



**INTERNATIONAL
MASSAGE
ACADEMY OF
SWITZERLAND**



MAREY EL HAMOULY

MASSAGE MASTERCLASS

Welcome to

Swedish Massage

Masterclass

“Hello and goodbye strokes”

Practitioner’s Training Manual

By

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“I advise you to read this training manual before you start practical session”

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President

International Massage Academy of Switzerland
IMAS

“Health is not everything, but everything is nothing without health”

Once you would like to elevate and develop your Massage skills,
This 100% Masterclass of techniques and is made to take you to the
next level of skills which you can really help and treat your clients.
A professional and personalized online learning solution for leading
Massage Therapists to next level.

I am cordially inviting you to discover the world of Swedish
Massage and learn basic Swedish massage strokes to apply during
the massage sessions.

As a mechanical Massage and manual therapy to let your clients
Enjoy the highest level of personalized world-known services and
total wellness...

Thank you

Marey El Hamouly



COURSE DETAILS

Swedish massage strokes are sometimes called “hello and goodbye” strokes because they signal both the initial and final connection between the therapist’s hands and the client’s body in Massages.

Marey has done Swedish Massage for more than 30 years and is going to teach you exactly the same massage sequences that he did for his clients.

Marey is an International Approved Continuing Education Provider for Therapeutic Massage and Bodywork.

In this Swedish massage Masterclass, Marey El Hamouly guides you step by step to show you massage techniques on how to give your massage clients an incredible treatment and massage experience.

Once you learn this Massage techniques, you can use it and also will be able to incorporate these massage techniques into any of your other massages such as your relaxation or sports massage sequences.

This online massage Masterclasses will give you the skills set to give your clients an amazing massage experience.

You will learn how to:

prepare the client for treatment
assess the client prior to and during the treatment carry out Swedish massage techniques use mechanical massage as one of basics methods of Massages.

You will also study:

benefits of the treatment related anatomy and physiology contra-indications aftercare and contra-actions



Once you have successfully completed this Masterclass, and you answer the questions (test chapter) you will receive your Certificate in

Swedish Massage

From Marey El Hamouly as an Awarded International Lecturer

Approved by

World Massage Council-**WMC** &

International Massage Academy of Switzerland -**IMAS**

Good luck and enjoy!



Introduction of

Swedish Massage

Swedish Massage is a form of classic Massage, it uses to relax the body, reduce the stress, improve the blood circulation and to balance the body energy.

It is softer and lighter than the Deep Tissue Massage.

Swedish massage is a series of touches and movements of tissue and joints that causes relaxation, improved circulation, reduced muscle and emotional tension

What can you expect during a Swedish massage?

What is the difference between Swedish massage and other types of massage?

A Swedish massage involves long, flowing strokes, as well as kneading, tapping, and other rhythmic techniques with the goal of relieving muscle tension.

First, let's find out where Swedish massage came from.

If you're thinking Sweden, you are on the right track for now.

History of

Swedish Massage

Swedish Gymnastics

From the earliest of times, massage has been used by stroking or rubbing parts of our body that are experiencing pain.

It is a universal instinct to rub ourselves when we are hurt.

Dating back 3000 years, the ancient Romans, Greeks, Chinese and Egyptians have been known to use massage.



Those who could afford to do so were rubbed with olive oil after they bathed to help keep their joints and skin supple.

This soon developed into a full body massage, in fact Julius Caesar received massage to relieve his epilepsy.

In Africa and Asia massage has always been valued and used as a healer and is today used widely in the UK as a way to treat ill health, for relaxation and as a preventative.

Swedish Massage wasn't always called Swedish massage.

First, it was called **Swedish gymnastics**, which was developed by Henrik Ling—a Sweden from Stockholm.

Ling is considered the Father of Swedish massage because he created a system of physical rehabilitation by combining his knowledge of gymnastics and physiology from Chinese, Egyptian, Greek, and Roman cultures.

Ling's techniques were introduced to the United States in 1858 as "The **Swedish Movement Cure**." Sounds pretty fancy, doesn't it?

Ling's movements were "mechanical agencies directed either upon the whole system or a part of it, for the purpose of inducing determinate effects upon its vital actions, and generally having reference to its pathological state", from there, it transformed into what we call it today **Swedish Massage**.

