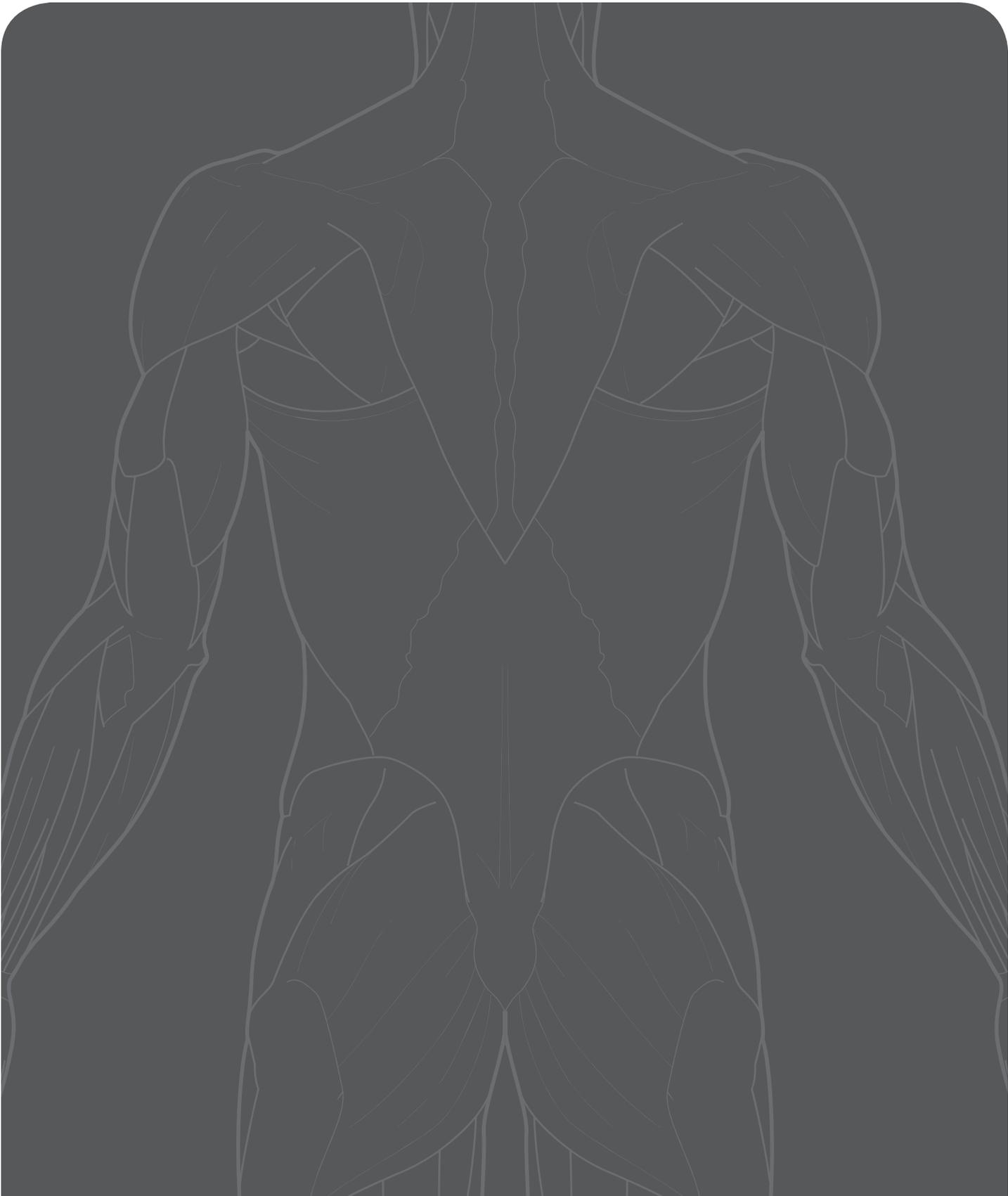


PerformanceHealth®

Massage Therapy School Program

FEATURING BIOFREEZE AND PROSSAGE





 **BIOFREEZE**
COLD THERAPY PAIN RELIEF

 **Thera-Band** 
Systems of Progressive Exercise

PROSSAGE
Massage & Bodywork Products

The Hygenic Corporation • 1245 Home Avenue • Akron, OH 44310 • 800.321.2135 • Fax 330.633.9359

Biofreeze®, Prossage®, Thera-Band®, the Color Pyramid® and the Associated Colors® are trademarks owned by the Hygenic Corporation or its affiliates and may be registered in the United States and other countries. All rights reserved. © 2012. P05507, Rev 0

Introduction

We are excited to bring you the new Performance Health Massage Therapy School Program. This educational resource book has all the tools and materials you need to teach your students the basics related to:

- **Topical Analgesics 101** – Using topical analgesics in massage therapy
- **Cervical Contrast Treatment** – Providing cervical contrast therapy with hot and cold products
- **Forearm, Wrist & Hand Treatment** – Treating the wrist and forearm with Prossage® Heat
- **Massage Therapy & Retailing** – Understanding techniques for successful product retailing
- **Self-Care Strategies** – Providing self-care for the massage therapist using resistance bands

These teaching modules were designed by professional massage therapists with experience using Biofreeze® and Prossage® products. The contributing authors are Lorena Haynes, LMT; Teresa M. Matthews, LMT, CPT; Michael McGillicuddy, LMT, NCTMB; Cherie Sohnen-Moe; Lynda Solien-Wolfe, LMT; and James Waslaski, LMT.

The teaching modules include:

- Teacher's Guide that provides a course overview, course objectives and preparation tips
- PowerPoint Presentation and supporting presentation outline
- Student Materials
- Student Quiz
- Product samples and/or product literature

In addition, we've included the complete Performance Health Massage Therapy Treatment Manual, designed by industry professionals and containing modalities ranging from sports massage treatments to self-care. This manual can also be shared with students online at www.performancehealth.com/treatmentmanual.

This program includes complimentary in-class samples of Biofreeze, Prossage® Heat and Thera-Band® products, which can be requested by completing and returning the order form found in the back of this resource book. This order form may also be used to request Student Graduation Kits, product samples for your clinics and community outreach programs, the Massage Therapy Treatment Manual and the School Program educational resource book. To complete this form online visit: www.performancehealth.pro/SchoolForm

Questions? Please contact the Performance Health Education Department at
education@performancehealth.com

About Performance Health

Featuring leading brands like Thera-Band®, Biofreeze® and Prossage®, Performance Health offers a broad portfolio of products for the therapy, rehabilitation and wellness markets. In addition to market-leading products, Performance Health provides evidence-based protocols, education and pain management solutions.

www.thera-band.com www.biofreeze.com www.prossage.us www.thera-bandacademy.com

Author Biographies

Lorena Haynes, LMT



Lorena earned her education degree in career and industry training from University of Central Florida in 2006. She has been teaching massage therapy since 2002. Lorena is the owner of Haylo Education Solutions LLC and can be contacted at www.hayloes.com

Teresa M. Matthews, LMT, CPT



Teresa is a Licensed Massage Therapist and a Certified Personal Trainer with over 30 years experience. She is the Owner/Instructor of Arlington School of Massage & Personal Training in Jacksonville, Florida, President and Founder of Health, Wellness & Fitness Professionals, Inc. and a national educator on Self-Care, Nutrition and Advanced Practice Massage Techniques. www.hwfp.org

Michael McGillicuddy, LMT, NCTMB, CKTI



Michael is the President of USA Pro-Sports, a continuing education company, which conducts workshops throughout the world. He is owner and administrator of the Central Florida School of Massage Therapy in Winter Park, Florida. Michael is a certified Kinesio Taping instructor. He was inducted into the Massage Therapy Hall of Fame in 2011. www.massagetherapy.cc

Cherie Sohnen-Moe



Cherie is the owner of Sohnen-Moe and Associates and has authored the book *Business Mastery* and co-authored *The Ethics of Touch*. Cherie and Lynda Solien-Wolfe facilitate workshops on Retailing and have created an extensive online course titled *Profit with Products*. Cheri will be inducted into the Massage Therapy Hall of Fame in 2012. www.sohnen-moe.com

Lynda Solien-Wolfe, LMT, NCTMB



Lynda is a licensed massage therapist and facial specialist in the state of Florida. She is the Education Director for Massage and Spa for Performance Health and President of the Solwolfe Resource Group, Inc. Lynda has owned a private massage therapy practice in Merritt Island, Florida since 1994. She was inducted into the Massage Therapy Hall of Fame in 2011. lwolfe@performancehealth.com

James Waslaski, LMT



James Waslaski is an author and international lecturer on chronic pain and sports injuries. He's developed seven orthopedic massage and sports injury DVDs and authored manuals on Advanced Orthopedic Massage, Clinical Sports Massage, and Client Self Care. James recently published the book, "Clinical Massage Therapy, A Structured Approach in Pain Management". James was inducted into the Massage Therapy Hall of Fame in 2008. www.orthomassage.net

Teacher's Guide: *Topical Analgesics 101*

Suggestions on where to teach in the curriculum:

- Technique Classes
- Product Classes

Class Format:

- Lecture
- Discussion
- Hands on Training

Time:

- 1-3 hours

Module Contents:

- Presentation outline
- PowerPoint presentation with embedded video
- Student Handout (used for note taking during the presentation)
- Student Quiz
- Student Quiz and Handout Answer Sheet

Objectives:

The objectives of this presentation are for a student to:

- Define a topical analgesic
- Know why topical analgesics are used
- Identify typical ingredients found in topical analgesics
- Explain how topical analgesics work
- Learn how to apply topical analgesics to themselves and others
- Identify contraindications to the application of topical analgesics

Materials Provided:

PowerPoint Presentation
Student Materials
Biofreeze Samples
Biofreeze Practitioner Brochure

Additional Materials Required:

Computer
PowerPoint Reader (installed)
Projector
Screen

Preparation:

- Make sure the computer is connected to the projector and that a PowerPoint (PPT) reader is installed. Contact your IT department if you have difficulties.
- Open the **Topical Analgesics 101** PPT presentation and make sure that it works with your system.
- Review the PPT presentation prior to class.
- Make copies of the student materials and the related teaching materials.
- Verify that you have enough product samples for students.

Tips for Teaching:

- When you first watch the presentation, note personal examples to illustrate some of the points. You may wish to add these notes to the note section for each of the slides for reference during the presentation.
- Hand out the student materials at the beginning of the presentation.
- Encourage students to fill out the Student Handout during the presentation as a study guide. You may collect them later for grading.
- Read aloud the notes section of each slide either directly from the computer screen or the following outline. Add examples to facilitate discussion.
- Ask students to share their experiences regarding specific topics. Keep the discussion on topic.
- Slides may be printed as transparencies for overhead projector use.

Presentation Outline: *Topical Analgesics 101*

Introduction: The purpose of Topical Analgesics 101 is to introduce students to the what, why and how of using topical analgesics. Students need to know what is a topical analgesic is, why and when they use one, what ingredients are in topical analgesics, how topical analgesics work, why there are different formats, and what are the contraindications to application.

Learning about the application of topical analgesics gives the student another tool for helping their clients with residual pain after completing their massage. Topical analgesics are easy to apply and add another dimension of effective pain relief in a massage therapy session.

Slide	Notes and discussion questions
1.	Topical Analgesics 101 is sponsored by Performance Health. Developed for Performance Health by Michael McGillicuddy and Lynda Solien-Wolfe
2.	Welcome to “Topical Analgesics 101”. The goal of this presentation is to answer the following questions. What is a topical analgesic? Why use a topical analgesic? What are the typical ingredients in topical analgesics? How do topical analgesics work? How do you apply topical analgesics? What are the contraindications to application?
3.	The definition of a topical analgesic is a product that is applied to the skin surface for the purpose of relieving soreness and pain in soft tissue and joints.
4.	Today, throughout the pain management community, the shift is toward the use of topical analgesics and away from systemic pain relievers. Fueling this trend is evidence-based research linking currently available systemic pain relievers to adverse events ¹ . NSAIDs, COX-2 inhibitors, and opioids can affect the gastrointestinal tract, heart, kidneys, and other organs, as well as cognition. Conversely, topical analgesics deliver targeted pain relief with low levels of systemic absorption and therefore less risk for systemic toxicity and/or drug interaction ¹ . Pain-management clinicians are encouraged to consider and recommend topical analgesics as effective alternatives to other systemic medications.
5.	Exercise or activity can lead to injury. Injury causes soreness, discomfort or pain which limits exercise.
6.	Topical analgesics help manage the pain cycle by temporarily relieving soreness, minor discomfort or minor pain to facilitate exercise.

Topical Analgesics 101 – Presentation Outline

7.	Topical analgesics help facilitate freer, more pain free movement. They can also provide effective relief for people troubled by sore muscles and muscle sprains; back, shoulder and neck pain; arthritis; painful foot, knee, hip and elbow joints; and muscular strains, without the disadvantages of ice.
8.	<p>Consult product labeling for warnings</p> <p>Consult a physician if the client has sensitive skin or to use on children under 2 years of age</p> <p>Pregnant women: ask a health professional before use</p> <p>Keep away from excessive heat or open flame</p> <p>Store in cool dry place with lid closed tightly</p> <p>Keep out of the reach of children. If accidentally ingested, get medical help or contact Poison Control Center immediately</p>
9.	<p>Avoid contacts with eyes or mucous membranes</p> <p>Do not apply to wounds or damaged skin</p> <p>Do not apply to irritated skin or if excessive irritation develops</p> <p>Do not bandage</p> <p>Do not use with other ointments, creams, sprays, or liniments</p> <p>Do not use with heating pad or device</p> <p>Wash hands after use</p>
10.	The ingredients in topical analgesics vary by manufacturer. The quality of ingredients and the way the product is manufactured also varies. Typically most analgesics share two common ingredients—menthol and alcohol. Some popular topical analgesics use Capsaicin as well as Camphor, however, it is important to understand what the ingredients do and how they work when selecting an analgesic to use in your practice. Educating yourself in the products that you use with clients is the key to your effectiveness as a practitioner. The “active ingredient” in Biofreeze® Pain Reliever is Menthol ² . USP or United States Pharmacopeia sets the standards to ensure the quality of medications. Biofreeze is formulated with USP-grade menthol, camphor, isopropyl alcohol, and water. This commitment to quality differentiates it from other topical analgesics.
11 / 12.	<p>Counter-irritation works by relieving pain through a method known as “Gate Control,” or “gating.” Commonly known as the “Gate Control Theory” of Melzack & Wall³. In the gating process, menthol acts to stimulate specific sensory receptors in the skin, thereby blocking other receptors from sending pain signals to the brain.</p> <p>Slide 12 – Video link</p>
13.	<p>Interestingly, pain and temperature signals travel along the same pathways in the spinal cord (the dorsal spinothalamic tract), terminating in the thalamus. Counter-irritants stimulate cutaneous sensory receptors for the purpose of relieving pain, larger-diameter nerve fibers (A-Delta) are stimulated, overriding the pain signals from the smaller-diameter (C) fibers. Skin irritation blocks the pain signal from reaching the brain.</p> <p>The Gate is open when the person feels the deep ache of chronic or acute pain due to the stimulation of the deeper nerve fibers. (Smaller-diameter (C) fibers). Pain is perceived when pain transmitting neurons are stimulated these are A-delta nerve fibers (quick, intense pain) and C fibers (throbbing, chronic pain).</p>

Topical Analgesics 101 – Presentation Outline

14.	The Gate closes to the deep ache when the more superficial larger-diameter nerve fibers (A-Delta) receive more stimulation by applying a topical analgesic. Pain is NOT perceived when a Topical Analgesic is applied to the skin, because it stimulates a third nerve fiber called A-beta. The A-beta nerve fibers are “non-nociceptive” meaning they do not transmit painful stimuli. When the A-beta fibers are stimulated it causes an inhibitory response which closes the gate in the spinal cord to pain.
15.	Also known as “cold therapy,” cryotherapy is the application of cold to relieve pain, typically applied with ice or other cold modalities. The related term cryokinetics refers to the pairing of pain-relieving cryotherapy with exercise. This cooling and re-warming of tissue stimulates the return of blood flow to affected areas.
16.	The most popular form of cryotherapy is the use of ice. But when applied to sore muscles, ice can cause such negative effects as stiffness, decreased range of motion, decreased motor performance and skin irritation. While ice has some good effects such as reduced pain and inflammation, there are some disadvantages to be aware of. <ul style="list-style-type: none"> • Stiffness, decreased ROM (range of motion) • Temporary pain and numbness • Decreased motor performance • Prolonged vasoconstriction (<i>narrowing of the blood vessels</i>) • Skin irritation • Risk of frostbite and nerve injury
17.	Topical analgesics provide the benefits of cryotherapy without the disadvantages of ice ⁴ and they come with different methods of application. Each method has its own uses and allows for easy application in different situations. Some common conditions that topical analgesics can be beneficial for are medial and lateral epicondylitis (tennis elbow).
18.	Gel – ideal for hands-on massages; larger muscles and joints. Gel with Hands Free Applicator – soft sponge tip works well for bony areas like knuckles, elbows, knees and ankles. No mess. Roll-On – effective for massaging trigger points. Hands free. Spray – great for reaching hard to reach places such as back and feet. Can be used on multiple clients. Hands free.
19.	On-the-Go Singles – Innovative application provides the power of Biofreeze in an ultra portable, no mess application giving your client’s pain relief...anytime, anywhere.
20.	Using a topical analgesic before a treatment or therapy reduces minor pain and / or patient apprehension for a more productive session. Topical analgesics can be applied during treatment or therapy if patient or client has continued minor pain. Apply then wait 5 minutes before resuming treatment or therapy.
21.	After treatment or therapy, practitioners should recommend topical analgesics to clients and patients to use at home to help treat minor soreness or pain.

Topical Analgesics 101 – Presentation Outline

22.	<p>Take the time to use a topical analgesic on yourself to better understand the effects of the product and to better explain to your clients what they should expect.</p> <p><i>Have students open sample and apply the topical analgesic to the flexors and extensors of the forearm.</i></p>
23.	Topical Analgesics – Quiz
24.	<p>1. Which of the following is an ingredient typically found in a topical analgesic? Answer b – Menthol; <i>It is the primary ingredient added for pain relief in a topical analgesic.</i></p>
25.	<p>2. The “gate control theory” uses which kind of pain control mechanism? Answer a - Counter-irritation; <i>A topical analgesic stimulates the more superficial nerve fibers, which relieves the deep ache of the deeper nerve fibers.</i></p>
26.	<p>3. Which of the following is where Topical Analgesics may not be applied? Answer d - All of the above</p>
27.	<p>4. Which of the following is a true statement? Answer b - Cryotherapy decreases pain and reduces inflammation; <i>Cold receptors and pain receptors follow the same pathway reducing pain. The application of cryotherapy decreases circulation to the area of application decreasing the possibility of inflammation.</i></p>
28.	<p>5. Which of the following is not a disadvantage of ice? Answer d - Increased range of motion; <i>The application of cold causes a tissue to contract and vaso-constrict decreasing range of motion of the tissue.</i></p>
29.	<p>Developed for Performance Health by Michael McGillicuddy and Lynda Solien-Wolfe. Michael owns and operates a massage school in Winter Park Florida and is a Continuing Education provider specializing in sports and pain management. He is the president of USA Pro Sports. Lynda has a private practice in Merritt Island Florida, she is the education director for Performance Health</p>

References

This information came from the Biofreeze professional brochure. These studies and the brochure can be viewed at www.Thera-BandAcademy.com.

1. Stanos Overview of topical analgesics. Pain Medicine News. 2009 Feb:1-6
2. Galeotti N, DiCesare Mannelli L, Massanti G, Bartolini A, Ghelardini C. Menthol: a natural analgesic compound. Neuro Science Letters. 2002 Apr 12; 322(3): 145-8
3. Melzak R, Wall PD. Pain mechanisms: a new theory. Science. 1965 Nov 19; 150 (699): 971-9
4. Topp R et al. 2011. Comparison of the effects of ice and 3.5% menthol gel on blood flow and muscle strength of the lower arm. J Sport Rehabil 20:35-366

Curriculum developed for Performance Health by Michael McGillicuddy LMT, NCBTMB and Lynda Solien-Wolfe LMT, NCBTMB

Topical Analgesics 101



Topical Analgesics 101: Goals

- ❑ What is a topical analgesic?
- ❑ Why use a topical analgesic?
- ❑ What are the typical ingredients in topical analgesics?
- ❑ How do topical analgesics work?
- ❑ How do you apply topical analgesics?
- ❑ What are the contraindications to application?

What is a topical analgesic?

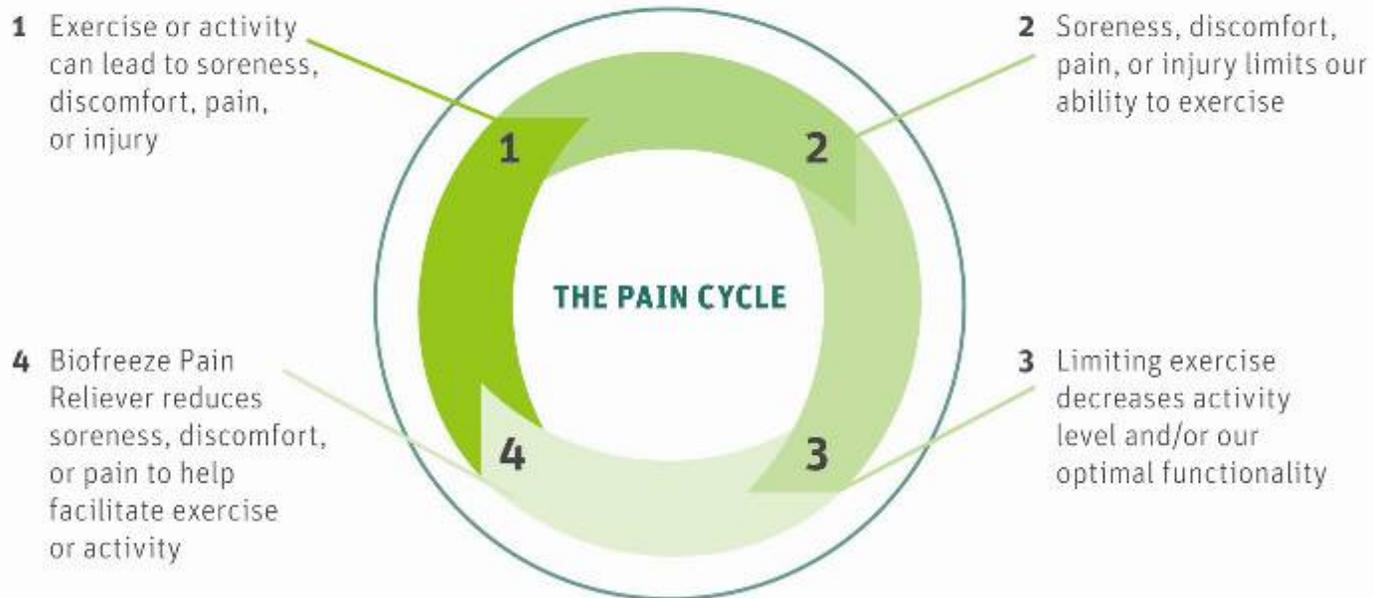
A “topical analgesic” is a product that is applied to the skin surface for the purpose of temporary relief from minor aches and pains of sore muscles and joints associated with arthritis, backache, strains and sprains.

Why Use a Topical Analgesic?

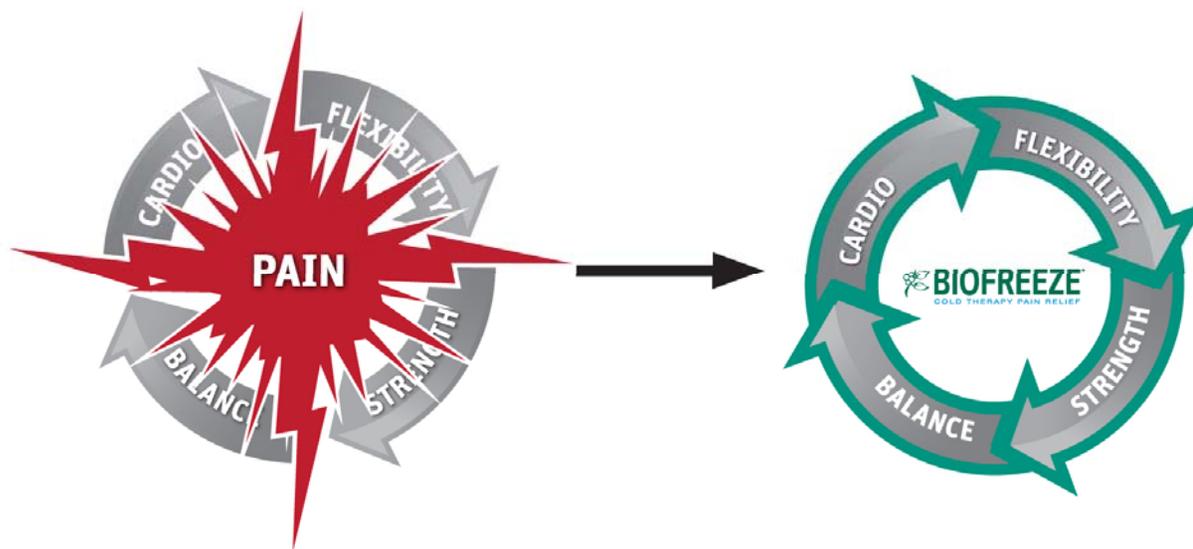
- Delivers targeted pain relief
- Effective and generally safer than systemic medications
- Easy-to-use

The Pain Cycle

HOW BIOFREEZE PAIN RELIEVER MANAGES THE PAIN CYCLE



Breaks The Pain Cycle



Benefits of Using a Topical Analgesic

- ❑ Pain free movement
- ❑ Effective temporary relief of sore muscles
- ❑ Recovery from minor strains and sprains

What are the Contraindications?

- ❑ Consult product labeling for warnings
- ❑ Consult a physician if the client has sensitive skin or to use on children under two years of age
- ❑ Pregnant women: ask a health professional before use
- ❑ Keep away from excessive heat or open flame
- ❑ Store in cool dry place with lid closed tightly
- ❑ Keep out of the reach of children. If ingested, get medical help immediately

What are the Contraindications?

- ❑ Avoid contacts with eyes or mucous membranes
- ❑ Do not apply to wounds or damaged skin
- ❑ Do not apply to irritated skin or if excessive irritation develops
- ❑ Do not bandage
- ❑ Do not use with other ointments, creams, sprays, or liniments
- ❑ Do not use with heating pad or device
- ❑ Wash hands after use

Typical Ingredients in Topical Analgesics?

- Key ingredients and quality vary by manufacturer
 - Menthol
 - Capsaicin
 - Camphor
- Active ingredient in Biofreeze® Pain Reliever
 - Menthol USP

USP or United States Pharmacopeia sets the standards to ensure the quality of medications. Biofreeze is formulated with USP-grade menthol, camphor, isopropyl alcohol, and water. This commitment to quality differentiates it from other topical analgesics.

How do Topical Analgesics Work?

□ Counter-irritation

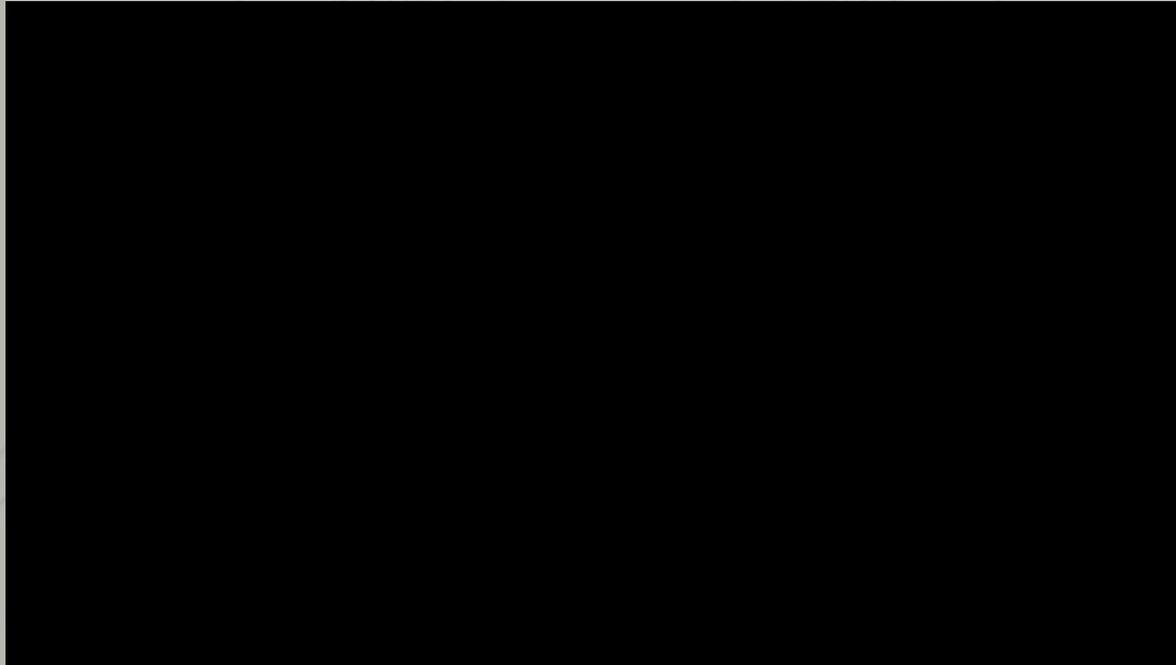
- Similar to rubbing your knee to take away pain after you bump it.
- Commonly known as the “Gate Control Theory” (Melzak & Wall 1965)
- How it works
 - Stimulates sensory receptors in the skin
 - The signal travels along large nerve fibers to spinal cord
 - The signal activates an inhibitory neuron
 - Inhibitory neuron blocks the pain signal from reaching the brain

* Click to play

How do Topical Analgesics Work?

