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Introduction

Thank you for your booking and welcome to The School of Fine Tuning. I am delighted that you have chosen to train with me and I can assure you that I will offer you the very highest standard of training. At the School, we offer a wide range of accredited CPD courses to enhance your existing practice and inspire you to be the best and most creative therapist you can be, so do have a look around my website for any others that capture your interest.

This course is amazing, in that you get to workso enjoy the journey and let's get started.

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What Is Cupping Therapy ?

Cupping refers to an ancient Chinese practice in which a cup is applied to the skin and the pressure in the cup is reduced (by using change in heat or by suctioning out air), so that the skin and superficial muscle layer is drawn into and held in the cup. In some cases, the cup may be moved while the suction of skin is active, causing a regional pulling of the skin and muscle (the technique is called gliding cupping).

This treatment has some relation to certain massage techniques, such as the rapid skin pinching along the back that is an important aspect of *tuina*. In that practice, the skin is pinched, sometimes at specific points (e.g., bladder meridian points), until a redness is generated. Cupping is applied by acupuncturists to certain acupuncture points, as well as to regions of the body that are affected by pain (where the pain is deeper than the tissues to be pulled). When the cups are moved along the surface of the skin, the treatment is somewhat like *guasha* (literally, sand scraping), a folk remedy of southeast Asia which is often carried out by scraping the skin with a coin or other object with the intention of breaking up stagnation. Movement of the cups is a gentler technique than *guasha*, as a lubricant allows the cup to slide without causing as much of the subcutaneous bruising that is an objective of *guasha*. Still, a certain amount of bruising is expected both from fixed position cupping (especially at the site of the cup rim) and with movement of the cups.

Traditional cupping, with use of heated cups, also has some similarity to moxibustion therapy. Heating of the cups was the method used to obtain suction: the hot air in the cups has a low density and, as the cups cool with the opening sealed by the skin, the pressure within the cups declines, sucking the skin into it. In this case, the cups are hot and have a stimulating effect something like that of burning moxa wool.

In some cases, (**Not on this training course!**) a small amount of blood letting (*luoci*; vein pricking) is done first, using a pricking needle, and then the cup is applied over the site. The pricking is usually done with a three-edged needle, applied to a vein, and it typically draws 3–4 drops of blood (sometimes the skin on either side is squeezed to aid release of blood). A standard thick-gauge acupuncture needle or plum blossom needle may be used instead. This technique is said to promote blood circulation, remove stasis, and alleviate swelling and pain. It is employed especially when there is a toxic heat syndrome and for a variety of acute ailments.

EARLY HISTORY

The earliest use of cupping that is recorded is from the famous Taoist alchemist and herbalist, Ge Hong (281–341 A.D.). The method was described in his book **A Handbook of Prescriptions for Emergencies**, in which the cups were actually animal horns, used for draining pustules. As a result of using horns, cupping has been known as *jiaofa*, or the horn technique. The use of cups continued and this treatment developed, using cups made of bamboo or pottery, in alleviating headache of wind-cold type, bi syndrome of wind origin, dizziness, and abdominal pain. The cups could be placed over acupuncture needles for these treatments. One of the traditional indications for cupping is dispelling cold in the channels. This indication is partly the result of applying hot cups. For example, bamboo cups would be boiled in an herbal decoction just prior to applying to the skin (this is one type of *shuiguanfa*, or liquid cupping, so-called because a liquid is incorporated into the treatment). Cupping also is thought to dispel cold by virtue of its ability to release external pathogenic factors, including invasion of wind, damp, and cold.

MODERN CUPPING

During the 20th century, new glass cups were developed. Common drinking glasses have been used for this purpose, but thick glass cupping devices have also been produced and are preferred. The introduction of glass cups helped greatly, since the pottery cups broke very easily and the bamboo cups would deteriorate with repeated heating. Glass cups were easier to make than the brass or iron cups that were sometimes used as sturdy substitutes for the others; further, one could see the skin within the cup and evaluate the degree of response.

The glass cups are depressurized by providing some fire in the cup to heat up the air within just prior to placement. For example, hold a cotton ball dipped in alcohol with a pincer, ignite it, hold it in the cup, then rapidly apply to the skin; this is called *shanhuofa* (flash-fire cupping). Sometimes, a small amount alcohol is put in the cup and lit; this method is called *dijiufa* (alcohol-fire cupping).

At the end of the 20th century, another method of suction was developed in which a valve was constructed at the top of the jar and a small hand-operated pump is attached so that the practitioner could suction out air without relying on fire (thus avoiding some hazards and having greater control over the amount of suction). Both glass and plastic cups were developed, though the plastic ones are not very well suited to moving along the skin once in place, as the edges are not entirely smooth and the strength of the cups is limited. The modern name for cupping is *baguanfa* (suction cup therapy).

In order to allow easy movement of the glass cups along the skin, some oil is applied. Medicated massage oils (with extracts of herbs) are particularly useful for this purpose. Since the cups are applied at room temperature, the indication of removing cold from the channels is no longer as applicable, at least to stationary cups. There is some friction generated with moving cups, so that there is a small but significant amount of heat applied by that method, especially if a warming oil is used as lubricant.

Generally, the cup is left in place for about 10 - 20minutes (typical range is 5–15 minutes). The skin becomes reddened due to the congestion of blood flow. The cup is removed by pressing the skin along side it to allow some outside air to leak into it, thus equalizing the pressure and releasing it. Some suction marking or petichia is expected but will usually diminish within a few days.

Today, cupping is mainly recommended for the treatment of pain, gastro-intestinal disorders, lung diseases (especially chronic cough and asthma), and paralysis, though it can be used for other disorders as well. The areas of the body that are fleshy are preferred sites for cupping. Contraindications for cupping include: areas of skin that are inflamed; cases of high fever, convulsions or cramping, or easy bleeding (i.e., pathological level of low platelets); or the abdominal area or lower back during pregnancy. Movement of the cups is limited to fleshy areas: the movement should not cross bony ridges, such as the spine. Following are some of the recommended treatment sites for various disorders.

The cups can be made of different materials, but they're most commonly crafted from plastic, glass, bamboo, or silicone. There are also various cupping techniques that practitioners can choose from, including wet cupping, dry cupping, and flash cupping. Dry cupping is the most popular. This is where a cup is placed over the area to be treated and a vacuum is created in the cup to draw the skin and underlying tissue up toward the surface. Dry cupping is considered a decompression technique—think of it as the opposite of deep tissue massage or foam rolling, which compress your muscles and tissue.

Using a cup as a vacuum for your skin sounds kind of terrifying and can look brutal, but it's not actually painful, and should just feel like light to medium pressure. The cups are left on the body for

five to ten minutes so patients can relax and let the therapeutic effects take place. It's like a prolonged stretch on the area, which is part of the reason a patient may feel looser if he or she is coming in to address muscle tension.

What are the benefits of cupping therapy?

While a single cupping session won't automatically turn you into the most-decorated Olympic swimmer of all time, it's believed to come with a host of healthy side effects.

- Greater health and well-being
- Better flexibility
- Increased range of motion
- Better posture
- Improved blood and lymph and QI flow
- Waste and toxin removal
- Improved circulation
- Boosted immune response
- Improve blood flow
- Improve immunity by increasing lymphatic output
- Reduce inflammation
- Calm the nervous system
- Stretch muscles and connective tissue
- Loosen restrictions and adhesions in the tissue
- Provide relaxation
- Optimize athletic performance
- Improve overall wellbeing

Different Types of Cupping

There are various types of cupping such as:

Dry Cupping

Light Cupping - Uses a weak suction in the cup to do light cupping. It is suitable for children and elderly people.

Medium Cupping - A medium strength for general purpose cupping.

Strong Cupping-Suction will be powerful and, therefore, it is not suitable for children and elderly people.

Moving Cupping or Massage Cupping - This is a great method of massage and is done by applying oil to the skin and moving the cup, by a weak suction, on the area to be treated.

Needle Cupping - Acupuncture and cupping are done in the same place by applying the needle first and then the cup is applied over the needle.

Hot Cupping - Dried mugwort (*Artemisia vulgaris*) leaves, sometimes called by its Oriental name, Moxa, is a great warming herb. A needle is used, warmed by dried mugwort and then the cup is applied over the needle.

Flash Cupping - This is a term used to describe the practice when several medium cuppings are performed several times in quick succession along the area being treated to stimulate it.

Bleeding Cupping - Also called Full Cupping or Wet Cupping. It is the most frequently used, oldest, and often the most effective method. A surgical instrument is used to scrape the skin and the cup is then applied to collect blood. **Herbal Cupping** - A suitable herbal tincture is put into the cup and then suction is applied.

Water Cupping - This is the least practiced method. It involves filling a third of the cup with warm water. Whilst holding the cup close to the client with one hand, it is brought to the point to be cupped and then burning cotton wool is inserted into the cup, then swiftly and simultaneously the cup is turned onto the skin. When performed properly, no water spillage occurs

ON THIS COURSE YOU WILL LEARN DRY CUPPING (WEAK, MEDIUM AND STRONG) AND ALSO MOVING CUPPING/MASSAGE CUPPING

DRY CUPPING TREATMENTS

Weak (light) Cupping

It is employed when blood and energy are sluggish or stagnant. The intention is move the stagnation and at the same time tonify the weak energy. The key factor in deciding when to apply weak cupping is the present energetic state of the patient.

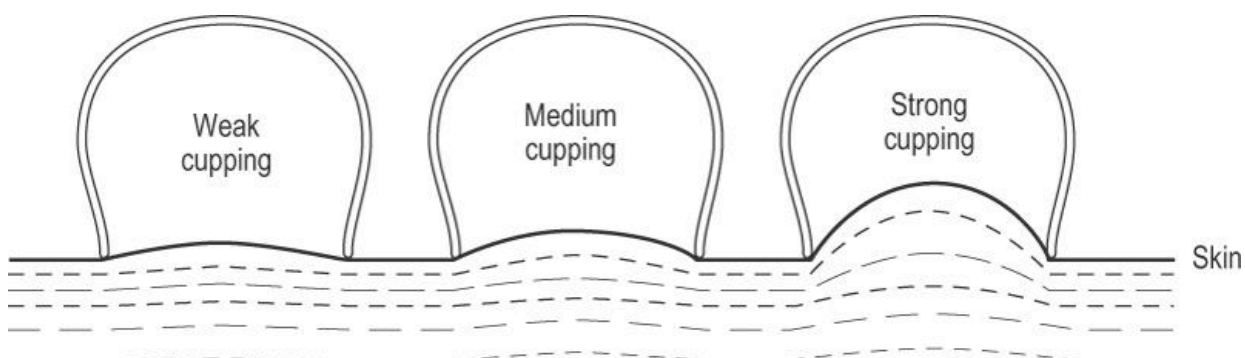
The amount of flesh drawn into the cup should be minimal and hardly raised. This method can be applied to almost anywhere on the body and may cause a slight reddening of the skin. Weak cupping is the most gentle method of all cupping and is particularly suitable for debilitated adults, elderly patients and young children, especially those under 7 years of age.

Medium cupping

This is the most frequently used method on patients. This method can safely be administered to children over 7 years of age. With medium cupping, suction is firmer pulling the skin well into the cup creating a slight redness. Medium cupping can safely be applied anywhere on the body.

Strong cupping

This is one of the most draining techniques. Therefore before deciding on this method, the practitioner must ensure the suitability of the patient. This method may sometimes leave the patient feeling tired or drained. A strong vacuum need to be produced, giving a strong pulling sensation of the skin inside the cup. Because of the strong nature of the pulling action, the skin will quickly turn red and shortly turn purple inside the cup and possible erythema in the skin surrounding the cup. When using the strong cupping method for the first time, the mark is inevitable and can take around 7 days to disappear completely. The cupping time should be short i.e. 5-10 minutes during the first session which can increase up to 20 minutes during later applications.



MOVING CUPPING TREATMENTS

The objective of this treatment is to apply strong cupping to a much larger area of the body by the moving/sliding action of the cup. This is the most painful cupping method, and therefore we only use light moving cupping movements.

Light moving cupping

Light moving cupping is practiced mainly on patients with relatively full/excessive energy. It is useful and considered the only safe method in the management of lymphatic drainage as well as being the exclusive cupping method in the management of cellulite complaints.

During the application, slight pinkish cupping marks appear on the skin, normally following the direction and movement of the cup.

At no time should deep, dark red cupping marks be seen. All cupping marks should fade away in a day or two. The whole objective of light cupping is to disperse stasis or stagnation without draining the patient. All moving cupping should require special attention particularly when the skin surface is broken, e.g. scratches, cuts, bruises, open wounds, etc. **Avoid cupping over skin moles.**

How often can cupping be applied?

