

# les nouvelles

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from Swedish to deep tissue, to Thai and more, there are a variety of massage techniques galore

## TOP MASSAGE CHOICES

NEW PRACTICES IN MASSAGE POP UP at the spa menu regularly. Here is a look at what massage experts are using to heal and relax now.

Massage experts like Bruce Biltz are focusing on new uses for stones. He teaches massage techniques including Deep Tissue Healing, which combines deep tissue massage with hydrotherapy principles using hot and cold stones. His other technique, Spiritphysical, is a spa treatment that soaks the joints with earthy ingredients like granulated stones and other top-grade ingredients such as gem stone extracts.

BY NANCY TRENT

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tapotment—a percussive movement in massage. These techniques can be relaxing, balancing and energizing.

According to Solien-Wilke, “The secret to making a massage the best it can be is by tailoring the massage to meet the client’s needs and conditions and keeping the movement consistent with a smooth flow. When the customer not only feels good and relaxed during the massage but also walks away with added benefits, like reducing tension and pain, it keeps them coming back again and again.”

Solien-Wilke advises spas to let their customers feel the many benefits of the different types of massage your spa offers and to add those benefits to the print collateral so clients are aware of them before they have the treatment.

### Energy medicine

To make a massage treatment become an energy treatment, it needs to foster physical health, ease of motion, mental peace, joy and connection with the creative infinite.

Grace L. Keenan, M.D., Medical Director, Nova Medical and Urgent Care Center, Inc., which has various locations in Virginia, is adding more energy medicine to her practice. “We will be introducing our Ayurveda Ritual Treatment Program at The Medical Spa at Nova in the fall of 2008. This ritual will include our new Abhyanga Massage and an introduction to ayurveda in our spa services,” says Dr. Keenan. “Abhyanga—pronounced AhB-Ung-A—is a rhythmic movement of the body specifically designed for the client based on our analysis. The massage section of this ritual has become my favorite massage.”

Clients want results and sometimes that means treatments between treatments. According to Carol Maggio, author of *Fasciole*, “The No Lipo Lipo Massage mimics liposuction. It tightens the skin and gives the body a more lithe look. While No Lipo Lipo works amazingly well, I also suggest to my clients that they dry brush daily with a sisal loofah mitt and strap. This stimulates circulation and cleans out the toxins in the body, and helps strengthen the body’s immune system.” She goes on, “I also suggest to all my clients that they do not eat carbohydrates after 5:00 p.m. This helps the client to lose weight. I also suggest drinking green tea because it stimulates the metabolism.”

“I have yet to meet a client who isn’t interested in toning up the body and very few, if any, continues

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