Swedish Massage is Required for Massage Therapy School

All well-trained massage therapists learn basic Swedish massage strokes to apply during their massage sessions.

Some of us love deeper massage work, but prepping the body's internal nervous system is the key to creating and sustaining an effective release of muscle tension—hence the importance of Swedish massage strokes, no matter the type of massage you're receiving.



Swedish techniques are extremely valuable when a massage therapist is gauging tissue mobility and tenderness.

It's actually easier for your massage therapist to feel the tension in your muscles when applying lighter pressure.

Don't let that fool you, though, as deep pressure can absolutely be applied during a Swedish massage.

You might be surprised how powerful a Swedish massage can be!

Related Question

What's the Difference Between

Deep Tissue VS Swedish Massage?

Have you ever wondered about the difference between Swedish and deep tissue massage? You are not the only one.

Deep Tissue Massage has become an overused term in the massage world, and it usually used incorrectly.

Deep Tissue Massage therapy is similar to **Swedish Massage**
Both are Tow popular forms of massage

BUT

Deep Tissue Massage is a more technique that focuses on release tension deeper layers of muscles and connective tissue.

The **deeper** pressure is beneficial in releasing chronic **muscle** tension. The focus is on the deepest layers of **muscle tissue**, tendons and fascia (the protective layer surrounding muscles, bones and joints). It is especially helpful for chronic aches and pains and contracted areas such as stiff neck and **upper** back, **low back pain**, leg muscle tightness, and sore shoulders.



Swedish Massage uses long strokes and light to achieve kind of pressure to provide gentle relaxation.

Swedish Massage has become the standard in the massage industry, especially businesses that market themselves as places of relaxation, also known as spas.

Benefits of

Swedish Massage

Apart from the pampering aspect of the treatment, massage has many physiological and emotional benefits.

The power of touch is huge and should not be underestimated as a luxury.

Swedish Massage is known to:

Physiological Effects & Benefits:

- Can release joint restrictions and increase joint mobility
- Relieves tight muscles, stiffness and spasms
- Increases flexibility and range of movement in the muscles
- Improves circulation delivering more nutrients to the muscles
- Improves circulation releasing toxins and waste from the muscles
- Reduces muscular fatigue and soreness in the muscles
- Reduces ischaemia (poor blood-flow) easing localised pain & tissue dysfunction



- Reduces oedema (excess fluid in the tissue) by increasing lymphatic drainage Strengthens the immune system
- Combination of techniques used can stimulate and soothe the nervous system
- Stimulates the parasympathetic nervous system leading to stress reduction
- Releases endorphins (the body's natural painkillers and mood enhancers)
- Improved circulation resulting in quicker regeneration and healthier skin Increased production of sweat leading to better removal of toxins via the skin
- Improved skin colour and elasticity leading to younger-looking skin Increased sebum production improves skin's suppleness & resistance to infection
- Deepens respiration and increases lung capacity by relaxing respiratory muscles
- Improves digestion and helps to relieve constipation, IBS, colic and wind

Psychological Effects & Benefits:

- Reduces levels of stress and anxiety
- Promotes deep levels of relaxation
- Improves feelings of vigour and energy
- Stimulates physical activity
- Increases awareness of posture
- Helps to alleviate depression



- Rejuvenates the body and mind
- Can enhance feelings of self-esteem
- Eases emotional trauma
- Promotes feelings of happiness

GLOBAL BENEFITS OF MASSAGE

- The muscles of the body can hold a great deal of tension and pain.
- A Full Body Massage can relax a person and relieve pain in the body.

Massage will:

- stimulate blood circulation bringing essential nutrients to the area
- provide pain relief and a reduction of muscle tension
- remove waste products
- exfoliate the skin and add moisture from the medium
- improve skin colour
- aid joint mobility
- help keep the skin soft and supple aided by massage mediums relax the client
- lower blood sugar levels
- stabilize the metabolic rate.

How Often Should We Have a Full Body Massage?

This will depend on the client and the reason for treating.



Some people like to receive a massage on a weekly basis but, at the least, it is advisable to have a full body massage once a month as a preventative measure.