Children under the age of 16 - once a week is considered the acceptable frequency. Adults under the age of 60 - as much as twice a week (with the exception of wet cupping) - Adults over the age of 70 – once a week

However, during the 'acute stage' of a disease, treatment TDS (Ter die sumendum- 3 times per day) or even once every day can be beneficial.

Similarly, in all age groups when light, empty or light moving cupping is employed, treatment frequency can be increased to as much as once every other day. This is because blood, energy and the lymphatic fluids are gently stimulated rather than forcefully manipulated.

Types of Cups used?

The vacuum in the glass or hard plastic suction cup is usually created in one of two different ways.

In the traditional method, the cup is heated by a flame from an alcohol soaked cotton pad or taper, then applied immediately to the skin. As the oxygen burns up, a vacuum is created

"sealing" the jar to the skin. The device can be released easily by hand. (See below pictures A and B)



These days, a hand operated vacuum pump is attached to the glass cup, and suction applied by manual action (See below picture C). **THIS IS THE PROCESS THAT WE WILL BE USING.**

CUPPING TECHNIQUES

SECTION ONE – PRELIMINARIES

1. **Ensure treatment room is warm** – as cupping is performed on the naked skin, the treatment room should be comfortably warm
2. **Client preparation** – for clients that suffer from thickened blood (polycythaemia) and also obese people recommend that they have a hot bath at 1-2 hours before the cupping session. This helps to

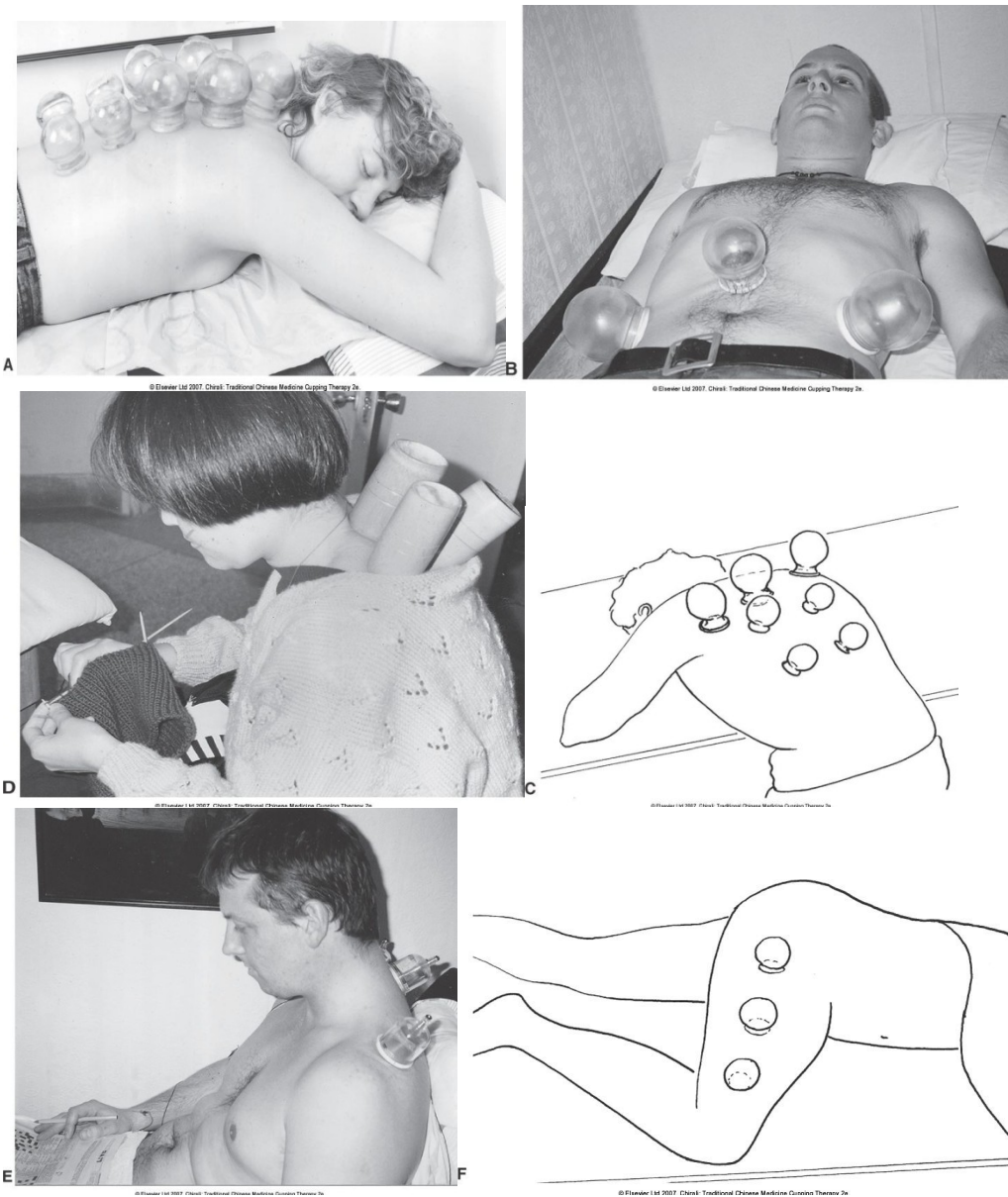


stimulate blood flow to the skin, so makes the cupping that much more effective.

3. **Relaxation** – make sure that the patient is relaxed and not suffering from any degree of anxiety – perhaps do some relaxation exercises or breathing exercises with them.
4. **Explanation** – explain to the client what you are about to do, demonstrate if necessary on your own arm

The location to be treated is important in deciding the position of the patient. If the cupping is to be performed on the back, the most comfortable position will be prone on a bed or flat surface area; if on the stomach, a supine position is preferred. For the face, knees, neck and

shoulders, a sitting position in a chair may be chosen. For the elderly, severe asthmatics or patients who have recently suffered from any heart conditions, an upright sitting position should always be preferred, see figures A-F.



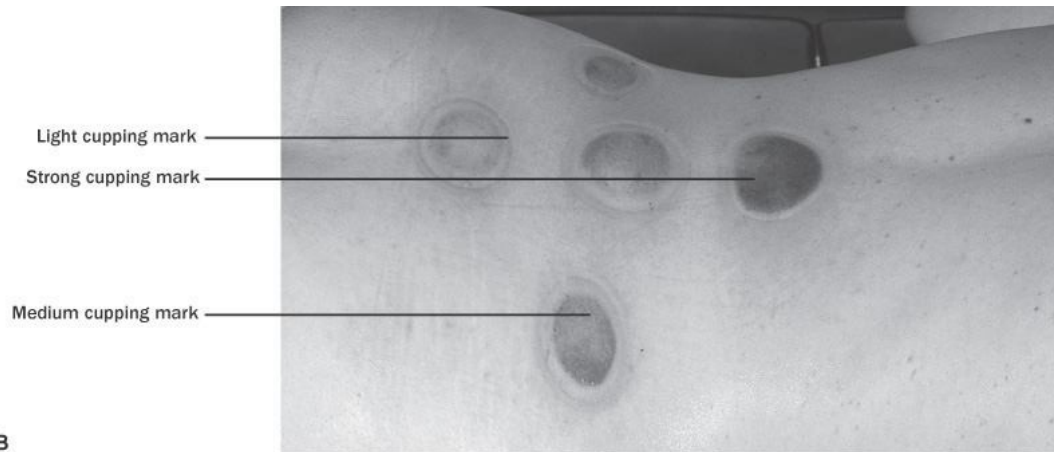
SECTION TWO- -DRY CUPPING–THE PROCESS

1. The appropriate sized cups should be used
2. Generally, the cups should be placed on flat sections of the skin (which is usually hair-free, with no bony protuberances, and relatively thick).
3. **When more than one cup is used simultaneously, the cups should be separated by 1-2 centimeters.**
4. The cup is then applied, and the air within will be evacuated with a small hand-held pump, This will draw 20 to 100mls blood into the cup, depending on the skin thickness of

the application zone. After this, bleeding stops automatically, as haemostatic mechanisms come into operation.

5. The process lasts for around 15 to 20 minutes from application of the cup
6. During cupping, the patient must remain as still as possible
7. Precautions need to be taken on when and where the cups are placed,

and for how long they are applied.



B

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SECTION THREE—MOVING CUPPING/MASSAGE CUPPING—THE PROCESS

1. The appropriate sized cups should be used and this method should only be used on areas of large muscles

2. Generous amount of massage oil should be applied to area
3. Generally, the cups should be placed on flat sections of the skin (which

is usually hair-free, with no bony protuberances, and relatively thick).

4. No more than one cup is used

5. The cup is then applied, and the air within will be evacuated with a small hand-held pump, This will draw 20 to 100mls blood into the cup, depending on the skin thickness of the application zone. After this, bleeding stops automatically, as haemostatic mechanisms come into operation.

6. The cup is then slowly slid towards the heart and then slowly pulled back down for a period of 15 to 20 minutes from application of the cup

7. During cupping, the patient must remain as still as possible
8. Precautions need to be taken on when and where the cups are placed, and for how long they are applied.

What to Expect

During a cupping treatment, a cup is placed on the skin and then heated or suctioned onto the skin. The cup is often heated with fire using alcohol, herbs, or paper that's placed directly into the cup. The fire source is removed, and the heated cup is placed with the open side directly on your skin.

Some modern cupping practitioners have shifted to using **rubber pumps and silicone hand held cups** to create suction versus more traditional glass heat methods. (*This is the method that you will learn on your training at The School of Fine Tuning.*)

When the suction cup is placed on your skin, the air inside the cup creates a vacuum that draws the skin and muscle upward into the cup. Your skin may turn red as the blood vessels respond to the change in pressure. **Cupping does not hurt !!**

Cups are left on for anything from 5 – 15/20 minutes. After the cups are removed, the practitioner may cover the previously cupped areas a little bit of coconut oil.. Any mild bruising or other marks usually go away within 10 days of the session. The marking is not bruising, it is a suction mark

Cupping is sometimes performed along with acupuncture treatments. For best results, you may also want to fast or eat only light meals for two to three hours before your cupping session.

Side effects

There aren't many side effects associated with cupping. The side effects you may experience will typically occur during your treatment or immediately after.

You may feel lightheaded or dizzy during your treatment. You may also experience sweating or nausea.

After treatment, the skin around the rim of the cup may become irritated and marked in a circular pattern. Infection is always a risk after undergoing cupping therapy. The risk is small and usually avoided if your practitioner follows the right methods for preparation of skin before applying the cups.

Things to keep in mind

Children. Children under 4 years old should not receive cupping therapy. Older children should only be treated for very short periods.

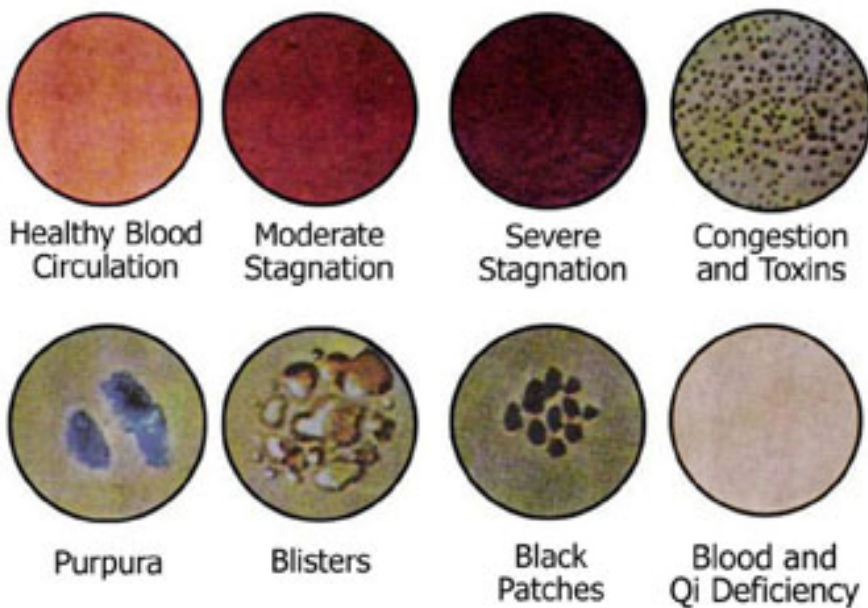
- **Seniors.** Our skin becomes more fragile as we age. Any medication you may be taking might have an effect as well.
- **Pregnant people.** Avoid cupping the abdomen and lower back.
- **Those who are currently menstruating.**

Don't use cupping if you use blood thinning medication.