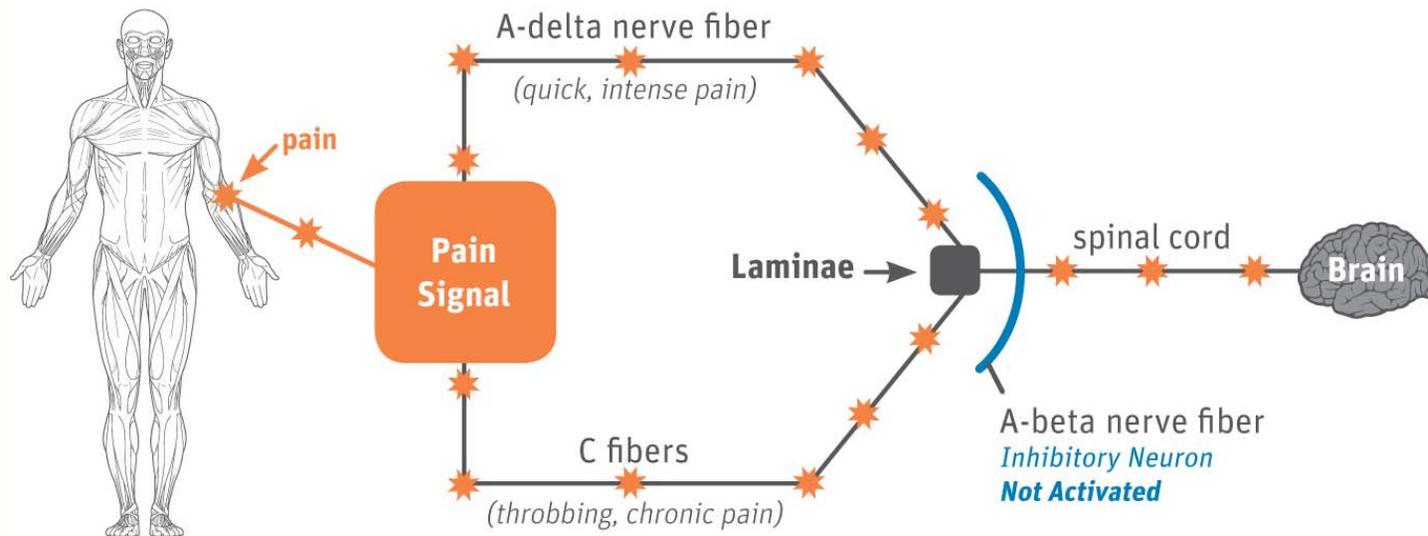
- **Click the box below to play the video.**

(Note: It may require several clicks to start the video and there may be a short delay before the video begins.)



Melzack-Wall Gate Control Theory

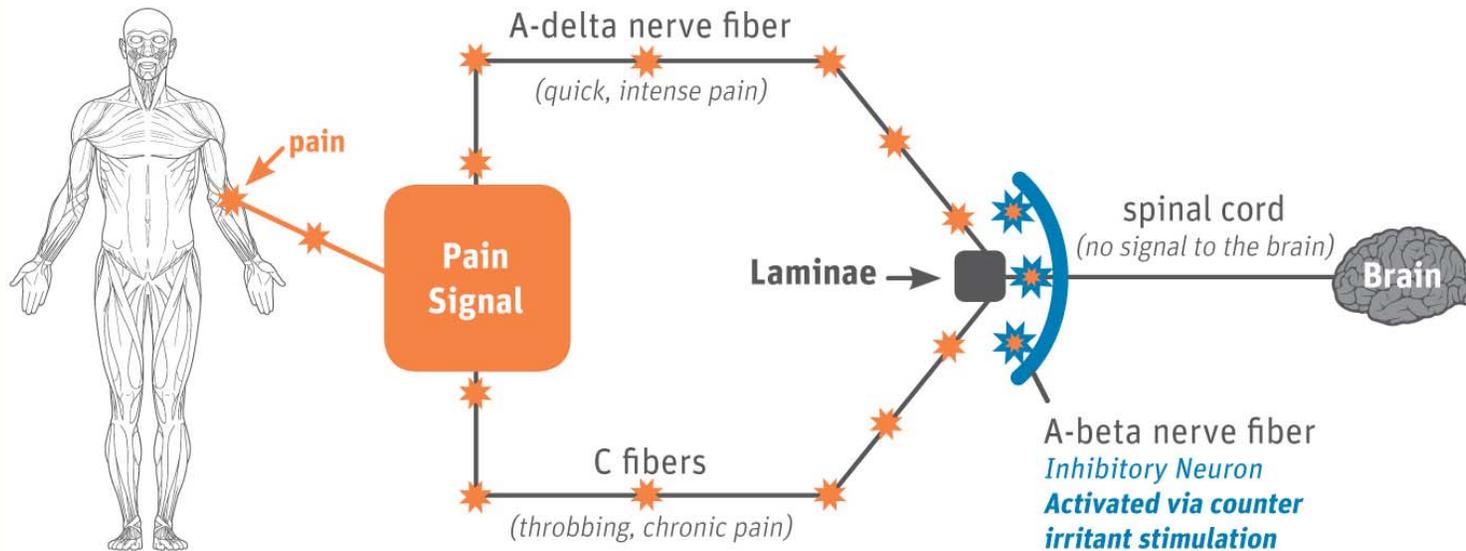
Pain is Perceived



Melzack-Wall Pain Gate

Pain is NOT Perceived

**Apply Biofreeze
to painful area**



Cryotherapy

- Also known as “cold therapy”, is the application of cold to relieve pain
- Typically applied with ice or other cold modalities
- Related term, cryokinetics, refers to the pairing of cryotherapy with exercise.
- Cooling and re-warming of tissue stimulates the return of blood flow to affected areas.

Disadvantages of Ice

- ❑ Stiffness, decreased ROM (range of motion)
- ❑ Temporary pain and numbness
- ❑ Decreased motor performance
- ❑ Prolonged vasoconstriction
- ❑ Skin irritation
- ❑ Risk of frostbite and nerve injury

How do you Apply Topical Analgesics?

- Different types of Biofreeze formats

- Gel Tube
- Gel w/Hands-free applicator
- Spray
- Roll-on
- On-the-Go Singles



Biofreeze Pain Reliever

- ❑ Gel – ideal for hands-on massages; larger muscles and joints.
- ❑ Gel with Hands Free Applicator – soft sponge tip works well for bony areas like knuckles, elbows, knees and ankles. No mess.
- ❑ Roll-On – effective for massaging trigger points. Hands free.
- ❑ Spray – great for reaching hard to reach places such as back and feet. Can be used on multiple clients. Hands free.

Biofreeze Pain Reliever

- On-the-Go Singles – This innovative application provides the power of Biofreeze in an ultra portable, no mess application giving your clients pain relief...anytime, anywhere.



Hold:
Grasp edges



Fold:
Push edges together



Apply:
Rub where it hurts

When to use a Topical Analgesic

- ❑ **Before** treatment for a more productive session – it reduces pre-treatment apprehension
- ❑ If a client has soreness or pain **during** treatment
- ❑ **After** treatment for minor pain relief



When to use a Topical Analgesic

- ❑ **At-home** for treatment in between sessions
- ❑ As part of your overall treatment plan



Practice Self Application



Topical Analgesics 101

Quiz



Topical Analgesics Quiz

1. Which of the following is an ingredient typically found in a topical analgesic?

- a. Butane
- b. Menthol
- c. Ascorbic Acid
- d. Ammonia

Topical Analgesics Quiz

2. The “Gate Control Theory” is which kind of pain control mechanism?

- a. Counter-irritation
- b. Cryotherapy
- c. NSAID
- d. Opioid

Topical Analgesics Quiz

3. In which situation should a topical analgesics not be applied?

- a. Irritated skin
- b. Open wounds
- c. With a heating pad
- d. All of the above

Topical Analgesics Quiz

4. Which of the following is a true statement?

- a. Topical Analgesics work by going into the blood stream
- b. Cryotherapy decreases pain and reduces inflammation
- c. Topical Analgesics can only be used after treatment
- d. Topical Analgesics deliver systemic pain relief

Topical Analgesics Quiz

5. Which of the following is not a disadvantage of ice?

- a. Numbness
- b. Skin irritation
- c. Nerve injury
- d. Increased range of motion

About Authors

Developed for Performance Health

by



Michael McGillicuddy
LMT, NCTMB, CKTI
spiritmcg@aol.com



Lynda Solien-Wolfe LMT, NCTMB
lwolfe@performancehealth.com

Student Handout: *Topical Analgesics 101*

Name _____ Date _____ Score _____

What is the definition of a topical analgesic?

List three reasons to use a topical analgesic?

- 1.
- 2.
- 3.

What helps to break the pain cycle?

Name two typical ingredients in topical analgesics?

- 1.
- 2.

Identify two mechanisms of pain control.

- 1.
- 2.

List five side effects of ice.

- 1.
- 2.
- 3.
- 4.
- 5.

Name three types of applicators.

- 1.
- 2.
- 3.

What are three contraindications to application of topical analgesics?

- 1.
- 2.
- 3.

Multiple Choice Quiz 1. ____ 2. ____ 3. ____ 4. ____ 5. ____

Student Quiz: *Topical Analgesics 101*

Student Name _____ Date _____ Score _____

Circle the correct answer.

1. Which of the following is an ingredient typically found in a topical analgesic?
 - a. Butane
 - b. Menthol
 - c. Ascorbic acid
 - d. Ammonia

2. The “gate control theory” is which kind of pain control mechanism?
 - a. Counter-irritation
 - b. Cryotherapy
 - c. NSAID
 - d. Opioid

3. In which situation should a topical analgesic not be applied?
 - a. Irritated skin
 - b. Open wounds
 - c. With a heating pad
 - d. All of the above

4. Which of the following is a true statement?
 - a. Topical analgesics work by going into the blood stream
 - b. Cryotherapy decreases pain and reduces inflammation
 - c. Topical analgesics can only be used after treatment
 - d. Topical analgesics deliver systemic pain relief

5. Which of the following is not a disadvantage of ice?
 - a. Numbness
 - b. Skin irritation
 - c. Nerve injury
 - d. Increased range of motion

Student Handout & Quiz Answers: *Topical Analgesics 101*

What is the definition of a topical analgesic?

A “topical analgesic” is a product that is applied to the skin surface for the purpose of relieving temporary pain in soft tissue and joints.

List three reasons to use a topical analgesic? (Any three of the following.)

1. Delivers targeted pain relief
2. Facilitate freer movement
3. Before a treatment or therapy reduces minor pain for a more productive session
4. More pain free movement
5. Effective relief for sore muscles and muscle sprains

What helps to break the pain cycle? Topical Analgesics

Name two typical ingredients in topical analgesics?

1. Menthol
2. Alcohol

Identify two mechanisms of pain control.

1. Counter-irritation
2. Cryotherapy

List five side effects of ice.

1. Stiffness
2. Temporary pain
3. Numbness
4. Skin irritation
5. Risk of Frostbite

Name five types of applicators.

1. Roll-on
2. Spray
3. Gel
4. Hands
5. Applicator

What are three contraindications to application of topical analgesics?

1. Open wounds
2. Skin sensitivity
3. Mucus membranes

Answers to PowerPoint Quiz 1. b. 2. a 3. d. 4. b. 5. d

Teacher’s Guide: *Cervical Contrast Treatment*

Suggestions on where to teach in the curriculum:

- Basic Swedish Massage Class
- Deep Tissue Massage Class
- Sports Massage Class
- Massage for Pathological Conditions

Class Format and Time Required:

- 1 Hour Class - Lecture Only
- 2 Hour Class - Lecture with Demo
- 3 Hour Class - Lecture with Demo and Student Trade

Module Contents:

- Presentation outline
- PowerPoint presentation with imbedded video
- Student Protocol
- Student Quiz
- The Science Behind Biofreeze® DVD

Objectives:

The objectives of this presentation are for students to:

- Learn a protocol for protocol for relieving minor pain and restoring movement of the posterior cervical area
- Learn posterior cervical anatomy
- Learn the appropriate application of Prossage® Heat and Biofreeze Pain Reliever in the cervical contrast treatment

Materials Provided:

PowerPoint Presentation
Student Materials
Biofreeze Samples
Prossage Heat Samples
The Science Behind Biofreeze DVD

Additional Materials Required:

Computer
PowerPoint Reader (installed)
Projector
Screen
Massage Table and Massage Stool
Sheets and Towels

Preparation:

- Make sure the computer is connected to the projector and that a PowerPoint (PPT) reader is installed. Contact your IT department if you have difficulties.
- Open the **Cervical Contrast Treatment** PPT presentation and make sure that it works with your system.
- Review the PPT presentation prior to class.
- Make copies of the student materials and the related teaching materials.
- Verify that you have enough product samples for students.

Tips for Teaching:

- When you first watch the presentation, note personal examples to illustrate some of the points. You may wish to add these notes to the note section for each of the slides for reference during the presentation.
- Hand out the student materials at the beginning of the presentation.
- Read aloud the notes section of each slide either directly from the computer screen or the following outline. Add examples to facilitate discussion.
- Ask students to share their experiences regarding specific topics. Keep the discussion on topic.
- Slides may be printed as transparencies for overhead projector use.

Student Quiz Answer Key

1. c 2. d 3. d 4. a 5. a

Presentation Outline: *Cervical Contrast Treatment*

Introduction: In this presentation, students will learn a protocol for relieving minor pain and restoring movement of the posterior cervical area. Also covered is a review of the muscles of the posterior cervical anatomy. At the conclusion of the presentation, students will learn about topical analgesics and the appropriate application of Prossage® Heat and Biofreeze® Pain Reliever in the cervical contrast treatment.

Slide	Notes and discussion questions
1.	Contrast Cervical Soft Tissue Treatment-Curriculum was developed for Performance Health by Michael McGillicuddy
2.	The objectives of this presentation are for students to: <ul style="list-style-type: none"> • Learn a protocol for relieving minor pain and restoring movement of the posterior cervical area. • Learn posterior cervical anatomy. • Learn the appropriate application of Prossage Heat and Biofreeze Pain Reliever in the cervical contrast treatment.
3.	What is in Prossage Heat? Prossage® Heat is specifically formulated for deep tissue work, myofascial release and trigger point therapy. When you perform deep tissue work on clients, Prossage Heat makes it easier to spread and mobilize the skin and fascia. The product’s proper viscosity and controlled glide enables you to feel fascial restrictions and effectively release them, restoring tissue to its normal resting length, without sliding off the targeted area or causing discomfort.
4.	Prossage Ingredients: Safflower Seed Oil Menthol Lanolin Lavender Oil
5.	You can apply a few drops of Prossage to your hands and then rub hands vigorously. A small amount of Prossage can be applied to an area of the body and then rubbed briskly. The viscosity of the Prossage allows for better connection with soft tissue.
6.	What is Biofreeze Pain Reliever? Biofreeze is a topical analgesic. The definition of a topical analgesic is a product that is applied to the skin surface for the purpose of temporary relief of soreness and pain in soft tissue and joints. By relieving short-term pain, analgesics can free the body to move more easily, promoting faster long-term healing and recovery.

Cervical Contrast Treatment – Presentation Outline

7.	The “active ingredient” in Biofreeze Pain Reliever is USP-grade menthol. In addition Isopropyl Alcohol, Purified Water, Ilex, Camphor, and all other ingredients are “inactive ingredients”.
8.	There is one mechanism of action of topical analgesics. Counter-irritation is where the menthol stimulates receptors that block the pain signal from reaching the brain. View video – Science Behind Biofreeze.
9.	Anatomy Review: The following is a review of the posterior cervical muscles that will be addressed when performing this protocol.
	The next set of slides are trigger point charts developed by the Kent Health Systems to educate therapists on trigger points located in the various areas of the body. The charts are organized in order of muscles to be treated and the pain referral patterns for each muscle.
10.	Referral pain pattern for upper trapezius around the side of the head and jaw.
11.	Referred pain patterns for the middle and lower trapezius .The middle and lower trapezius pain patterns refer to the back, shoulder, arm and posterior upper cervical area
12.	Referred pain pattern for splenius capitis is to the top of the head.
13.	Referred pain patterns for semispinalis capitis are above the eye and the back of the head.
14.	Referred pain pattern from splenius cervicis refers to the lateral part of the eye and the lower neck.
15.	Multifidi refers to the neck and back.
16.	Referred pain patterns of levator scapulae are to the neck and shoulders. Upper trapezius and levator scapula are the two most common muscles treated in neck and shoulder pain.
17.	This muscle group is named for its location directly under the occipital bone. Trigger points in these muscles are often associated with headaches. <ul style="list-style-type: none"> Rectus Capitus Posterior Major Rectus Capitus Posterior Minor Obliquus Capitus Superior Obliquus Capitus Inferior
18.	A common cause for neck soreness and stiffness can be stress. A sprained neck generally occurs as the result of a quick snapping of the head in forward flexion. It may be associated with a strained neck, since the same motion may cause an overstretching to the cervical muscles. This protocol is not intended for treating cervical strain\sprain in the acute phase of injury.

Cervical Contrast Treatment – Presentation Outline

19.	<p>Protocol for Cervical Contrast Treatment</p> <p>Treatment Time: 15-30 minutes</p> <p>Contraindications & Precautions:</p> <ul style="list-style-type: none"> • Sunburn • Skin conditions or open sores on the neck or shoulders • Recent or acute injuries to the neck • Fever or infections <p>Massage strokes and pressure will depend on the condition of the client</p>
20.	<p>With the client seated on the side of the massage table, assess the client’s active cervical range of motion (ROM) and have him or her indicate the area of most discomfort. Place the client in the supine position on the massage table. The treatment should focus on the area(s) of most discomfort. By having the client move through all cervical ranges of motion before you begin treatment, you help them relate to any soreness or restriction of range of motion. Have them repeat the cervical range of motion after treatment so they can feel the effectiveness of the treatment.</p>
21.	<p>Add a few drops of Proassage Heat to the palm of your hands. Rub palms together briskly to activate the product. Only use a few drops of Proassage Heat for this treatment to prevent the hands from slipping over the tissue.</p>
22.	<p>The first stroke is a myofascial stroke to gently stretch the skin of the upper back and posterior cervical area. Slide both hands down the client’s mid thoracic area on either side of the paraspinals and bring up slowly. Repeat three times.</p>
23.	<p>Feathering techniques are performed by applying pressure with your finger tips at the spinous process of C7 and moving outward to the transverse process of the posterior cervical vertebrae. Start at C7 and work up to the sub occipital area. Repeat three times.</p>
24.	<p>Stripping strokes are applied from the sub occipital area along the lamina groove to C7 on each side of the spinous processes. As you perform the stripping strokes you can stop at any point where a tender spot is located and hold for 8-12 seconds. With direct pressure, tenderness should change from sharp to dull as you hold the tender spot. Apply stripping strokes from occipital ridge down the cervical spine to C7. Repeat three times.</p>
25.	<p>Apply direct thumb pressure to paraspinals in lamina groove. This technique is done to treat the specific areas of tenderness. Hold for 8-12 seconds and repeat three times.</p>
26.	<p>This stroke is called the A/O release. The therapists place their fingers just below the occipital bone to soften the tissue between the atlas and occiput. If this causes client pain, skip this technique.</p>

Cervical Contrast Treatment – Presentation Outline

27.	Direct pressure is then applied from the mastoid process along the occipital bone on each side of the head. Again with any location of tender points direct pressure can be held for 8-12 seconds. Repeat on each side of the head three times.
28.	Gently grab the soft tissue and squeeze in a downward direction toward the table. Start at C7 and work your way up the cervical area. Hold a few seconds at each spot. Squeeze ligamentum nuchae and pull down toward the table until the tissues soften. Instinctively most people know when they have a headache to squeeze the back of the neck; this technique is a way for the therapist to mimic that action. <i>After applying Prossage and massaging the posterior cervical muscles, wipe excess oil and apply Biofreeze Pain Reliever to the area treated. The purpose of the Biofreeze application post massage is to reduce any remaining tenderness.</i>
29.	Apply cervical flexion until you feel any resistance. Hold for two seconds and repeat the motion three times.
30.	Apply lateral cervical flexion until you feel any resistance. Hold for two seconds and repeat the motion three times.
31.	Apply rotation movement until you feel any resistance. Hold for two seconds and repeat the motion three times.
32.	Apply flexion at a 45 degree angle with the head rotated 90 degrees until you feel any resistance. Hold for two seconds and repeat the motion three times.
33.	Cervical Contrast Treatments – video presentation.
34.	Cervical Contrast Treatment Quiz
35.	1. What was the first step to this protocol? <i>Answer c - Assessment of ROM; Assessment of Range of Motion helps the client experience the benefit of the technique and locate source of restriction or pain.</i>
36.	2. What is the first technique used in the protocol? <i>Answer d - Myofascial release; Myofascial release prepares the tissue for deeper work.</i>
37.	3. What is the last step in this protocol? <i>Answer d - Apply stretching; Stretching maximizes the increase in range of motion.</i>
38.	4. What is the purpose of applying Biofreeze Pain Reliever after massage? <i>Answer a – Relieves residual soreness; Its active ingredient is scientifically shown to relieve pain.</i>
39.	5. Which of the following is an ingredient in Prossage? <i>Answer a - Safflower seed oil – It provides the Prossage its viscosity.</i>
40.	Curriculum developed for Performance Health by Michael McGillicuddy LMT, NCTMB CKTI. Michael owns and operates a massage school in Winter Park Florida and is a Continuing Education provider. He specializes in sports massage and pain management. Michael is also a Certified Kinesiotaping Instructor and is the president of USA Pro-Sports.

Cervical Contrast Treatment

featuring Biofreeze® and Prossage® products



Objectives

- Learn a protocol for relieving pain and restoring movement of the posterior cervical area
- Learn posterior cervical anatomy
- Learn the appropriate application of Prossage® Heat and Biofreeze® Pain Reliever in the cervical contrast treatment.

What is Proassage Heat?

- ❑ Controllable glide to work more effectively
- ❑ Formulated specifically for deep tissue treatments
 - ❑ Myofascial release
 - ❑ Trigger point therapy
 - ❑ Sports massage



Ingredients in Proassage Heat

- Safflower Seed Oil
- Menthol
- Lanolin
- Lavender Oil

How does Prossage Heat work?

- Applied to hands rub vigorously to activate
- Can be applied to an area of the body and then rubbed briskly
- Allows for better connection with soft tissue

What is Biofreeze Pain Reliever?

- ❑ Topical Pain Reliever
- ❑ Applied to skin to relieve pain
- ❑ Temporary relief of minor aches and pains



Ingredients in Biofreeze Pain Reliever

Active Ingredient

- Menthol USP

Inactive Ingredients

- Isopropyl Alcohol USP
- Purified Water USP
- Ilex Paraguariensis
- Natural Camphor USP
- And Others

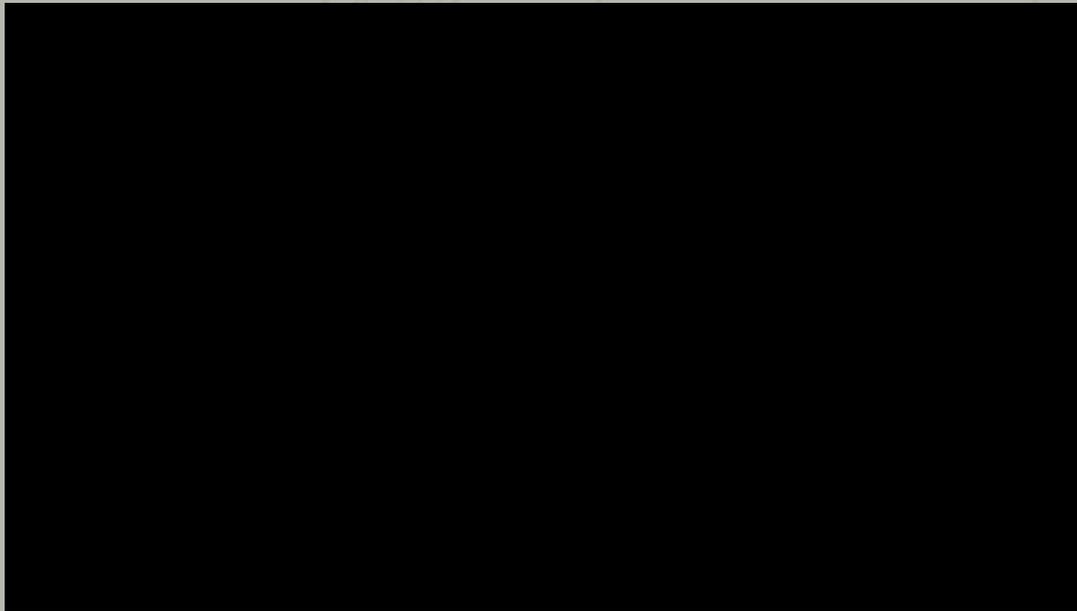


How does Biofreeze work?

- Mechanism of Action
 - Counter-irritation
 - Gate Control Theory

- Click the box below to play the video.

(Note: It may require several clicks to start the video and there may be a short delay before the video begins.)

