lymphatics, and lymph nodes. These structures perform many functions throughout the body such as draining the interstitial fluid

which escapes from capillaries and transporting it back to the heart. Lymphatic vessels carry fats from the intestines to the blood. Lymphatic tissue also helps the body's immune system defend against foreign cells, microbes, and cancer cells.

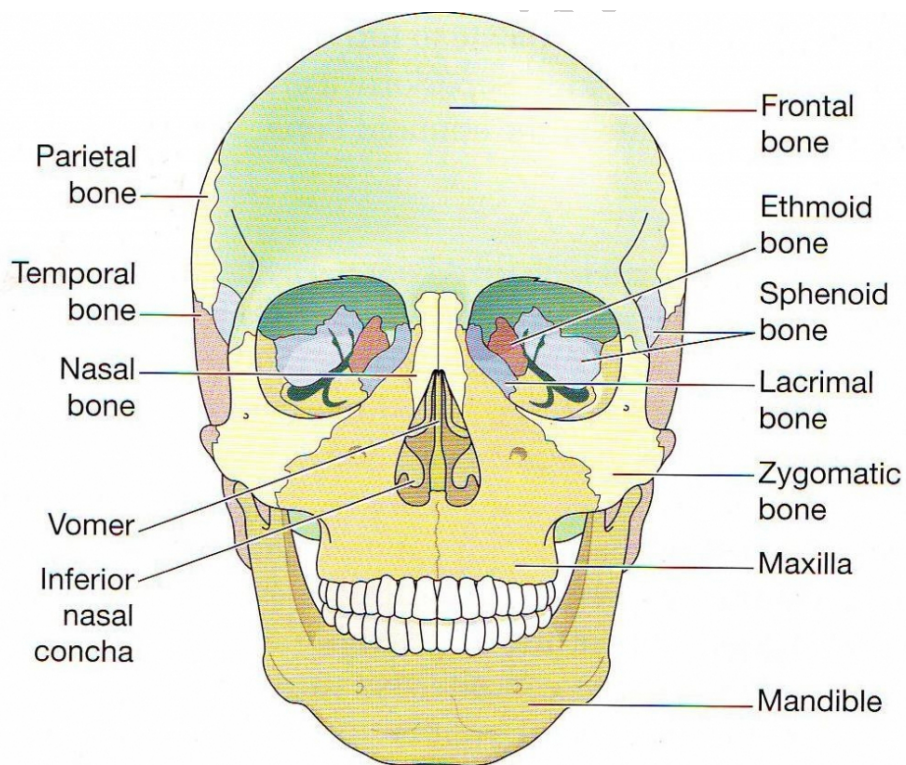
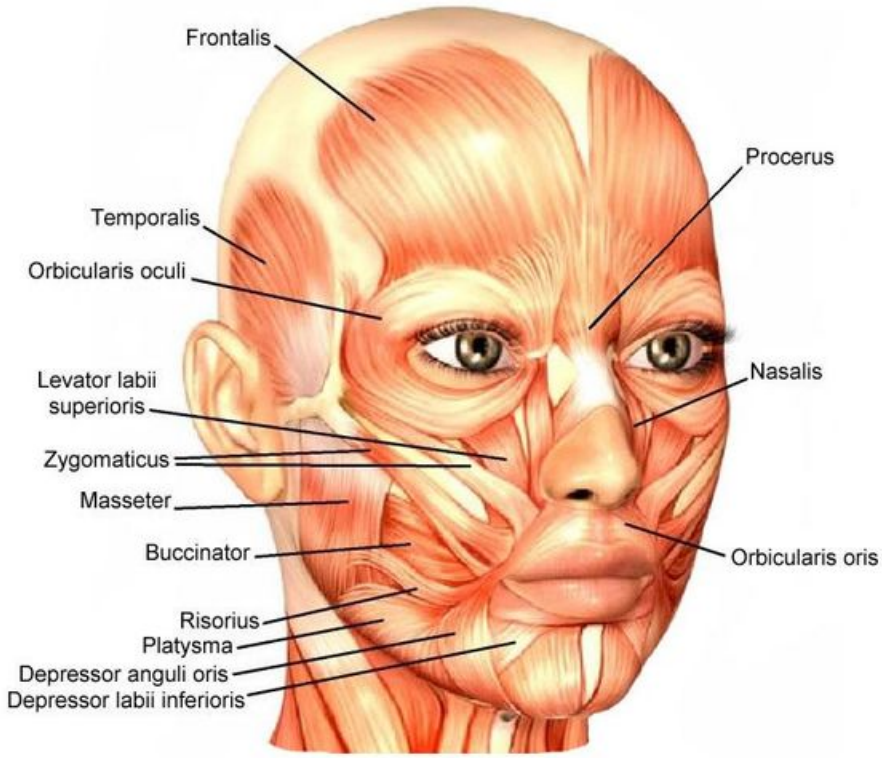


(1.27) Anterior view, structures of the lymphatic system

The Sch

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Muscles and Bones of the Face



The bones of the face. Anterior view.