Also avoid cupping if you have:

- a sunburn
- a wound
- a skin ulcer
- experienced recent trauma
- an internal organ disorder

Skin Reaction after Cupping



Contra Indications

Cupping Therapy is wonderfully therapeutic and most people can receive this treatment, 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.

Doctor's consent obtained with the following.

- They have had a recent accident, e.g. whiplash or concussion
- They are suffering from severe arthritis (early stages are OK)
- They suffer from very high or very low blood pressure
- Diabetes
- 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
- Recent strains or sprains affecting mobility

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

- Contagious skin conditions
- Eczema
- Localised swelling or bruising, cuts or wounds
- Varicose Veins
- 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 Lift Face Massage, 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:

- o 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 too early during pregnancy, or in other words it could induce a miscarriage.
- o 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.

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

- o Scrupulous personal hygiene must be observed. Hands should be thoroughly washed and fingernails cleaned
- o Wash headbands between clients or use disposables
- o Tie back long hair and remove jewellery
- o Roll up long sleeves or wear a short-sleeved tunic
- o 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.

Top 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:

- o Take an accurate medical history
- o Find out what the client wants/ needs from the treatment
- o Determine what the client needs from the treatment
- o Ensure that the client is suitable for treatment

- o Determine any need for special care
- o Establish a good rapport
- o Answer the client's queries
- o Agree a treatment plan Assess the cuticles and the nails, assess existing nail shape, discuss desired look.
- o 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.

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.

Client Medical 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:

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**

Aftercare Advice

Cupping Marks on the Skin

Clients should be informed prior to booking exactly what cupping is and all contra-actions, including the possibility that area treated will be left with marks on the body. These may be circular cup shaped marks or medium-erythema as blood is drawn to the skin surface. The marks left is not bruising, and the marks should fade away in a few days. Bruises or haematomas are a result of trauma to the skin and tissues and are tender to the touch; cupping marks are not sensitive when being touched.

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

- 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/

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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

Benefits of Cupping

Skin

Cupping stimulates blood supply to the skin as well as lymph and with-it oxygen and nutrients.

Meridians

The 14 main energy channels that are connected to the main organs. When particular points are stimulated it affects the organs, stagnant blood flow and body fluids. It also stimulates the circulation of blood and the nervous system.

Stagnation

Food stagnation can cause abdomen problems like constipation or diarrhoea. Fluid stagnation can result in oedema in the hands and feet and Qi stagnation can cause pain and depression.

Bones

Cupping can help to realign and balance ligaments and bones. This can have a profound effect on stiff and aching muscles and helps to activate the secretion of synovial fluids thus alleviating joint stiffness. Treating the spine with this method can have a positive impact on the performance and action of the internal organs, affecting the spinal, parasympathetic and sympathetic nerves. When treating the spine, you are in fact treating the whole body.

Internal Organs

Cupping can help realign misplaced organs that have moved from their original position and assist in the normal functioning of the digestive system, circulatory system and lymph flow.

Cupping can treat many diseases including:

- Circulatory diseases
- Treating blood pressure
- Diseases of the chest and trachea
- Headache and migraines
- Varicose veins
- Pain in the neck and stomach and rheumatic pain in the muscles
- Some diseases of the heart, chest and pain in the joints
- Cellulite removal

Overview of Anatomy and Physiology

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 replace 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

MUSCLES OF THE BODY

Muscle Structure

Muscles are classified into three different types, which are skeletal, smooth and cardiac.



For the purpose of this course, we are mainly going to concentrate on Skeletal muscle, as smooth muscle is mainly found within hollow organs and cardiac muscle is found within the heart.

Skeletal muscles, also known as striated due to its appearance, or voluntary due to its action, are attached to bones and deal with movement. These muscles are made up of fine, thread like fibres of muscles, containing light and dark bands. Skeletal muscles can be made to contract and relax by voluntary will. They have striations due to the actin and myosin fibres and create movement when contracted. There are over 650 different types of muscles in the human body, making up nearly half of the body weight.

Muscles have the following properties:

Excitability – the muscle responds to stimuli

Contractibility – the muscle shortens due to a nerve impulse

Extensibility – the muscle can stretch and increase its length by half

Elasticity – the muscle will return to its normal length

Muscles consist mainly of muscle fibres which are held together by fibrous connective tissue, with numerous blood vessels and nerves penetrating through them. The muscle fibres are made up of muscle cells, which vary in length and are rod shaped. The fibres are called myofibrils and they get shorter (contract) in response to a nerve impulse. The protein strands then slide against each other when the muscle contracts.

Each muscle fibre has an individual wrapping of a fine connective tissue called endomysium, which are then wrapped into bundles called fascicule and are covered by the perimysium. This is what forms the muscle belly, and has its own covering called the fascia epimysium. The fascia acts as a “Clingfilm” around muscles, giving them support and also acts as a pathway for nerves, blood and lymph vessels.

When a muscle is damaged, fibres become torn and the connective tissue around the muscle is also damaged. Fluid seeps out of torn fibres, which can cause localised swelling. This fluid tends to stick the fibres together which causes pain as the muscle is irritated by the slightest contraction. The fibres stop sliding as effectively and the fascia gets tighter and begins to constrict the muscle. The fascia can also become torn and the loss of elasticity can create tissue congestion. If the body is held in the same position for too long, such as sat at a computer, then the fascia can easily

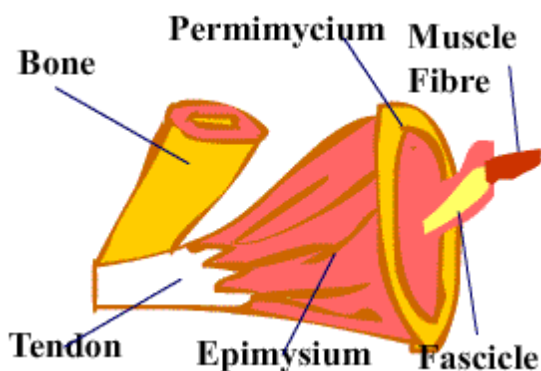
adapt to that shortened position, and any attempts to return it to its normal length can be painful. There is then a temptation to remain in that position, which in turn worsens.

Muscle Shapes

The bundles of fibres within muscles will determine the shape of the muscle. The commonest muscle fibre arrangements are:

Parallel fibres – these muscles have fibres that run parallel to each other in length and can sometimes be called strap muscles. These muscles have great endurance but may not be that strong due to their length. An example would be the Sternocleidomastoid (SCM).

Circular muscles – these muscles are usually circular in shape and an example would be the muscles surrounding the mouth and eye.



Convergent – this is where the muscle fibres converge to an attachment to a bone. The fibres are arranged to allow maximum force and can sometimes cross joints which have a large range of movement such as the Pectoralis Major.

Pennate – these are made up of short fibres, so the pull is short but also strong, though the muscle tires easily.

Fusiform – these are sometimes included within the parallel muscle group and are made up of spindle shaped fibres. A good example is the Biceps Brachii as the belly is wider than the origin and the insertion.

Muscle Movement

Muscles are only every able to contract or pull. This means they have to work in groups and even when carrying out an action, do not work alone. A joint, therefore has to have two or more muscles working together.

As a muscle contracts, the second muscle relaxes, and as this second muscle contracts, the first muscle relaxes. This is called Antagonistic action as they are pulling in the opposite direction to each other but without working against each other. One end of the muscle needs to be fixed, which is known as the origin and as that muscle contracts, the other end of the muscle moves towards the origin. The name given to the end of the muscle that moves towards the origin is called the insertion.

THE MUSCULAR SYSTEM

When a muscle is relaxed, there is a good flow of blood to the area, but during contraction, the flow of blood is reduced and therefore waste removal is limited. This is not a problem if this is occurring during exercise, as the constant contraction and relaxation allows the blood flow to remain. The problem can occur if we constantly contract the muscle without it actually moving, such as in sitting in a poor position, as the blood capillaries can become compressed and blood flow can be impeded, resulting in an accumulation of waste and a reduction in the delivery of nutrients and oxygen. Muscles can become fatigued and become weaker and can result in spasm, eventually creating pain. As the muscles become shorter, they will eventually pull on the tendons that attach them, which can result in loss of function and pain. As function gradually deteriorates, an imbalance can be caused in the muscle group and unless the action or activity that started the issue in the first place is not stopped, the problem will usually re- occur, even after treatment.

If a client is presenting with a sharp pain, this can represent inflammation in the area and massage should not commence until the pain has turned into a dull sensation.

Causes of Musculo-Skeletal Problems

Very often, the problem will not be noticed for a long time and the symptoms can be very subtle at first. This can make it difficult to be able to determine the cause of the problem. However, below are some of the most common causes.

Stress – emotional stress will usually show itself in physical tension, causing tight muscles and poor posture.

Environment – by looking at the client's lifestyle and occupation, a pattern may form that could highlight a potential problem. Such activities as walking a dog which pulls on a lead or carrying heavy bags over the shoulder can often lead to problems.

Injury – any type of injury will cause the soft tissue to become swollen and may lead to increased muscle tension or spasm. This can lead to a lack of range of motion. If you suspect an injury, always refer your client to a professional such as osteopath, physiotherapist or GP.

Posture – postural problems may be due to bad habits, but they may also be due to postural faults, such as those below:

Postural Fault	Definition
Kyphosis	Excessive curvature at the top of the spine, creating a "hump"
Scoliosis	Curvature of the spine to one side, causing the hips to be misaligned.
Lordosis	Inward curve of the lower back, creating a protruding abdomen.

Growth and Repair of the Muscles

Muscle hypertrophy is the term used for when a muscle cell grows in size, and the commonest reason for this is due to exercise, where there will be an increase in muscle fibre. When a muscle is damaged (torn), the body has to repair it and will do this by using satellite cells which fuse with the ends of the damaged fibre. If the damage is constant, then the process will repeat itself so that more satellite cells are used which will create growth of the muscle.

Muscle Tone

Muscle tone refers to the amount of tension or resistance to movement in a muscle. Muscle tone is what enables us to keep our bodies in a certain position or posture. A change in muscle tone is what enables us to move. For example, to bend your arm to brush your teeth, you must shorten (increase the tone of) the bicep brachii muscles on the front of your arm at the same time you are lengthening (reducing the tone of) the tricep brachii muscles on the back of your arm. To complete a movement smoothly, the tone in all muscle groups involved must be balanced. The brain must send messages to each muscle group to actively change its resistance.

Tendons and Ligaments

Tendons and ligaments are made up of collagenous tissue with ligaments attaching bone to bone and tendons attaching muscle to bone. The place where a muscle attaches to a bone but does not move, is known as the origin. To make movement occur, the muscles contract, which will pull on the tendons, this then pulls on the muscles.

Tendons are tough, yet flexible bands of fibrous tissue, which allows movement. Ligaments are stretchy connective tissue which helps to stabilise the joints. They control the range of movements of a joint to prevent them from bending the wrong way. Injuries to both tendons and ligaments are very common, caused mainly by sporting injuries. It is fairly common for tendons to be stretched or torn which can be extremely painful. If ligaments are stretched, caused by injury or excess strain, the joint will become weaker, as the ligaments are unable to support it.

As discussed, the muscles within our body act when they receive impulses. The nervous system is the means by which the body co-ordinates bodily systems and informs the body about any changes in the environment.

The nerves carry brief electro-chemical messages that trigger appropriate responses in the various parts of the body. The messages (impulses) then react and will do certain tasks such as make the muscles contract, the glands secrete, and the blood vessels widen or narrow.

The nervous system is a very complex system in the body but is divided up into two main parts. The Central Nervous System (CNS) and the Peripheral Nervous System (PNS).

The CNS

The Central Nervous System consists of the brain and spinal cord. The main function of this part of the system is to get information from the body and send out instructions, and to maintain equilibrium in the body. The CNS receives sensory information from all parts of the body. On receipt of this information, the CNS analyses the information, and thoughts, emotions and memories are then generated and stored. The CNS usually responds to nerve impulses by stimulating muscles or glands, which creates an appropriate response to the original stimulus such as a change in temperature.

The Peripheral Nervous System

This part of the 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 31 pairs of spinal nerves are part of the peripheral nervous system.

There are two types of cells in the peripheral nervous system which carries information to the sensory neuron cells and from the motor neuron cell. Cells of the sensory nervous system send information to the CNS from internal organs or from external stimuli. Much of the peripheral nervous system is concerned with voluntary response, but there are still involuntary responses that are dealt with.

