

Introduction

Three career tracks:

Wellness/spa massage

Health care (clinical/medical) massage

Sports performance and fitness massage

These career tracks typically are defined more by the location where the massage is provided, common outcomes requested for the massage, and parameters that define a specific population.

Each of these three main environments has specific roles that are required by various professionals, and specific ways massage fits into and supports multidisciplinary care.

Wellness/Spa Environment

History of the spa

“Health from water”

Water/bath therapy used by early civilizations through modern times

Transition to modern resorts

Current trends combine ancient cultural traditions and modern scientific research

Holistic health care and wellness

People go to spas for fitness, stress management, peace of mind, pampering and pleasure, and health and wellness.

The spa industry is one of the fastest growing career options for massage therapists.

Brand Image

The spa signature

Unique approach by each spa (e.g., signature treatments)

Spa trends

Specialized services

Chain spas target specific or mass markets

Challenges of a brand image

Clients may prefer types of “signature” treatments that are not the best treatment protocol

Types of Spas

Medical spa

Full-time, on-site supervision of a licensed health care professional

Offers traditional, complementary, and alternative health practices

Antiaging is a major focus

Integrative health and wellness centers

Use multidisciplinary CAM approach

Medical spas and the use of alternative medical therapies have been increasing in popularity.

Massage is a very important aspect of the medical spa. It supports general healing responses and aids in the management of postprocedural pain. It also can manage postprocedural edema and support the development of supple scar tissue.

Spa Safety

Clean, unused linens and spa wear

Sanitized, clean, and uncluttered work surfaces

Sealed containers (for cotton balls, etc.)

Single use professional products

Disposable tools and implements for any procedure that requires breaking the surface of the skin

Regardless of the focus of the spa, some aspects of the spa experience should be consistent to ensure the safety and comfort of the spa client.

Cleaning of implements with a hospital-grade disinfectant, sanitization by ultraviolet (UV) light or a similar piece of equipment, or sterilization in an autoclave

Rules for freshly washed and dried hands or while wearing surgical gloves

Sealed and covered waste receptacles and laundry bins

Clearly labeled and safely stored tools and products

Health regulations

HIPAA may or may not apply depending on how spa bills or receives payment for health care

Credentialing

Spa training and certification

Spa Secure works with state and federal agencies

Performs on-site inspections

Spa Environments address the senses of sight, smell, hearing, taste, and touch:

Sight: Use of color and light

Smell: Essential oils and flowers

Hearing: Music and wind chimes

Taste: Herbal teas and juice drinks

Touch: Massage, facials and body wraps

Spa Etiquette

Services provided as advertised

Safe, clean, private environment

Professional behavior and grooming

Educated staff

Uniforms

Considerations for clients?

Clients should give 24 hours notice of a cancellation and not arrive late. They may be expected to fill out a medication evaluation. Any dress and conduct specifications should be made very clear to the clients.

Techniques for maximizing service and pampering:

Greet with warm handshake and smile

Offer something to drink

Ensure comfortable environment

Use warm towels or cold eye packs

Meet client after treatment

Offer a snack and drink

Distinguishes
between a
facility that
offers spa
services and a
true day spa.

Box 13-3 Guidelines of the Day Spa Association

The Day Spa Association has set guidelines to help distinguish between a facility that offers spa services and a true day spa.

A true day spa has:

- A clean, safe, calming, and nurturing environment
- Private treatment rooms for each client receiving a personal service
- Separate showering and changing facilities for women and men
- Spa robes and shoes for all sizes
- Business licenses; professional, licensed estheticians and therapists on staff
- Professional spa products for which estheticians and therapists have received training in their use
- Massages: Swedish, lymphatic drainage, and reflexology (optional: shiatsu; polarity treatments; and sports, deep tissue, and deep muscle massages)
- Body treatments (one or more on the menu): body packs and wraps, exfoliation, cellulite treatments, body toning/contouring, waxing, home care program (optional: electrical impulse body toning, heat treatments, Ayurveda treatments, laser hair removal, electrolysis, hand and foot care)
- Face: Cleansing facial, home care program (optional: medical facial, electrical toning, laser hair removal, electrolysis, cosmetics, and makeup consultation)
- Aromatherapy: Personalized for body and/or face
 - One of the following:
 - Hydrotherapy
 - Steam bath and sauna
 - One of the following:
 - Nutritional counseling/weight management
 - Private trainer/yoga/meditation
 - Spa cuisine
 - Optional:
 - Hair: Full-service salon, scalp treatments, and hair packs
 - Spa manicure and pedicure

Massage Therapy in the Spa

Massage therapy is the number one treatment that people seek out worldwide.

Many spa treatments that are not related to massage are based on hydrotherapy. Therefore, students who are interested in working in a spa may want to consider spending extra time studying this information.

Spa Massage Therapist Part- to Full-Time Restwell Day Spa

Location: Chicago, Ill

Restwell Day Spa is in search of Massage Therapists. Duties include providing all therapeutic massages listed on our spa menu on both male and female clients, greeting clients, suggesting retail products and maintaining treatment room cleanliness. Excellent communication and customer service skills are a must!

We offer competitive pay, flexible hours, a fun and energetic environment, career advancement, FREE health club membership and more!

A minimum of one 8-hour shift per week, which may include weekends and evenings, is required. Full time is 32 hours, which creates eligibility for benefits.