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Massage Sequence

- Cleanse – remove with hot flannels or beauty sponges
- Hot Compress with muslin – rolled into a scroll
- Tone

Rejuvenation Massage

- Open connection Apply Honey for Honey Massage
- Remove with warm water and muslin
- Apply Oil and Effleurage several times décolleté, neck and face for total relaxation
- Acupressure points
- Lymphatic Drainage using the Gua Sha jade tool and / or roller
- Plumping using thumb and fingers or silicone cupping
- Lifts and flicks
- Whole hand lifts
- Massage Obicularis Oculii (around the eyes) Figure of 8 and brow squeeze, media brow pressure
- Apply Green Tea Mask and (massage scalp)
- Remove excess with warm water
- Derma-roller all over face
- Apply Serum (Peptides or Rosehip oil)
- Use Cold jade wands for selective areas, eyes, jaw, brow.
- Apply Moisturiser and Eye gel

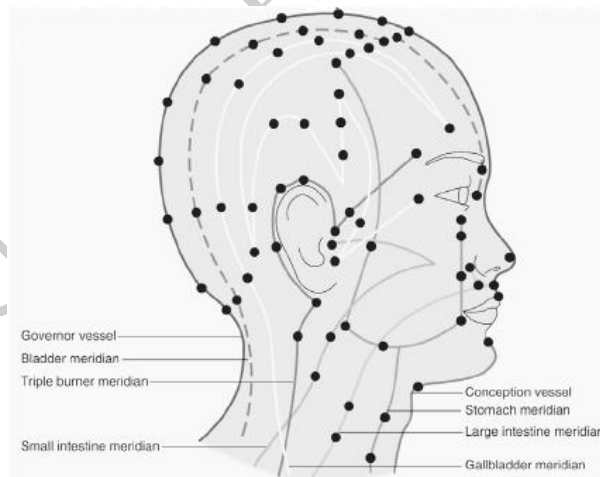
What are Meridian Lines and what is Meridian Energy?

Meridians are the body's energy pathways that act like a super-highway, with Acupoints along their channels that connect like hundreds of tiny pools of electro-magnetic energy. They are energetic pathways that serve organs and systems in the body. They were named by the life function associated with them – there are 12 of these primary pathways plus 2 extra channels; for example there is a Liver meridian, a Heart meridian, Kidney meridian and so on.

To the majority of Western scientists, acupuncture meridians seem like imaginary structures because there are no published anatomical studies of the meridians in orthodox medical journals to substantiate their existence. They prefer to believe that nerve pathways constitute the true mechanism of acupuncture therapy. Meridians are the pathways of the positive and negative energy power, which carries on some of the communication between the various parts of human beings.