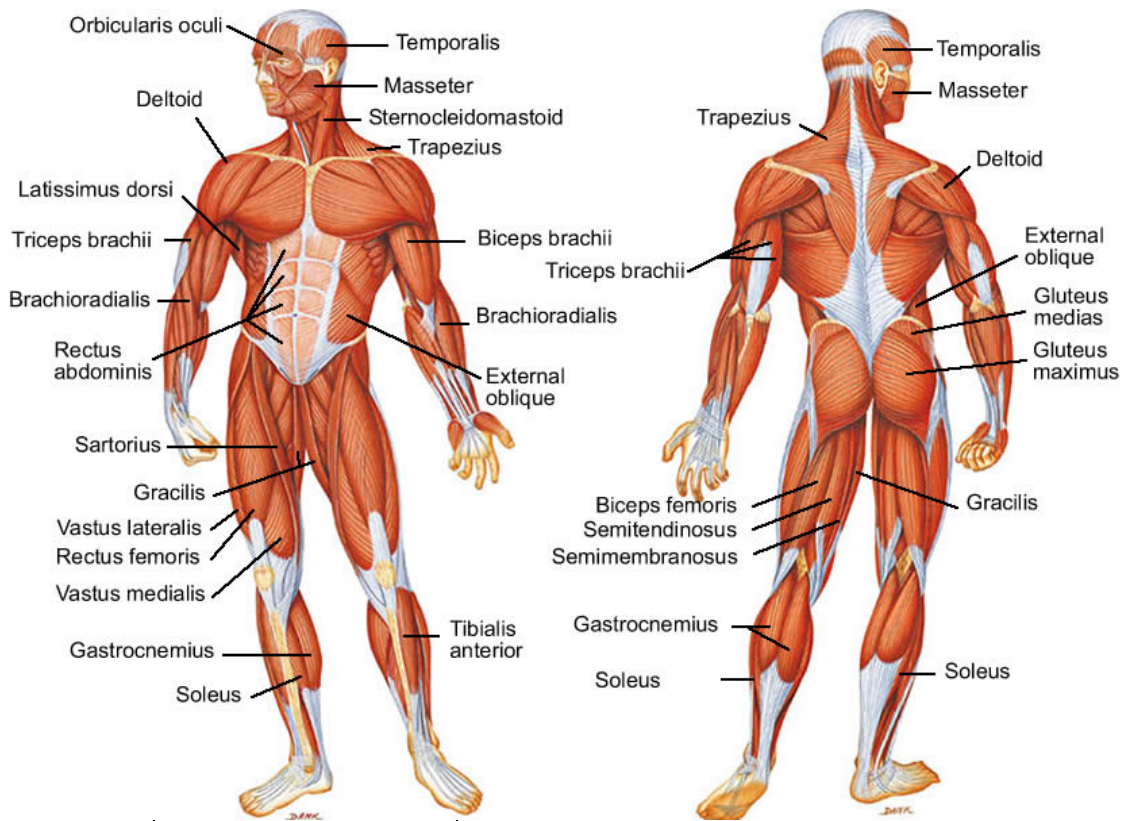
Types of Nerves

Sensory nerves send messages from the muscles to the spinal cord and the brain. Special sensors in the skin and deep inside the body help people identify if an object, for example is hot. Sensory nerve damage often results in tingling, numbness, pain, and extreme sensitivity to touch

Motor nerves enable the brain to stimulate muscle contraction, by sending impulses from the brain and spinal cord to all of the muscles in the body. Damage to the motor nerve can lead to muscle weakness, difficulty walking or moving the arms, cramps and spasms.

Autonomic nerves control involuntary or semi-voluntary functions, such as heart rate. If the autonomic nerves are damaged, then a person's heart may beat faster or slower, and dizziness may occur. In addition, autonomic nerve damage may result in difficulty swallowing, nausea, vomiting, diarrhoea or constipation, problems with urination, abnormal pupil size, and sexual dysfunction.

Muscles of the body



Muscles of the Chest and Upper Arm

Name	Position	Action
Pectoralis major	Across upper chest	Used in throwing and climbing; adducts arms
Pectoralis minor	Underneath pectoralis major	Draws shoulders downwards and forwards
Deltoids	Surrounds shoulders	Lifts arms sideways, forwards and backwards
Biceps	Front of upper arm	Flexes elbow; supinates the forearm and hand
Triceps	Back of upper arm	Extends the elbow
Brachialis	Under the biceps	Flexes the elbow

Muscles of the Hand and Forearm

Name	Position	Action
Brachio radialis	On the thumb-side of the forearm	Flexes the elbow
Flexors	Middle of the forearm	Flexes and bends the wrist drawing it towards the forearm
Extensors	Little finger side of the forearm	Extends and straightens the wrist and hand
Thenar muscle	Palm of the hand below the thumb	Flexes the thumb and moves it outwards and inwards
Hypothenar	Palm of hand below little	Flexes little finger and moves it outwards and

muscle	finger	inwards
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Muscles of the Abdomen

Name	Position	Action
Rectus abdominis	Front of abdomen from the pelvis to the sternum	Flexes the spine; compresses the abdomen; tilts the pelvis
Oblique's	Internal – either side of the rectus abdominis External – lies on top of the internal oblique's	Both compress the abdomen and twist the trunk

Muscles of the Back

Name	Position	Action
Trapezius	The back of the neck and collar-bones	Moves scapula up, down and back; raises the clavicle
Latissimus dorsi	Across the back	Used in rowing and climbing; adducts the shoulder downwards and pulls it backwards
Erector spinae	Three groups of muscles which lie either side of the spine from the neck to the pelvis	Extends the spine; keeps body in an upright position
Rhomboids	Between the shoulders	Braces the shoulders; rotates the scapula

Muscles of the Buttocks and Legs

Name	Position	Action
Gluteals	In the buttocks	Abducts and rotates the femur; used in walking and running
Hamstrings	Back of the thigh	Flexes the knee; extends the knee
Gastrocnemius	Calf of the leg	Flexes the knee; plantar-flexes the foot
Soleus	Calf of leg, below the Gastrocnemius	Plantar-flexes the foot
Quadriceps extensor	Front of the thigh: group of four muscles	Extends the knee; used in kicking
Sartorius	Crosses the front of the thigh	Flexes the knee and hip; abducts and rotates the femur
Adductors	Inner thigh	Adducts the hip; flexes and rotates the femur

Tibialis anterior	Front of the lower leg	Inverts the foot; dorsi-flexes the foot; rotates the foot outwards
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Bones of the body

The Skeletal System serves many important functions; it provides the shape and form for our bodies in addition to supporting, protecting, allowing bodily movement, producing blood for the body, and storing minerals.

Functions :

- Its 206 bones form a rigid framework to which the softer tissues and organs of the body are attached.
- Vital organs are protected by the skeletal system. The brain is protected by the surrounding skull, and the heart and lungs are encased by the sternum and rib cage.
- Bodily movement is carried out by the interaction of the muscular and skeletal systems. For this reason, they are often grouped together as the muscular-skeletal system. Muscles are connected to bones by tendons. Bones are connected to each other by ligaments. A joint is where bones meet one another. Muscles which cause movement of a joint are connected to two different bones and contract to pull them together. An example would be the contraction of the biceps and a relaxation of the triceps. This produces a bend at the elbow. The contraction of the triceps and relaxation of the biceps produces the effect of straightening the arm.
- Blood cells are produced by the marrow located in some bones. An average of 2.6 million red blood cells are produced each second by the bone marrow to replace those worn out and destroyed by the liver.
- Bones serve as a storage area for minerals such as calcium and phosphorus. When an excess is present in the blood, build-up will occur within the bones. When the supply of these minerals within the blood is low, it will be withdrawn from the bones to replenish the supply.

Divisions of the Skeleton:

The human skeleton is divided into two distinct parts:

The axial skeleton consists of bones that form the axis of the body and support and protect the organs of the head, neck, and trunk:

- Skull
- Sternum
- Ribs
- Vertebral Column.

The appendicular skeleton is composed of bones that anchor the appendages to the axial skeleton:

- Upper Extremities
- Lower Extremities
- Shoulder Girdle
- Pelvic Girdle.

(The sacrum and coccyx are considered part of the vertebral column)

Types of Bone

The bones of the body fall into four general categories: long bones, short bones, flat bones, and irregular bones.

Long bones are longer than they are wide and work as levers. The bones of the upper and lower extremities (e.g. humerus, tibia, femur, ulna, metacarpals, etc.) are of this type.

Short bones are short, cube-shaped, and found in the wrists and ankles. Flat bones have broad surfaces for protection of organs and attachment of

muscles (e.g. ribs, cranial bones, bones of shoulder girdle).

Irregular bones are all others that do not fall into the previous categories. They have varied shapes, sizes, and surface features and include the bones of the vertebrae and a few in the skull.

Bone Composition:

Bones are composed of tissue that may take one of two forms. Compact or dense bone, spongy or cancellous bone. Most bones contain both types.

Compact bone is dense, hard, and forms the protective exterior portion of all bones.

Spongy bone is inside the compact bone and is very porous (full of tiny holes). Spongy bone occurs in most bones.

The charts on the following pages show the main bones that you will need to have good knowledge of.

The Spine

Understanding the fundamental anatomy and function of the spine is key to understanding injuries to and diseases of the spine.

The spine has several special roles in the human body. It:

- Protects the spinal cord (which connects nerves to the brain);
- Provides the support needed to walk upright;
- Enables the torso to bend;
- Supports the head.

Viewed from the side, the spine has a natural "S" curve.

The main sections of the Spine

Cervical - commonly referred to as the neck. There are **seven cervical vertebrae** (doughnut-shaped bones) that connect the skull to the rest of the spine. **Thoracic**

- The spine's thoracic section begins at the shoulders and extends down to the end of the rib cage. There are **12 vertebrae in the upper back**, with **shock-absorbing discs between them**. Scoliosis commonly affects the thoracic section of the spine. **Lumbar** - The lumbar section, or lower back, has **five vertebrae**. These vertebrae, separated by discs, are the largest in the spine. The lumbar section is also a common location for scoliosis to occur.

Sacrum - There are **five vertebrae** that join together to form the sacrum, a wedge-shaped part of the spine that rests at the top of the pelvis.

Coccyx - often referred to as the tailbone, consists of **four vertebrae**.

Vertebrae - The spine has **33 doughnut-shaped bones called vertebrae**. Each vertebra is assigned a letter and a number that identifies its location in the spine.

Discs - Between each pair of vertebrae is a **spongy cartilage, or disc**. **Intervertebral discs** act as **shock-absorbing cushions**. Spongy disks are located between the vertebrae.

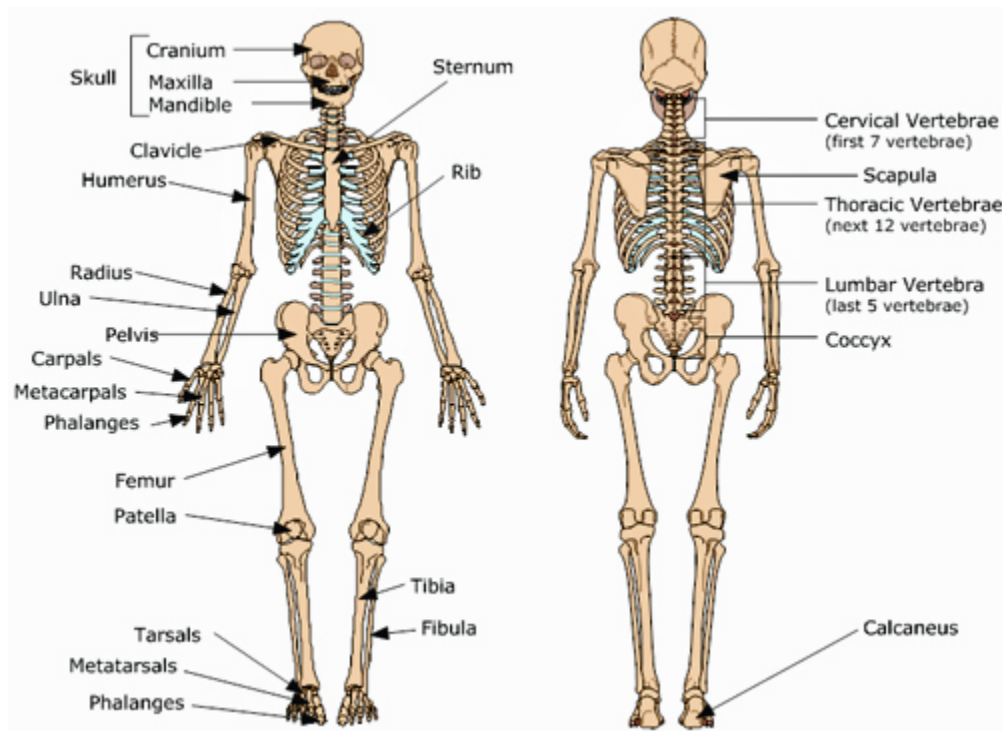
Spinal cord - nerve tissue which, extends from the **brain** and is protected by the spine. It carries information between the body and the brain via the nerve roots.