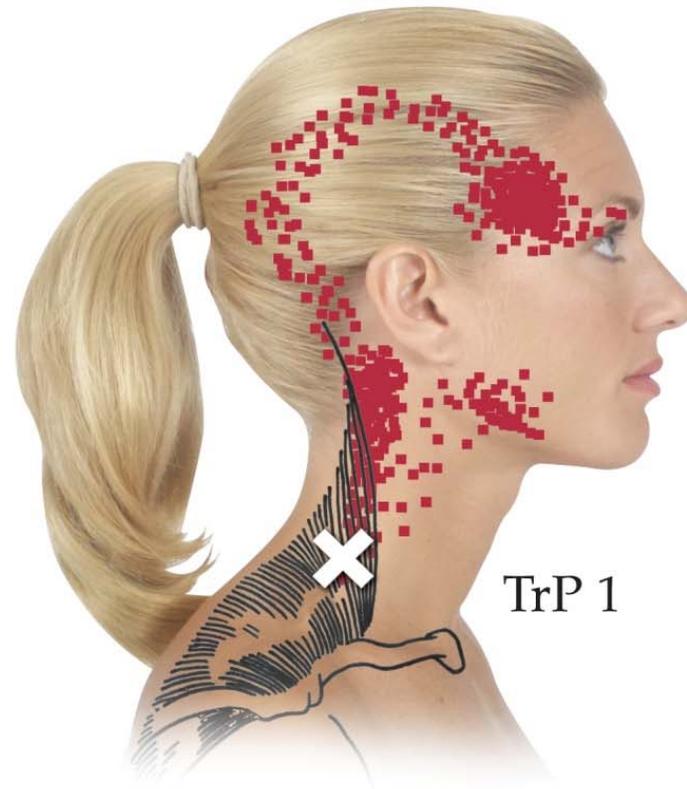
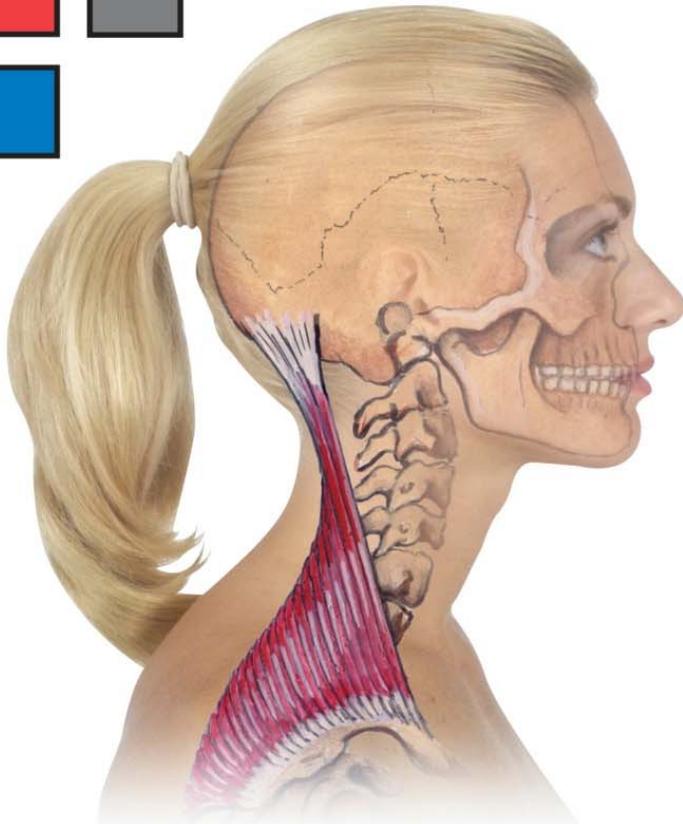
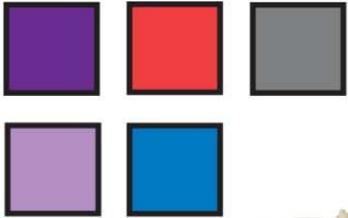


Anatomy Review

Posterior Cervical Muscles

- Trapezius
- Splenius Capitus
- Semispinalis Capitus
- Splenius Cervicis
- Multifidi
- Levator Scapulae
- Suboccipitals including Rectus Capitus Posterior Major
- Rectus Capitus Posterior Minor
- Obliquus Capitus Superior
- Obliquus Capitus Inferior

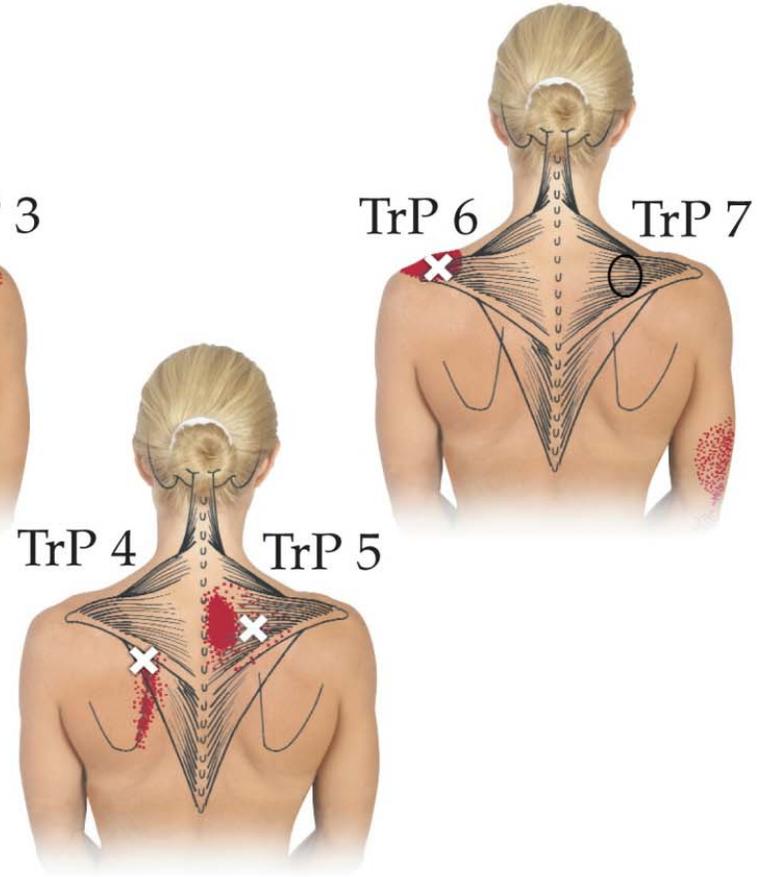
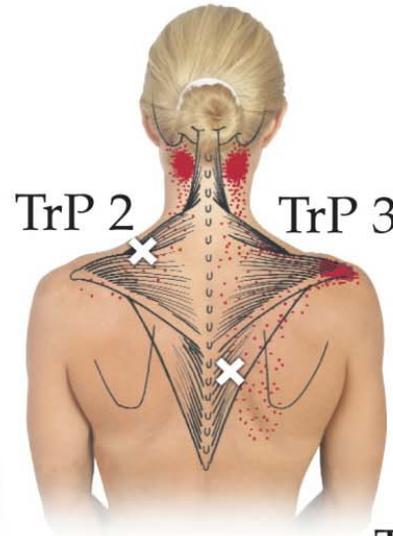
Trapezius 1



www.KentHealth.com

© Copyright 2003 David Kent. All Rights Reserved.

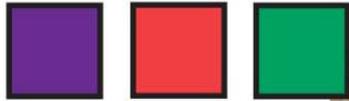
Trapezius 2



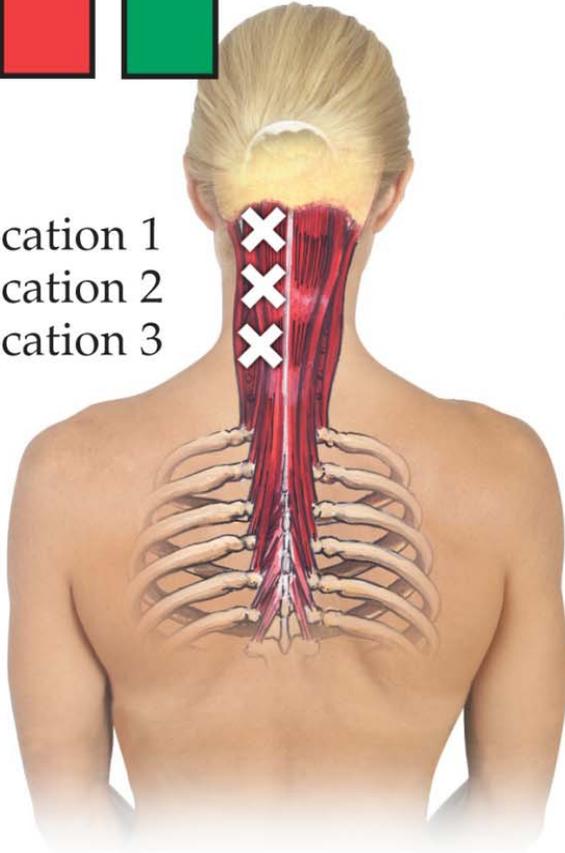
Splenius Capitis



Semispinalis Capitis



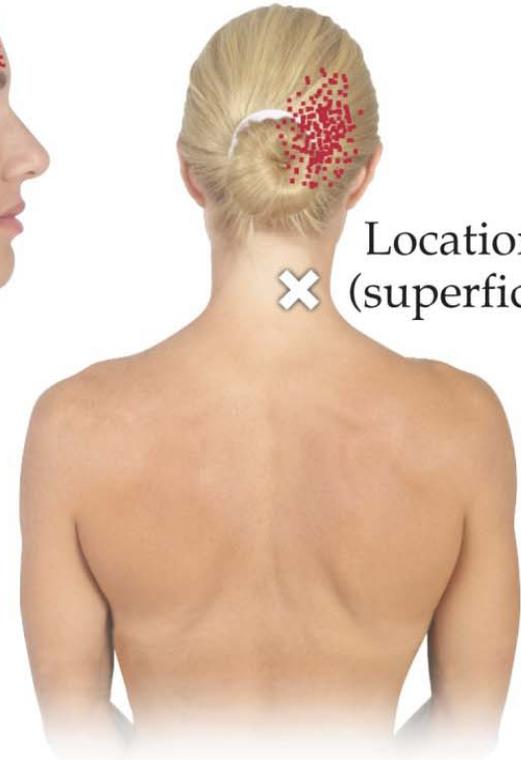
Location 1
Location 2
Location 3



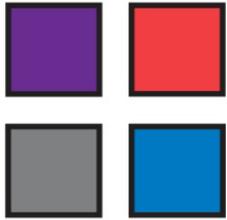
Location 1
Location 2



Location 3
(superficial)



Splenius Cervicis

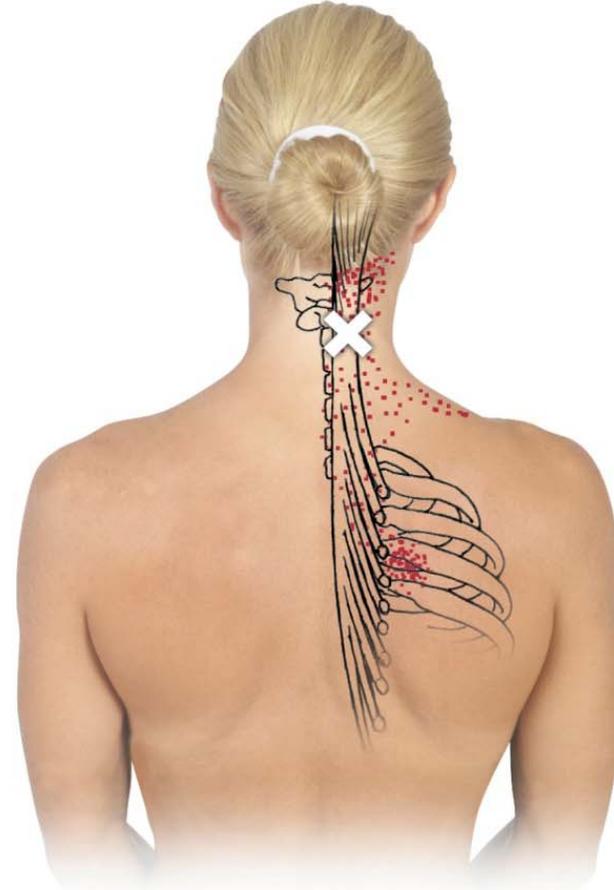


Upper TrP



Lower TrP

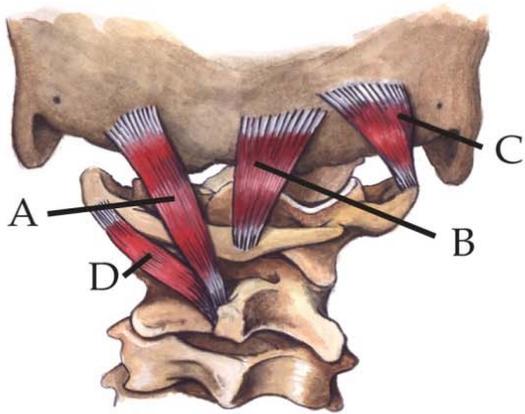
Multifidi



Levator Scapulae



Suboccipitals



- A. Rectus Capitus Posterior Major
- B. Rectus Capitus Posterior Minor
- C. Obliquus Capitus Superior
- D. Obliquus Capitus Inferior



Cervical Pain

- ❑ Neck soreness and stiffness from stress
- ❑ Cervical strain / sprain as the result of a quick snapping of the head
- ❑ It may be associated with a strained neck
- ❑ Not intended for acute phase treatment

Protocol for Cervical Contrast Treatment

Treatment Time:
15-30 minutes

Contraindications & Precautions

- ❑ Sunburn
- ❑ Skin conditions or open sores on the neck or shoulders
- ❑ Recent or acute injuries to the neck
- ❑ Fever or infections
- ❑ Massage strokes and pressure will depend on the condition of the client

Protocol for Cervical Contrast Treatment

- ❑ Client seated on the side of the massage table
- ❑ Assess client's active cervical range of motion
- ❑ Place the client in the supine position on the massage table



Cervical Contrast Treatment

- Add a few drops of Prossage Heat to the palm of your hands
- Rub palms together briskly



Cervical Contrast Treatment

- Myofascial release stroke
- Slide up paraspinals
- Repeat 3 times



Cervical Contrast Treatment

- Apply feathering techniques from C7 to the occiput



Cervical Contrast Treatment

- Apply stripping strokes from occipital ridge down the cervical spine to C7
- Repeat 3 times



Cervical Contrast Treatment

- Apply direct thumb pressure to paraspinals in lamina groove



Cervical Contrast Treatment

- Apply direct pressure between atlas and occipital ridge



Cervical Contrast Treatment

- Apply direct pressure along the mastoid process and the occipital ridge



Cervical Contrast Treatment

- Squeeze ligamentum nuchae and pull down toward the table until the tissues soften



Cervical Contrast Treatment

- Finish treatment by running the neck through all ROM



Cervical Contrast Treatment

- Cervical Lateral Flexion



Cervical Contrast Treatment

□ Cervical Rotation



Cervical Contrast Treatment

- Cervical Flexion at 45 Degrees



Cervical Contrast Treatments

Click the box below to play the video.

(Note: It may require several clicks to start the video and there may be a short delay before the video begins.)



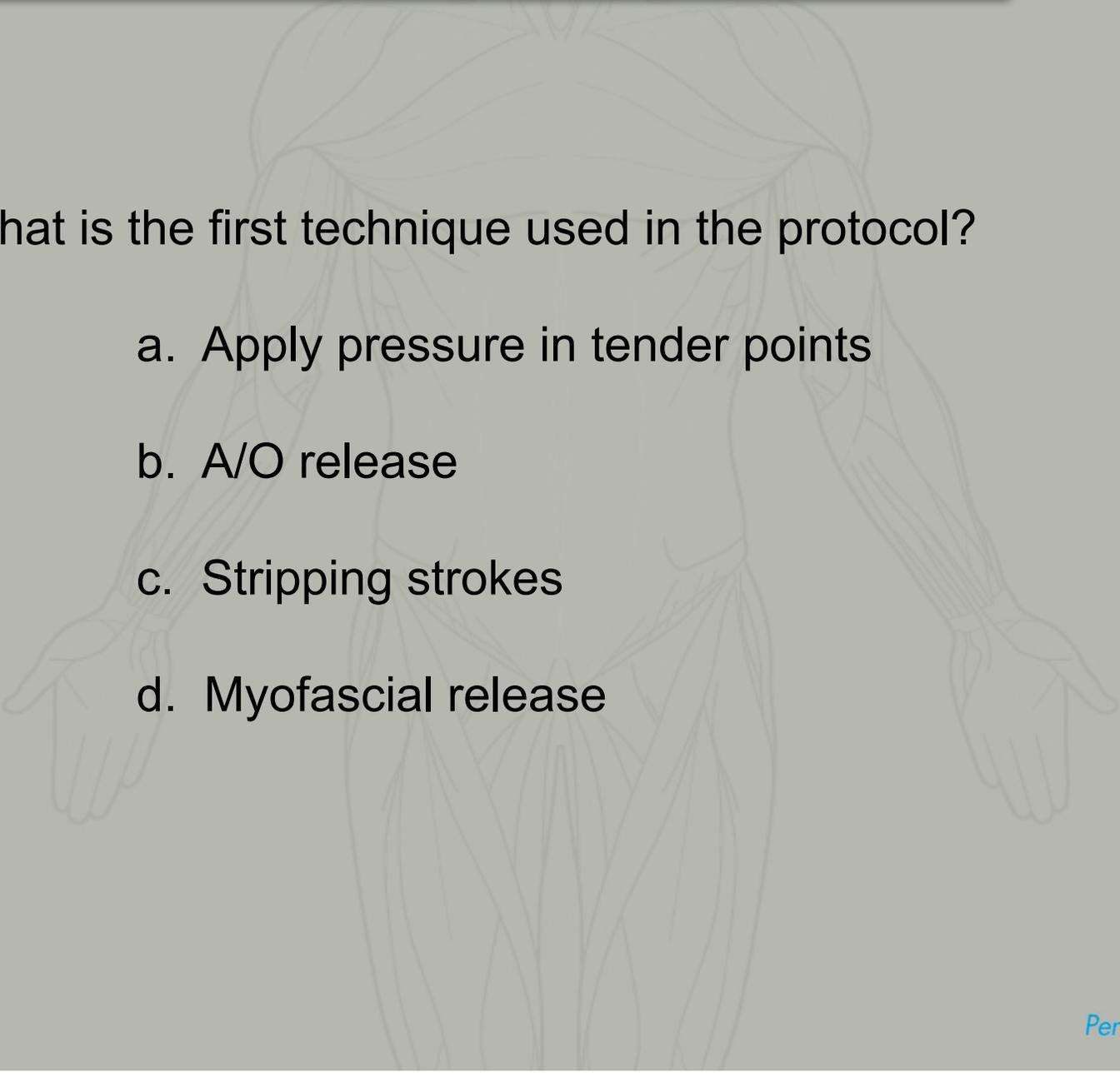
Cervical Contrast Treatment Quiz



Cervical Contrast Treatment Quiz

1. What was the first step to this protocol?
 - a. Stretch the neck
 - b. Apply Biofreeze Pain Reliever
 - c. Assessment of ROM
 - d. Perform direct pressure

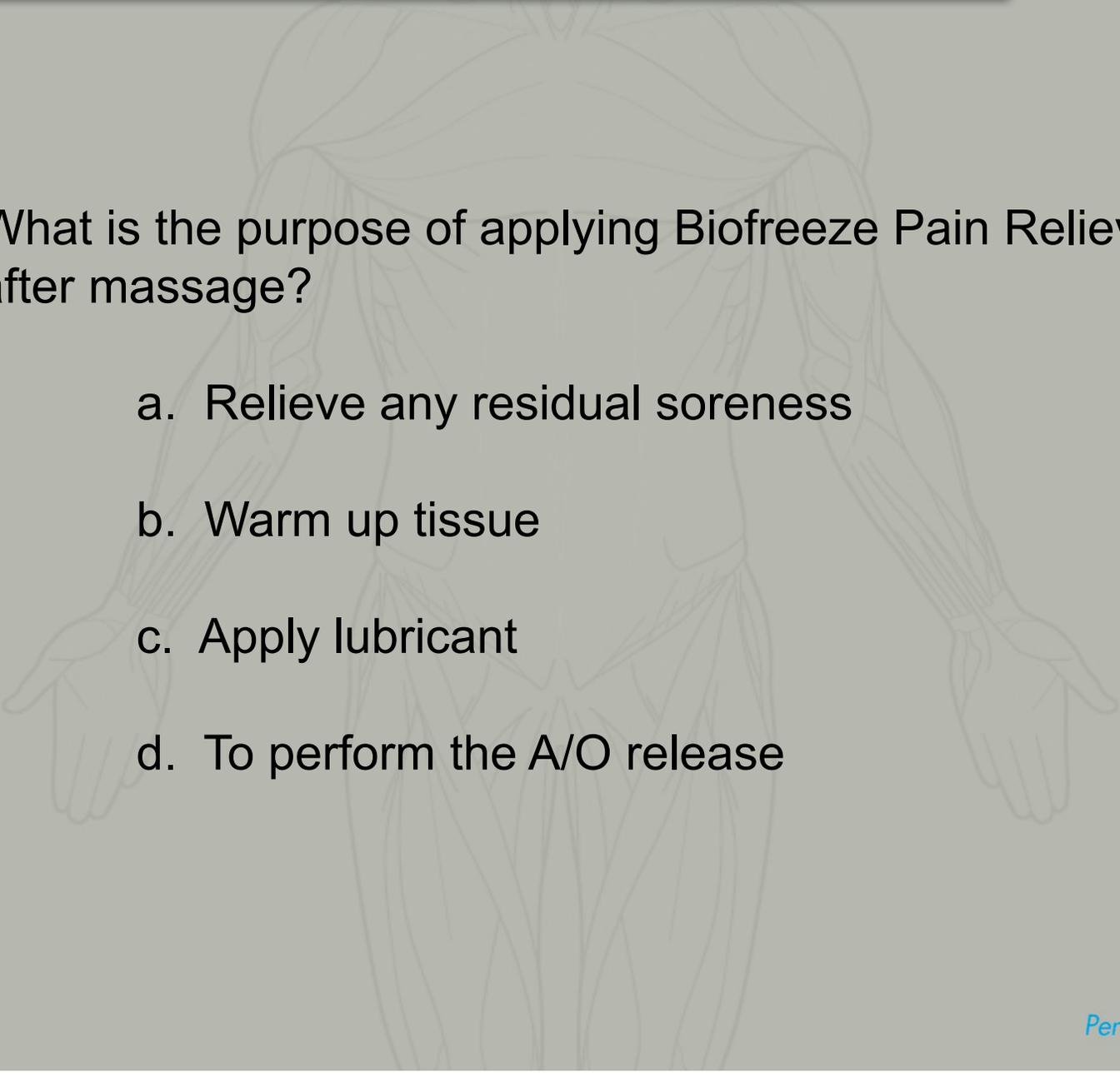
Cervical Contrast Treatment Quiz

- 
2. What is the first technique used in the protocol?
- a. Apply pressure in tender points
 - b. A/O release
 - c. Stripping strokes
 - d. Myofascial release

Cervical Contrast Treatment Quiz

3. What is the last step in this protocol?
- a. Apply Prossage Heat
 - b. Apply Biofreeze Pain Reliever
 - c. Direct pressure
 - d. Apply stretching

Cervical Contrast Treatment Quiz

- 
4. What is the purpose of applying Biofreeze Pain Reliever after massage?
 - a. Relieve any residual soreness
 - b. Warm up tissue
 - c. Apply lubricant
 - d. To perform the A/O release

Cervical Contrast Treatment Quiz

5. Which of the following is an ingredient in Proassage Heat?

- a. Safflower Seed Oil
- b. Alcohol
- c. Ilex
- d. Food Coloring

About Author



Michael McGillicuddy

- USA Pro Sports
- Specializing in sports and pain management.

Protocol: *Cervical Contrast Treatment*

Treatment Time: 15-30 minutes

Contraindications & Precautions:

- Sunburn
- Skin conditions or open sores on the neck or shoulders
- Recent or acute injuries to the neck
- Fever or infections
- Massage strokes and pressure will depend on the condition of the client

Protocol for Cervical Contrast Treatment

1. With the client seated on the side of the massage table, assess client's active cervical range of motion (ROM) and have him or her indicate the area of most discomfort. Place the client in the supine position on the massage table. The treatment should focus on the area(s) of most discomfort. Have the client move through all cervical ranges of motion before you begin treatment to help them relate to any soreness or restriction of range of motion. Have them repeat the cervical range of motion after treatment so they can feel the effectiveness of the treatment.
2. Add a few drops of Prossage® Heat to the palm of your hands. Rub palms together briskly to activate the Prossage. Only use a few drops of Prossage for this treatment to prevent the hands from slipping over the tissue.
3. The first stroke is a myofascial stroke to gently stretch the skin of the upper back and posterior cervical area. Slide both hands down the client's mid thoracic area on either side of the paraspinals and bring up slowly. Repeat three times.
4. Feathering techniques are performed by applying pressure with our finger tips at the spinous process of C7 and moving outward to the transverse process of the posterior cervical vertebrae. Starting at C7 and working up to the suboccipital area. Repeat three times.
5. Stripping strokes are applied from the sub occipital area along the lamina groove to C7 on each side of the spinous processes. As you perform the stripping strokes you can stop at any point where tender spot is located and hold for 8-12 seconds. With direct pressure, tenderness should change from sharp to dull as you hold the tender spot. Apply stripping strokes from occipital ridge down the cervical spine to C7. Repeat three times.
6. Apply direct thumb pressure to paraspinals in lamina groove. This technique is done to treat the specific areas of tenderness. Hold for 8-12 seconds and repeat three times.
7. Direct pressure is then applied from the mastoid process along the occipital bone on each side of the head. Again with any location of tender points direct pressure can be held for 8-12 seconds. Repeat on each side of the head three times.

Cervical Contrast Treatment – Protocol

8. Gently grab the soft tissue and squeeze in a downward direction toward the table. Start at C7 and work your way up the cervical area. Hold a few seconds at each spot. Squeeze ligamentum nuchae and pull down toward the table until the tissues soften. Instinctively most people know when they have a headache to squeeze the back of the neck; this technique is a way for the therapist to mimic that action.
9. After applying Prossage and massaging the posterior cervical muscles, apply Biofreeze® Pain Reliever to the treated area. The purpose of the Biofreeze application post massage is to reduce any remaining tenderness.
10. Apply cervical flexion until you feel any resistance. Hold for two seconds and repeat the motion three times.
11. Apply lateral cervical flexion until you feel any resistance. Hold for two seconds and repeat the motion three times.
12. Apply rotation movement until you feel any resistance. Hold for two seconds and repeat the motion three times.
13. Apply flexion at a 45 degree angle with the head rotated 90 degrees until you feel any resistance. Hold for two seconds and repeat the motion three times.
14. Have the client move toward the therapist to allow head to drop in cervical extension. Support clients head as they move their head off the table. If this motion causes any pain do not continue.
15. Rotate head to 90 degree angle then allow head to drop into cervical extension at a 45 degree angle. Again if this motion causes client to experience pain do not continue. Have client move back onto table and rest to finish treatment.

Student Quiz: *Cervical Contrast Treatment*

Student Name _____ Date _____ Score _____

Circle the correct answer.

1. What was the first step to this protocol?

- a. Stretch the neck
- b. Apply Biofreeze® Pain Reliever
- c. Assess range of motion (ROM)
- d. Perform direct pressure

2. What is the first technique used in the protocol?

- a. Apply pressure to tender points
- b. A/O release
- c. Stripping strokes
- d. Myofascial release

3. What is the last step in this protocol?

- a. Apply Prossage® Heat
- b. Apply Biofreeze Pain Reliever
- c. Direct pressure
- d. Apply stretching

4. What is the purpose of applying Biofreeze® Pain Reliever after massage?

- a. To relieve any residual soreness
- b. To warm up tissue
- c. To apply lubricant
- d. To perform the A/O release

5. Which of the following is an ingredient in Prossage® Heat?

- a. Safflower seed oil
- b. Alcohol
- c. Ilex
- d. Food coloring

Teacher’s Guide: *Forearm, Wrist & Hand Treatment*

Suggestions on where to teach in the curriculum:

- Advanced Modality Classes
- Sports Massage Class

Class Format and Time Required:

- 1 Hour Class - Lecture Only
- 2 Hour Class - Lecture with Demo
- 3 Hour Class - Lecture with Demo and Student Trade

Module Contents:

- Presentation outline
- PowerPoint presentation
- Student Protocol
- Student Quiz

Objectives:

The objectives of this presentation are for students to be able to:

- List common soft tissue problems for the forearm, wrist and hand
- Identify major muscle groups involved in forearm, wrist and hand problems
- Show/demonstrate the importance of balancing muscle groups in the forearm wrist and hand
- Understand the roll that Proassage® Heat plays in creating warmth and the ideal viscosity for myofascial release
- Perform a soft tissue treatment of the forearm, wrist and hand using Proassage Heat

Materials Provided:

PowerPoint Presentation
Student Materials
Biofreeze® Samples
Proassage Heat Samples

Additional Materials Required:

Computer
PowerPoint Reader (installed)
Projector
Screen

Preparation:

- Make sure the computer is connected to the projector and that a PowerPoint (PPT) reader is installed. Contact your IT department if you have difficulties.
- Open the **Proassage Heat Treatment for the Wrist and Forearm** PPT presentation and make sure that it works with your system.
- Review the PPT presentation prior to class.
- Make copies of the student materials and the related teaching materials.
- Verify that you have enough product samples for students.

Tips for Teaching:

- When you first watch the presentation, note personal examples to illustrate some of the points. You may wish to add these notes to the note section for each of the slides for reference during the presentation.
- Hand out the student materials at the beginning of the presentation.
- Read aloud the notes section of each slide either directly from the computer screen or the following outline. Add examples to facilitate discussion.
- Ask students to share their experiences regarding specific topics. Keep the discussion on topic.
- Slides may be printed as transparencies for overhead projector use.

Student Quiz Answer Key

1. b 2. d 3. d 4. a 5. c

Presentation Outline: *Forearm, Wrist & Hand Treatment*

Introduction: Prossage Heat® is an all natural product, developed by leading manual therapists that specialize in multiple modalities. This product has the ideal viscosity to hook and release the deep myofascial layers and to help bring the soft tissues back into balance throughout the body. Prossage Heat also has the ability to aid in superficial warming of the soft tissues, for deeper, faster pain-free therapy. This presentation will give participants a user-friendly protocol for balancing out the major muscle groups of the forearm, wrist and hand to eliminate soft tissue conditions that are commonly seen in manual therapists and their clients. It will also outline the natural ingredients in Prossage Heat and will help explain the benefits that it has over other leading oils and lubricants.

Slide	Notes and discussion questions
1.	Prossage Heat Treatment was developed for Performance Health by James Waslaski, LMT
2.	The treatment goal is to restore normal muscle resting lengths to opposing muscle groups of the forearm, wrist and hand in a pain-free fashion. This is made possible by using Prossage Heat, which enhances soft tissue release at the highest level possible. Soft tissue balance will eliminate the majority of the causes of tendon and joint pain in the forearm, wrist and hand.
3.	Developed by massage therapists for massage therapists. Made with natural ingredients to create a controlled glide and workability with minimal residue and no stickiness. A perfect medium for soft tissue therapies including myofascial release, trigger point therapy and sports massage. Assists in the warming of soft tissue for more effective deep tissue work. Has the perfect viscosity to hook the fascia for optimal myofascial release.
4.	Safflower - Ideal viscosity Menthol- Warming effect Lanolin - Skin conditioning Lavender - Scent
5.	The length of treatment is about 10 minutes. The client is put face up on the table with the forearm up (supinated) in order to work on the short, tight flexors of the forearm, wrist and hand first. These muscles are usually short and tight due to normal daily activities. For greater benefits in manual therapy, work on the flexors and pronators first. This relaxes the antagonists, which are the extensors and supinator of the forearm. Put a few drops of Prossage Heat on the palm of your hand. Rub palms together briskly to distribute the product over your palms. Apply hands to client's forearm, wrist and hand. Use palmer friction for about 3-5 seconds to enhance the effect of warming the superficial tissues for better myofascial release.