MASSAGE MEDIUMS

Massage mediums are products used to allow the smooth flow of movements over the skin during the massage, the medium chosen depends on the client's condition or needs, skin type, the reason for massage and the client's requirements, most massage therapists will choose oil such as sweet almond oil to massage with, a typical massage will use 20 – 30ml of oil, other mediums available are talc, creams and gels

The 5 Techniques of Swedish Massage

Swedish Massage Overview

That's pretty basic, 5 hallmark techniques of Swedish massage.

In summary, the 5 types of Swedish techniques are effleurage, petrissage, tapotement, friction, and vibration, which all encourage circulation and the softening of connective tissue.

A well-trained massage therapist will be trained in Swedish massage during their schooling, since this is the most universal type of massage.

Massage therapists can go ahead and specialize in other types of massage after traditional massage school, but Swedish massage is a necessary skill to have before branching out to other modalities.

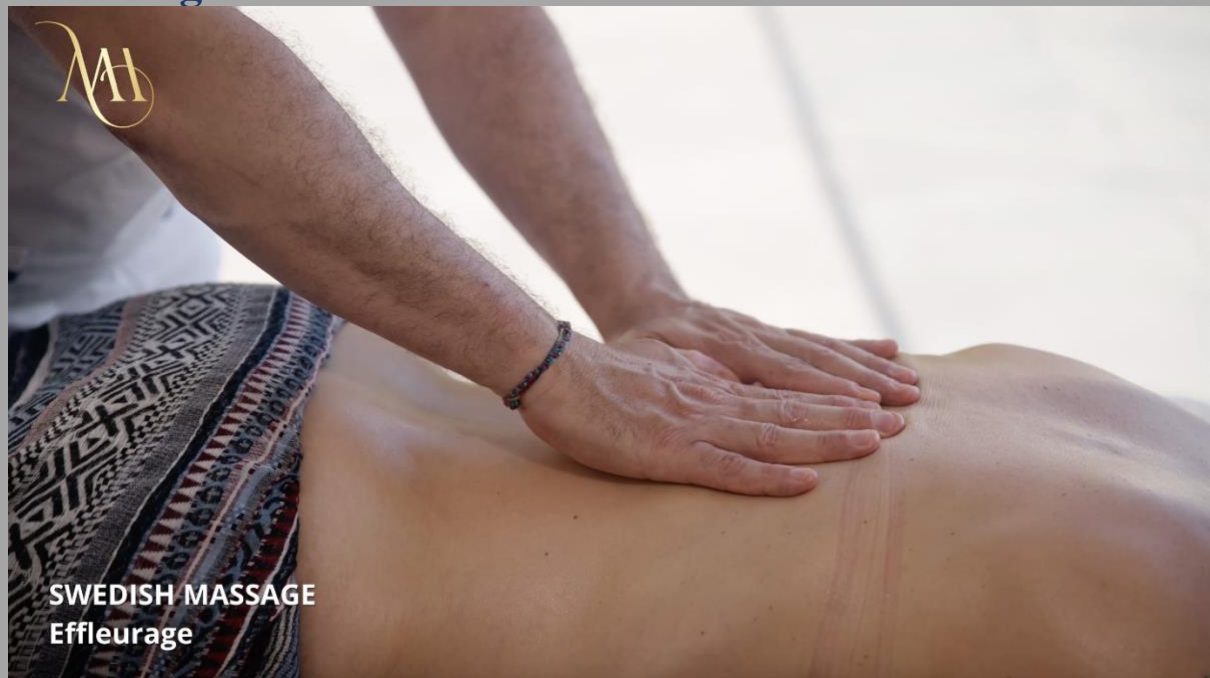
There are 5 hallmark techniques of Swedish massage:

1. Effleurage
2. Pétrissage
3. Tapotement
4. Friction
5. Vibration

Massage Techniques

The following massage movements are the most common used in a Full Body Massage.

Effleurage



This movement is performed with light even pressure, in a rhythmical, continuous way. The pressure can be varied according to the underlying structures and muscle bulk but should never be very heavy. This movement will prepare the tissues for deeper massage and link up individual manipulations. Effleurage is used at the beginning and end of the massage routine and is also known as the linking movement.