Nerve root - the **main nerve branch off the spinal cord**, leaving the spine through openings between the vertebrae at the level of the disc.

Facet joint - paired joints which **attach the rear section of one vertebrae to those above and below**.

Sacroiliac joint - where the **sacral spine attaches to the pelvis**. **Tendon** - tough fibrous tissue which **attaches muscle to bone**.

Ligament - tough fibrous tissue which **attaches bone to bone** which provides joint stability



Skin

Anatomy

- The skin is the largest organ of the body.
- Cells have an average life span of 19 – 34 days.
- The average person is covered by 2 ½ square yards of skin that weighs around 9 pounds.
- The average human grows about 1000 completely new outer skins during a lifetime.
- Red blood cells wear out at a rate of 3 million every second, requiring the body to make over 200 billion new ones every day.
- The body's entire supply of red blood cells is completely renewed every four months.
- Blood platelets last only 7-10 days in the body. They are one of the shortest-lived elements in the human body.

The Skin

Skin has two major tissue layers, The Epidermis, a thin layer of nonvascular tissue and the dermis, a dense layer of vascular connective tissue the subcutaneous layer (below the dermis) is a thick layer composed of fatty connective tissue that varies in thickness in each person.

A unique characteristic of the epidermis is its ability to regenerate tissue continuously. This process of shedding and renewing and renewing of epidermal tissue is called desquamation, taken from the Latin 'desquamatus' that means to scale off.

The outer layer of healthy skin is moist and approximately 10% water.

Intercellular cement is the lipid substance between the cells of the epidermis that keep the skin from dehydrating and helps to shield the skin from aggravating substances.

The layers of the epidermis have no blood vessels.

In order of their distance from the surface:

Stratum Corneum: Horny Layer: The outer layer of skin. This layer is the thickest of the epidermal layers and is exposed to the outer elements. The cells in this layer are dry and flat. This layer may have between 18-23 layers of flat dry cells that are cemented together by lipids, peptides, sebum and ceramides.

Stratum Lucidum: Is only present on the palms and soles of the feet. Thickness may vary from 0.5 to 0.8MM on the palms and soles of the feet and can be less than 0.1mm on the eyelids.

Stratum Granulosum: In this layer the lipids separate from the keratin (a non-living substance), and cells lose a considerable amount of fat and moisture. These cells are approximately 80% keratin and less than 20% water.

Stratum Spinosum: This layer is several layers thick and flattens out as it rises upward. It is called the spiny or prickle cell layer due to the spiky appearance of the cells.

Stratum Germinativum: The basal layer is the only living layer of the epidermis where mitosis takes place. Mitosis is the process by which body cells divide to form two identical cells. This layer of skin does not have any blood vessels in it. Melanin is also in this layer.

Layers of the Dermis

Papillary Layer: This Layer of skin is directly below the epidermis.

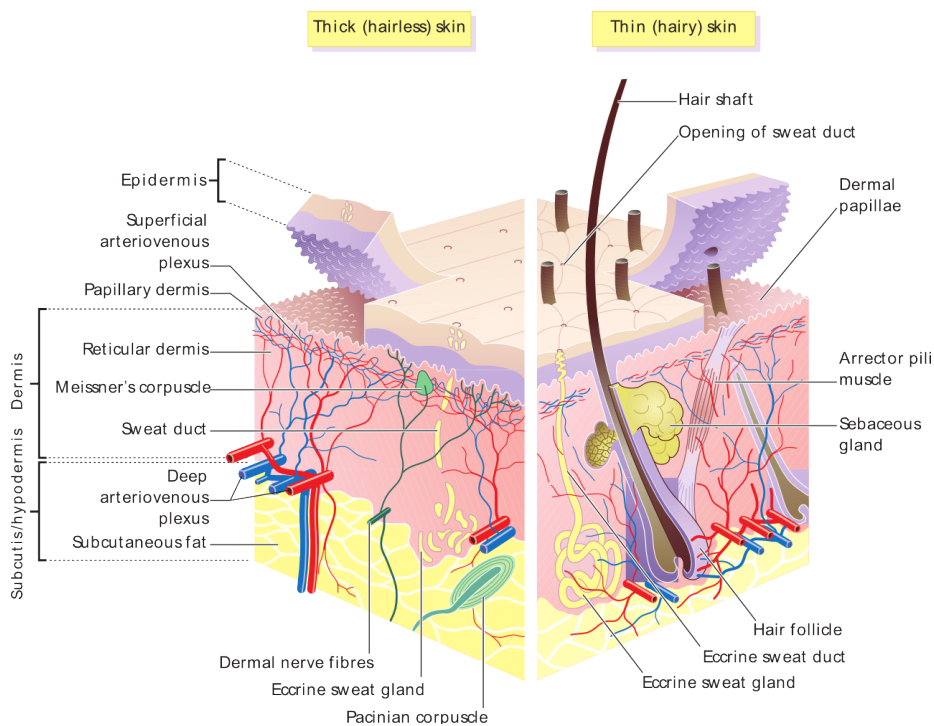
Reticular Layer: This Layer contains the following:

- Nerves.
- Lymph Vessels.
- Oil Glands.
- Elastin.
- Blood Vessels.
- Hair Follicles.

- Sweat Glands.
- Fat Cells.
- Arrector pili muscles.
- Collagen

One Square inch of skin contains:

- 9,500,000 Cells
- 65 Hairs
- 19-20 Yards of Blood Vessels
- 13 Sensory apparatuses for cold
- 19,500 Sensory cells at the ends of nerve fibres
- 1,300 nerve endings to record pain
- 650 Sweat glands
- 95-100 Sebaceous glands
- 78 sensory apparatuses for heat
- 78 yards of nerves
- 160-165 pressure apparatuses for the perception of tactile stimuli.



Skin Facts

- The skin guards the body from injury and bacterial invasion.
- The perceived colour of a person's skin depends on the intensity of the state of contraction or dilation of the superficial vessels and on the extent of oxygenation of the blood.
- Our skin has a limited capacity for absorption.
- Freckles are an uneven distribution of melanin in the epidermis.
- Skin is about 1mm thick on your eyelids, 3mm thick on the palms of your hands and the soles of your feet and about 2mm thick everywhere on the body.

- The nerve endings are small and separate so that sensation is distributed not uniformly but in small areas. Individuals who are insensitive to pain have defective development of certain nerve structures.
- When cells are injured, histamine (a chemical that dissolves protein) is released and these irritate the sensory nerve endings to cause varied degrees of discomfort.
- When ice is applied to the skin the capillaries constrict, less blood and histamine flows and pain is alleviated.
- When the skin is stroked firmly, the contractile cells of the vessels are mechanically stimulated, and capillary constriction produces immediate blanching. When these cells relax, the vessels dilate, and redness appears that flares to a small distance from the actual site of the stimulus. The flare depends on the integrity of nerve tissue and does not occur when the skin nerves have degenerated. If the stroke is injurious, histamine is released from damaged cells, water moves from the capillaries into the tissues and a swelling ensues. This is called a wheal and flare reaction or a hive.
- Keratin in the basal layer is a protein that aids in protecting the skin against invasion.

The Function of the Skin

The skin has many functions, these include:

Secretion – The skin secretes sebum from the underlying sebaceous glands. This natural oil helps to keep the skin supple.

Heat Regulation – The body temperature is regulated through the skin. Sweating helps to cool the skin, while shivering helps to warm the body up.

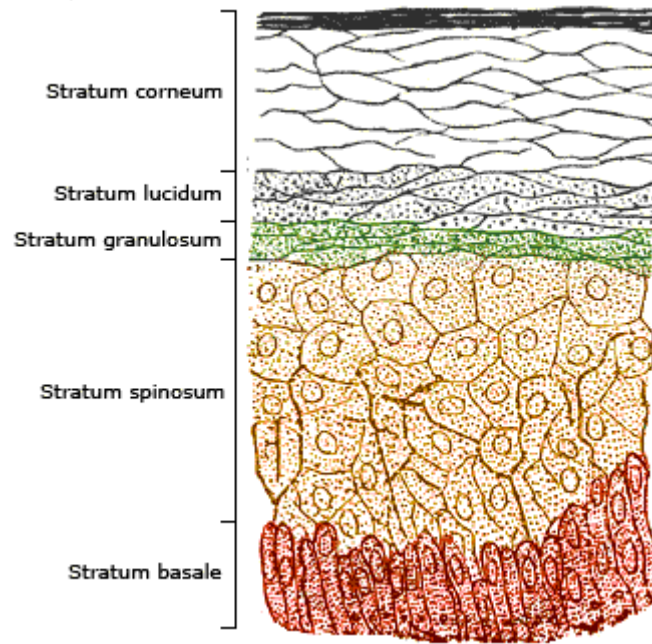
Absorption – Substances can be absorbed through the skin which can be transported into the blood stream.

Protection – The skin acts as a protective barrier against germs and bacteria. The skin also contains Melanocytes which produce Melanin, and this helps protect the skin against UV radiation.

Excretion – The skin contains sweat glands which help to excrete excess waste and toxins out of the body.

Sensation – The skin contains thousands of nerve endings which act as sensors for pain. Heat or cold.

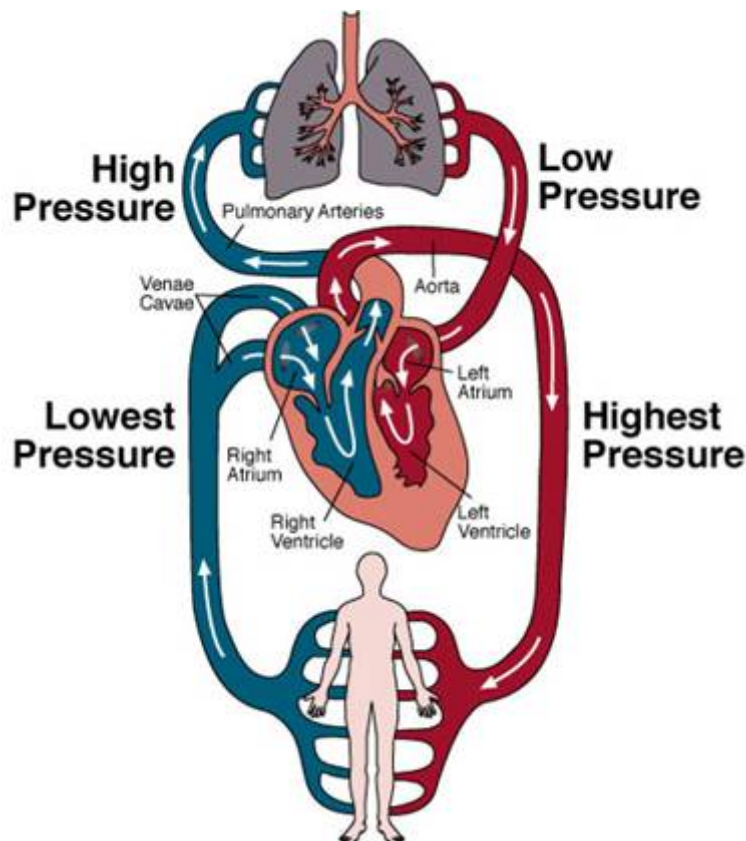
Vitamins – The skin helps make Vitamin D which is created by a chemical reaction to Sunlight



THE CIRCULATORY SYSTEM

The circulatory system is the system that is involved with passing vital substances around the body in order for cells to survive. Blood is pumped by the heart; a fist-sized muscular structure, to every cell in the body via a complex network of vessels. These vessels consist of arteries, veins and capillaries and carry blood around the body delivering nutrients, oxygen, heat, hormones and removing carbon dioxide and waste.

The heart consists of four chambers, i.e. a right and left atrium, and a right and left ventricle. It is separated by a septum, which prevents oxygenated and deoxygenated blood from meeting. Deoxygenated blood enters the right side of the heart and is pumped to the lungs where the deoxygenated blood is removed and replaced with oxygen. Here the richly oxygenated blood is returned to the heart in order for it to be pumped around the body.