6. Some of the massage terms that will be used in this treatment:

Fascia - A layer of fibrous connective tissue that permeates the body. It interpenetrates and surrounds muscles, bones, organs, nerves, blood vessels, and other structures. Fascia is an uninterrupted, three-dimensional, web of tissue that extends from head to toe, from front to back, and from interior to exterior.

Myofascial release - A safe and very effective hands-on technique that involves applying gentle sustained pressure into the myofascial connective tissue restrictions to eliminate pain and restore motion. This essential “time element” has to do with the viscous flow and the piezoelectric phenomenon: a low load (gentle pressure) applied slowly will allow a viscoelastic medium (fascia) to elongate. The therapist’s role is to soften and mobilize fascia back to its normal resting positions throughout the body.

Hooking fascia- In order to move fascia back to normal positions throughout the body, you must minimize movement over the skin, known as compressive effleurage, and instead enter deep fascial layers at a 45 degree angle. With the ideal viscosity found in Prossage Heat, you minimize the glide.

Trigger point or trigger sites - Hyperirritable spots on skeletal muscle that are associated with palpable nodules in taut bands of muscle fibers. Trigger point practitioners believe that nodules are small contraction knots and a common cause of pain. Compression of a trigger point may elicit local tenderness, referred pain or local twitch response. The trigger point model states that unexplained pain frequently radiates from these points of local tenderness, and are sometimes a distant from the trigger point itself. Practitioners claim to have identified reliable referred pain patterns, allowing practitioners to associate pain in one location with trigger points elsewhere.

Stripping - Also known as a deep cross-fiber gliding strokes, is used to broaden and separate muscle fibers. This allows the therapist to bring muscle fibers back to normal muscle resting lengths. Because of the stretch reflex responses in the connective tissue, it is recommended that these strokes are done with slow velocity.

Friction - Rubbing one thing against another. In manual therapy, we use various forms of friction to warm, soften and mobilize connective tissue that is thick, congested or immobile. Some forms of friction include palmer friction for superficial warming, and deep cross fiber friction for softening scar tissue adhesions for more effective mobilization, reduced pain, and improved function.

Palmer friction - Rapid movements of the palm back and forth across the skin to create a superficial warming effect on the tissues. It is recommended to apply Prossage Heat using palmer friction to generate warmth for more effective myofascial release.

Belly of the Muscle - The contractile and most vascular part of a muscle-tendon unit. It is usually connected from origin to insertion by strong and relatively avascular tendons to create movement. Our role as manual therapists is to restore normal muscle resting lengths to opposing groups of muscle-tendon units throughout the body. The muscle belly is where we will apply the majority our myofascial and trigger point techniques.

Forearm, Wrist & Hand Treatment – Presentation Outline

7.	It is important to restore normal muscle resting lengths to the tight muscle groups that shorten in normal day to day activities. This includes the forearm, wrist and hand flexors, the flexor retinaculum, and the pronator teres. When you lengthen the shortened flexors, you relax the weak extensors. This balance of opposing muscle groups will help eliminate conditions such as tendon pain, joint inflammation, arthritic joint pain, and carpal tunnel syndrome.
8.	This balance of opposing muscle groups will help eliminate conditions such as myofascial pain, trigger point pain, tendon pain, joint inflammation, arthritic joint pain, and carpal tunnel syndrome.
9.	People that do massage and work on the computer have short wrist flexors that are often pronated. To restore balance in the forearm, wrist and hand, work on the forearm flexors and pronators first to relax the antagonistic extensors and supinators.
10.	To enhance the benefits of myofascial release to the forearm muscles, apply Prossage Heat sparingly using only a few drops. This will minimize glide to hook the deep investing fascia. Enhance the warming effects of the menthol by rubbing your hands together with rapid palmer friction for about 2-3 seconds.
11.	Apply the Prossage Heat to the forearm, wrist and hand first. Use palmer friction for about 3-5 seconds to enhance the effect of warming the superficial tissues for better myofascial release.
12.	With deep, pain free myofascial spreading, work the forearm flexors from origin to insertion (elbow to hand) at 45 degree angles to create normal muscle resting length. Prossage Heat's ideal viscosity will prevent too much sliding on the skin and have a much better effect in mobilizing the deep fascial layers.
13.	Due to the incredible viscosity of Prossage Heat, you can expand the retinaculum to give the tendons, nerves and blood vessels more space in the carpal tunnel of the wrist. The unique viscosity, or texture, of this lubricant hooks the deep fascial layers better.
14.	Continue to hook the deep investing fascia as you open the hand and move the bones of the hand to work the deep soft tissue layers from the inside out. Traction the wrist to decompress the carpal bones.
15.	Do deep myofascial spreading to release the fascial layers of the strong muscle groups that attach to the thumb. You may need to apply another drop or two of Prossage Heat to the hand.
16.	Slide distal on each finger applying slight traction to decompress each joint. The unique viscosity of Prossage Heat allows you to minimize glide and decompress the articulating cartilage of each joint. This could aid in eliminating joint pain of the wrist and hand.

Forearm, Wrist & Hand Treatment – Presentation Outline

17.	Have the client extend their wrist and hand to you assist in stretching the muscles of the forearm and hand. These muscles are short and tight due to the activity of doing massage and working on computers. This stretch will also relax the antagonistic extensors of the arm, which are usually weak and inhibited due to the tight flexors.
18.	Massage therapists often work on the computer, which can shorten the pronator teres. Work with deep gliding strokes from the medial epicondyle to the attachment on the radial bone to restore length and to decompress the median nerve that runs through the pronator teres.
19.	For clients that work on computers, have them turn their palm up (supinate) as you assist stretching the pronator muscles. This will reduce pressure on the median nerve that passes through the pronator teres and also relax the usually weak and inhibited – supinator muscles.
20.	Work the extensors from the wrist to the elbow with slow deep myofascial spreading to further relax the extensors. Remember your goal was to lengthen the forearm flexors and relax the antagonistic extensors. When you bring opposing muscle groups back to their normal muscle resting lengths (lengthen short muscles and relax weak, inhibited, or overstretched antagonists) you will eliminate the majority of the myofascial and neuromuscular pain patterns. You will also eliminate the majority of tendon pain problems.
21.	Self Care for the manual therapist will keep you pain free. It is important to massage and stretch your own tight muscle groups to prevent conditions like carpal tunnel syndrome, tendon pain and resultant joint pain that commonly occur in the manual therapy profession due to overuse and repetitive motions.
22.	Apply a few drops of Proassage Heat to the forearm, wrist and hand with palmer friction to warm the area.
23.	Use the ulna bone of your own forearm to slowly lengthen your tight wrist flexors after a long day of work. The key is to restore short, tight muscle groups back to their normal muscle resting lengths.
24.	When you work on a computer or drive your car, the pronator teres shortens and can prevent adequate supination. It is good to lengthen that muscle back out daily. The median nerve runs through that muscle before it gets to the carpal tunnel. Sometimes symptoms of carpal tunnel syndrome actually come from a short pronator teres before the nerve gets compressed in the wrist.
25.	As a part of self care, the retinaculum can be softened to reduce compression on the tendons and median nerve that pass into the carpal tunnel.
26.	Muscular imbalance around the wrist can result in joint inflammation, tendon pain and arthritic joint pain in the wrist and hands. Biofreeze® Pain Reliever will help eliminate these clinical symptoms by reducing inflammation and calming the pain receptors.

Forearm, Wrist & Hand Treatment – Presentation Outline

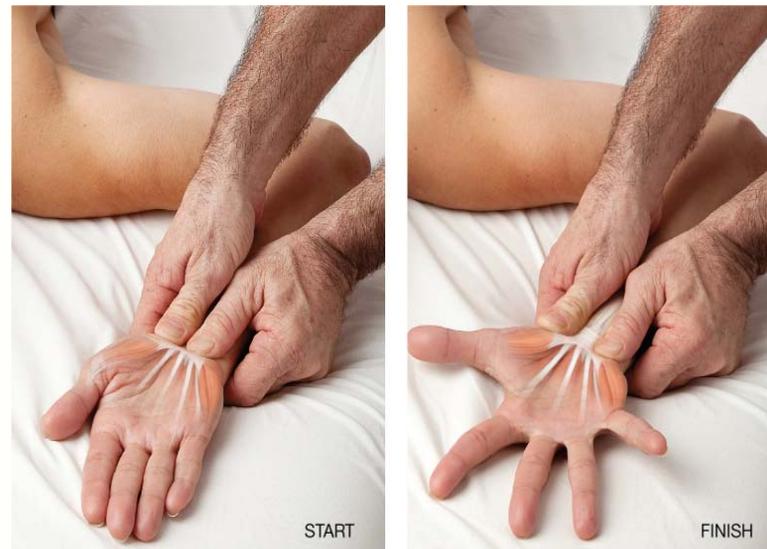
27.	As part of self care, it is very important to stretch the muscle groups of our forearm, wrist and hands. Getting muscles lengthened back out, after they shorten all day doing massage, can prevent or eliminate joint inflammation, tendon pain and arthritic joint pain. This will give the manual therapist a pain free and rewarding career.
28.	View Forearm, Wrist and Hand Treatment video
29.	Prossage Heat Treatment Quiz
30.	If your goal is to balance out muscle groups in the forearm, which muscle group would you work on first to create length? Answer b - The wrist flexors; <i>We use our forearm and hand flexors for most daily activity, like doing massage, driving our car and working on the computer. Therefore, they are short and tight, compared to the weak antagonist wrist and hand extensors</i>
31.	Why is it important to have a controlled glide when doing myofascial release to the soft tissues? Answer d - All of the above; <i>To move the superficial to deep investing fascial layers, you cannot be slipping on the skin, nor just doing deep effleurage. The therapist must go slow to allow the fascia to respond without stimulating a stretch reflex and without initiating muscle splinting due to pain.</i>
32.	What conditions of the forearm, wrist and hand can be prevented by doing therapist self care on a regular basis? Answer d - All of the above ; <i>Joint pain is often due to muscle tension and muscle imbalance around the joint; tendon pain is often due to muscle belly tension; and a portion of carpal tunnel syndrome is from short tight wrist flexors, which leads to overdeveloped flexor tendons that pass through the wrist tunnel , known as the carpal tunnel.</i>
33.	What are the most important muscle groups for the massage therapist to stretch after doing a full day of massage to prevent or help resolve common forearm wrist and hand conditions? Answer a - Short tight muscle groups such as the forearm and hand flexors; <i>Our day to day activities such as doing massage, working on the computer and driving our car result in overuse of the flexors of the forearm, wrist and hands. If muscle groups shorten throughout the day, we need to stretch them back out at the end of each day. This is a critical part of therapist self care to prevent forearm, wrist and hand pain.</i>
34.	What can the massage therapist do to prolong their career and prevent common soft tissue injuries of the forearm, wrist and hand? Answer c - Self care treatments and stretching; <i>If certain muscle groups shorten over and over throughout the day, they need to be stretched back out to prevent myofascial pain and joint pain. Often times the antagonist muscle groups become weak. If we stretch tight muscle groups throughout the body and strengthen weak opposing muscle groups, we can keep our bodies in balance.</i>
35.	James Waslaski, LMT, has pioneered a unique approach for the treatment of chronic pain and sports injuries. With over 20 years experience in the medical profession and extensive work with professional and Olympic athletes, he has presented at state, national and international conventions. His work has been published worldwide and he has received many awards including his 2008 induction into the Massage Therapy Hall of Fame. In 2011, James authored the book <i>Clinical Massage Therapy: A Structural Approach to Pain Management</i> .

Forearm, Wrist & Hand Treatment



Treatment Goal

- Restore normal resting lengths to opposing muscle groups in a pain free fashion using Prossage Heat
- Enhance soft tissue release at the highest level possible



Published by Pearson Health | Image © 2011 Body Scientific International, LLC.

Prossage[®] Heat

- Developed by professionals for professionals
- Controlled glide enhances deep tissue mobilization
- Area specific lubricant
- For pain free trigger point work



Prossage Heat Ingredients

- Safflower Seed Oil
- Menthol
- Lanolin
- Lavender



Getting Started

1. Place the client supine on the table
2. Forearm and hand up (arm supinated)
3. Address the tight flexor muscles of the forearm, wrist and hand
4. These are often shortened in most day to day activities



Definitions

Fascia

Myofascial Release

Hooking Fascia

Trigger Point or Trigger Sites

Stripping

Friction

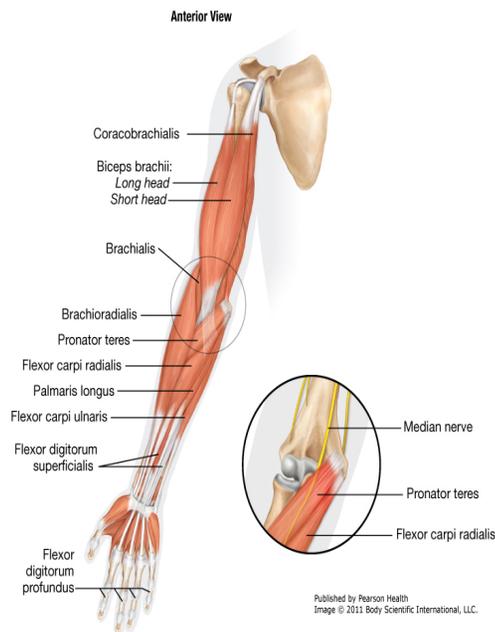
Palmer Friction

Belly of the Muscle

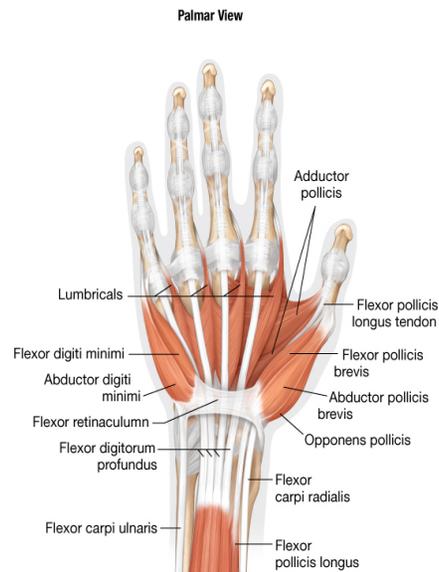
Identifying Major Muscle Groups

Most important muscle groups commonly used in day to day activities

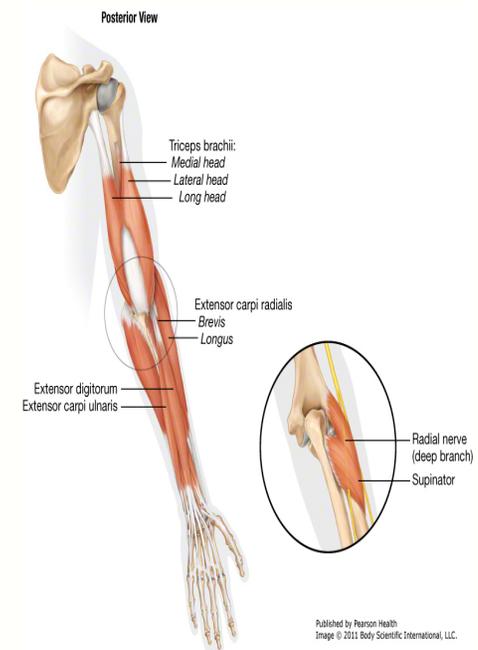
Elbow, Forearm, Wrist and Hand Flexors



Wrist and Hand Flexors



Elbow, Forearm, Wrist and Hand Extensors



Common Soft Tissue Problems

- ❑ Myofascial Pain
- ❑ Trigger Point Pain
- ❑ Tendon Pain
- ❑ Joint Inflammation
- ❑ Arthritic Joint Pain
- ❑ Carpal Tunnel Syndrome

Reasons for Soreness

- ❑ Work on computers creates short wrist and hand flexors
- ❑ Often pronated
- ❑ Work on flexors and pronators first



Prossage Heat Protocol

1. Apply a few drops in your palm - Minimizes glide to hook the deep investing fascia.
2. Rub hands together rapidly



Prossage Heat Protocol

3. Apply Prossage Heat to the forearm, wrist, and hand
4. Apply with palmer friction for 3-5 seconds, followed by gentle compression broadening strokes, working from the elbow to the wrist
 - Increased blood flow
 - Enhanced warming effect
 - Better myofascial release



Prossage Heat Protocol

5. Myofascial spreading forearm flexors
 - Creates normal muscle resting lengths to unload flexor tendons
 - Ideal viscosity
 - Mobilizing deep fascial layers



Prossage Heat Viscosity-Benefits

- ❑ Great viscosity can help expand the retinaculum
- ❑ Gives more space to:
 - Tendons
 - Nerves
 - Blood Vessels
 - Carpal Tunnel
- ❑ Hooks deep fascial layers better



Prossage Heat Protocol

6. Hook deep fascia as you open hand
7. Move bones of hand
8. Traction the wrist



Prossage Heat Protocol

9. Add a few drops of Prossage
10. Rub hands together and apply to hand and wrist with palmer friction
11. Myofascial spreading and cross fiber gliding strokes to release deep fascial layers and trigger points of the hand



Prossage Heat Protocol

12. Slide distal on fingers
13. Slight traction decompresses joint
 - Viscosity minimizes glide
 - Decompresses articulating cartilage
 - Can aid in eliminating joint pain



Prossage Heat Protocol

14. Have the client extend wrist and hand
15. Assist in stretching the flexor muscles
 - Stretching the flexors will relax the opposing extensors
 - Extensors of the arm are usually weak antagonists



Prossage Heat Protocol

Working on computers shortens
Pronator Teres

16. Working through the flexors, use deep cross fiber gliding strokes from the medial epicondyle to attachment on radial bone
17. Restores normal muscle resting lengths to decompress the median nerve



Published by Pearson Health
Image © 2011 Body Scientific International, LLC.

Prossage Heat Protocol

18. Turn palm up: supinate the forearm and extend the elbow
19. Pin and stretch the pronator teres muscle

Result: Will relax weak inhibited supinators, and decompress the median nerve



Prossage Heat Protocol

Apply Prossage Heat to the hand and wrist extensors using palmer friction

1. Work the extensors with deep myofascial spreading
2. Work from the fingers and wrist to the elbow to relax the usually weak extensors

Ultimate goal is to lengthen forearm, wrist, and hand flexors and relax antagonistic extensors



Techniques for self-care on the
forearm, wrist and hand using
Prossage Heat

Self Care

Apply Prossage to your own forearm, wrist and hand
with rapid Palmer friction



Self Care

After applying Prossage, use your own forearm to do deep myofascial spreading to the tight flexors of your forearm, hand and wrist



Self Care

Use the Prossage to soften and lengthen the Pronator Teres



Self Care

Use Prossage to soften the fascial band that compresses the tendons and nerves in the wrist



Self Care

Wipe off excess oil.

Apply Biofreeze® Pain Reliever to your wrist, hand, and fingers to reduce pain or joint discomfort



Self Care

Stretch tight muscle groups of the forearm, wrist and hand

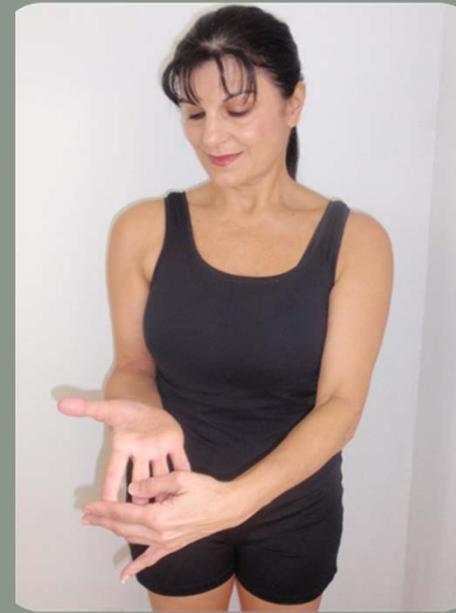
Wrist Flexors



Pronator Teres



Hand Flexors



Forearm, Wrist & Hand Treatment

- Click the box below to play the video.

(Note: It may require several clicks to start the video and there may be a short delay before the video begins.)



The techniques, treatments or modalities presented in this video are those of the presenter and carry no implied endorsement by The Hygenic Corporation. The Hygenic Corporation has compensated the presenter for their participation in this video.

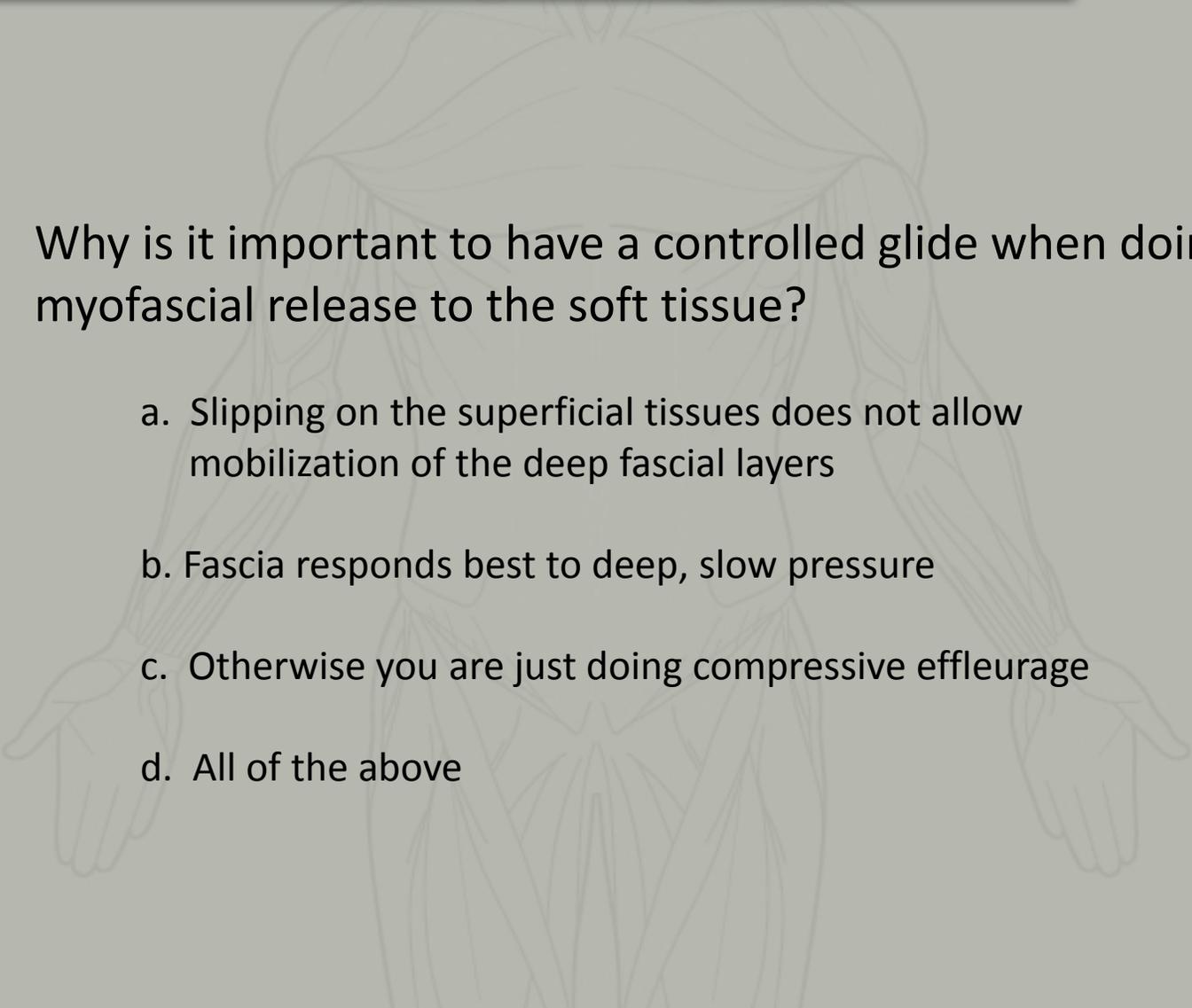
Forearm, Wrist & Hand Treatment Quiz



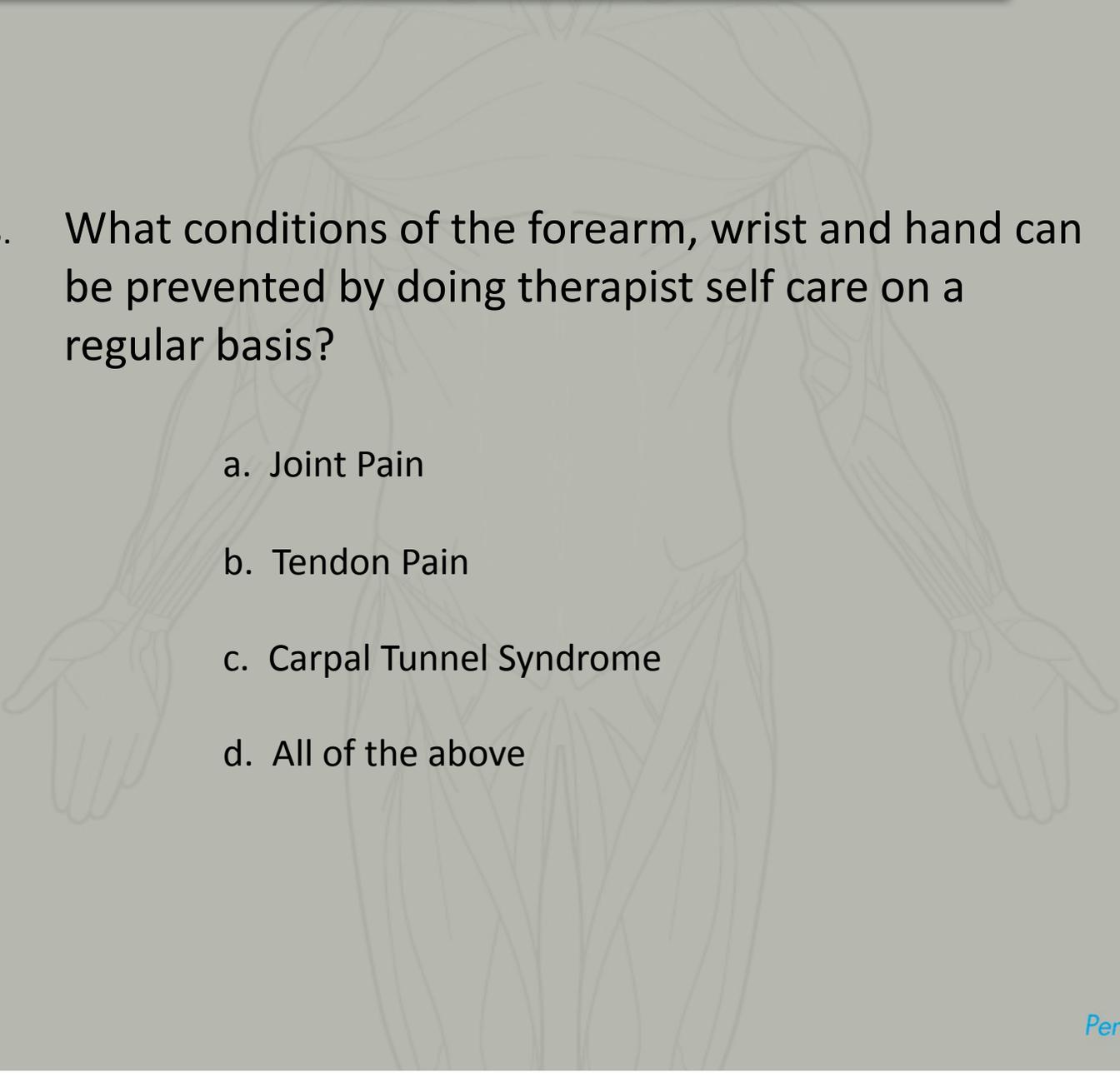
Forearm, Wrist & Hand Treatment Quiz

1. If your goal is to balance out muscle groups in the forearm, which muscle group would you work on first to create length?
 - a. The Wrist Extensors
 - b. The Wrist Flexors
 - c. The Supinators of the Forearm
 - d. It Does Not Matter