You use the palmar surface of the hand, which contours round the shape of the body, using even pressure and a good rhythm.

The uses of the effleurage movement are as follows:

to introduce the therapist's hands to the client's body to apply the medium to the client's skin
to begin the routine to link movements together to complete the routine.

The effects of the effleurage movement are as follows:

relaxes the muscles increases the blood circulation, which improves the skin temperature, therefore improving the colour increases the lymphatic circulation, which will aid the absorption of waste products aids desquamation, which helps to remove dead skin cells aids relaxation prepares the muscles for further treatment relaxes contracted, tense muscle fibres.

Petrissage



Petrissage is deeper than effleurage and is only performed on warm, relaxed muscle tissue.

The movement may be performed with the palmar surface or the fingers or thumbs. The movement must be performed slowly and rhythmically. The pressure must be increased or reduced according to muscle bulk and the degree of tension.

The effects of the movement are as follows:

The skin is stimulated, improving cellular functions and regeneration. Increases the blood circulation, which improves the skin temperature therefore improving the colour.

Increases the lymphatic circulation, which will aid the absorption of waste products.

Aids desquamation, which helps to remove dead skin cells

Larger contracted muscles are relaxed.

Muscle tone is improved through compression and relaxation of the muscle fibres.

Variations on Petrissage:

Kneading, Wringing and Skin Rolling

Kneading is a circular technique by which the skin and its underlying structures (e.g. muscles, tendons, and ligaments) are moved in a circular rotating motion, tissue is lifted and rolled away from the bone, and then back towards the bone with a squeezing compressive action.

Wringing - the soft tissues are compressed against their underlying structures before they are lifted. The lifted tissue is then pulled gently away from the underlying structures using the fingers of one hand, while the thumb of the other hand gently pushes the tissue back towards the underlying structures. In the cases of smaller areas of tissue, only the tips of the therapist's fingers and thumbs need be used to perform wringing movements. The larger the areas to be worked, the more of the therapist's hands are used to wring tissues effectively.

Skin Rolling is a technique by which the skin is lifted and rolled between the fingers and thumbs of both hands. This massage manipulation is commonly used on the abdomen, thighs, and back. It can also be used, with appropriate care, around some joints.

Frictions



This is done with the cushion part of the fingers or the palm of the hand. Friction is always followed by effleurage, which soothes the area, and is ideal for removing

toxins and loosening hardened tissue around joints and tendons. It is extremely useful carried out in circular motions, usually clockwise, with several circular motions being used before the thumb is moved on to another area.

Friction is carried out using a firm movement and moves the skin over the underlying tissue.

The effects of the movement are as follows:

releases harmful toxins, which may have built up in the body loosens hardened tissues around joints and tendons
breaks down and removes unwanted deposits.

Tapotement



Tapotement is a technique that involves a percussion movement such as cupping, tapping, hacking and pounding.

Tapotement is a stimulating manipulation that operates through the response of the nerves. The strongest effect of tapotement is due to

the response of the tendon reflexes. The hands should be kept close to the body, no more than one inch from the body. The movement should be rapid, light, sharp and springy, with the hands loose at the wrists. The forearm muscles contract and relax in rapid succession to move the elbow joint into flexion and then allow it to quickly release.

The effects of the movement are as follows:

increases circulation

stimulates the skin and muscle reflexes helps create the desired effect of a massage.

Variations on tapotement:

Cupping, Tapping, Hacking and Pounding

Cupping



is generally applicable to the fleshy parts of the body, but not directly over bony protuberances, not over surface (superficial) nerves, not over paralysed muscles, and not during pregnancy.

If in doubt about the safety of a movement don't perform it - seek advice from a tutor or medical professional.



The whole of the palmar aspect of the hand is shaped into a "cup" configuration by slightly flexing the fingers and closing the hand into the form of a "cup" by adducting the thumb to meet the index finger.

The hand is loosely held in this form and used to softly strike the client's body via a loose rhythmic action of the wrist.

The center of the palm of the hand does not make contact with the client and the hollow shape formed by the hand may give rise to the distinctive sound of this massage action.

The speed of this action may be varied to suit the client and the area that is being worked.