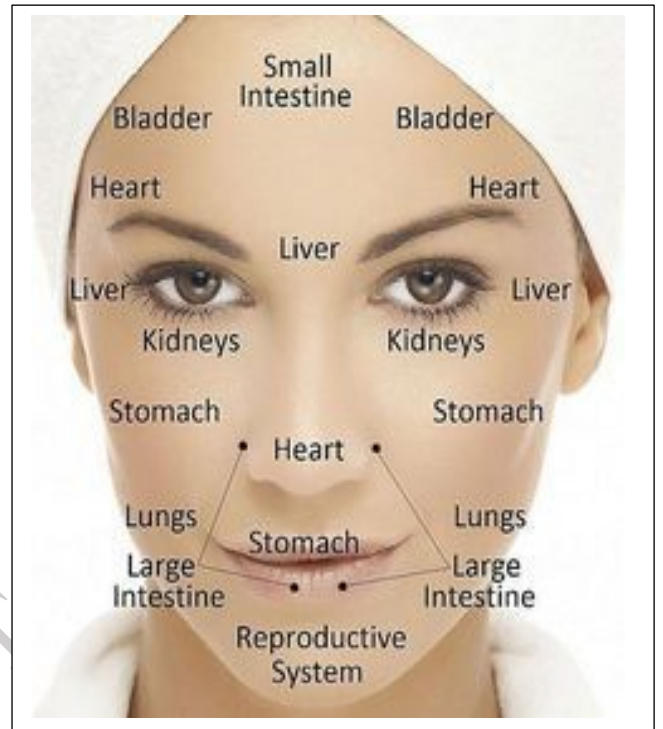
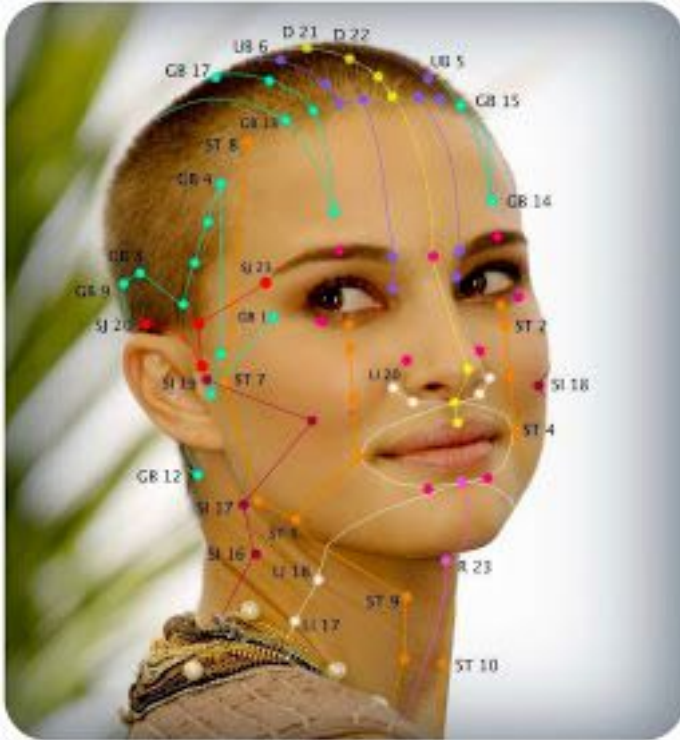
Meridian Energy Pathways

In provinces of China, where the doctor's primary job is seen as maintaining health by keeping people's meridian energies balanced, the physician is paid only as long as the person was well. If the doctor had to treat an illness, he had failed and so the patient didn't pay. This is in direct contrast to traditional western medicine where doctors wait for physical symptoms to appear before intervening in a person's health!

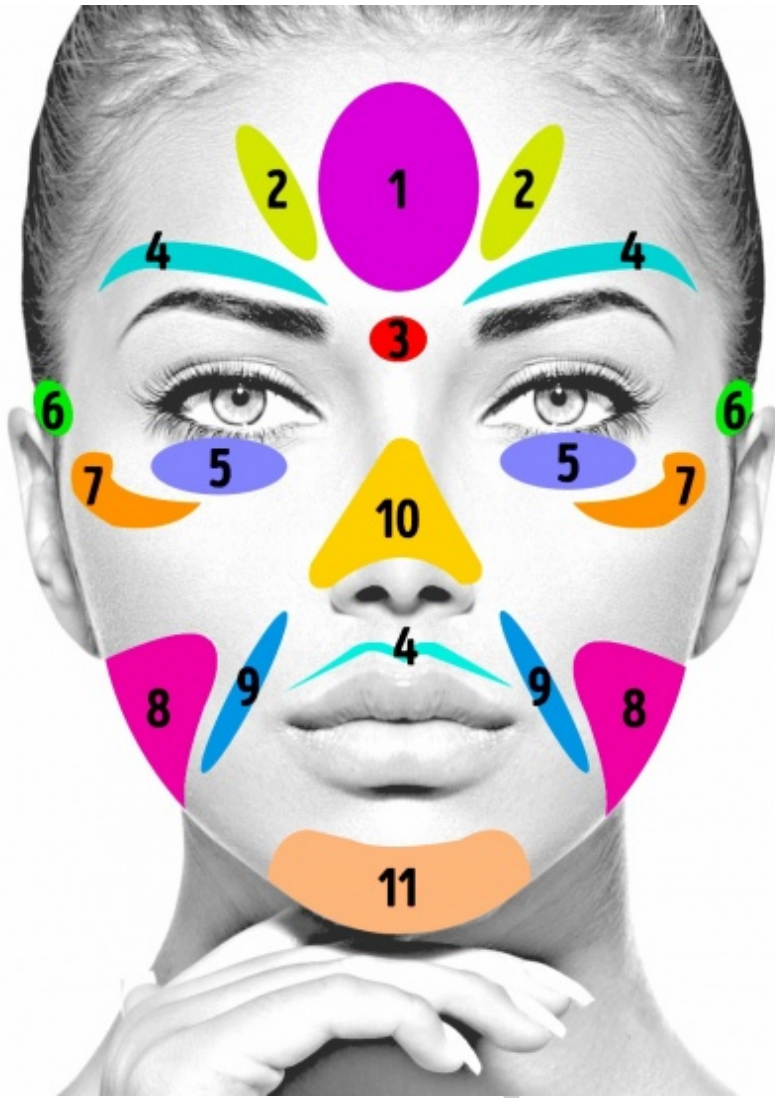


Meridian Energy (Acupressure) Points on the face and Head

Some useful Acu-points and Facial Mapping



The School of Filing



1. Small intestine
2. Bladder
3. Liver
4. Heart
5. Kidney
6. Gallbladder
7. Stomach
8. Lung
9. Colon
10. Pancreas
11. Genitals