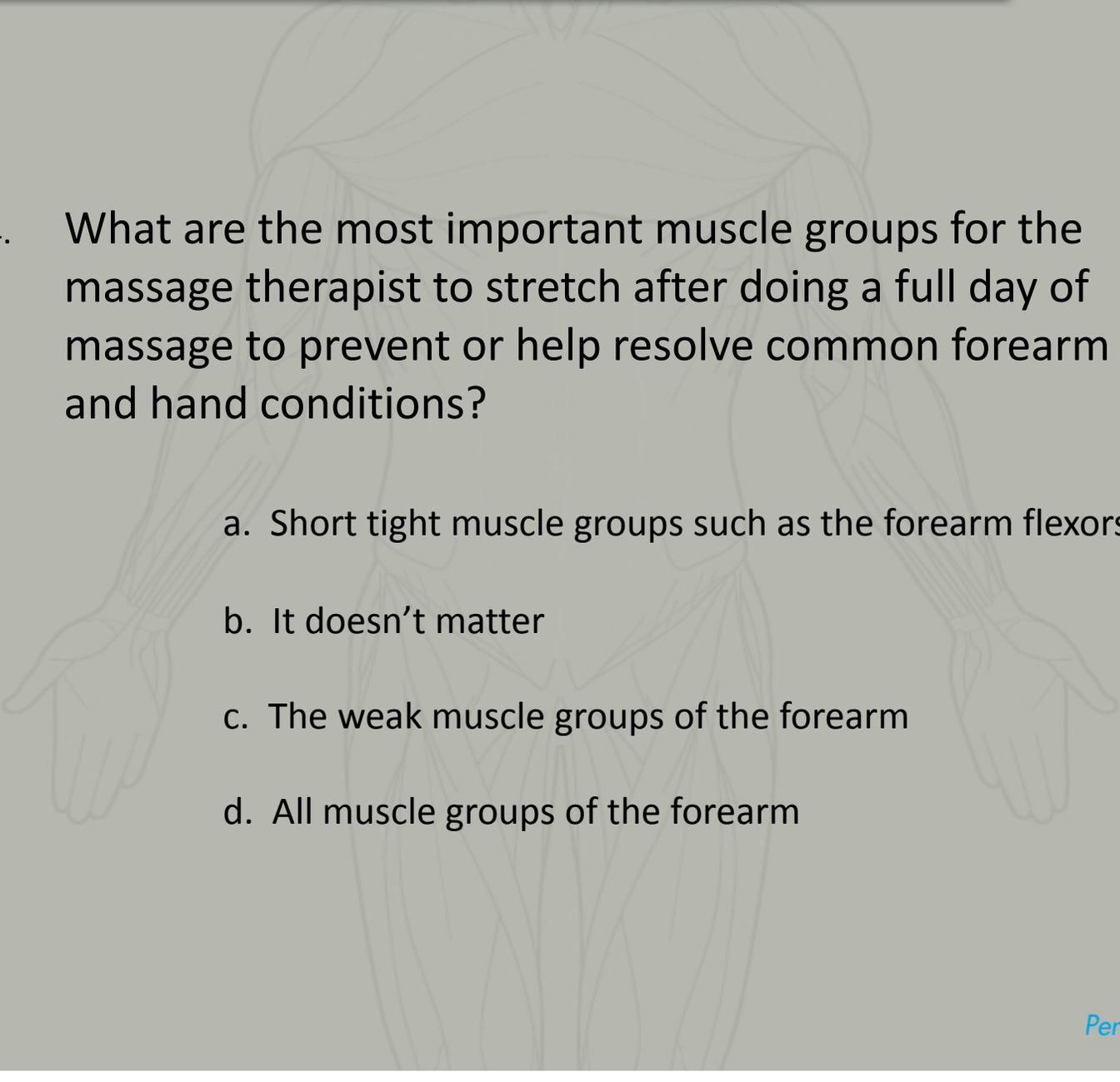
Forearm, Wrist & Hand Treatment Quiz

- 
2. Why is it important to have a controlled glide when doing myofascial release to the soft tissue?
- a. Slipping on the superficial tissues does not allow mobilization of the deep fascial layers
 - b. Fascia responds best to deep, slow pressure
 - c. Otherwise you are just doing compressive effleurage
 - d. All of the above

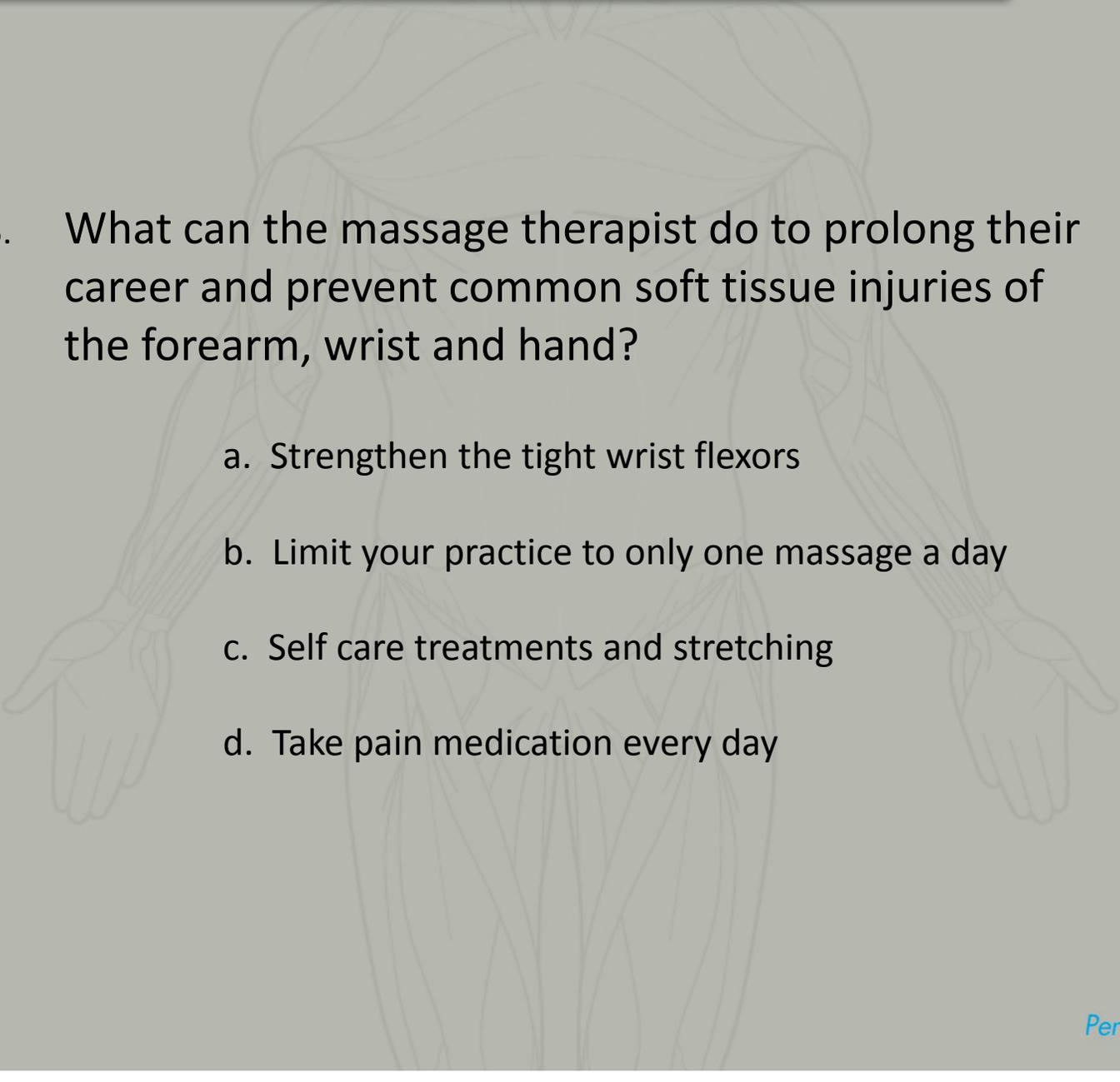
Forearm, Wrist & Hand Treatment Quiz

- 
3. What conditions of the forearm, wrist and hand can be prevented by doing therapist self care on a regular basis?
- a. Joint Pain
 - b. Tendon Pain
 - c. Carpal Tunnel Syndrome
 - d. All of the above

Forearm, Wrist & Hand Treatment Quiz

- 
4. What are the most important muscle groups for the massage therapist to stretch after doing a full day of massage to prevent or help resolve common forearm wrist and hand conditions?
- a. Short tight muscle groups such as the forearm flexors
 - b. It doesn't matter
 - c. The weak muscle groups of the forearm
 - d. All muscle groups of the forearm

Forearm, Wrist & Hand Treatment Quiz

- 
5. What can the massage therapist do to prolong their career and prevent common soft tissue injuries of the forearm, wrist and hand?
- a. Strengthen the tight wrist flexors
 - b. Limit your practice to only one massage a day
 - c. Self care treatments and stretching
 - d. Take pain medication every day

About Author



Art work and photos furnished by Pearson Publishing from James Waslaski's Book- *Clinical Massage Therapy: A Structural Approach to Pain Management*

- Extensive work with Collegiate, Professional and Olympic Athletes
- Author & International Lecturer on Chronic Pain & Sports Injuries
- 2008 Inductee Massage Therapy Hall of Fame
- www.orthomassage.net

Developed for Performance Health by James Waslaski, LMT

Protocol: *Forearm, Wrist & Hand Treatment*

The ultimate goal is to restore normal muscle resting lengths to opposing muscle groups of the forearm, wrist and hand in a pain-free fashion. This is made possible by using Prossage® Heat, which enhances soft tissue release at the highest level possible. Soft tissue balance will eliminate the majority of the causes of tendon and joint pain in the forearm, wrist and hand.

- The length of treatment is about 10 minutes. The client is put face up on the table with their forearm up (supinated) to work on the short, tight flexors of the forearm, wrist and hand first. These muscles are usually short and tight due to normal daily activities. For greater benefits in manual massage, work on the flexors and pronators first. This relaxes the antagonists, which are the extensors and supinator of the forearm.
- To enhance the benefits of myofascial release to the forearm muscles, apply Prossage Heat sparingly using only a few drops. This will minimize glide to hook the deep investing fascia. Enhance the warming effects of the menthol by rubbing your hands together with rapid palmer friction for about 2-3 seconds.
- Apply the Prossage Heat to client's forearm, wrist and hand first. Use palmer friction for about 3-5 seconds to enhance the effect of warming the superficial tissues for better myofascial release.
- Start with deep pain-free myofascial spreading and work the forearm flexors from origin to insertion (elbow to hand) at 45 degree angles to create normal muscle resting length.
- Due to the viscosity of Prossage, you can expand the retinaculum to give the tendons, nerves and blood vessels more space in the carpal tunnel of the wrist
- Continue to hook the deep investing fascia as you open the hand and move the bones of the hand to work the deep soft tissue layers from the inside out.
- Traction the wrist to decompress the carpal bones.
- Do deep myofascial spreading to release the fascial layers of the strong muscle groups that attach to the thumb. You may want to apply another drop or two of Prossage Heat to the hand at this time.
- Slide distal on each finger applying slight traction to decompress each joint.
- Have the client extend their wrist and hand as you assist in stretching the muscles of the forearm and hand. These muscles are short and tight due to the activity of doing massage and working on computers. This stretch will also relax the extensors of the arm that are usually weak antagonists of the tight flexors.

Forearm, Wrist & Hand Treatment – Protocol

- Massage therapists often also work on the computer, which can shorten the pronator teres. Work with deep gliding strokes from the medial epicondyle to the attachment on the radial bone to restore length.
- For clients that work on computers, have them turn their palm up (supinate) as you assist stretching the pronator muscles. This will also relax the usually weak and inhibited supinator muscles.
- Enhance the warming effects of Prossage Heat by rubbing your hands together with rapid palmer friction for about 2-3 seconds and apply to the extensor muscles of the arm.
- Work the extensors with slow deep myofascial spreading, working from the wrist to the elbow to further relax the extensors. Remember, your goal is to lengthen the forearm flexors and relax the antagonistic e extensor.

Student Quiz: *Forearm, Wrist & Hand Treatment*

Student Name _____ Date _____ Score _____

Circle the correct answer.

1. If your goal is to balance out muscle groups in the forearm, which muscle group would you work on first to create length?

- a) The wrist extensors
- b) The wrist flexors
- c) The supinators of the forearm
- d) It does not matter

2. Why is it important to have a controlled glide when doing myofascial release to the soft tissues?

- a) Slipping on the superficial tissues does not allow mobilization of the deep fascial layers
- b) Fascia responds best to deep slow pressure
- c) Otherwise you are just doing compressive effleurage
- d) All of the above

3. What conditions of the forearm, wrist and hand can be prevented by doing therapist self care on a regular basis?

- a) Joint pain
- b) Tendon pain
- c) Carpal tunnel syndrome
- d) All of the above

4. What are the most important muscle groups for the massage therapist to stretch after doing a full day of massage to prevent or help resolve common forearm wrist and hand conditions?

- a) Short tight muscle groups such as the forearm flexors
- b) It does not matter
- c) The weak muscle groups of the forearm
- d) All muscle groups of the forearm

5. What can the massage therapist do to prolong their career and prevent common soft tissue injuries of the forearm, wrist and hand?

- a) Strengthen the tight wrist flexors
- b) Limit your practice to only one massage a day
- c) Self care treatments and stretching
- d) Take pain medication every day

Teacher’s Guide: *Massage Therapy & Retailing*

Suggestions on where to teach in the curriculum:

- Business

Class Format and Time Required:

- Lecture
- Discussion

Time:

- 1 Hour Class – Lecture Only
- 2 Hour Class - Lecture with Discussion
- 3 Hour Class – Lecture with Discussion and Role Play

Module Contents:

- Presentation outline
- PowerPoint presentation
- Student Handout (used for note taking during the presentation)
- Student Quiz
- Student Quiz and Handout Answer Sheet

Objectives:

The objectives of this presentation are for students to understand:

- The Three C’s of Selling
- The techniques for successfully retailing products
- The advantages and disadvantages of retailing products
- The term Keystoning
- The qualifications for choosing a particular product to sell
- The techniques for effective merchandising
- The key elements to ethical product
- The three elements of driving the BUS

Materials Provided:

PowerPoint Presentation
Student Materials
Biofreeze® Build Your Practice Folder

Additional Materials Required:

Computer
PowerPoint Reader (installed)
Projector
Screen

Preparation:

- Make sure the computer is connected to the projector and that a PowerPoint (PPT) reader is installed. Contact your IT department if you have difficulties.
- Open the **Massage Therapy & Retailing** PPT presentation and make sure that it works with your system.
- Review the PPT presentation prior to class.
- Make copies of the student materials and the related teaching materials.
- Verify that you have enough product samples for students.

Tips for Teaching:

- When you first watch the presentation, note personal examples to illustrate some of the points. You may wish to add these notes to the note section for each of the slides for reference during the presentation.
- Hand out the student materials at the beginning of the presentation.
- Encourage students to fill out the Student Handout during the presentation as a study guide. You may collect them later for grading.
- Read aloud the notes section of each slide either directly from the computer screen or the following outline. Add examples to facilitate discussion.
- As an optional visual aid, you may want to create a slide and/or handout (to accompany slide 37) showing your local sales tax requirements.
- Ask students to share their experiences regarding specific topics. Keep the discussion on topic.
- Slides may be printed as transparencies for overhead projector use.

Presentation Outline: *Massage Therapy & Retailing*

Introduction: As product sales are becoming more common in massage clinics and spas, you need the tools to be successful at retailing and incorporating product sales effectively and ethically into your massage business.

Slide	Notes and discussion questions
1.	<p>Massage Therapy and Retailing sponsored by Performance Health. Curriculum designed by Cherie Sohnen-Moe and Lynda Solien-Wolfe.</p> <ul style="list-style-type: none"> ■ <i>Provide a copy of the Student Handout: Massage Therapy and Retailing (used for note taking), the Massage Therapy Win/Win/Win article, and the Biofreeze® Build Your Practice folder to each student.</i>
2.	<p>The goals of the massage therapy and retailing presentation are to create an understanding that the role of retailing is an integral part of massage therapy. To increase your comfort with retailing and to learn how to effectively integrate product sales into your practice.</p>
3.	<p>Some of the topics that will be covered in this presentation are, retailing reality, advantages and disadvantages of retailing, the 3 C's of effective sales, how to ethically retail products and the ten tips on retailing.</p>
4.	<p>What is Retailing? How do you define retailing? What is the importance of retailing in the massage and spa setting?</p>
5.	<p>Retailing is simply the selling of products or goods.</p>
6.	<p>The two main ways to increase revenue in your massage therapy practice or spa--either increase the number of clients you serve or increase the amount you sell to the same number of clients.</p> <ul style="list-style-type: none"> ■ <i>Discuss the time it takes to do each option. List the short term and long term advantages and disadvantages.</i>
7.	<p>Retail sales create passive income.</p> <ul style="list-style-type: none"> ■ <i>Discuss the advantage of not relying solely on hands-on income.</i>
8.	<p>The advantages of retailing include adding value to your treatments, extending the treatment benefits at home, and increasing your bottom line.</p> <ul style="list-style-type: none"> ■ <i>List other advantages that students may see in retailing.</i>
9.	<p>Some of the disadvantages of retailing may be more paperwork, dealing with sales tax, spending more time on purchasing and processing retail sales</p> <ul style="list-style-type: none"> ■ <i>List other disadvantages that students may see in retailing.</i>
10.	<p>There are three distinct groups that influence a retailing program. Each group has expectations and concerns. We will cover each group in depth. These groups are clients, employers and massage therapists.</p>

Massage Therapy & Retailing – Presentation Outline

11.	<p>Clients like purchasing products from you and appreciate the convenience. They expect you to have first hand experience or thorough knowledge of the products and trust your recommendations.</p> <ul style="list-style-type: none"> ■ <i>Ask students to list other reasons clients would purchase products from a therapist.</i>
12.	<p>Employers expect therapists to sell products. They know that retailing is a critical element in client satisfaction and rely on the income generated by product sales.</p> <ul style="list-style-type: none"> ■ <i>Discuss other reasons or expectations of employers.</i>
13.	<p>Some of the concerns that a massage therapist may have is that they feel their job goes beyond touch. They may have concerns about having to “push” products. They feel they don’t have enough time between sessions to sell products. Therapists may have a lack of training in product knowledge and application. Some feel that they don’t have input on products carried. And some products are not within the therapist’s scope of practice.</p> <ul style="list-style-type: none"> ■ <i>Ask students to list other concerns.</i>
14.	<p>There are many types of products that can be retailed in a therapeutic environment; here are just a few ideas.</p> <ul style="list-style-type: none"> ■ <i>Pass out samples.</i>
15.	<p>Here are some more.</p> <ul style="list-style-type: none"> ■ <i>List and discuss other product ideas that students may have.</i>
16.	<p>It is important to consider carefully which products to sell. When choosing the right product, choose one that is NOT commonly sold, unique and if possible, is an extension of your work. It should have a reasonable profit margin, be beneficial, is something you believe in, and is something that your clients need or want.</p> <ul style="list-style-type: none"> ■ <i>What are the products that are carried elsewhere but you can stock it for your clients’ convenience?</i> ■ <i>What products would you like to see where you get massages?</i>
17.	<p>Ethical product sales involve providing clients with easy access to high-quality products that enrich their well-being. You should only sell products you know are reliable, suitable for use by your clients, within your scope of practice, are a natural extension of your business and congruent with your image.</p> <ul style="list-style-type: none"> ■ <i>What types of questionable sales approaches have you experienced?</i> ■ <i>How can you ensure that you do ethical sales?</i>
18.	<p>As a massage therapist, a power differential exists between you and your clients. Clients assume that you are the authority, and they may feel influenced to purchase products out of a need to please you or because they think you know best.</p> <ul style="list-style-type: none"> ■ <i>Describe a scenario that illustrates taking advantage of the power differential.</i> ■ <i>What can you do to reduce the power differential?</i>

Massage Therapy & Retailing – Presentation Outline

19.	It is imperative that you know your products well. You should be able to convey the proper use, benefits and possible side-effects or contraindications to your clients. Restrict detailed conversation about products to before or after the sessions.
20.	If you don't follow these points you are treading dangerous waters! Don't overuse products or make product claims that the manufacturer doesn't make or would not support. Don't manipulate or coerce your clients.
21.	The 3 C's of effective sales are consultation, convenience and compliance.
22.	<p>When your selection of sell-thru products closely relates to treatment, product recommendation becomes easier. Give your clients the power to learn more about maintaining their health and making better decisions. Remember that you are ultimately providing a solution to your clients. When you provide the right products to clients, their satisfaction and the value of your advice increases. This is one reason a thorough intake interview is important. This is also a good time to inform clients about Companion Products/Services.</p> <ul style="list-style-type: none"> ■ <i>Discuss effective ways to educate clients with literature, brochures, articles, and product testers.</i>
23.	<p>Clients have the immediate satisfaction of knowing they can obtain and use products recommended by a hands-on professional. They do not have to decide between multiple, unknown products on a retail shelf. Clients can make future purchases when they return for treatment. Keeping your business top of mind creates passive revenue that builds the practice. This is all about time management. Most people are extremely busy. This is where even selling an item that they could easily buy elsewhere (like Epsom salts) is helpful.</p> <p>Idea: After their treatments, have clients go to separate area for relaxation with available products in clear sight.</p>
24.	You know what treatments work for clients and what clients can do to maintain better health. However, many services are not completely effective unless you can extend and enhance the benefits you offer in treatment. Self-Care is most successful when clients do what a therapist instructs. When you recommend a product for home use and explain how to use it, chances are greater the product will be used properly. Remember that you are the expert! By selling clients the right products, they can increase their wellness goals.
25.	Tip #1: Choose products you trust and believe in. Conduct product research before you offer products for resell. Read the product information sheets. Talk to other therapists. Ask other therapists about their experiences with different products.
26.	Tip #2: Educate yourself on the products you use and sell. Try a product before offering it in any treatment. Try a product for retail in your practice. Use it on yourself, family and friends.

Massage Therapy & Retailing – Presentation Outline

27.	<p>Tip #3: Choose products that are not easily accessible to your clients and carry a professional recommendation. Don't compete with products sold in retail stores. There are many high quality products available to you that are sold only through healthcare and wellness professionals.</p>
28.	<p>Tip #4: Choose products that you use in your practice or are a direct extension of your work. The best way for a client to experience the products you sell is to use them in the treatments offered on your menu of services. Consider that the products you have chosen will enhance a client's treatment and offering those same products for sale will then be a more natural sell. Bake products into the treatment.</p> <ul style="list-style-type: none"> ■ <i>Have students list ways to incorporate product sales into a session.</i>
29.	<p>Tip #5: Focus your product sales on those that are suitable for clients, and within your scope of practice. Convey the proper use, benefits, and possible side-effects or contraindications. Restrict detailed product conversation to before or after the session. Don't manipulate or coerce your clients.</p>
30.	<p>Tip #6: Charge a fair but profitable price. The products you purchase for resale are sold to you at prices that enable you to mark up for resale. Your distributor or the product's manufacturer should guide you with suggestions of the proper selling prices for products.</p> <ul style="list-style-type: none"> ■ <i>Work through several examples of the amount of money product sales could really generate. (e.g., selling 25 tubes of Biofreeze® Pain Reliever a month = \$150 profit)</i> ■ <i>Discuss quantity discounts and package pricing options.</i>
31.	<p>Keystone is a retail industry term that means to double the cost that you pay, which represents a 100% mark-up. As an example -- you purchase a tube of Biofreeze from your distributor for \$5.00 and sell it to your client for \$10.00.</p>
32.	<p>Tip #7: Purchase products from a distributor or manufacturer that will work with you on important customer service issues and marketing support. Look for things like; return policy, price guarantee, how quickly the product is shipped, and shipping charges.</p>
33.	<p>Tip #8: Make the products visible and attractive. Put the products on display so clients can see, feel and smell the product. Get Point-of-Sale displays that fit easily onto a countertop in a waiting room or even on a shelf in a treatment room. Do not place product behind a receptionist's desk where it might be unnoticed or inaccessible to clients. Identify all products with price tags or signs.</p> <ul style="list-style-type: none"> ■ <i>What are some specific ideas for setting up displays for general merchandising, holidays and special events?</i> ■ <i>How can you bundle products together (e.g., a gift certificate plus an eye pillow and a bottle of essential oil)?</i>
34.	<p>Two examples of Point-of-Purchase displays.</p> <ul style="list-style-type: none"> ■ <i>Discuss the advantages of Point-of-Purchase displays</i> ■ <i>List other Point-of-Sale displays students have seen.</i> ■ <i>Ask students how Point-of-Sale displays influence their purchases.</i>

Massage Therapy & Retailing – Presentation Outline

35.	<p>Appeal to all the senses: sight, smell, hearing, touch, taste.</p> <ul style="list-style-type: none"> ■ <i>List ways you can appeal to the senses of sight, smell, hearing, taste and touch.</i>
36.	<p>Tip #9: Ask your distributor or product manufacturer if they offer free samples or if you have to pay for sample sizes. Clients love to get free product samples and samples are a great way to introduce clients to the products you use in treatments and therapies. Look for companies that offer pre-packed samples, and always give out samples with something that identifies your business so that clients are reminded where they received the sample. Some product manufacturers provide such sampling tools; be sure to ask if there is a charge associated with the sampling tools. If a client tries and likes a product the product will sell itself!</p>
37.	<p>Tip #10: Most software programs for the massage and spa industry have functions that allow you to track product sales, commissions, sale tax and inventory. Know your local, state and federal tax laws. Consult with an accountant about tax laws.</p> <ul style="list-style-type: none"> ■ <i>Discuss the information about your local sales tax requirements (using a slide and/or a handout that you've created).</i>
38.	<p>Summary: Drive your own BUS to increase your profits! BUS stands for: Believe in the products you use and sell. Use the products you sell in your treatments. Supply sample products to clients. Honk! Honk! Get your clients on board – retailing products.</p>
39.	<p>To learn more information on business success, read <i>Business Mastery</i> by Cherie Sohnen-Moe.</p>
40.	<p>Massage Therapy and Retailing Quiz</p> <ul style="list-style-type: none"> ■ <i>Pass out the Student Quiz. Show the following slides and have students fill out the quiz at the same time. Collect the quizzes. Go back over the slides discussing each answer. Option: Don't pass out the quiz and give an oral exam. Go through each slide and ask, "How many think 'A' is the correct answer? "How many think 'B' is the correct answer? "How many think 'C' is the correct answer? "How many think 'D' is the correct answer? Then tell them the correct answer.</i>
41.	<p>1. The 3 C's of Selling are?</p> <p>Answer: b - Consultation, Convenience, Compliance; <i>A formula to understand the needs of your clients, making it convenient to for them stay in compliance with your recommendations.</i></p>
42.	<p>2. How much do you mark up when you Keystone?</p> <p>Answer d – 100; <i>Keystoning Is simply doubling the price of the product.</i></p>

Massage Therapy & Retailing – Presentation Outline

43.	3. The acronym BUS stands for? <i>Answer c - Believe, Use, Supply; Believing in your products, using products you sell and supplying samples is the way healthcare providers can make products sales a natural extension of their work.</i>
44.	4. Which of the following is a false statement? <i>Answer a - To succeed in retailing you need to carry at least 15 different products; Therapists can increase their bottom line with as little as one product.</i>
45.	5. Which of the following is a true statement? <i>Answer c- Using a product in a session is the best way to generate sales; Part of the BUS acronym and makes for a more natural sale.</i>
46.	Close: This presentation was developed for Performance Health by Lynda Solien-Wolfe and Cherie Sohnen-Moe. Lynda has a private practice in Merritt Island Florida and is an education director for Performance Health. Cherie is the owner of Sohnen-Moe and Associates and has authored the book <i>Business Mastery</i> and co-authored <i>The Ethics of Touch</i> . Lynda and Cherie facilitate workshops on Retailing and have created an extensive online course titled <i>Profit with Products</i> . www.RetailMastery.com www.facebook.com/RetailMastery

Massage Therapy & Retailing



Developed by Cherie Sohnen-Moe and Lynda Solien-Wolfe

Goals

- Understand the role of retailing as an integral part of your practice.
- Increase your comfort with retailing.
- Learn how to effectively integrate product sales into your practice.



Overview

- Retailing reality
- Advantages and disadvantages
- The 3 C's of effective sales
- Ethical retailing products
- Increase retail sales
- Ten tips on retailing



What is Retailing?

- How do you define retailing?
- What is the importance of retailing in your practice?



What is Retailing?

Retailing is the selling of products or goods.