THE RESPIRATORY SYSTEM

The respiratory system is the system that deals with breathing and supplying blood with oxygen, but also has many other functions, including:

- filtering and cleaning the air we breathe
- adding resonance to our voice.

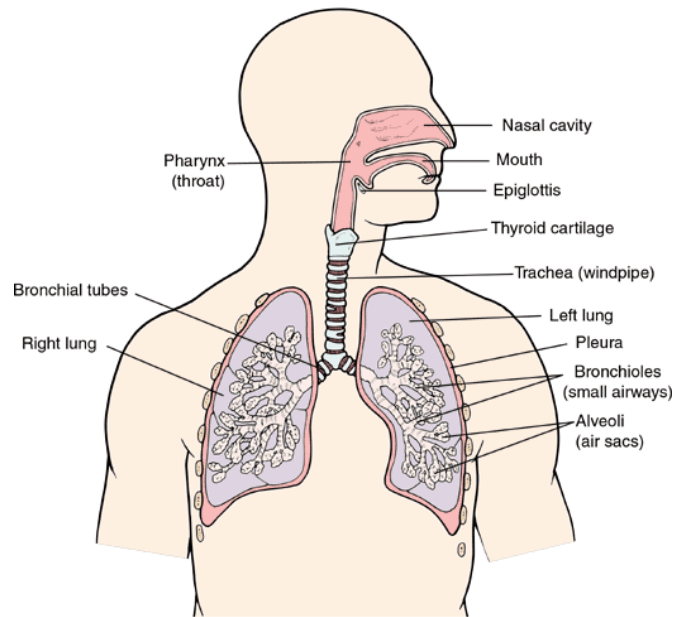
The respiratory system consists of many organs that work together to allow gas exchange to take place. This system works in conjunction with the circulatory system.

The respiratory system consists of the:

- Nose
- Larynx

- Pharynx (throat)
- Trachea
- Lungs
- Bronchi
- Bronchioles
- Alveoli
- Diaphragm.

Air is sucked into the body via the nose or mouth where it is cleaned of unwanted dust. It is then passed to the back of the pharynx and into the trachea where it travels into the divided bronchi which lead to the alveoli via the bronchioles. Here, in the alveoli, gas exchange takes place.



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 are:

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

Lymph organs include the bone marrow, lymph nodes, spleen, and thymus. Precursor cells in the bone marrow produce lymphocytes. B-lymphocytes (B-cells) mature in the bone marrow. T-lymphocytes (T-cells) mature in the thymus gland.

Besides providing a home for lymphocytes (B-cells and T-cells), the ducts of the lymphatic system provide transportation for proteins, fats, and other substances in a medium called lymph.

Lymph nodes are bean-shaped and range in size from a few millimetres to about 1-2 cm in their normal state. They may become enlarged due to a tumour or infection. White blood cells are located within honeycomb structures of the lymph nodes. Lymph nodes are enlarged when the body is infected.

Lymph means clear water and it is basically the fluid and protein that has been squeezed out of the blood (i.e. blood plasma). The lymph is drained from the tissue in microscopic blind-ended vessels called lymph capillaries.

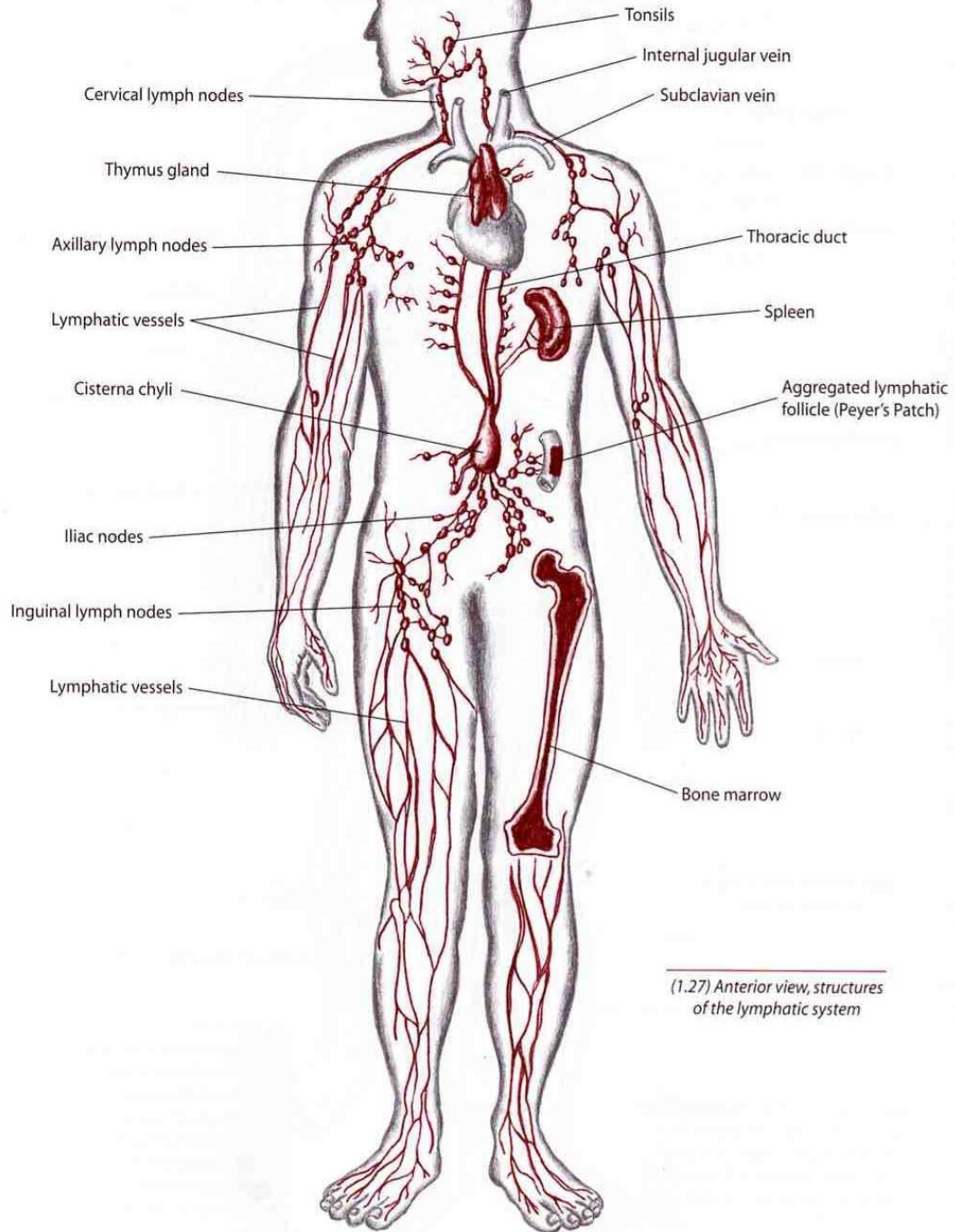
The diagram on the next page shows the lymph nodes in the head.

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

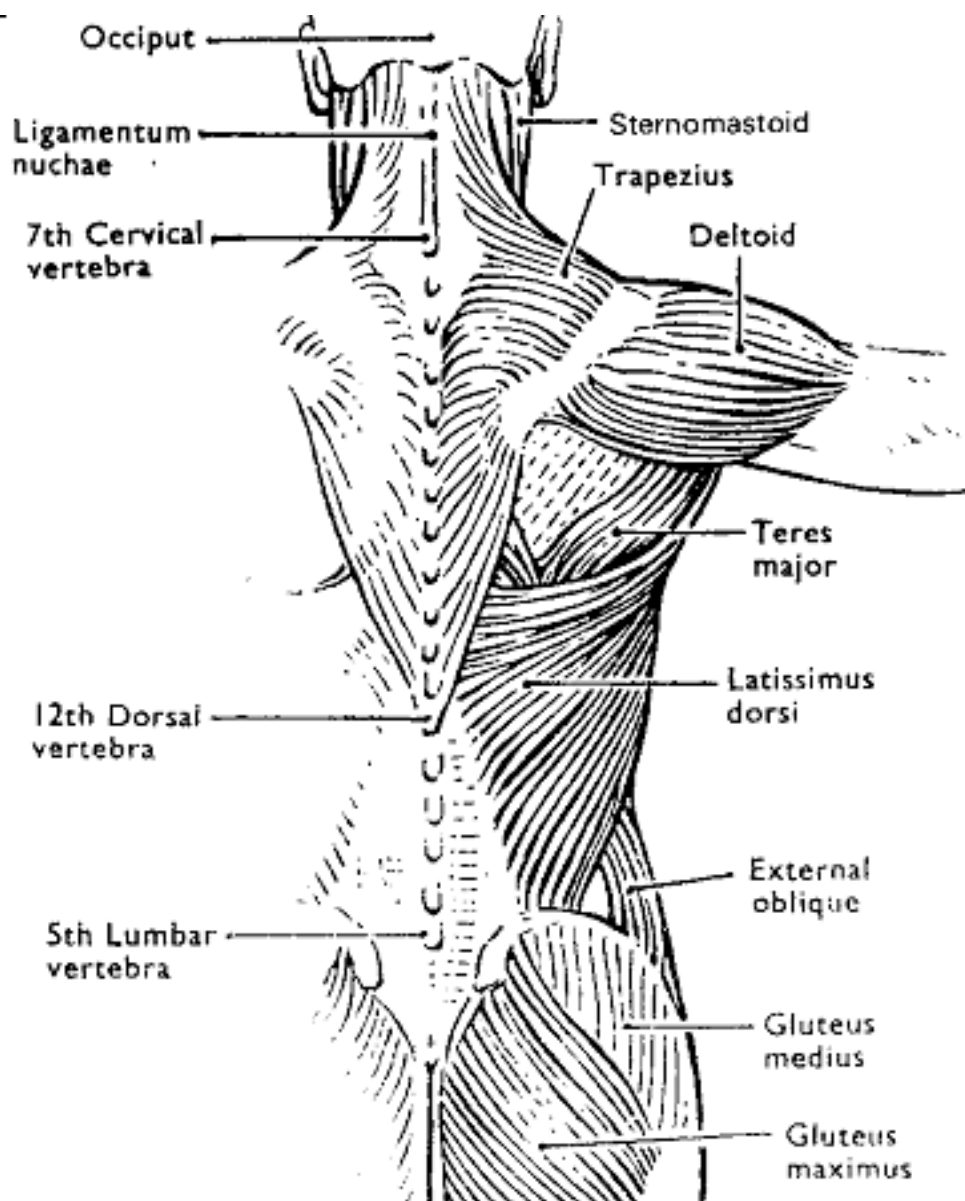
which escapes from capillaries and transporting it back to the heart. Lymphatic vessels carry fats from the intestines to the blood. Lymphatic tissue also helps the body's immune system defend against foreign cells, microbes, and cancer cells.