Variation of the speed of the cupping action determines the depth of the effect on the skin and its underlying structures.

This is an extremely stimulating movement that is one of the more difficult techniques for trainee therapists to master.

Tapping - the therapist's hands are poised over the area to be worked on while loose and relaxed.

The tips of the fingers are then used to gently tap the area.

Tapping is usually gentle but with sufficient intensity to produce a slightly hollow sound on contact with the client.

Movements should be kept light and different fingers may be used.

As with other tapotement techniques, tapping is usually only performed for relatively short periods of time before moving on the next movement in the sequence.

Tapping is often appropriate for small areas of the body and even delicate areas such as the head and face because this is a very light percussion movement.

Hacking



it is generally applicable to the fleshy parts of the body only, but not directly over bony protuberance, not over surface (superficial) nerves, not over paralysed muscles, and not during pregnancy.

If in doubt about the safety of a movement don't perform it - seek advice from a tutor or medical professional.

During the hacking movement, the therapist's hands are held palms facing with the fingers and thumb outstretched from the arm and in loose contact with each other.

The movement is actioned from the wrists and not from the elbows.

Both hands are used to strike the client's body alternately. They are positioned just a short distance apart so that both hands work on the same area of the client, rotating so as to just clear each other during the action.

As the wrists are rotated, causing the hands to alternately rise and fall, only the tips of the three medial fingers strike the client lightly and in quick succession.

The fingers remain relaxed at all times so that the movement is light (i.e. the client should not be struck hard by "solid" objects in fast succession, but lightly so that the stimulation is provided by the speed, not the impact).

The rate of a hacking movement may be typically 4-6 strikes per second.

As variation of the speed/rate of this action determines the depth of the effect on the skin and its underlying structures, this will be determined by individual requirements.

Pounding



it is generally applicable to the fleshy parts of the body only, (e.g. in some cases, pounding may be used on the thighs) but not directly over bony protuberances, not over surface (superficial) nerves, not over paralysed muscles, and not during pregnancy.

If in doubt about the safety of a movement don't perform it - seek advice from a tutor or medical professional.

During the pounding movement, the therapist's hands are loosely clenched into fists with the thumbs lying upper-most and flat against the clenched index fingers.

The movement itself is similar to the hacking movement except that in the case of pounding it is the lightly clenched little finger of each hand that makes contact with the client (as compared with the ends of the three medial fingers in the case of hacking).

Similarly, the movement is actioned from the wrists and not from the elbows, and both hands are used to strike the client's body alternately.

They are positioned just a short distance apart so that both hands work on approximately the same area of the client.

Note that pounding is one of the lesser-used massage techniques and may be omitted completely from some massage routines - even some Swedish Massage routines - in favour of other tapotement techniques.

Vibrations



A massage technique in which tissues are pressed and released in an "up and down" movement.

This often takes the form of a fine trembling movement applied using the palmar surfaces or just some of the fingertips of either or both hands.



This is not one of the most common massage movements but is used as and when appropriate.

Its effects can include soothing irritated nerves, loosening scar tissue, relaxing muscles in the forearm, and stimulating circulation and glandular activity.

Specific benefits of vibrations depend on where on the body they are applied.

Conclusion

Effleurage

Remember when we said Swedish massage techniques were the “hello and goodbye” strokes? Well, when we said that, we were really talking about effleurage.

Effleurage is a smooth, flowing stroke that is usually going towards the direction of the heart to stimulate blood flow.

It can be long or short and is generally used to apply varying types of lubrication such as oil or lotion to help the therapist avoid pulling on the clients’ skin and hair (ouch).

Effleurage is usually performed with the therapist’s hands and forearms.

A massage therapist usually uses effleurage with the intent of soothing the circulatory and parasympathetic systems as they gauge the tension of your body’s tissue.

A massage therapist can gather a lot of information about a person’s connective tissue on the table with effleurage. Is the tissue pliable or rock hard? Does it move or is it stuck to underlying structures?

The depth the therapist can go into your muscles depends on the response of the tissue.



In other words, the therapist's hands are having a conversation with your body's connective tissue.

Petrissage

Once a massage therapist has a general idea of the state of your tissue with effleurage, they'll typically transfer their techniques to include petrissage.