The Importance of Retailing

Two Main Ways to Increase Revenue

1. Increase the number of clients you serve.
2. Increase the amount of products you sell to the same number of clients.



Retail Sales Creates Passive Income

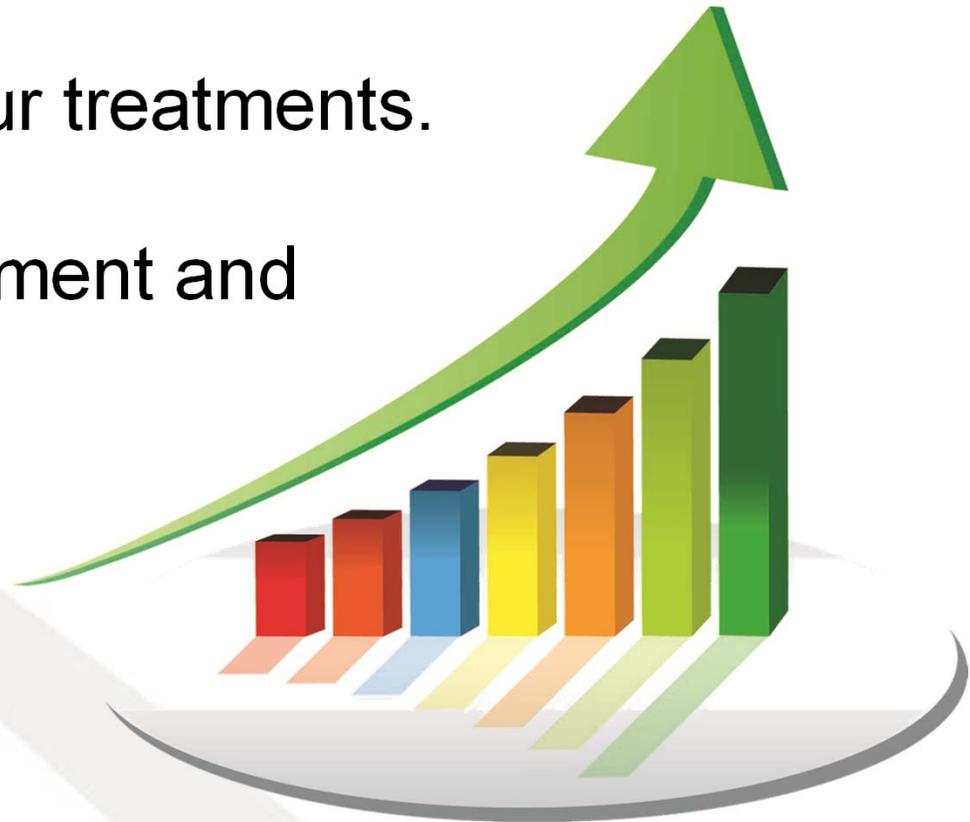


==



Advantages of Retailing

- Provides convenience for your client.
- Adds value to your treatments.
- Extends the treatment and benefits at home.
- Increases your bottom line.



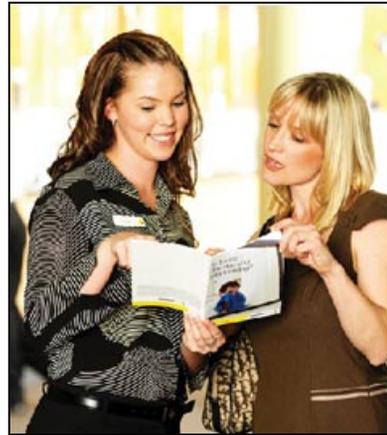
Disadvantages of Retailing



- Paperwork
- Sales Tax
- Time

Retail Reality

Clients



Employers



Therapists



Clients' Reality

- Like purchasing products from you.
- Appreciate the convenience.



- Expect you to have first hand experience or thorough knowledge of the products, and trust your recommendations.

Employer's Reality

- Expect therapists to sell products.



- Know that retailing is a critical element in client satisfaction.



- Rely on the income generated by product sales.

Therapist's Reality

- Their job goes beyond touch.
- Concern about having to “push” products.
- Feel they don't have enough time between sessions to sell products.
- Lack of training in product knowledge and application.
- Don't have input on products carried.
- Some products are not within the therapists' scope of practice.



Product Ideas

- Hot and cold packs
- Eye pillows
- Relaxation tools
- Support pillows
- Ergonomic devices
- Self-massage tools
- Essential oils
- Topical analgesics



More Product Ideas



- Self-help books
- Health related DVDs
- Gift baskets
- Self-care items
- Bath salts
- Scrubs
- Body butters
- Lotions
- Music
- Stress Mats

How to Choose the Right Product

- Is NOT commonly sold
- Is unique
- Is an extension of your work
- Has a reasonable profit margin
- Is beneficial
- You believe in it
- Your clients need or want



Ethical Product Sales

Ethical product sales involve providing clients with easy access to high-quality products that enrich their well-being

Only sell products you know are:

- Reliable
- Suitable for use by your clients
- Within your scope of practice
- A natural extension of your business
- Congruent with your image



Power Differential



As a massage therapist, a power differential exists between you and your clients.

Clients assume that you are the authority, and they may feel influenced to purchase products out of a need to please you or because they think you know best.

Ethical Product Sales: Do's

- Know your products well.
- Convey the proper use, benefits and possible side-effects or contraindications.
- Restrict detailed conversation about products to before or after the sessions.



Ethical Product Sales

- Don't overuse products.
- Don't make product claims the manufacturer doesn't make or would not support.
- Don't manipulate or coerce your clients.



The 3 C's of Effective Sales

The 3 C's

```
graph TD; A[The 3 C's] --- B[Consultation]; A --- C[Convenience]; A --- D[Compliance];
```

Consultation

Convenience

Compliance

Consultation

- Products should relate to treatment.
- Give your clients the power to make better decisions about their health.
- You are providing a solution to your clients.
- Clients' satisfaction and the value of your advice increases.



Convenience



- Immediate satisfaction.
- Clients do not have to decide between multiple, unknown products.
- Clients will make future purchases when they return for treatment.
- Your business is top of mind, builds your practice.

Compliance

- What treatments work for clients.
- What they can do to maintain better health.
- Extend and enhance the benefits your treatment.
- Self-care is most successful when clients do what a therapist instructs.
- Explain how to use it.



Top Ten Retailing Tips: #1

Choose products you trust and believe in.

- Conduct product research before you offer products for resell.
- Read the product information sheets.
- Talk to other therapists.



Biofreeze products help you get active. And stay active.

Biofreeze products help you do more. With less pain.

Biofreeze Pain Reliever is the most frequently used pain reliever by healthcare professionals. For over 20 years, our products have been helping people manage their discomfort by offering a variety of benefits that assist in therapy, pain relief, exercise training and overall comfort. Using menthol as the active ingredient, Biofreeze penetrates quickly, preventing or relieving pain through cold therapy. To find Biofreeze contact your practitioner or go to www.biofreeze.com/wherebuy

AVAILABLE IN:
4.8 oz tube / 4.8 oz tube w/ applicator tip
3.5 oz tube - Max Strength gel
2.8 oz Spray / 4.8 oz Spray

Name of Clinic
000-000-0000

BIOFREEZE
PAIN RELIEVING
gel

WITH ACTIVE INGREDIENTS:
Menthol™ "The Cool Effect"

info@biofreeze.com | www.biofreeze.com

©2014 Performance Health, Inc. All rights reserved. Biofreeze is a registered trademark of Performance Health, Inc. All other trademarks are the property of their respective owners.

Biofreeze® The Official Pain Reliever of Active People
(Card Front)

(Card Back)

Top Ten Retailing Tips: #2

Educate yourself on the products you use and sell.

- Try products on yourself before offering it in any treatment.
- Test product in your practice before offering it for retail.



Top Ten Retailing Tips: #3

Choose products that are not easily accessible to clients and carry a professional recommendation.

- Don't compete with products sold in retail stores.
- There are many high quality products available to you.
- Sold only through healthcare and wellness professionals.



PerformanceHealth

Top Ten Retailing Tips: #4

Choose products that you use in your practice or are a direct extension of your work.



- Sell the products you use.
- Enhance a client's treatment.
- Will be a more natural sell.

Top Ten Retailing Tips: #5

Take an ethical approach to product sales.

- Sell products that are reliable, suitable for clients, and within your scope of practice.
- Convey the proper use, benefits, and possible side-effects or contraindications.
- Restrict detailed product conversation to before or after the session.
- Don't manipulate or coerce your clients.



Top Ten Retailing Tips: #6

Charge a fair but profitable price.

- Mark up for resale.
- Your distributor should guide you for proper selling prices for products.



Keystone

A retail industry term that means to double the cost that you pay, which represents a 100% mark-up.

100%

Top Ten Retailing Tips: #7

Purchase products from a distributor that supports you on marketing and customer service issues.

Look for things like:

- Return policy
- Price guarantee
- How quickly the product is shipped
- Shipping charges
- Free samples
- Free marketing support



Top Ten Retailing Tips: #8

Make the products visible and attractive.

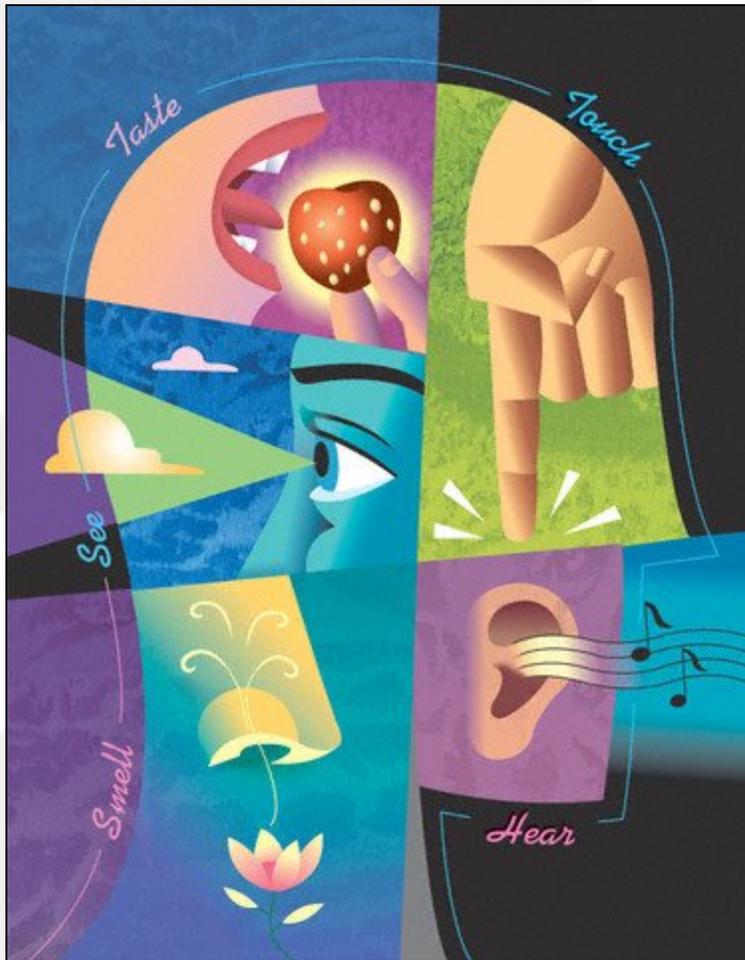
- Put the products on display.
- Get Point-of-Sale displays.
- Do not place product behind a receptionist's desk.
- Identify all products with price tags or signs.
- Appeal to all the senses.



Point of Purchase Display



Appeal to the Senses



Sight

Smell

Hearing

Touch

Taste

Top Ten Retailing Tips: #9

Offer samples to your clients. If a client tries and likes a product, the product will sell itself!

- Ask your distributor about samples.
- Clients love free samples.
- Include your business name and number.



Top Ten Retailing Tips: #10

Keep track of your sales and inventory.

- Know your local, state and federal tax laws.
- Consult with an accountant about tax laws.



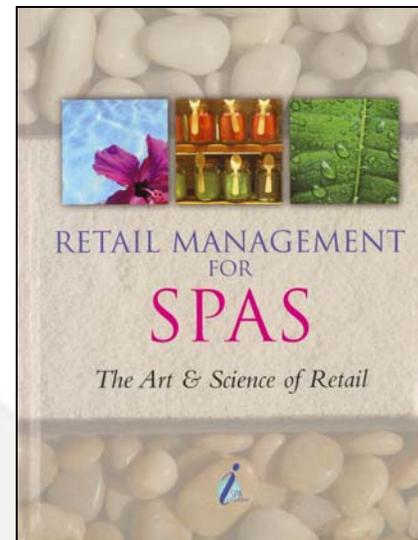
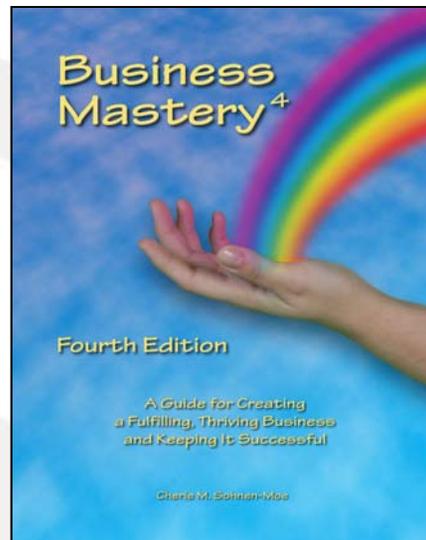
Drive Your Own B.U.S. to Increase Your Profits

- B**elieve in the products you use and sell.
- U**se the products you sell in your treatments.
- S**upply samples to your clients.



Learn More

For more information on business success, refer to
Business Mastery, by Cherie Sohnen-Moe
Retail Management for Spas (The Art & Science of Retail) by ISPA/ISPA Foundation



Massage Therapy and Retailing Quiz



1. The 3 C's of Selling are:

- a) Counseling, Convincing, Complying
- b) Consultation, Convenience, Compliance
- c) Consultation, Choice, Codes
- d) Creativity, Convenience, Credentials

2. How much do you mark-up when you Keystone?

- a) 10%
- b) 25%
- c) 75%
- d) 100%

3. The acronym BUS stands for?

- a) Business, Use, Sell
- b) Buyer, Understand, Seller
- c) Believe, Use, Supply
- d) Believe, Understand, Satisfy

4. Which of the following is a false statement?

- a) To succeed in retailing you need to carry at least 15 different products.
- b) Choose products that you use in your practice or are a direct extension of your work.
- c) Charge a fair but profitable price.
- d) Educate yourself on the products you use and sell.

5. Which of the following is a true statement?

- a) It is important to coerce your clients into buying your products.
- b) Employers don't expect therapists to sell products.
- c) Using a product in a session is the best way to generate sales.
- d) Place products behind reception desk to avoid shoplifting.

About the Authors



Lynda Solien-Wolfe LMT, NCTMB
lwolfe@hygenic.com
www.biofreeze.com



Cherie Sohnen-Moe
cherie@sohnen-moe.com
www.sohnen-moe.com

Student Handout: *Massage Therapy & Retailing*

Name _____ Date _____ Score _____

What are the Three C's of Selling?

- 1.
- 2.
- 3.

List the five techniques for performing retail sales.

- 1.
- 2.
- 3.
- 4.
- 5.

What are two advantages of retailing products?

- 1.
- 2.

What are two disadvantages of retailing products?

- 1.
- 2.

Define Keystoning.

Identify three qualifications for choosing a particular product to sell.

- 1.
- 2.
- 3.

What are the three techniques for effective merchandising?

- 1.
- 2.
- 3.

Name the four key elements to ethical product sales.

- | | |
|----|----|
| 1. | 1. |
| 2. | 2. |

List the three elements of Driving the BUS.

- 1.
- 2.
- 3.

Student Quiz: *Massage Therapy & Retailing*

Student Name _____ Date _____ Score _____

Circle the correct answer.

1. **What are the three C's of Selling?**
 - a. Counseling, Convincing, Complying
 - b. Consultation, Convenience, Compliance
 - c. Consultation, Choice, Codes
 - d. Creativity, Convenience, Credentials

2. **What is the percentage mark-up with keystoneing?**
 - a. 10
 - b. 25
 - c. 75
 - d. 100

3. **What does the acronym BUS stands for?**
 - a. Business, Use, Sell
 - b. Buyer, Understand, Seller
 - c. Believe, Use, Supply
 - d. Believe, Understand, Satisfy

4. **Which of the following is a false statement?**
 - a. To succeed in retailing, you need to carry at least 15 different products.
 - b. Choose products that you use in your practice or are a direct extension of your work.
 - c. Charge a fair but profitable price.
 - d. Educate yourself on the products you use and sell.

5. **Which of the following is a true statement**
 - a. It is important to coerce your clients into buying your products
 - b. Employers don't expect therapists to sell products.
 - c. Using a product in a session is the best way to generate sales.
 - d. Place products behind the reception desk to avoid shoplifting.

Student Handout & Quiz Answers: *Massage Therapy & Retailing*

What are the Three C's of Selling?

1. Consultation
2. Convenience
3. Compliance

List the five techniques for performing retail sales. (any five of the following)

1. Choose products you trust and believe in.
2. Educate yourself on the products you use and sell.
3. Choose products that are not easily accessible to your clients and carry a professional recommendation.
4. Choose products that you use in your practice or are a direct extension of your work.
5. Charge a fair but profitable price.
6. Purchase products from a distributor or manufacturer that will work with you on important customer service issues and marketing support.
7. Make the products visible and attractive.
8. Offer samples to your clients.
9. Keep track of your sales and inventory.
10. Drive your own BUS to increase your profits!

What are two advantages of retailing products? (any two of the following)

1. Adds value to your treatments
2. Extends the treatment and benefits at home
3. Increases your bottom line

What are two disadvantages of retailing products? (any two of the following)

1. Paperwork
2. Sales tax
3. Time

Define Keystoning. A retail industry term that means to double the cost that you pay, which represents a 100% mark-up

Identify three qualifications for choosing a particular product to sell. (any three of the following)

1. Is NOT commonly sold
2. Is unique
3. Is an extension of your work
4. Has a reasonable profit margin
5. Is beneficial
6. You believe in it
7. Your clients need or want it

What are the three techniques for effective merchandising? (any three of the following) Put the products on display so clients can see, feel, and/or smell the product.

1. Get Point of Sale displays that fit easily onto a countertop in a waiting room or even on a shelf in a treatment room.
2. Do not place product behind a receptionist's desk where it might be unnoticed or inaccessible to clients.
3. Identify all products with price tags or signs.

Name the four key elements to ethical product sales. (any four of the following)

1. Reliable
2. Suitable for use by your clients
3. Within your scope of practice
4. A natural extension of your business
5. Congruent with your image

List the three elements of Driving the BUS.

1. **B**elieve in the products you use and sell
2. **U**se products you sell in your treatments
3. **S**upply sample products to clients

Quiz Answers: 1. b 2. d 3. c 4. a 5. c

Curriculum developed for Performance Health by Cherie Sohnen-Moe and Lynda Solien-Wolfe

Massage Therapy and Retailing: Make it a Win-Win-Win!



CONTENTS

- INTRODUCTION
- RETAIL REALITY
- PRODUCT IDEAS
- A TWIST ON TRADITIONAL SALES
- HEALTHY SALES
- BUY WHOLESALE
- MARKETING MATERIALS AND SAMPLES
- SALES TAX
- SELLING PRODUCTS IN A GROUP PRACTICE
- THE THREE C'S OF EFFECTIVE SALES
- MERCHANDISING
- CLOSING THE SALE
- FOSTERING ONGOING SALES
- DRIVE YOUR OWN BUS
- SUMMARY
- TOP 10 TIPS ON RETAILING
- ITEMS TO SELL

INTRODUCTION

Relying on just hands-on work as your source of income can be physically, emotionally and financially risky--particularly if your work requires intensity. You can easily add another source of income by retailing products that are sought after by your clients. You'll appreciate the additional revenue and they'll appreciate having access to products that aren't easily available to the general public.

For instance, there are wonderful topical treatments and self-care tools that your average clients can't find at their local health emporium. Many of these products aren't even directly available to the retail consumer—they must be purchased by a practitioner and then sold to the client.

“Product sales is a natural extension of the standard of care and healing already associated with wellness practitioners,” says Lynda Solien-Wolfe, LMT, director of education at Performance Health, the makers of Biofreeze® Pain Reliever. “Clients will trust your recommendations, especially for those products used in the therapy itself. Biofreeze products were the first products I sold when I started my practice in 1994, and they greatly increased my bottom line.”

Massage therapist Robert Flammia of Berkeley, California, sells a variety of gels, balms, books and massage tools. He enjoys selling products and most of them fit his “win/win/win” philosophy. For example, he bought an inventory of Hurricane On the Bayou CDs. The Audubon Society and New Orleans residents win because of money generated from the inventory purchase. Flammia wins by feeling good for helping them, and the revenues help pay his rent. The clients that purchase the CDs win because they get to enjoy good music and know their purchase is also helping the people of New Orleans.

Flammia also sees product sales as a way to increase his massage practice: “Selling touch is perhaps one of the hardest things to sell because it's so invasive on the psyche and body of the unknowing recipient. Selling items, whether physically or psychologically related to touch, is a much easier icebreaker.”

Two major ways to increase revenue in your practice are to increase the number of clients you see and to increase the amount you sell to clients. Selling products in your practice is a great way to work smarter—not harder. You already have a relationship with your clients and retailing is simply another avenue of supporting them in their wellness.

Product sales add value to your treatments, extend the treatment and benefits at home, and increase your bottom line. Retailing can actually increase the frequency of clients booking sessions. When clients use a product at home, it reminds them of the treatment they received and that usually inspires them to book another session. Plus, if they share those products with friends, those friends may become clients.



RETAIL REALITY

Clients, employers and massage therapists have expectations and concerns that affect retailing. Clients like to get products from you. They appreciate the convenience and expect you to have them stocked or easily attainable. They expect you to know more about these products than they do and they expect you to choose quality products.

Employers expect therapists to sell products. They know that retailing is a critical element in both client satisfaction and their business's bottom line. The sales volume increases when the therapists have input on products carried and the products are within the therapists' scope of practice.

PRODUCTS IDEAS

As local statutes permit, it's entirely appropriate for massage therapists to sell healthcare products designed to assist in the relief of pain and promote well-being.

Over the past thirteen years, massage therapist Cathryn Wright, of Taylorville, Illinois, has sold many products in her practice—from pain relievers to therapeutic tools to vitamins to music to natural cleaning products for the home. She chose these products because she tried them and liked them. Unfortunately, not everything sold well. She states, "My practice is in a small town and people are reluctant to try new things. Plus, this is a financially depressed area and many people don't see the need for spending money on themselves. The products that are successful are ones that seem to help with their pain issues, such as pain relieving gels, ice packs, rice bags and therapeutic tools."

Massage therapist Bob McAtee of Colorado Springs, Colorado, sells several products in his practice and is always on the lookout for something unique, useful and not readily available in retail stores. "I sell products mostly for the convenience of my clients," McAtee says. "I use these products in my sessions and clients like to use them for self-care at home."



It is important to consider carefully which products to sell. When choosing products, choose those that are NOT

commonly sold, are unique and if possible, are an extension of your work. The product should have a reasonable profit margin, offer benefit to the client, be something you believe in, and is something your clients need or want. Occasionally you might carry an item that is easy to find, but you make it available for convenience so that your client doesn't need to make a stop on the way home. Epsom salts is a prime example.

SPECIAL NOTE ON SPAS

Many spas and massage centers require their practitioners to sell products. According to the International Spa Association (ISPA), retail sales account for almost twenty percent of a spa's total revenue. Plus, the profit margin on products is typically higher than services. Thus, even a small increase in the revenue from retail sales can make a tremendous difference in a spa's bottom line.

The common expectation is that somatic practitioners (such as massage therapists) generate between 10 to 20 percent of their total sales in home-care products or supplies. As a side note, most estheticians are required to generate upwards of 50 percent. Salaries, bonuses and seniority are often based on the amount of products sold. Before taking a job at one of these establishments, clearly understand their product sales requirements, and make sure that you feel comfortable and confident in their product lines.

A TWIST ON TRADITIONAL SALES

Traditional sales involve a practitioner buying and stocking an inventory of products at wholesale and reselling to clients. This involves an investment of time and money. Another option is to have just one item on display and enable clients to place orders through the practitioner with options to either have the product delivered directly to them or to the practitioner. This involves some time and paperwork, but lessens your financial risk.

There is another option that takes almost no time and incurs no risk. You simply have a display and provide clients with the order information. Clients order directly from the manufacturer and the manufacturer sends you a commission check.

The Smart Step Flooring Company offers this type of program with their premium anti-fatiguing flooring mat. They previously sold only to large companies, but recently began working with wellness practitioners. They have created what they call the unique "Premier Sell Through Program." Here's how it works. The

practitioner places a wellness mat around the treatment table requiring the client to step on the mat before and after their session. Most clients will instantly experience the mat's comfort and ask the practitioner about it.

Clients may purchase the mat in a variety of sizes and colors. With no commitment, inventory or investment—just an attractive tri-fold brochure—the program directs interested clients to a consumer website or customer service department. Smart Step Health Flooring invoices the client; drop ships the mat directly to the client; and through an assigned clinic code number, sends a commission check to the practitioner. The company also offers posters and other sales materials at no cost. This type of program provides four important benefits:

1) Takes care of the practitioner's health and well-being; 2) Sets a good example for clients; 3) Earns revenues with no financial commitment; 4) Shows a genuine concern for the client's health and well-being outside of that office visit.

HEALTHY SALES

Ethical product sales involve providing clients with easy access to high-quality products that enrich their well-being. To be successful, you should only sell products you know are reliable, suitable for use by your clients, within your scope of practice, and a natural extension of your business.

“Clients depend on you to provide them with sound information and guidance so it's essential that you know your products well and convey the proper use, benefits and possible side-effects,” stated Doug Stuckey, senior product manager for Performance Health.

Therapists should only use products according to manufacturer's recommendations and convey that to clients. Do not overuse products and do not make product claims that the manufacturer does not make or would not support. Unethical practices such as aggressive sales techniques or misinformation will damage client relationships and ultimately your business. You must be cautious when selling products.

As a massage therapist, a power differential exists between you and your clients. There is an implicit acknowledgment that you have more knowledge about the body and your products than the client. In massage, the power differential is amplified by the physical aspects of practice. The client takes a position—usually lying or sitting—where they allow the practitioner access to their body. The practitioner positions herself within the client's physical space, often leaning over the client. Furthermore, in most instances the client is partially or fully unclothed. Although draping is used for privacy, the psychological effect of the unclothed client and the clothed practitioner increases the imbalance of power.

Finally, as the therapist's hands make physical contact with the client's body, the client's physical safety is literally in the practitioner's hands. Clients assume that you are the authority, and they may feel influenced to purchase products out of a need to please you or because they think you know best. Even if you take great care not to exploit this power differential, it still exists. You must not manipulate or coerce your clients.

Reduce the possible abuse of the power differential by restricting your conversation about products to before or after the session. While it's fine to tell a client what product you are about to use and why, avoid lengthy commentary. The post-session interview is a good time to reference products. It is natural to recommend products that are appropriate to the client's goals when you are reviewing the treatment plan and any “homework” you might have for a client. This is also the time to ask for feedback on any of the products you used during the session.

If product sales are not handled well, they can negatively impact your practice. Make certain that the products you sell are congruent with the image you wish to portray.

Massage therapist Rodyon Jones of Tucson, Arizona, has sporadically sold products in his practice. He has concerns about the ethics involved in selling products. He wants to keep his focus on his one-on-one work with client. “I have a friend who has been a massage therapist for more than 20 years. Over this time, he has accumulated a broad line of massage tools, equipment and accessories. And all of it is for sale. Sometimes it feels a bit overwhelming to walk into that space. I want my massage space to be peaceful and healing”

Recently, Jones met someone who sells a product line of wildcrafted tinctures, balms and teas. He likes the products and has an affinity for the owner whose heart, soul and knowledge permeates the products. Jones is considering selling these products, particularly since he would be one of very few sources for people to obtain the products. His thought is to market it to the general public and have it displayed and readily available to clients, but without actively selling it to his clients. “If one of my clients has a condition that would be helped with one of the products, then I would mention it to the client,” he explains. “Otherwise, my hands and my support are what I have to offer, along with the belief that we already possess everything we need to heal ourselves.”

BUY WHOLESALE

Financial success in product sales requires that you purchase products at wholesale prices and mark up those prices appropriately. Most retail sales use the keystone method, which means that you mark up merchandise to an amount that is double the wholesale price. For example, if you buy a

product for \$5, you sell it for \$10. You will find that some products offer a higher markup than that and others less. In most instances, you also have to pay shipping and that can add up if the item is heavy.

Your distributor or the product's manufacturer should guide you with suggestions on competitive retail pricing. Purchase products from a distributor or manufacturer that will work with you on important customer service issues and marketing support. Look for things like return policy, price guarantee, how quickly the product gets to you, and other shipping issues.

Tip: Most wholesalers require a minimum order. If you are just starting out and can't afford the minimum, consider joining forces with other therapists and make cooperative purchases.

The cost of selling product is not limited to purchase price and shipping. You must consider the time involved in placing orders, displaying products and marketing. There is also the paperwork involved in collecting sales tax and submitting tax reports. And you'll need a plan for what to do with inventory that doesn't sell.

Massage therapist Hans Albert Quistorff of Wauna, Wisconsin, obtained a healthcare provider account with two companies that allowed him to get products at up to a 50-percent discount. He says, "This netted a small profit, but it would not have been worth it if my accounting and inventory software program did not handle the transactions efficiently."

MARKETING MATERIALS AND SAMPLES

Many companies provide free or low-cost trial packets/sachets and small-sized samplers. Clients love to get free product samples, and samples are a great way to introduce clients to the products you use in treatments. Look for companies that offer pre-packed samples and be sure all samples you hand out identify you (and include your phone number) to remind clients where they received the sample. Also, check for specials. Keep in mind that if a client tries and likes a product, the product will sell itself!

