

Massage

A behind-the-scenes look at this booming leisure industry!

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MASSAGE

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Six Interesting Facts about Massage

Oldest Recorded Practice: Massage has been practised for thousands of years. The earliest written records of massage therapy date back to ancient China, around 2700 BCE, where it was used as a healing modality.

The Word "Massage": The word "massage" comes from the Arabic word "massa," meaning to touch or feel. It was later adopted into French as "masser" and eventually became the English term "massage."

The Father of Swedish Massage: Per Henrik Ling, a Swedish physiologist, is often credited as the "father of Swedish massage." He developed a system of medical gymnastics known as the Swedish Movement Cure in the early 19th century, which laid the foundation for modern Swedish massage techniques.

Massage in Ancient Egypt: Massage was also prevalent in ancient Egyptian culture. Tomb paintings depicting massage therapy have been found in Egyptian tombs dating back to around 2500 BCE, indicating its use for both relaxation and medical purposes.

Benefits for Premature Babies: Premature babies who receive massage therapy gain weight faster and are often able to leave the hospital sooner than those who do not receive massage. This gentle

touch has been shown to promote growth and development in preterm infants.

Laughter Massage: Laughter massage is a unique form of massage therapy that combines traditional massage techniques with laughter exercises. Proponents claim that it helps release tension, boosts mood, and promotes overall well-being through the therapeutic effects of laughter.

1. How to Establish a Massage Therapy Clinic

The massage business is one of the few sectors that is doing quite well, so it is no wonder that numerous people are considering changing into it at least until the economic crisis eases a little. The qualifications can be obtained in six months and are not really expensive, when you can earn two times the fees each year as a massage therapist. The owner of a massage therapy clinic with a couple of therapists would obviously earn more again.

As the proprietor of the clinic, you will of course have to set up the business and run it, which involves doing the courses, finding a location, renting a salon, getting in staff and marketing. Having said that, you should be able to begin from scratch and get up and running within nine to twelve months. Here follows a couple of thoughts on how to set up a massage therapy clinic.

Let us assume that you already have your credentials for having learned at least 800-1,000 hours of coursework on massage therapy and that you have done a few supplementary modules on office administration. The next task is to find a location for your clinic or parlour.

You ought to look for a spot where there is much foot traffic, plenty of pedestrians and if there

is stacks of retail shopping there as well, so much the better. Do not worry too much about competition, unless the area is really saturated with other massage salons.

A lot of your customers are likely to be female shoppers and female shop assistants hoping for a foot massage or reflexology. Sportsmen and women and shop-owners tend to go for the full body massage, so being near a sports centre would be a good idea as well as massage therapy in sports clubs is normally fairly expensive.

The next question is which services are you going to offer? If you are going for the female shopper and assistant, then you should offer reflexology and you could couple this with a facial or and a manicure. Attempt to offer a unique service. Thai massage is still fairly new in the Developed World and reflexology is part of Thai massage, so they are a decent fit.

Swedish, classic, oil massage is fantastic, but it is old hat, although you could offer it anyway. How about Hot Stones Massage? It is not new, but it is not seen everywhere either. All things considered, I would go for Thai, reflexology and Swedish.

Then you will need staff, because you would like to become so busy that you could not possibly run it on your own. First thing is, make sure that all your staff are qualified to do what they say they

can do. Check up on them. Check on qualifications and references. You do not want to find any skeletons in the cupboard after it is too late to do anything about it.

Make sure that there is some overlap in what the staff are able to do, so that no client has to wait very long. Set the tone for your salon, make certain that visiting your enterprise is a relaxing and enjoyable experience. This means selecting the staff, the decor and the entertainment very carefully.

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