Ways of promoting your Business

Marketing is defined as anything and everything that you do on a daily basis to attract potential clients. The end goal is to get the person to make an appointment with you and become a regular customer. The word marketing can be quite scary, but it really just means building a good name for your company. Marketing includes promotion, education, advertising, education, service

This list of ideas is quite extensive. Most massage therapists can come up with many ideas on how to market one's business. The key to a successful and rewarding practice is to find a way of marketing that is in tune with who you are - what your values and beliefs are.

When you are able to develop a plan based on who you are, your practice will flourish.

1. Use Social media to promote yourself, Facebook, LinkedIn and Instagram
2. Give your clients gift certificates to give to their friends and family.
3. Regularly post on Facebook to your clients and let them know what times you have available that week.

4. Do market research and find out what others in your area are doing and how they are marketing. Return all phone calls, messages and emails within hours or at least the same day.
5. Give regular clients an incentive - Buy 5 massages and pay up front and get £5.00 off of each massage etc..
6. Read marketing and business books, watch vids and join groups to keep inspired.
7. Have your clients write feedback/ testimonials for flyers or brochures. (get their permission to use these on your site or brochures)
8. Call your client the next day after a session to see how they feel.
9. Set up a regular treatment time for repeat customers i.e. 2:00 on Thurs for them exclusively. It's easier for them to remember when their appointment is and it fills your schedule.
10. Send offers for gift certificates for holidays such as Christmas, Valentine's Day.
11. Write regular Blogs
12. Offer taster sessions
13. Give free consultations.
14. Create your website with informational articles, e-mail newsletter, discounts, gift certificates, etc.
15. Introduce yourself to other practitioners (naturopaths, acupuncturists, physical therapist, chiropractors, psychologists, counsellors, herbalists, MD's, osteopaths, orthopaedic physicians, etc.). Ask for referrals. Ask them for information about themselves too so that you can refer to them.
16. Post regular announcements on Facebook to your clients offering reminders, health tips etc.
17. Donate gift certificates to auctions for local non-profit business such as art museums, schools or other community services.
18. Make a thorough [business plan](#) and refer to it often. Revise it often.
19. Attend conferences and events and take a table or stand if possible.
20. Get set up to take credit cards through your business account.
21. Set up regular business hours so people know they can count on you.
22. Keep your mailing list up to date. Keep track of everyone who comes to see you.
23. Develop an Information sheet for new prospective clients telling them everything they need to know about getting a treatment such as location, cancellation policies, and educational material.
24. Make brochures, flyers, business cards, gift certificates
25. Research rates and price structures in your area to make sure you are charging fairly.
26. Become an Expert in your field.
27. Offer your clients a refer a friend incentive.
28. Keep up on techniques and methods, always improving yourself and your treatments.
29. Know who your customers are!!! Athletes, business people, professionals and develop a plan for each group.
30. Join the Chamber or a breakfast club with other professionals
31. Run promotions for the various holidays emphasizing gift certificate sales: Christmas, Valentine's Day.
32. Volunteer your time to charities or non-profit organization.
33. Make You Tube / Vimeo videos to educate the public as to what your services are, build trust with potential clients, and share your thoughts, ideas, and beliefs.
34. Set up a network of other massage therapists that you can refer out to for specialized work.
35. Create a [clear vision](#) of what you want and need based on your values.
36. Call clients to remind them of their appointments.

37. Change your voice mail message every day to let clients know what openings you have each day or when your next opening is.
38. Review your business plan often.

Recommended Reading

Anatomy

1. "The Trail Guide" by Andrew Biel - ISBN: 0-9658534-1-1
 - a. Very intensive and informative in-depth breakdown and illustrations

Subject Specialist:

HOW TO GET THERAPIST INSURANCE AND ALSO INFORMATION ABOUT JOINING A PROFESSIONAL BODY

Balens

<http://www.balens.co.uk>

Towergate

<https://www.towergateinsurance.co.uk>

All of these companies recognise our courses that are accredited by the CMA Complementary Therapies Association and will cover you for Public Liability and Personal Indemnity, they are all happy to help.
Thank you for attending this course.

Please contact: anna@theschooloffinetuning.com
to book onto many other one day and longer massage courses or our main website www.theschooloffinetuning.com

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