Whenever possible, work with companies that provide marketing materials and samples for a nominal cost or better yet, for free! While some companies provide point-of-sale displays for free, others charge a fee or provide them for free with a minimum order. For instance, In addition to the free posters and other sales materials, Performance Health and Smart Step Flooring customize brochures with your name and contact information.

When you sell Biofreeze Pain Reliever products, you are supported with a full suite of **free** marketing assistance:

customized brochures with your name and phone number with 5 gram trial packets attached; counter-top displays; window decals; free samples for volunteer events; and an online "Where To Buy" referral service that lists your office's name, address, website, the products you sell, and your hours of operation. Therapists have acknowledged that the Where to Buy service has brought them new clients. Leann Earle, a massage therapist from Florida says, "When a customer comes in to purchase Biofreeze but stays for a massage, it is evidence that the Where to Buy site is a great marketing service."



SALES TAX

Contact your state department of revenue to apply for a transaction privilege tax license. Some cities require a separate transaction privilege tax license. How often you must submit reports and the collected sales tax varies. Usually you are required to fill out a form on a monthly basis for the first year. If the volume is low, the state might reduce it too quarterly or even annually. Note that while it is called state sales tax, the percentages usually vary by the type of taxable activity and the city.

Discuss tax collection requirements with the state, as well as with the company from which you buy products for resale (e.g., certain food-based products are not taxed). Also, if you purchase products to resell, you don't need to pay sales tax to the company that sells you the product. The companies from which you purchase products often ask for your resale number (which is on the Transaction Privilege Tax License).

SELLING PRODUCTS IN A GROUP PRACTICE

When selling products in a group practice, the three biggest problems are choosing the product lines, determining who is responsible for overseeing sales, and calculating who gets what profit—particularly when a client sees more than one practitioner in the group. If your business is a partnership,

you'll need to decide if you want the funds to be commingled. Here are two ways to manage profits.

Option 1: Individual Profit Centers

- Designate a weekly or monthly order date. Combine practitioners' product order lists and place one order. Each practitioner pays for her portion of the order.
- Each practitioner receives requested product quantities and sells products separately.
- Each practitioner collects payment for product sales and retains the profit.

Option 2: Distributed Profits

- The group assigns one practitioner to manage product sales. Tasks include tracking inventory, stocking products, placing orders, and handling payment through the manager's individual account (this assumes an office assistant handles payment processing tasks).
- The product manager is compensated for her time in managing product sales. Remaining profit is applied to shared overhead expenses (e.g., rent, linen service, telephone and marketing).

THE THREE C'S OF EFFECTIVE SALES

Selling products is not about hype or "hard-sell" tactics. The income you receive from the items your clients purchase is not going to make you rich, but it can be a meaningful source of supplemental income. The goal is to provide your clients with easy access to high-quality products that enrich their well-being.

Yet, just carrying a product doesn't guarantee it will sell; people are more inclined to buy something they've experienced. Incorporate your products into your practice and take the time to educate your clients. Always keep in mind that the major focus of product sales is to enhance your clients' health and well-being. Building a relationship is the foundation of effective sales in the massage therapy industry. Consider the Three C's of Consultation, Convenience and Compliance in fostering those relationships.

Consultation

When your selection of retail products closely relates to treatment, product recommendation is easy. Give your clients the power to learn more about maintaining their health and making better decisions. Remember that you are ultimately providing a solution to your client. When you provide the right products, your client's satisfaction and the value of your advice grow. This is one reason a thorough intake interview is important.

Educate your clients about the benefits and features of your products. This can be done with verbal descriptions,

demonstrations, signs, literature, brochures, articles, DVDs and product testers. Most people like to smell and feel a product before purchasing it.

Convenience

Clients have the immediate satisfaction of knowing they can obtain and use products recommended by a massage therapist. They do not have to decide between multiple, unknown products on a retail shelf. When you send clients home with products samples, they are more likely to make additional purchases when they return for treatment. *This is all about time management. Most people are extremely busy and appreciate anything you do to simplify their lives. This is where selling an item that they could easily buy elsewhere—like Epsom salts—is helpful.*

Compliance

You know what treatments work for clients and what the client should do to maintain better health. However, many services are not completely effective unless you can extend and enhance the benefits you offer in treatment. Self-care is most successful when clients do what a therapist instructs. When you recommend a product for home use and explain how to apply it, chances are greater the product will be used properly. Remember that you are the expert! By selling clients the right products, they can increase their wellness goals.

MERCHANDISING

Display retail products throughout your space in addition to a specific area that is dedicated to displaying your merchandise. Make the products visible and attractive. Display products so that clients can see, feel and smell them. Keep the display area organized, clean (no dust bunnies and regularly wipe down all testers), well-lit (so people can read labels and instructions) and appealing to all of the senses.

Some companies offer nice point-of-sale displays that fit easily onto a counter top in a waiting room or even on a shelf in a treatment room. Do not place product behind a receptionist's desk where it might be unnoticed or inaccessible to clients. Identify all products with price tags or signs.

Consider putting a pitcher of water (perhaps with lemon essential oil) and glasses in the same area as your retail products. This way when clients walk over to get a drink, they see your products. Also, if you encourage clients to arrive a few minutes early to update paperwork and to transition from their hectic day to your soothing environment, they're likely to check out your products while they wait.



CLOSING THE SALE

For some therapists selling products is as natural as booking the next massage session. Others struggle with both. If you have done a thorough intake interview and truly listened to your client, you have a fairly accurate knowledge of their needs and wants. After the hands-on segment of the session is finished and the client is dressed, give a very brief overview of what took place in the session, highlight some of the client's major goals, assign homework, give the client an opportunity to ask questions, make any necessary referrals, discuss which products might be helpful to purchase, sell those products or provide sample, and schedule the next appointment.

One key to enhanced communication is to ask open-ended questions whenever possible. Open-ended questions facilitate therapeutic communication as they encourage clients to express their thoughts and feelings. Open-ended questions usually begin with how, what or could. For example, "What would you like to achieve in today's session?" "How do you see these daily stretches helping you?" "What products would you like to take home today?" These types of questions also help the client to feel like an active partner in the treatment process. In contrast, closed-ended questions are limited in scope, as the answer is usually a simple "yes" or "no."

FOSTERING ONGOING SALES

If you are going to sell products at all, the key to working smarter—not harder—is to develop long-term product sales relationships with your clients. Follow up on product sales, especially after the initial sale. Contact clients several days after their session. Ask them how they are enjoying the product, what results they notice and what questions they might have. If you gave them samples, ask if they would like you to reserve or order a larger size. Also, consider sending thank you notes after the first sale or a large sale.

Make notes in your client files about their purchases and product preferences. Also, review those files for important dates that could lead to future purchases (e.g., birthdays, anniversaries, seasonal changes, vacations).

Some therapists offer a modified type of frequent buyer plan that rewards clients for their purchases. It could be a free product, a free service or a special discount.

SUMMARY

Ultimately, selling products is like "selling" your services—simply share your enthusiasm about the product. If you make your products visible, accessible, attractive and affordable, your clients will buy them when it's appropriate.

- Sell only products you trust and that fit into the type of work you do.
- Focus on a few product lines.
- Display your products and promotional literature in your waiting area.
- Bundle items. For instance, if one of your target markets is executives who travel frequently, you could assemble a travel kit consisting of an eye pillow, essential oil and a small self-massage tool.
- Put price stickers on all your products.
- If you carry self-health DVDs, play them before and after sessions.
- Encourage questions about products used during sessions.
- Utilize products during the treatment: play a CD; apply a hot or cold pack; use specialized gels, creams or liniments; or include aromatherapy applications.
- Ask clients for their reaction to and opinions on the products being used.
- Print fliers that describe all the products you carry. Give these to your clients and mail them for special promotions.
- Offer specials on products and promote them in your waiting area, newsletters and on your website.
- In the post-interview, recommend any reference materials, relaxation tools, support devices, books and other items that are appropriate to the client's goals. Be certain to demonstrate products and explain all procedures.

TOP 10 TIPS ON RETAILING

Offer home care solutions to help increase your bottom line and complement the massage treatments you offer. Here are ten tips to help you retail products.

1. Choose products you trust and believe in. Conduct product research before you offer products for retail.
2. Educate yourself and your staff on the products you use and sell, especially employees who talk with clients about products. Try a product before offering it in any treatment or for retail in your practice.
3. Choose products that are not easily accessible to your clients and that carry a professional recommendation.
4. Choose products that you use in your practice or are a direct extension of your work.
5. Take an ethical approach to product sales.
6. Charge a fair but profitable price.
7. Purchase products from a distributor or manufacturer that will work with you on important customer service issues and marketing support.

8. Make the products visible and attractive. Put the products on display so clients can see, feel and smell the product.
9. Offer samples to your clients. If a client tries and likes a product, the product will sell itself!
10. Keep track of your sales and inventory. Make sure you also know your local, state and federal tax laws.

ITEMS TO SELL

Some of the more common items are:

- Hot and cold packs
- Eye pillows
- Relaxation tools
- Support pillows
- Ergonomic devices
- Self-massage tools
- Essential oils
- Topical analgesics (e.g., Biofreeze)
- Self-health books and DVDs
- Gift baskets with self-care items
- Bath salts, scrubs, body butters and lotions
- Music

ULTIMATELY, YOU NEED TO DRIVE YOUR OWN BUS TO INCREASE YOUR PROFITS!

BUS stands for:

Believe in the products you use and sell.

Use the products that you sell in your treatments.

Supply sample products to clients



ABOUT THE AUTHOR - Cherie Sohnen-Moe is the owner of Sohnen-Moe Associates located in Tucson, AZ. She is the author of *Business Mastery* and the co-author of *The Ethics of Touch*. Cherie can be reached at cherie@sohnen-moe.com.

Special thanks to Lynda Solien-Wolfe for her invaluable assistance in the creation of this material and for developing the concept of Driving the Bus!

Cherie and Lynda teach classes on retailing and have a home study class titled Profit with Products. Information on the home study and live courses can be found by visiting:

www.RetailMastery.com www.facebook.com/RetailMastery

All rights reserved © March 2012 The Hygenic Corporation P05564, Rev. 0

Teacher's Guide: *Self-Care Strategies*

Suggestions on where to teach in the curriculum:

- Basic Massage Technique Class
- Self-Care Class

Class Format and Time Required:

- 1 Hour Class - Lecture Only
- 2 Hour Class - Lecture with Discussion
- 3 Hour Class - Lecture with Discussion and Student Participation

Module Contents:

- Presentation outline
- PowerPoint presentation
- Student Protocol
- Student Handout (used for note taking during the presentation)
- Student Quiz
- Student Quiz and Handout Answer Sheet

Objectives:

The objectives of this presentation are for students to:

- List the aspects of fitness
- Identify how to prevent burn out and injury
- Understand the importance of homeostasis in the body
- Demonstrate stretches
- Demonstrate strengthening exercises
- Demonstrate self application of topical analgesics

Materials Provided:

PowerPoint Presentation
Student Materials
Biofreeze®, Prossage® and Thera-Band® Product
Samples

Additional Materials Required:

Computer
PowerPoint Reader (installed)
Projector
Screen

Preparation:

- Make sure the computer is connected to the projector and that a PowerPoint (PPT) reader is installed. Contact your IT department if you have difficulties.
- Open the **Self-Care Strategies** PPT presentation and make sure that it works with your system.
- Review the PPT presentation prior to class.
- Make copies of the student materials and the related teaching materials.
- Verify that you have enough product samples for students.

Tips for Teaching:

- When you first watch the presentation, note personal examples to illustrate some of the points. You may wish to add these notes to the note section for each of the slides for reference during the presentation.
- Hand out the student materials at the beginning of the presentation.
- Encourage students to fill out the Student Handout during the presentation as a study guide. You may collect them later for grading.
- Read aloud the notes section of each slide either directly from the computer screen or the following outline. Add examples to facilitate discussion.
- Ask students to share their experiences regarding specific topics. Keep the discussion on topic.
- Slides may be printed as transparencies for overhead projector use.

Presentation Outline: *Self-Care Strategies*

Introduction: This presentation will help therapists increase their professional longevity and achieve a higher level of health and fitness through stretching and strength training exercises. This presentation will also show therapists how to perform massage therapy treatments more effectively and easily.

Slide	Notes and discussion questions
1.	Self-Care Strategies for the Massage Therapist, developed for Performance Health by Teresa M. Matthews LMT, CPT
2.	As health care professionals, we take care of others and tend to put ourselves on the “back burner.” The objective of this session is to understand the importance of taking care of ourselves to prevent burn out and help ensure a long and successful career. We’ll also cover the subject of using a topical analgesic for pain relief. <i>View introduction video.</i>
3.	In order to bring the body back to balance (Homeostasis), we will lengthen our tight muscles and strengthen weak muscles.
4.	A daily self-care routine can help massage therapists prevent injury and burnout, and maintain a long, healthy and successful career.
5.	<p>In looking at the body as a whole, one must understand there are five aspects of fitness to consider.</p> <ul style="list-style-type: none"> • Muscle Strength/Endurance • Flexibility/Stretching • Cardio • Balance • Body Composition
6.	Before we stretch, a warm up is necessary. Stretching alone is not a warm up.
7.	As with any exercise program, the stretches and strengthening movements in this presentation should be conducted after clearance by a medical professional. Proceed at your own pace; respect your personal limits.
8.	Before we begin, we need to warm the muscles. Jog in place for approximately three minutes to get the blood flowing and the body warm.
9.	Moving in the transverse plane, look to the right and then to the left. Then move in the coronal plane, dropping your right ear to your right shoulder. Repeat on opposite side (dropping your left ear to your left shoulder).
10.	Posterior neck stretch. Start in a neutral position—ears above shoulders. Drop chin to chest without moving shoulders or back forward. Exhale as you drop your chin.

Slide	Notes and discussion questions
11.	Standing tall, lace your fingers behind you, inhale. Then, as you exhale, lift your arms without leaning forward.
12.	Using slow and controlled movements, move your arms in the transverse plane to create a torso twist for flexion in the low back.
13.	Extending one arm, stretch the flexors and extensors of your forearm. Repeat on the opposite arm.
14.	Bring your left arm in front of you so that your right hand is positioned just proximal to the left elbow. Inhale. Then, as you exhale, stretch the shoulder girdle. Repeat on the opposite side.
15.	Reach your left hand behind your neck and use your right hand to hold your left elbow. Exhale as you stretch the left tricep posteriorly.
16.	If you need to hold on to a chair for support, do so. Here we are working on our balance while we stretch our quadriceps. With your right hand holding the right foot (Dorsal side), bring the heel to your right glute. If you need a more intense stretch on the quads, drive your knee toward the floor while moving your hip forward. Repeat on the opposite side.
17.	Start with your feet in a wide stance, toes facing forward. Bend your left knee to stretch the right adductors. Repeat on the opposite side.
18.	Once the adductor stretch has been performed, take the straight leg and bring your toes to the ceiling -- dorsiflex your foot. Now you can move your chest to your toes for the hamstring stretch. Repeat both the adductor stretch and the hamstring stretch on the opposite side.
19.	Sitting with your legs straight, dorsiflex while reaching for your toes. Keep your back straight. Think about pulling your chest to your toes.
20.	Stand tall, place your fist on posterior hips and inhale. Exhale as you extend back.
21.	Moving in the Coronal Plane, extend your right hand over your head and reach toward the left as you exhale. Repeat on the opposite side.
<p><i>Please ask if anyone is allergic to latex. The regular Thera-Band Bands are a latex product. A latex-free version is also available for those with allergies / sensitivities.</i></p>	
22.	<p>Strength Train Using Thera-Band Resistance Bands</p> <p>Using a resistance band allows us to strengthen the weak muscles while doing concentric as well as eccentric exercises. In working with a band, exhale on the initial movement of the contraction (the exertion), and control the movement on the return (the eccentric contraction). Perform these activities for a series of 8-12 repetitions. You can increase your sets as your strength improves.</p>

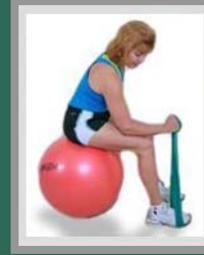
Slide	Notes and discussion questions
23.	Stand tall with band behind your head. Holding the band with both hands, extend your arms without moving your head. This will strengthen your neck muscles.
24.	Stand on the band with one foot. Extend your arms forward until they are parallel to the floor.
25.	Stand tall, moving in the Coronal Plane, abduct your arms until they are parallel to the floor.
26.	Hold the band comfortably at waist level in front of you. Keep your elbows against your trunk and inhale. Extend your hands laterally as you exhale.
27.	Hold the band comfortably in both hands and bring your arms overhead. Then, bring the band down behind your head.
28.	Stand tall, holding the band in front of you at shoulder height. Extend your arms straight out to the sides, keeping your arms parallel to the floor.
29.	Sit with your legs straight out in front of you and place the center of the band around the balls of your feet. Hold the ends of the band with both hands and lean back about 45 degrees while bringing the band to your chest.
30.	In a lunge position, place the center of the band under the forward foot. Hold the ends of the band at your waist. Lunge until the back knee just touches the floor and return up. Repeat with the other foot forward.
31.	Place band around the right ankle, step on it with the left foot, and hold the ends in the left hand. Abduct the right leg, controlling balance so that you do not lean. Repeat with the other leg.
32.	Keep the band set up the same as you did for hip abduction. Now, move your right leg (with the band around the ankle) straight back while keeping your body tall. Do not lean forward. Repeat with the other leg.
33.	Sitting on an exercise ball (or chair), place your right forearm on your right thigh. Place the center of the resistance band under your right foot. Hold the ends of the band in your right hand and move your right hand upward—moving the wrist only. Repeat with the other side.
34.	Get on all fours. Loop the center of the band around your right foot and hold the ends of the band in your right hand. Extend your right leg straight back then bring your foot toward the ceiling. Repeat with the other side.
35.	The Cardio segment of our fitness pertains to aerobic endurance. We need to have enough stamina not to get fatigued as we perform our treatments. Getting aerobic exercises in our weekly self care routine should consist of 20-45 minutes of activity at least 2-3 times per week.

Slide	Notes and discussion questions
36.	<p>The last aspect of fitness is our body composition. Our body requires a certain number of calories from carbs, proteins and fats. The brain and our muscles get their fuel from carbohydrates. That is why it is the highest percentage required daily from our food. Avoid “empty calories” such as cookies and soda. By eating well, engaging in regular activity and drinking plenty of water, we can maintain a healthy body composition. One pound of lean muscle will metabolize 50 calories per day.</p>
37.	<p>In bringing our body back to balance with stretching and strength training, we:</p> <ol style="list-style-type: none"> 1. Relieve pain 2. Optimizes Range of Motion (ROM) 3. Normalize length/tension ratios to create optimal force 4. Assist tissue recovery 5. Reduce muscle fatigue 6. Improve muscle contraction of a weakened muscle 7. Stimulates relaxation of over-contracted muscle
38.	<p>Take the time to use products on yourself to better understand the effects so you can better describe the treatment to your clients.</p> <p><i>Provide each student a sample of Biofreeze® Pain Reliever and Prossage® Heat to be used in the following protocol</i></p>
39.	<p>Due to its unique viscosity, this specific lubricant aids in easing the discomfort often associated with treating trigger points throughout the body. Many active muscle belly trigger points will be eliminated as you use this on the deep investing fascia, with intention of restoring normal muscle resting lengths.</p>
40.	<p>With 2 to 3 drops of Prossage Heat, enhance the warming effects by rubbing the hands together with rapid palmer friction for about 2 to 3 seconds. Massage the forearm extensors using muscle stripping techniques, as demonstrated.</p>
41.	<p>If necessary, reapply a drop or two of Prossage Heat and rub the hands together. Massage the palmar surface of the opposite hand while extending the fingers then work individual fingers.</p>
42.	<p>Time to practice self application with Biofreeze Pain Reliever</p> <p><i>Have students open Biofreeze Pain Reliever packet.</i></p>
43.	<p>Topical analgesics help with managing the pain cycle by relieving soreness, discomfort and pain, which facilitates exercise.</p>
44.	<p>Topical analgesics help facilitate pain free movement. They can also provide effective relief for people troubled by sore muscles and muscle sprains; back, shoulder and neck pain; arthritis; painful ankle, knee, hip and elbow joints, and muscular strains, without the side effects of ice.</p>

Slide	Notes and discussion questions
45.	<p>Contraindications and cautions: if a client has sensitive skin, consult a physician before use. Consult a physician before use on children under 12. Do not apply to wounds or damaged skin. Avoid contact with face, eyes, mucus membranes and genital areas. Do not apply to irritated skin or if excessive irritation develops, If pregnant or breastfeeding ask a health care professional before use.</p>
46.	<p>The gel allows you to apply as much as you want and then you can massage it in. The roll-on will give you the control of the pressure using the bottle as a massage tool. The spray allows you to self apply to hard-to-reach areas such as the back. Gel with Applicator Tip and the Spray are two hands-free applications. On-the-Go Singles provide the power of Biofreeze in an ultra portable, no mess application giving you pain relief ...anytime, anywhere. Apply Biofreeze to the forearm and massage it in.</p>
47.	<p>Apply Biofreeze and stretch the extensors and flexors of the forearm.</p>
48.	<p>Quiz</p>
49.	<p>1. A body out of balance (tight muscles or overstretched muscles) causes what?</p> <ul style="list-style-type: none"> A. Increased pain B. Stronger flexors C. Reduction in toxins D. More flexibility <p>Answer: A</p>
50.	<p>2. In a self-care protocol, what is needed prior to stretching?</p> <ul style="list-style-type: none"> A. Push-ups B. Warm-up C. Sit-ups D. Curl-ups <p>Answer: B</p>
51.	<p>3. In using a resistance band to strength train, we perform what two contractions?</p> <ul style="list-style-type: none"> A. Isometric and isokinetic B. Concentric and isometric C. Concentric and eccentric D. Eccentric and isometric <p>Answer: C</p>
52.	<p>4. While strengthening the middle deltoids using the resistance band, in what plane should the movement be performed?</p> <ul style="list-style-type: none"> A. Visceral plane B. Coronal plane C. Saggital plane D. Transverse plane <p>Answer: B</p>

Slide	Notes and discussion questions
53.	5. Topical analgesics help with managing the pain cycle by A. Relieving soreness to facilitate exercise. B. Contracting muscles to tone the body. C. Stretching muscles to increase flexibility. D. Conditioning muscles to increase heart rate. Answer: A
54.	Developed for Performance Health by Teresa M. Matthews <ul style="list-style-type: none">• Over 30 years in the fitness industry• World Champion Athlete• Owner/Instructor of Arlington School of Massage & Personal Training• National Educator of Self-Care• 2009 Sports Massage Therapist of the year (FSMTA)• 2010 Massage Therapist of the Year (FCA)• www.hwfp.org

Self-Care Strategies for the Massage Therapist



Taking Care of the Care-Giver

Self Care Strategies

- Click the box below to play the video.

(Note: It may require several clicks to start the video and there may be a short delay before the video begins.)

The techniques, treatments or modalities presented in this video are those of the presenter and carry no implied endorsement by the Hygenic Corporation. The Hygenic Corporation has compensated the presenter for their participation in this video.

Taking Care of the Care-Giver

A body in balance is a body without pain.

Lengthen the tight muscles and
strengthen the weak.

Taking Care of the Care-Giver

A daily self-care routine can help massage therapists prevent injury and burnout, and maintain a long, healthy and successful career.

The Aspects of Fitness

- ❑ Muscle Strength/Endurance
- ❑ Flexibility/Stretching
- ❑ Cardio
- ❑ Balance
- ❑ Body Composition

Stretching/Flexibility

- A 3 to 5 minute warm-up is recommended before stretching.
- Stretch between treatments to help prevent injury.

Disclaimer

- As with any exercise program, the stretches and strengthening movements in this presentation should be conducted after clearance by a medical professional. Proceed at your own pace; respect your personal limits.

Warm-up



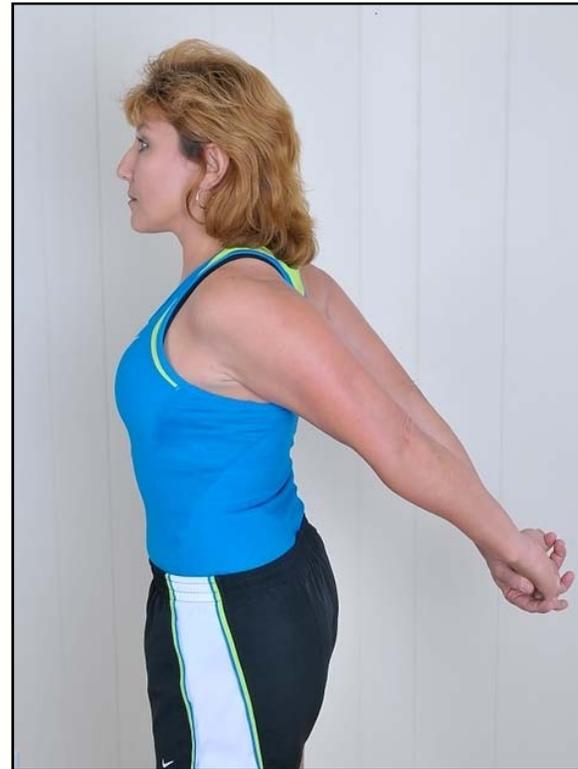
Neck Stretches



Posterior Neck Stretch



Pec Stretch



Torso Twist



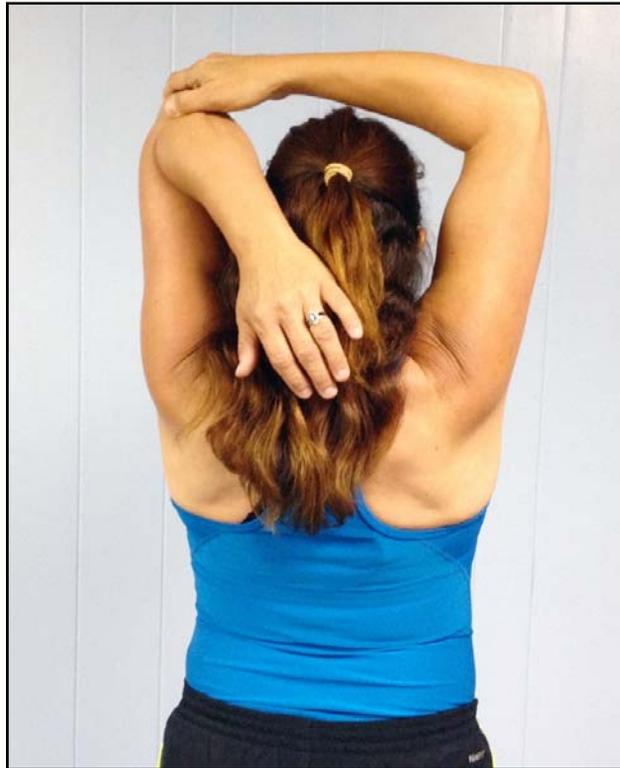
Forearm



Shoulder Girdle Stretch



Triceps



Quad Stretch



Adductors



Hamstrings



Trunk Flexion



Trunk Extension



Lateral Extension



Strength Training Using Thera-Band[®] Resistance Bands

Neck



Anterior Shoulders



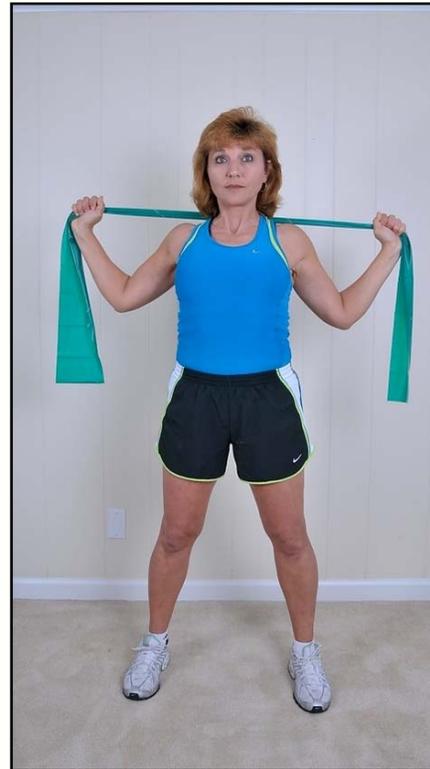
Middle Deltoid



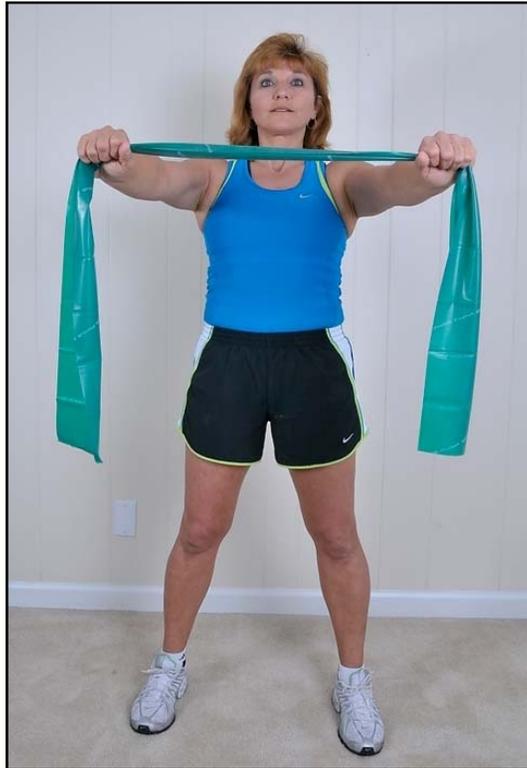
Rotator Cuff



Lat Pull Down



Rhomboids



Seated Row



Lunges



Hip Abduction



Hip Extension



Radial Deviation



Kick Backs



Cardio

- ❑ A Massage Therapist benefits from increased endurance in the performance of their treatments.
- ❑ Aerobic exercise helps develop the heart and lungs, improves circulation and speeds removal of waste products.
- ❑ Keep the body moving for 20-45 minutes with an elevated heart rate.
- ❑ Perform exercises at least 2-3 times per week.