(1.27) Anterior view, structures of the lymphatic system

Muscles of the Back

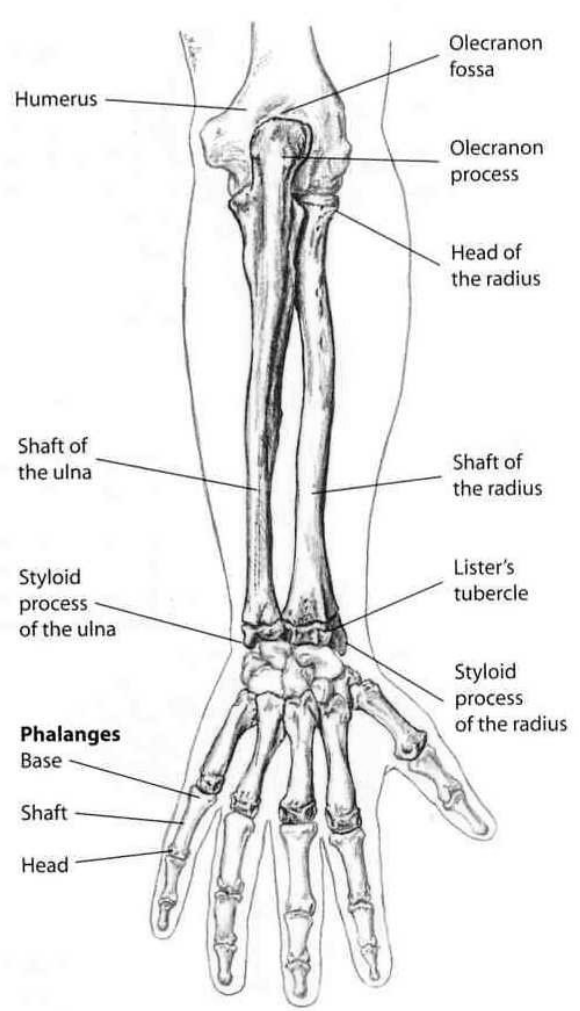
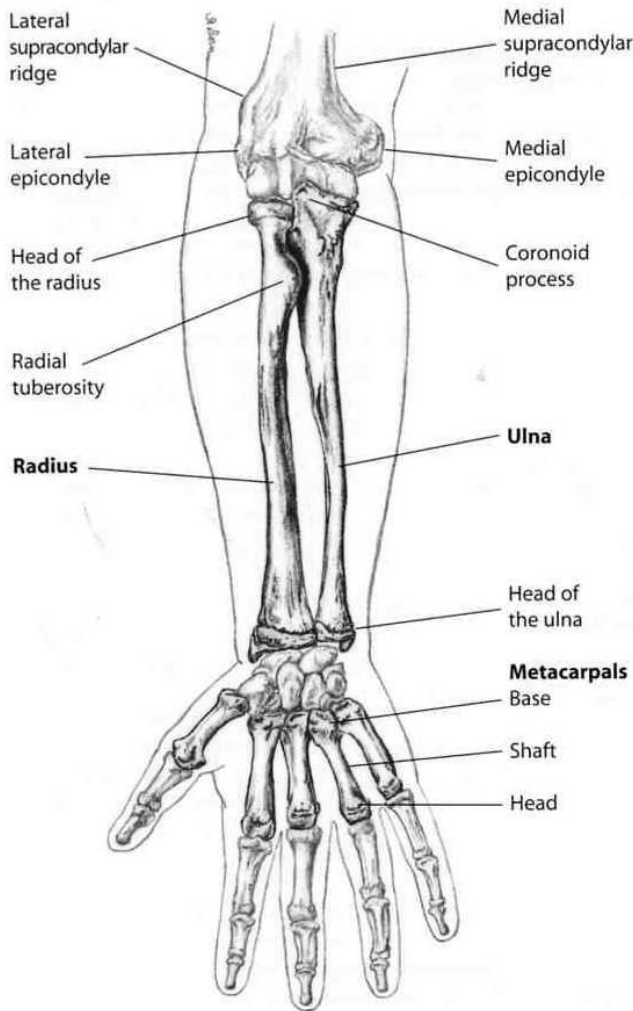
There are six pairs of large muscles in the back some of which are responsible for the movements of the spinal column.



Below

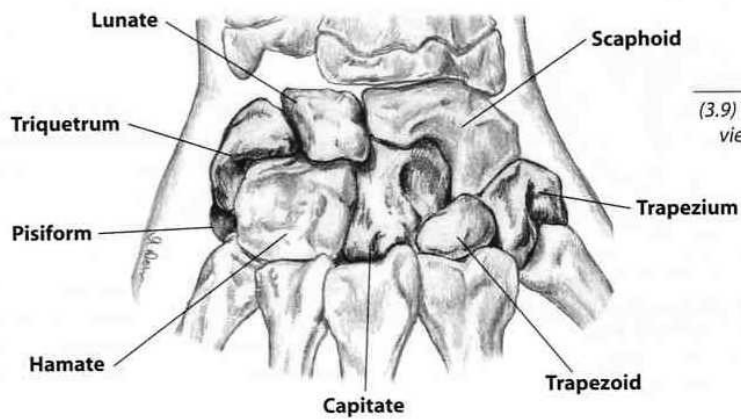
Illustrations taken from "The Trail Guide" by Andrew Biel - ISBN: 0-9658534-1-1

Bones of the Forearm and hands



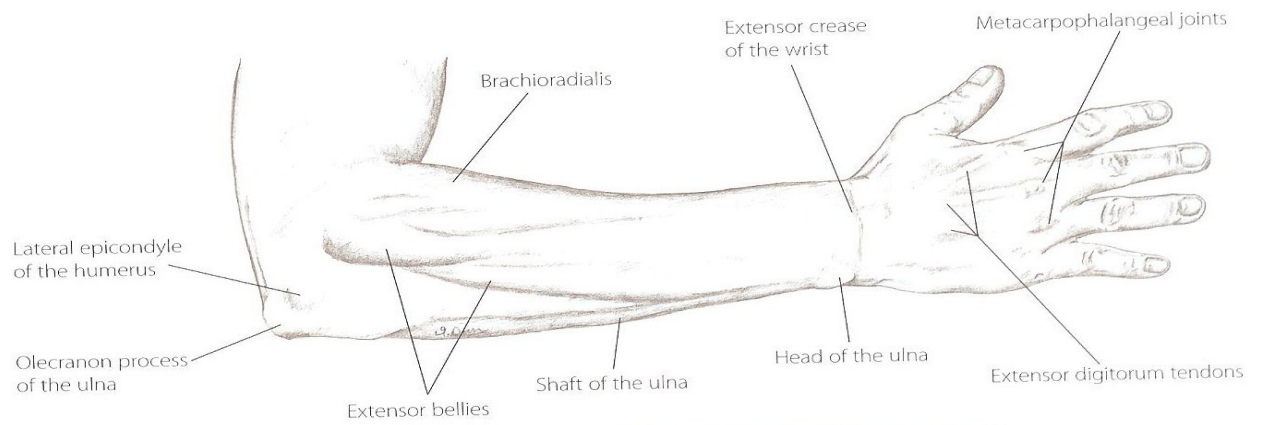
(3.7) Anterior (palmar) view of right forearm and hand

(3.8) Posterior (dorsal) view of right forearm and hand



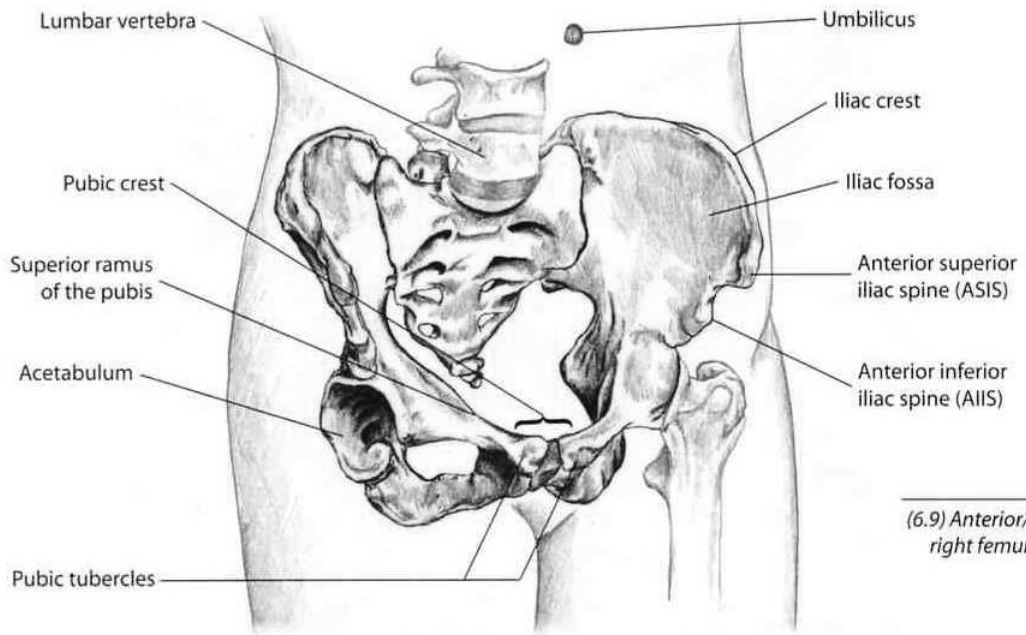
(3.9) The carpals (dorsal view of right hand)