The word petrissage comes from the French word (pétrir) meaning 'to knead'.

Compared to effleurage, petrissage generally has a deeper effect on soft tissue, and includes kneading, squeezing, lifting, shaking, wringing and rolling.

These kneading strokes prompt the movement of cellular fluids by creating space between the myofascial layers and what is called “ground substance”—a gel-like substance that is found in everyone's tissues—and can create movement between the layers of skin and underlying structures.

Petrissage has also been used to:

- help circulate adipose tissue,
- facilitate increased circulation,
- stimulate synovial fluid in joints.

Friction

Friction massage is typically done using the ball of the thumb or appoint object.

It is a deep pressure massage done in small circular, or cross-fiber movements to penetrate deep tissues.



The technique involves pressing on the tissue and rubbing it back and forth over the underlying muscle.

Friction is especially effective at remodeling scar tissue and softening adhesions.

Tapotement

So after your massage therapist has finished with effleurage and petrissage strokes, they'll usually move toward more stimulating techniques (depending on the length of time that they are applied) that affect the tone and circulation of the soft tissue.

One of these techniques is tapotement, which is a rhythmic tapping, drumming or cupping of the tissue.

Hacking is a type of tapotement where the side of the hand is used in a rhythmic hacking motion on the body's soft tissue. It is frequently applied to athletes limbs before sporting events to increase circulation to the area.

Tapotement administered for a short duration is rather stimulating, while a longer session can actually produce fatigue in a muscle or group of muscles and feel very relaxing.

Many massage therapists will use tapotement at the end of a massage session to wake the client up and give them an invigorated feeling for the rest of their day.

Other therapists use tapotement for longer periods on certain clients where it softens up the tissue enough to make it more malleable and workable.

Vibration

Vibration is a massage technique in which tissues of the body are pressed and released in an "up and down" movement.



This often takes the form of a fine trembling movement applied using the palm of the hand or the fingertips of either or both hands.

Some of the benefits of vibration include relaxation, improved nerve function, and muscle relaxation.

It can affect superficial body parts as well as deeper internal organs. Vibration as a massage technique is an efficient way to stimulate deeper tissues and organs.

CONTRA-INDICATIONS

A contra-indication is the presence of a condition which may make the client unsuitable for a treatment.

The treatment may not be able to take place or the treatment may need to be adapted.

When treating a client, if they show signs of any contra-indication, tactfully refer them to their GP for treatment/advice.

Never tell your client what contra- indication they may have even if you are sure you know what it is. You may be wrong!

If you are ever unsure about a contra-indication then do not treat the client, refer them to their GP.

This way you are always protecting yourself and the client.

Be very careful when dealing with contra-indications.

It is a controversial subject and you never want to leave yourself open for further implications.

We also have to consider other clients, always make sure that your place of work, implements, and you, are very clean to avoid cross infection.

There are certain conditions that will prevent treatment occurring, or require a letter of approval from the clients.

These are as follows:

Massage is comparatively safe however, it should not be used if the person has one of the following conditions.

- advanced heart disease
- hypertension (high blood pressure)
- phlebitis
- thrombosis
- embolism
- kidney failure
- a cold
- an infectious disease
- a contagious skin conditions
- an acute inflammation
- an infected injuries
- an unhealed fractures
- dislocations
- is postoperative with a condition in which pain and muscular splinting are increased
- has frostbite
- has large hernias
- has torn ligaments
- has any condition prone to hemorrhage
- has a psychosis
- has any other psychological state that may impair communication or perception

Massage should not be used locally on affected areas (i.e., avoid using massage on the specific areas of the body that are affected by the condition) for the following conditions: eczema, thyroid dysfunction and open skin lesions.

Massage may be used on the areas of the body that are not affected by these conditions. The decision to use massage must be based on whether it may cause harm.



A physician's recommendation is appropriate before a child with any health condition receives massage therapy.

CONTRA-ACTIONS

Contra-actions are reactions of a client caused by a treatment taking place.

You must explain to your client what/if any reactions to expect during/after a treatment.

With all contra-actions tell your client that if they do not improve within 24 hours to get in touch with their GP for advice.