Body Composition/Basic Nutrition

- Body composition refers to the amount of lean muscle in relation to body fat.
- Strive to eat a balanced daily diet of 40-50% carbohydrates, 30-40% protein and 20-30% fat.

Body Balance

- ❑ Relieves pain
- ❑ Optimizes range of motion (ROM)
- ❑ May normalize length/tension ratios to create optimal force
- ❑ Assists tissue recovery
- ❑ Reduces fatigue
- ❑ Improves muscle contraction of a weakened muscle (Facilitation)
- ❑ Stimulates relaxation of over-contracted muscle (Inhibition)

Self Application

Time to Practice Self Application
with Prossage[®] Heat



Self Application

Prossage Heat Application to the Forearm and Hand



Self Application



Self Application

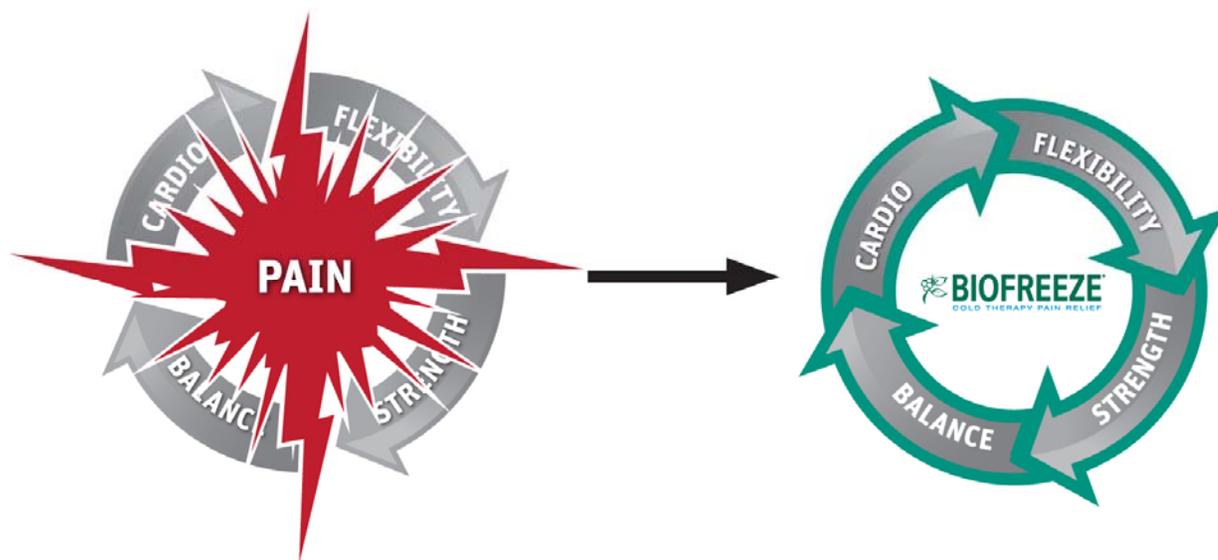


Self Application

Time to Practice Self Application with Biofreeze® Pain Reliever



Breaks the Pain Cycle



Benefits of Using a Topical Analgesic

- ❑ Pain free movement
- ❑ Effective relief of sore muscles
- ❑ Pain-free movement resulting in:
 - ❑ Relief from muscle soreness
 - ❑ Faster recovery from muscular strains and sprains
- ❑ Recovery from muscular strains and sprains

Contraindications and Cautions

- ❑ Avoid contact with the eyes or mucous membranes
- ❑ Do not apply to wounds or damaged skin
- ❑ Do not use with other ointments, creams, sprays or liniments
- ❑ Wipe off any excess oil before applying Biofreeze
- ❑ Do not apply to irritated skin or if excessive irritation develops
- ❑ Do not bandage
- ❑ Wash hands after use with cool water
- ❑ Do not use with a heating pad or device

Different Formats



Gel with
Applicator Tip



Roll-On



New! Biofreeze
On-The-Go
Singles

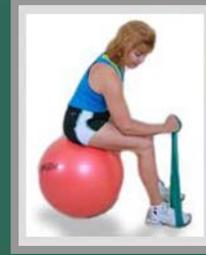


Spray

Biofreeze and Stretching



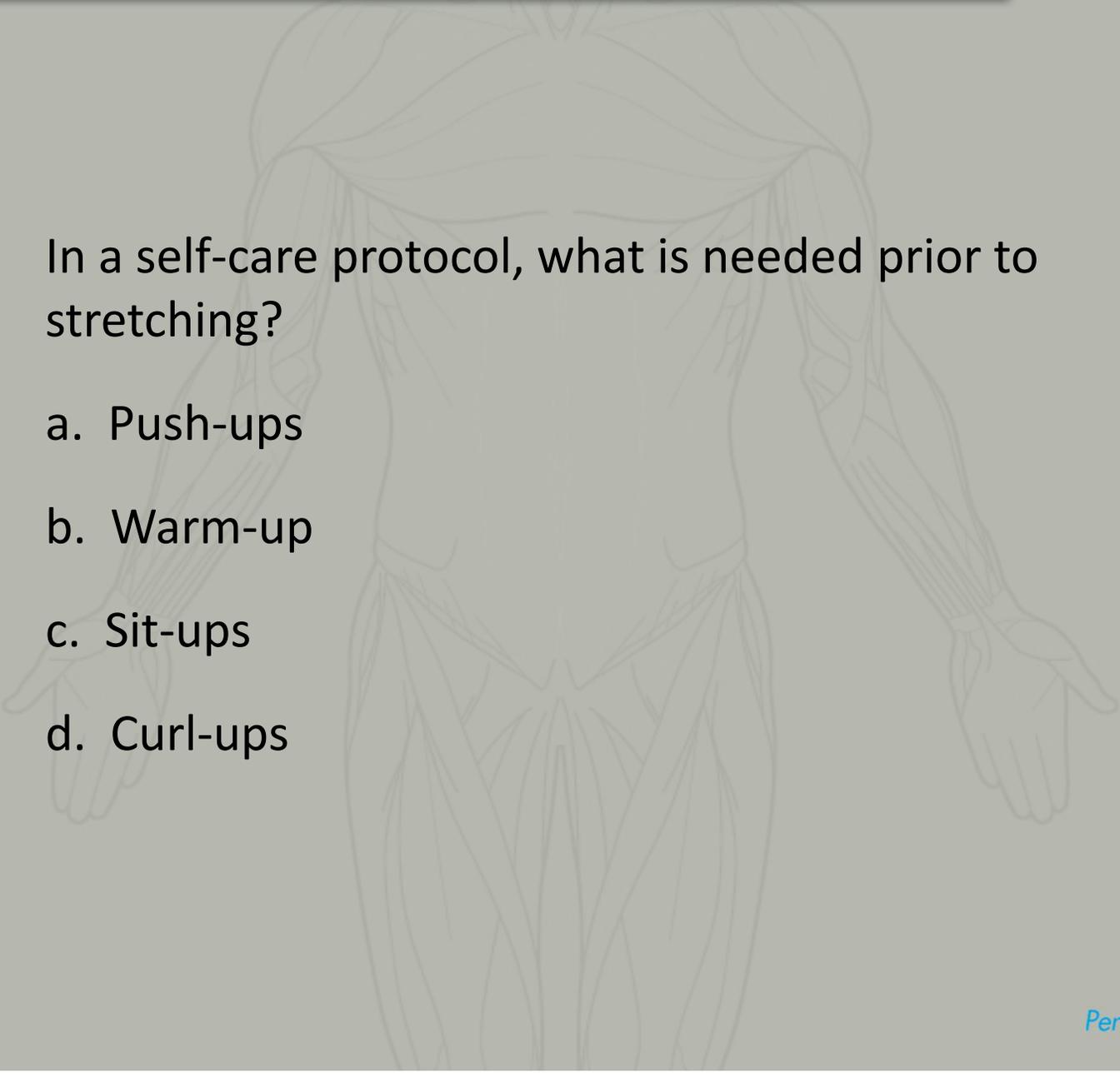
Self-Care Strategies Quiz



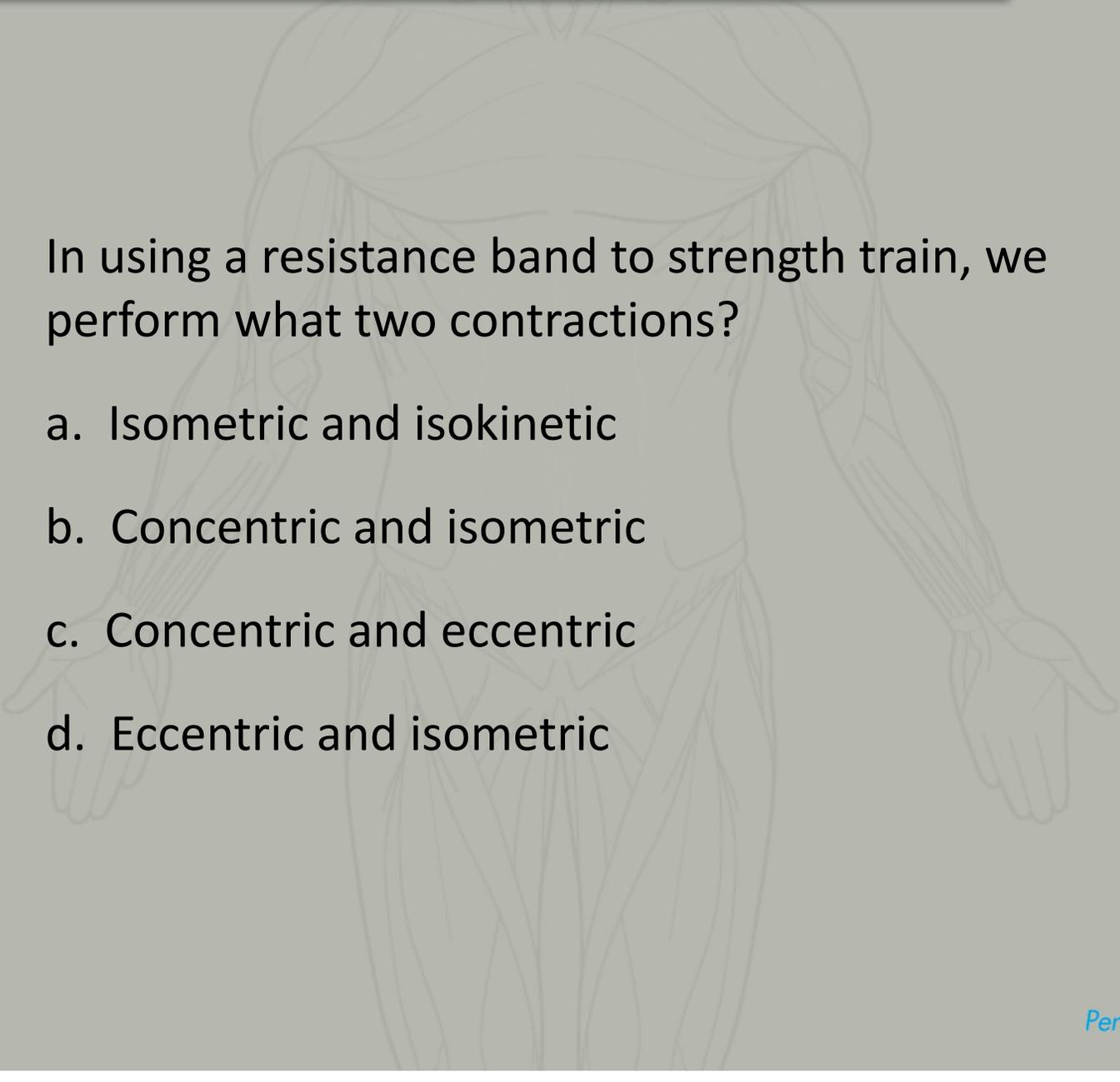
Self Care Strategies Quiz

1. A body out of balance (tight muscles or overstretched muscles) causes what?
 - a. Increased pain
 - b. Stronger flexors
 - c. Reduction in toxins
 - d. More flexibility

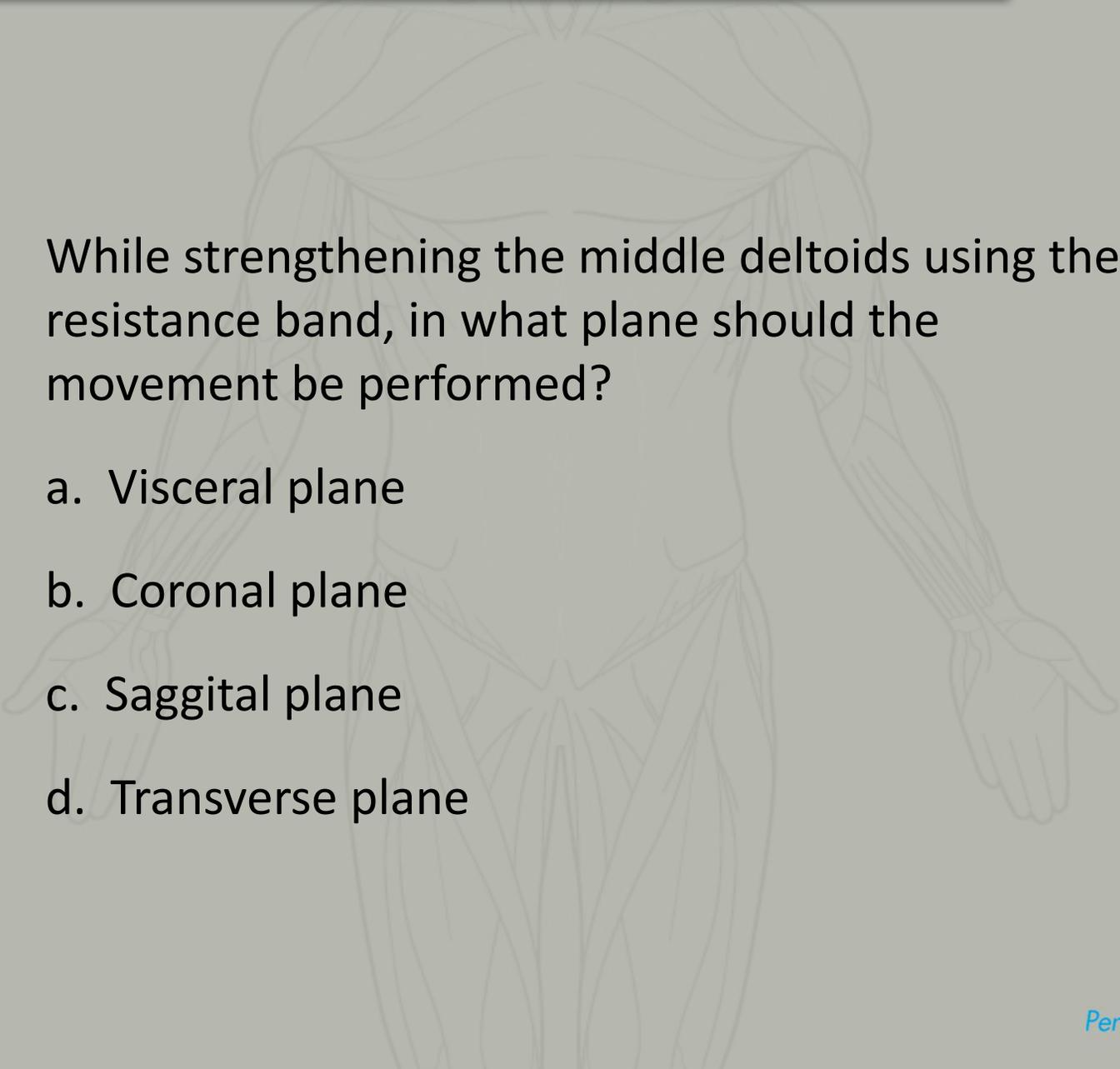
Self Care Strategies Quiz

- 
2. In a self-care protocol, what is needed prior to stretching?
 - a. Push-ups
 - b. Warm-up
 - c. Sit-ups
 - d. Curl-ups

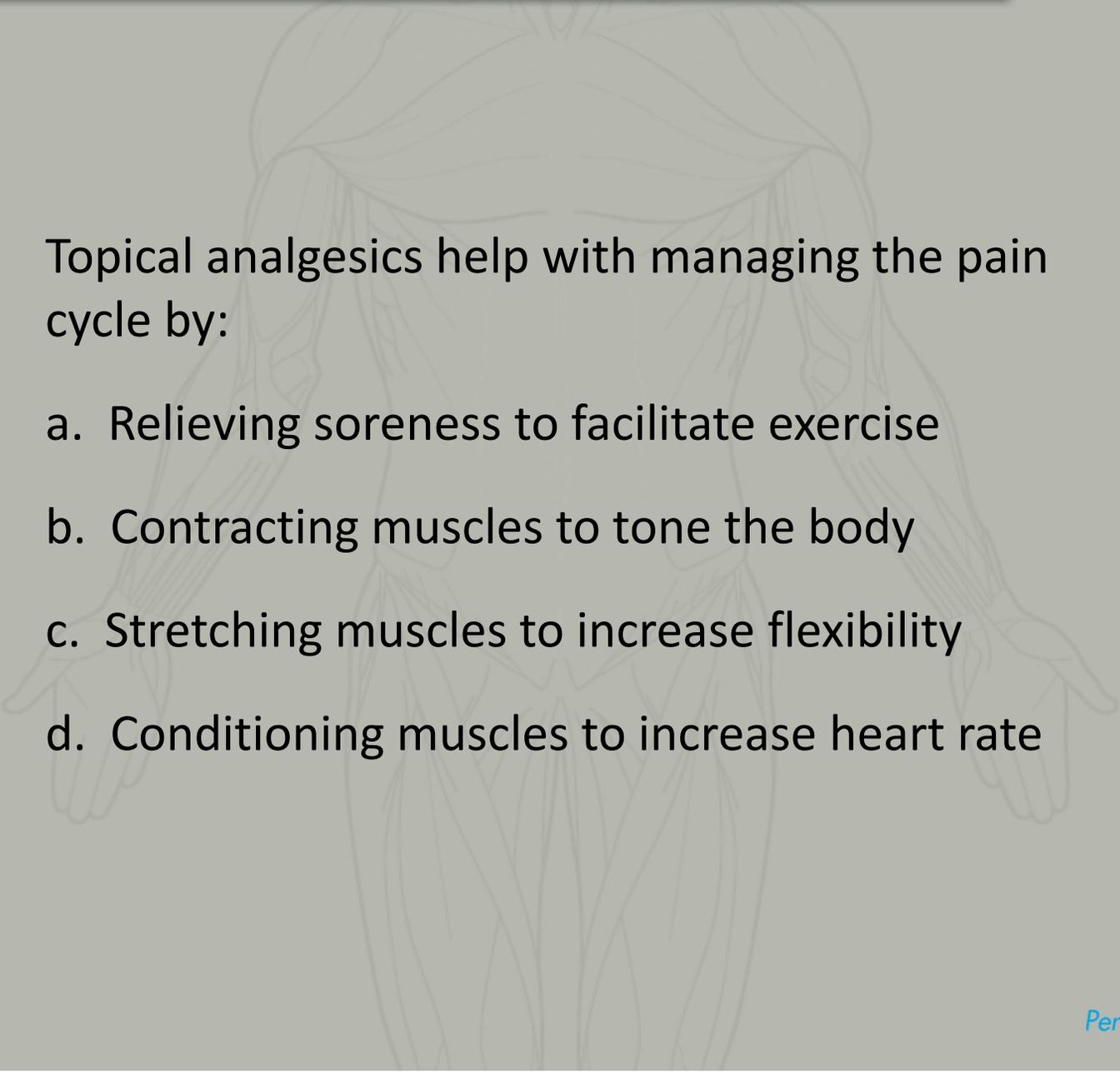
Self Care Strategies Quiz

- 
3. In using a resistance band to strength train, we perform what two contractions?
 - a. Isometric and isokinetic
 - b. Concentric and isometric
 - c. Concentric and eccentric
 - d. Eccentric and isometric

Self Care Strategies Quiz

- 
4. While strengthening the middle deltoids using the resistance band, in what plane should the movement be performed?
 - a. Visceral plane
 - b. Coronal plane
 - c. Saggital plane
 - d. Transverse plane

Self Care Strategies Quiz

- 
5. Topical analgesics help with managing the pain cycle by:
 - a. Relieving soreness to facilitate exercise
 - b. Contracting muscles to tone the body
 - c. Stretching muscles to increase flexibility
 - d. Conditioning muscles to increase heart rate

About the Author

Developed for Performance Health by Teresa M. Matthews



- ❑ Over 30 years in the fitness industry; World Champion Athlete
- ❑ Owner / Instructor of Arlington School of Massage & Personal Training
- ❑ National Educator of Self-Care
- ❑ 2009 Sports Massage Therapist of the Year (FSMTA)
- ❑ 2010 Massage Therapist of the Year (FCA)
- ❑ www.hwfp.org

Student Handout: *Self-Care Strategies*

Name _____ Date _____ Score _____

List five aspects of fitness.

- 1.
- 2.
- 3.
- 4.
- 5.

What may help to prevent burn out and injury for the massage therapist?

List two things that help bring a body into balance:

- 1.
- 2.

What should we do before we stretch?

When do we exhale during a strength training activity?

Name three benefits of using a topical analgesic:

- 1.
- 2.
- 3.

List three of the Biofreeze® Pain Reliever formats?

- 1.
- 2.
- 3.

To which areas can we apply the topical for self-care?

Protocol: *Self-Care Strategies*

	<p>Before we begin, we need to warm the muscles. Jog in place for approximately three minutes to get your blood flowing and your body warm.</p>
	<p>Moving in the transverse plane, look to the right and then to the left. Then move in the coronal plane, dropping your right ear to your right shoulder. And repeat on opposite side (dropping your left ear to your left shoulder).</p>
	<p>Start in a neutral position, cervical spine in alignment. Drop your chin to chest without moving your shoulders or back forward. Exhale as you drop your chin.</p>
	<p>Standing tall, lace your fingers behind your back and inhale. Then, as you exhale, lift your arms without leaning forward.</p>
	<p>Using slow and controlled movements, move your arms in the transverse plane to create a torso twist for flexion in the low back.</p>
	<p>Extending one arm, stretch the flexors and extensors of the forearm. Repeat on the opposite arm.</p>
	<p>Bring your left arm in front of you so that your right hand is positioned just proximal to the left elbow. Inhale. Then, as you exhale, stretch the shoulder girdle. Repeat on the opposite side.</p>
	<p>Reach your left hand behind your neck and use your right hand to hold your left elbow. Exhale as you stretch the left tricep posteriorly.</p>

	<p>If you need to hold on to a chair for support, do so. With your right hand holding the right foot (Dorsal side), bring the heel to the right glute. If you need a more intense stretch on the quads, drive your knee toward the floor while moving your hip forward. Repeat on the opposite side.</p>
	<p>Start with your feet in a wide stance, toes facing forward. Bend your left knee to stretch the right adductors. Repeat on the opposite side.</p>
	<p>Once the adductor stretch has been performed, take the straight leg and bring your toes to the ceiling-dorsiflex your foot. Now you can move your chest to your toes for the hamstring stretch. Repeat both the adductor stretch and the hamstring stretch on the opposite side.</p>
	<p>Sitting with your legs straight, dorsaflex the feet as you reach for your toes. Do not round your back, think about pulling your chest to your toes.</p>
	<p>Stand tall, place your fist on posterior hips and inhale. Exhale as you extend back.</p>
	<p>Moving in the Coronal Plane, extend your right hand over your head and reach toward the left as you exhale. Repeat on the opposite side.</p>
<p>Doing concentric and eccentric exercises with a resistance band allows us to strengthen our weaker muscles. In working with a band, exhale on the initial movement of the contraction (the exertion), and control the movement on the return (the eccentric contraction). Perform these activities for a series of 8-12 repetitions, and as your strength improves you can increase your sets.</p>	
	<p>Stand tall with the band behind your head. Holding the band with both hands, extend your arms without moving your head. This will strengthen your neck muscles</p>

Self-Care Strategies – Protocol

	<p>Stand on the band with one foot. Extend your arms forward until they are parallel to the floor.</p>
	<p>Stand tall, moving in the Coronal Plane, abduct your arms until they are parallel to the floor.</p>
	<p>Hold the band comfortably at waist level in front of you. Keep your elbows against your trunk and inhale. Extend your hands laterally as you exhale.</p>
	<p>Hold the band comfortably in both hands and bring your arms overhead. Then, bring the band down behind your head.</p>
	<p>Stand tall, holding the band in front of you at shoulder height. Extend your arms straight out to the sides, keeping your arms parallel to the floor.</p>
	<p>Sit with your legs straight out in front of you and place the center of the band around the balls of your feet. Hold the ends of the band with both hands and lean back about 45 degrees while bringing the band to your chest.</p>
	<p>In a lunge position, place the center of the band under the forward foot. Hold the ends of the band at your waist. Lunge until the back knee just touches the floor, and return up. Repeat with the other foot forward.</p>
	<p>Place band around the right ankle, step on it with the left foot, and hold the ends in the left hand. Abduct the right leg, controlling balance so that you do not lean. Repeat with the other leg.</p>

Self-Care Strategies – Protocol

	<p>Keep the band set up the same as you did for hip abduction. Now, move your right leg (with the band around the ankle) straight back while keeping your body tall. Do not lean forward. Repeat with the other leg.</p>
	<p>Sitting on an exercise ball, place your right forearm on your right thigh. Place the center of the resistance band under your right foot. Hold the ends of the band in your right hand and move your right hand upward—moving the wrist only. Repeat with the other side.</p>
	<p>Get on all fours. Loop the center of the band around your right foot and hold the ends of the band in your right hand. Extend your right leg straight back then bring your foot toward the ceiling. Repeat with the other side.</p>

Student Quiz: *Self-Care Strategies*

Student Name _____ Date _____ Score _____

Circle the correct answer.

1. **A body out of balance (over contracted muscles or overstretched muscles) results in what?**
 - a. Increased pain
 - b. Stronger flexors
 - c. Reduction in toxins
 - d. More flexibility

2. **What should be done prior to stretching?**
 - a. Push-ups
 - b. Warm-up
 - c. Sit-ups
 - d. Curl-ups

3. **When using a resistance band to strength train, what two contractions do we perform?**
 - a. Isometric and isokinetic
 - b. Concentric and isometric
 - c. Concentric and eccentric
 - d. Eccentric and isometric

4. **While strengthening the middle deltoids using the resistance band, in what plane should the movement be performed?**
 - a. Visceral plane
 - b. Coronal plane
 - c. Saggital plane
 - d. Transverse plane

5. **Topical analgesics help with managing the pain cycle by**
 - a. By relieving soreness to facilitate exercise.
 - b. By contracting muscles to tone the body.
 - c. By stretching muscles to increase flexibility.
 - d. By conditioning muscles to increase heart rate.

Student Handout & Quiz Answers: *Self-Care Strategies*

List five aspects of fitness:

1. Muscle Strength/Endurance
2. Flexibility/Stretching
3. Cardio
4. Balance
5. Body Composition

What helps to prevent burn out and injury in the massage therapist?

Bringing a body into balance through self-care

List two things that bring a body to balance:

1. Lengthening the tight muscles
2. Strengthening the weak muscles

What should we do before we stretch?

3-5 minute warm up

When do we exhale during a strength training activity?

On the exertion (concentric contraction)

Name three benefits of using a topical analgesic:

1. Pain free movement
2. Relief of sore muscles and painful joints
3. Enhanced recovery from muscle sprains and strains

List three Biofreeze® Pain Reliever formats?

1. Gel
2. Roll-On
3. Spray

What areas can we apply the topical to for self-care?

Neck, forearm, knees....any sore muscle or joint!

Quiz Answer Key

1. a 2. b 3. c 4. b 5. a