Position of the Lateral Epicondyle & Acromion Process

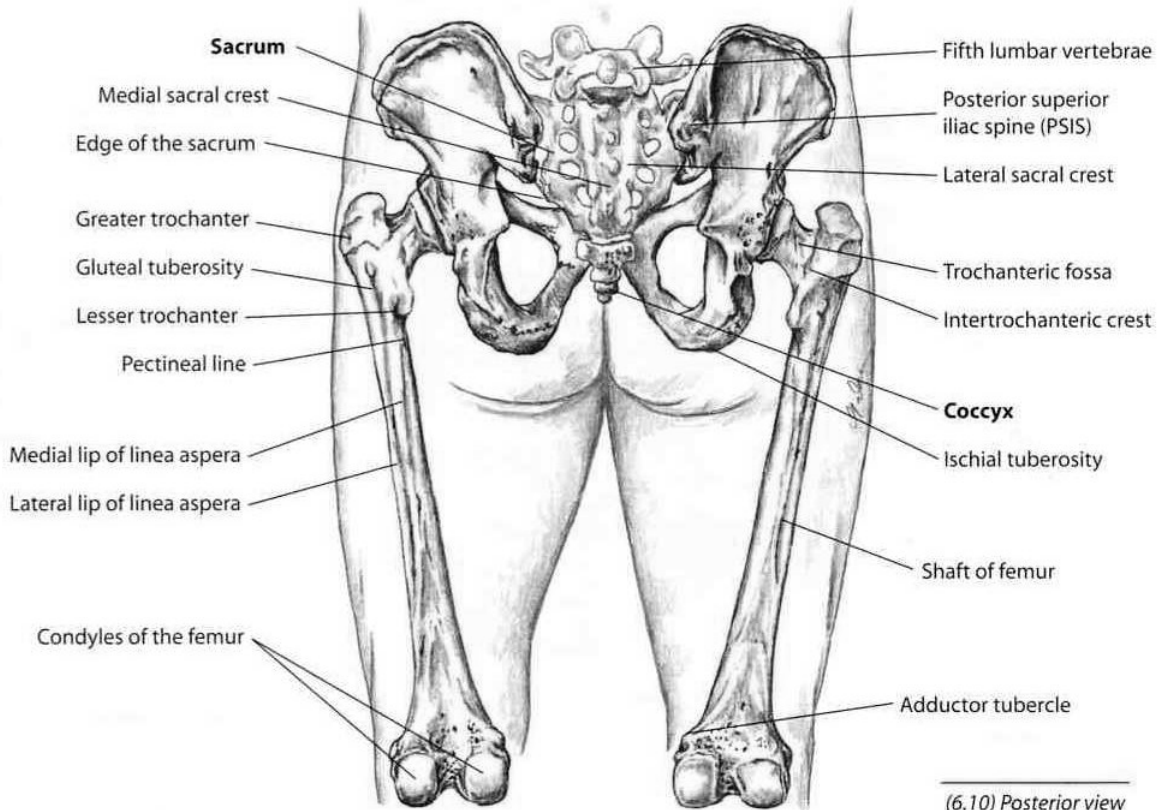


(3.1) Lateral view of right forearm and hand

Bones of the Hip

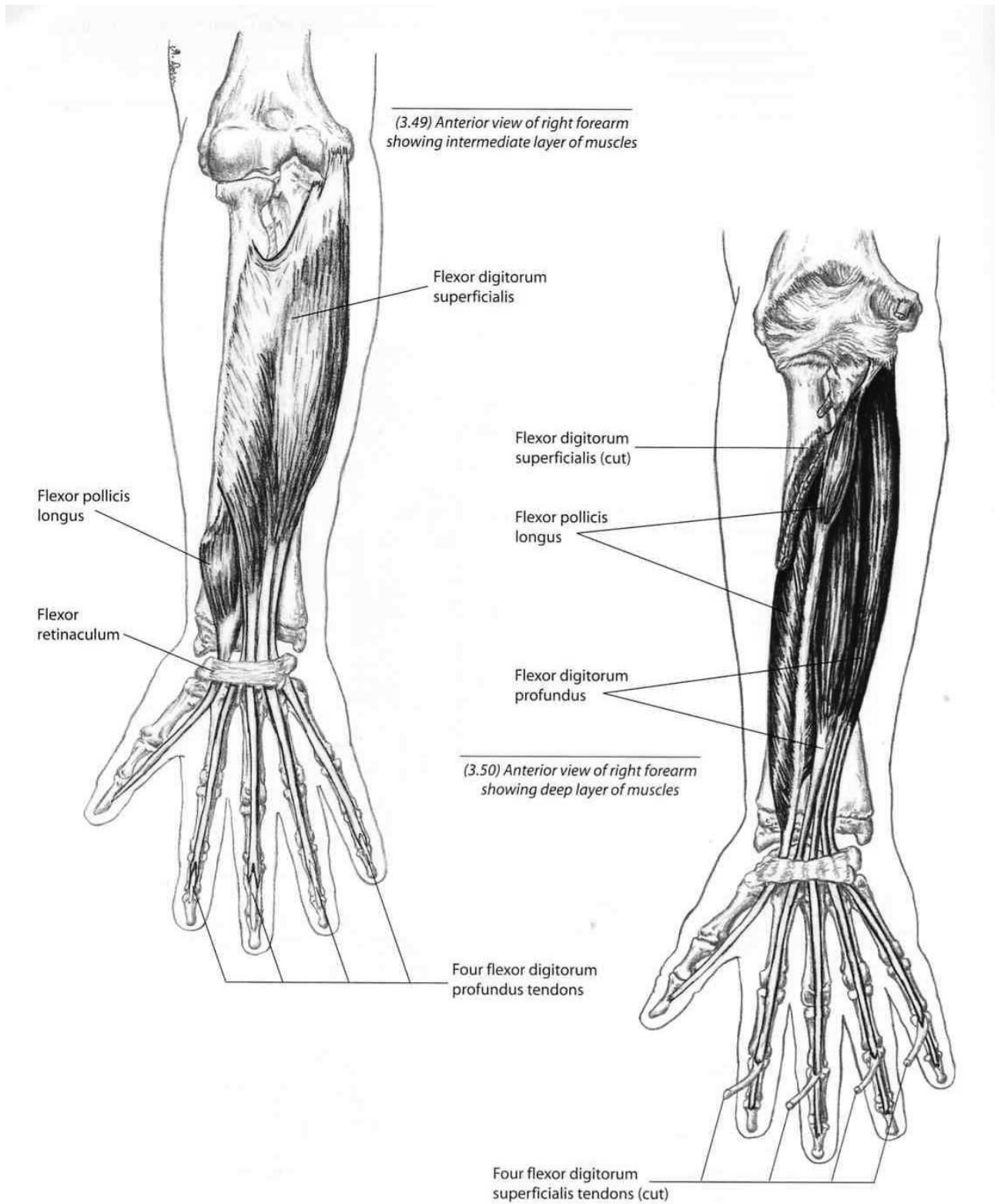


(6.9) Anterior/lateral view, right femur removed



(6.10) Posterior view

Muscles of the Forearm and Hands



What are Meridian Lines and what is Meridian Energy?

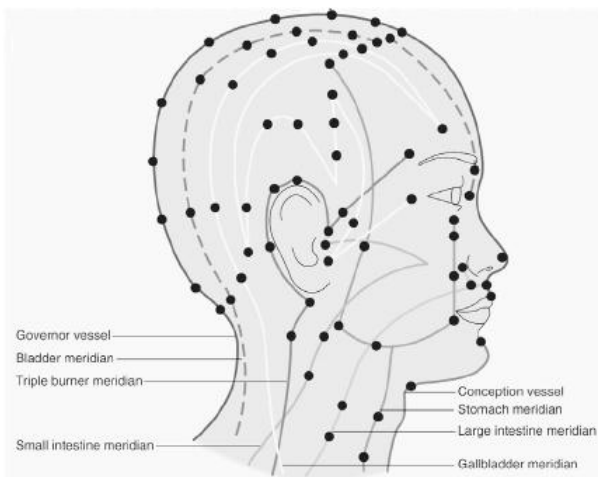
Meridians are the body's energy pathways that act like a super-highway, with Acupoints along their channels that connect like hundreds of tiny pools of electromagnetic energy. They are energetic pathways that serve organs and systems in the body. They were named by the life function associated with them – 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.

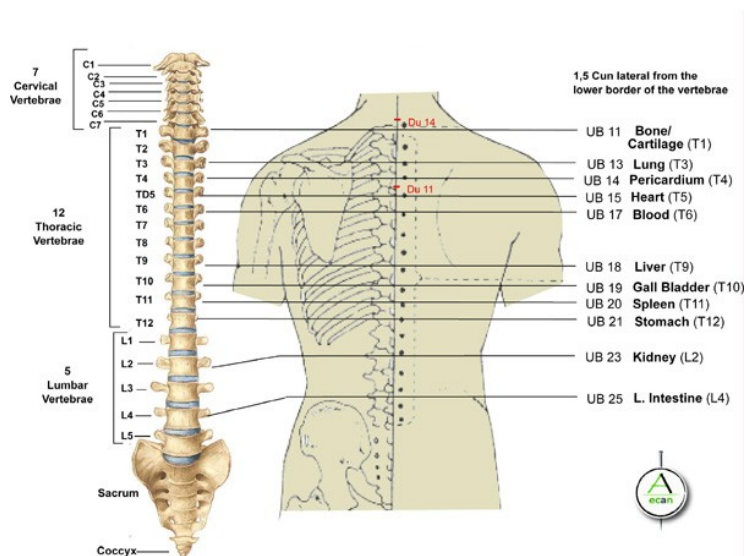
Meridian Energy Pathways

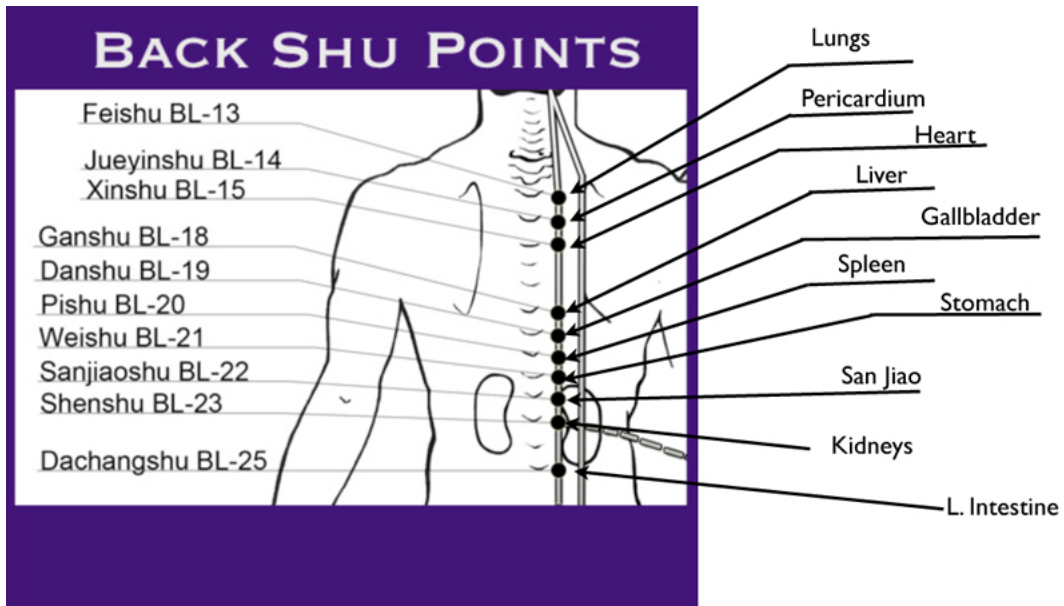
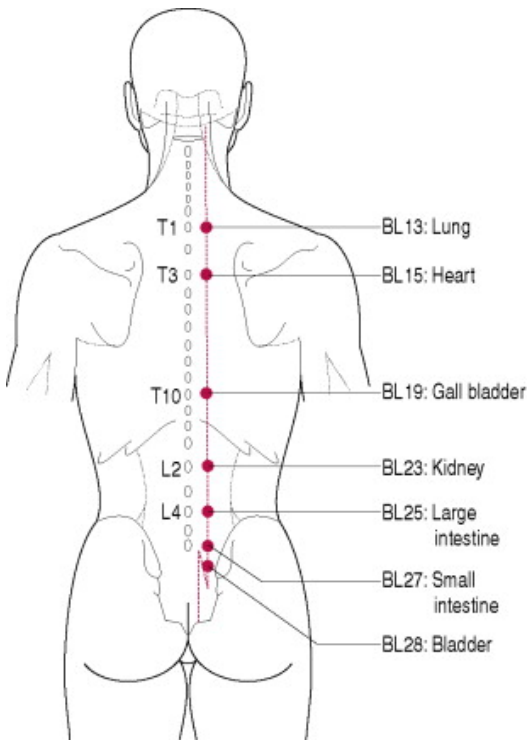
In provinces of China, where the doctor's primary job is seen as maintaining health by keeping people's meridian energies balanced, the physician is paid only as long as the person was well. If the doctor had to treat an illness, he had failed and so the patient didn't pay. This is in direct contrast 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



Bladder Meridian





Names of 12 Major Meridians in the body

GB	Gall Bladder
KD	Kidney
HT	Heart
PE	Perricardium
LU	Lung
LI	Large Intestine
SI	Small Intestine
TH	Triple Heater (sometimes referred to as
TB	Triple Burner or TW – Triple Warmer)
ST	Stomach
SP	Spleen
BL	Bladder
CV	Conception Vessel
GV	Governing Vessel

Some useful Acu-points

Li 4

Master Point for head and face, treats headaches and influences the circulation of Qi and Blood

GB 20

All issues of the head, face, throat and sense organs (eyes, ears, nose, tongue). Headache, especially occipital.

Eye issues.

Issues of the neck, shoulders a/or upper back - pain, weakness, stiffness. Hypertension, especially with LV Yang Rising.

GB21

Local point for occipital headache, tight trapezius muscles and/or neck/shoulder pain.

Strongly influence Qi downward - useful for rebellious Qi, cough.

Contraindicated in Pregnancy, useful for difficult labour, retained placenta.

ST36

Tonify deficient Qi a/or Blood.

Tonify Wei Qi and Qi overall - low immunity, chronic illness, poor digestion, general weakness, particularly with [moxibustion](#), very important acupuncture point for building and maintaining overall health.

All issues involving the Stomach a/or the Spleen -

SJ / TH 5

Upper limb disorders including the elbow, forearm, wrist and hand.

LI11

Reduction of high fevers, Damp Heat skin diseases, red, itchy, oozing & inflamed

GB30

Sciatica, pain, numbness, atrophy of lower back, hip, buttocks a/or lower limbs.

Sp6

Digestive disorders.

Gynecological issues, male sexual issues, difficult labor (expel fetus). Menstrual issues (irregular, amenorrhea, dysmenorrhea).

Insomnia, palpitations, and other anxiety related emotions. Dizziness, hypertension.

BL60

Main point for pain anywhere along the spine. Main point for chronic low back pain a/or problems of pain a/or numbness in the lower limbs.

Main point for headache and other excesses effecting the head.

BI54

Sciatica especially if pain radiates along the posterior aspect of the leg.

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.
5. Return all phone calls, messages and emails within hours or at least the same day.
6. Give regular clients an incentive - Buy 5 massages and pay up front and get £5.00 off of each massage etc..
7. Read marketing and business books, watch vids and join groups to keep inspired.
8. Have your clients write feedback/ testimonials for flyers or brochures.
(get their permission to use these on your site or brochures)
9. Call your client the next day after a session to see how they feel.

10. 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.
11. Send offers for gift certificates for holidays such as Christmas, Valentine's Day.
12. Write regular Blogs
13. Offer taster sessions
14. Give free consultations.
15. Create your website with informational articles, e-mail newsletter, discounts, gift certificates, etc.
16. 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.
17. Post regular announcements on Facebook to your clients offering reminders, health tips etc.
18. Donate gift certificates to auctions for local non-profit business such as art museums, schools or other community services.
19. Make a thorough [business plan](#) and refer to it often. Revise it often.
20. Attend conferences and events and take a table or stand if possible.
21. Get set up to take credit cards through your business account.
22. Set up regular business hours so people know they can count on you.
23. Keep your mailing list up to date. Keep track of everyone who comes to see you.
24. 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.
25. Make brochures, flyers, business cards, gift certificates
26. Research rates and price structures in your area to make sure you are charging fairly.
27. Become an Expert in your field.
28. Offer your clients a refer a friend incentive.

29. Keep up on techniques and methods, always improving yourself and your treatments.
30. Know who your customers are!!! Athletes, business people, professionals and develop a plan for each group.
31. Join the Chamber or a breakfast club with other professionals
32. Run promotions for the various holidays emphasizing gift certificate sales: Christmas, Valentine's Day.
33. Volunteer your time to charities or non-profit organization.
34. 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.
35. Set up a network of other massage therapists that you can refer out to for specialized work.
36. Create a [clear vision](#) of what you want and need based on your values.
37. Call clients to remind them of their appointments.
38. Change your voice mail message every day to let clients know what openings you have each day or when your next opening is.
39. 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
- 2.

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

This course is insured by Westminster Insurance and Accredited by the CMA and IPHM

Notes