Below is a list of what contra-actions that could occur during or after Full Body Massage treatment:

light headedness
headache
extreme tiredness
heightened emotions
feelings of alertness
aching and soreness to muscles.

Preparation

Going for a massage requires little in the way of preparation. Generally, one should be clean and should not eat just before a massage.

Massage therapists generally work by appointment and usually provide information about how to prepare for an appointment. To receive the most benefit from a massage, parents should give the therapist accurate health information about the child and report discomfort of any kind (whether it is from the massage itself or due to the room temperature or any other distractions).

The child can be encouraged to be as receptive to the process as possible.

Aftercare

There are no special recommendations for after a massage.

A period of quiet activity or rest following the massage helps maintain full benefits from the procedure.

Risks

Massage therapy does not have notable side effects.

Rather than feeling too relaxed or too mentally unfocused after a massage, a child may be both more relaxed and more alert.

Hygiene

- Hair – Short for men and pulled back for women
- clean hands & Nails – Trimmed and with no polish for women
- Make Up – Very discrete
- Personal Hygiene - Always make sure that at work time you are nicely groomed

Draping

- Using covering drapes, towels & cushions/bolsters for support
- Using bolsters/cushions under ankle (prone), under knees (supine)
- Using supports when needed (under neck, chest, abdomen) to - increase client comfort and improve massage techniques effectiveness.
- Placing of towels & drapes to provide warmth & cover for the client.
- Moving towels & draping smoothly and confidently
- Adjusting towels to expose only the necessary body part being worked on
- Not exposing intimate body parts

Body Mechanics/ Posture/ Ergonomics

What is ergonomics?

One of the most common reasons why **massage therapists** leave the industry is because of injury.



One way to approach this research is by looking at **massage therapy** work through the lens of **ergonomics**.

Ergonomics is the science and art of adapting work tasks to the worker.

Massage therapy is a very physical profession, and because of this the risk of injury is quite high. I am sure many of us have suffered from some kind of strain during our career, often as a result of poor position or motion when giving a massage.

To be able to perform our work effectively and injury-free, requires a set of skills in ergonomics that many of us studied at the beginning of our career but may have forgotten by now, or simply do not apply in our everyday work.

I wanted to write this article with some **top ergonomic tips for massage therapists hoping that they will help you work in a safe and effective manner.**

This will benefit yourself both short- and long term and help you run a successful massage practice for a long time ahead.

- Use body in a way that enhances the effectiveness of the massage techniques used
- Use the lower body, not only arms, shoulders and upper body
- Bend knees to allow smooth movement and injury prevention
- Participants position themselves around the model in the best way to perform the massage without extra effort
- Candidate's hands are usually relaxed and responding to the client body contour
- Avoid using posture and positions that are uncomfortable for participant or model.
- Breathing in a relaxed, slow and regular way during treatment
- Hands are aligned to movement direction
- Do not overuse one body part (such as thumbs, wrist joint) giving the massage

Contact can be in different ways:

Physical (by hands)

Verbal (what they say what we say)

Non-verbal (body language)



Body language

- Do not cross your arms
- Do not lean on furniture, walls
- Do not put your hands in your pockets
- Eye Contact - Always look at the client eyes when conversing with him/her
- SMILE - This is the most important feature of our service.
Remember the smile always comes back

Verbal

- Use cordial but not familiar vocabulary: the guest is not your friend, and you should not address him/her as such
we are friendly but NOT friends
- Use positive language, sometimes we have to say no to a guest but we can do this without using the word “NO”
- Use positive language
- Avoid technical language: guests are not familiar with specific Massage language.

Client Communications

Interaction with client

- Give clear instructions to the client before treatment: what clothing & jewelry to take off etc
- Communicate when using bolsters/cushions and additional towels
- Massage therapist should ask for feedback from the client at the appropriate time.
- Communicate with model when moving model's body parts
- Lookout for signs, feedback, verbal and non-verbal, concerning pressure and speed of massage
- Responds to verbal & non-verbal feedback in an appropriate way
- Amount of communication is appropriate (not too much/little)
- Professional attitude towards the clients at all times
- Apply massage techniques in a skilled, effective and confident manner
- Applying massage techniques with the appropriate speed to enhance its effectiveness



- Combining massage techniques in smooth and flowing sequence depending on client.
- Adapting the massage techniques to the client's needs by verbal and non-verbal communication
- Making contact and breaking contact in a smooth and measured way
- Spending enough time on a particular body part before transitioning to another
- Adapting pressure and strength of techniques to the client verbal and none verbal
- feedback
- Not rushing any part of the treatment
- Applying massage techniques considering human anatomy (massaging whole muscle, locating needed places to work, apply stretch holding correct joint, etc)
- Staying present and attentive during treatment
- Have a good quality of touch
- Palpate and locating the right areas to work on
- Innovation and originality of using and mixing massage techniques

Flow

- Flow / Rythme
- Transitioning: grip to grip, hand to hand, etc...
- Work / Treatment within Timeframe

Why Do Clients Keep Coming Back for Massage?

- 1-Massage therapy was used for health management, the expectation and result of positive outcomes.
- 2-Their treatment goals were met.
- 3-The occurrence of regular appointments.
- 4-The "massage therapy culture" or the massage therapy experience was described as positive client-therapist relationships, effective touch and a proactive approach to health maintenance.

There are three skills required as part of the Massage:

1-Observation

what can you observe about the client? Are they nervous, extrovert, holding their body in such a way that might give indications for treatments, poor posture etc....

2-Verbal Questioning

gain the information required.

3-Physical Examination

what can you physically see and feel on the client? This third part is only carried out once you have assessed that, so far, the client is suitable for treatment.

Approximately 15 minutes should be allocated to carry out the initial consultation. Ideally you should be sitting face to face or next to your client to create an open atmosphere. Avoid barriers such as a couch or a table coming between you.

Holistic treatments treat the individual as a whole, taking into consideration general well-being, i.e. health, emotional, physical and mental states. You need to explain carefully to the client why you are carrying out a consultation.

Use open questions to tactfully encourage the client to give you information that you need rather than interrogating them and asking lots of direct and often personal questions. Use the record card as a prompt rather than a list to tick off.

Type of the clients

4 basic personality types

Driver

Motivator

Thinker

Supporter

Driver (Decisive)

Goal oriented, has a plan and sets out to achieve it. Confident and handles stress well. Skips all the “fluff” just wants the bottom line. Workaholic, works independently.

FOR PATIENTS:

Give the four things every patient wants to know in order and quickly!

1. Can you help me
2. How long will this take
3. What's this going to cost me
4. Will it last

Motivator (Expressive)

Outgoing, enthusiastic, fast paced, optimistic. Builds rapport and relationships easily, usually a motivator in the group, trusting, loves praise.

FOR PATIENTS:

Focus that there is hope and you are excited for them. Tell them of

all the things that they will be able to do after the treatment is finished.

Thinker (Analytical)

Detailed oriented, analytical and logical. Likes consistency and continuity. Loves the facts.

FOR PATIENTS:

Stress the statistical success, the research data, tell them where to

search for information on you and the procedures on the web. Give them testimonials and references. Give them all the data but with stats to back it up.

Supporter (Amiable)

Very calm and consistent. Always on time. Works well with others and is a team player. Compassionate and well liked.

FOR PATIENTS:

Give office tour. Let them meet the “team” that will be



treating them Let them know that you have a program that is structured and tailored for them.

There are usually six tests commonly run at the start of initial, re-exam, and final patient visit. They are: known as ‘Vitals’

- 1-Weight
- 2-Temperature
- 3-Pulse
- 4-Blood Pressure
- 5-Respiration
- 6-Pain

Precautions

Your therapist should ask you about your medical history before your treatment begins.

It's important to tell them if you are - or think you may be - pregnant.

Health and Safety at Work

This protects your rights either as an employer or employee. The law states that the employer must provide a safe working environment, provide health and safety training for staff, produce a written policy of the company's health and safety policy, and ensure that anyone on their premises is not exposed to any health or safety risks.

Medical Disclaimer

It is advised that you take medical advice if you or any of your clients have a health problem.

Any qualification from Marey El Hamouly will not be enough to qualify you to advise on any medical condition or to diagnose a condition.

PS: Test is an obligation to receive your certificate



Regards

Marey El Hamouly

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