Required Skills:

Attentiveness—ability to attend to member/guest needs
Massage application and adaption for client outcomes using spa menu
Good communication; must liaise with clients/staff
Time management and problem solving; will oversee day-to-day operations
Marketing, as necessary, to build clientele

Certification and Licensing:

Nationally Certified Massage Therapy License
Necessary state, county and local licensing

Education and Experience:

Graduation from licensed massage school, and 1-year minimum massage experience

PLEASE NOTE:

Only those individuals selected for an interview will be contacted. Candidates outside of the Chicago Metro area are welcome to apply, but if selected for an interview, they must be willing to travel at own cost. Relocation assistance is not offered.

Massage Practitioner's Responsibilities in Spa/Franchise

Provide various types of massage

Support other spa procedures

Provide education about spa services to clients

The massage therapist is also expected to be punctual, courteous, to pursue continuing education, maintain a positive attitude, and maintain the physical environment of the spa.

Pay Scales for Massage Therapists

Average \$10-\$15/hr + commission and tips

Box 13-4 Allocation of Funds in the Spa or Franchise Business

The following are realistic expectations about guidelines and wages in the spa and massage franchise industry.

- Fee for massage with hot stones and aromatherapy \$100 (i.e., gross receipts)

The expenses that must be deducted from this \$100 are as follows:

- Facility, supplies, and advertising and marketing overhead \$50
- Wages for support staff (typically \$10 an hour) \$25
- Amount left for technician and therapist wages and profit margin \$25
- The minimum profit should be 50% of the \$25, or \$12.50 per treatment.
- Amount left for technician's and therapist's wages \$12.50/hour

A number of expenses that spas have must be taken into account when considering pay scales. The overhead costs are extremely high.

Most spas and franchises hire all staff as employees, typically on a wage plus commission basis.

Independent contractors usually get about 50% of the charge, but they have to provide their own equipment and supplies and pay their own taxes, Social Security, and Medicare, which are not deducted from their pay.

The Spa Language

Bodywork exfoliation

Detoxification

Dry brush

Salt glow

Body polish

Full-body seaweed mask

Full-body mud mask

Herbal body wrap

Parrafin body wrap

As an employee in the spa industry, massage therapists are expected to understand and use certain terms, regardless of whether they perform the services.

Box 13-5 Bodywork Terms, Descriptions, and Treatments Commonly Used in the Spa Setting

- **Bodywork exfoliation:** Exfoliation is the process by which the skin is rubbed, polished, or scrubbed or enzymes are used on it to remove dead skin cells, rancid oils, dirt, and debris.
- **Detoxification:** When the circulation and metabolism are stimulated, the body's own processing improves. This in turn improves the elimination process, helping the body to rid itself of wastes and toxins. In other words, this helps the body to detoxify itself. The end result is normally a more energetic, active individual who feels better.
- **Dry brush:** Dry brushing involves the use of a luffa, brush, washcloth, or sponge to exfoliate dead surface skin. After this process, lotion is applied. The main purpose is to stimulate circulation.
- **Salt glow:** Special salt is mixed with oil or liquid soap to exfoliate the entire body or just an area for a spot treatment. Afterward, lotion is used on the client. A dry brush tool, such as a loofah, may be used with the salt mixture for added exfoliation. If salt is used, the client should not shave for 1 to 2 days before the treatment.
- **Body polish:** Salt or any abrasive substance or granular scrub can be used as a body polish. The product used is a cream base with granules of the abrasive substance added to exfoliate and condition or soften the skin at the same time.
- **Full-body seaweed mask:** Seaweed powders normally are mixed with water to a consistency resembling pancake batter. The mixture is applied over a conditioning lotion. The entire body may be covered, or the stomach, breasts, and buttocks may be not treated, depending on the client's wishes. Essential oils are often added to full-body seaweed masks to achieve different effects on the body. The full-body seaweed mask treatment normally takes about 60 minutes.
- **Full-body mud mask:** Sea-based muds and clay muds, depending on the particular type, are said to cleanse and draw out impurities, to condition and mineralize the body, or just to soften and hydrate the skin. The mud is applied thickly to the body, which is then wrapped in plastic or foil. The client rests for 20 to 30 minutes. A full mud treatment normally takes about 60 minutes.
- **Herbal body wrap:** Linen or muslin sheets are heated and soaked in an appliance called a *hydrocollator*, in which the temperature is 150° to 175° F. Herbal pouches or bags of herbs and essential oil essences are placed in the hydrocollator to achieve the desired effects. The body is first covered with towels or rubber sheets, and the linen or muslin sheets are laid over this. The body then is wrapped in sheets and blankets, and the client is allowed to rest for 20 minutes. A cool, wet cloth is applied to the client's forehead during the treatment and changed often. This treatment can be done in 30 minutes. The sheets are very hot, and the technician must wear thick, long rubber gloves when handling them.
- **Paraffin body wrap:** When applied to the body, paraffin forms a mask with heat. This helps the body perspire, and the trapped moisture is absorbed into the skin, along with nutrients that either are put on the skin first or are in the oils in the paraffin. The paraffin may be used alone, or it may be mixed with mud or seaweed. Paraffin can be painted on the body with a paint brush. Also, large gauze strips can be dipped in the paraffin and molded to different parts of the body. Several layers are applied, because the more layers (i.e., three to five), the greater the heat and the longer it lasts. The body then is wrapped with foil or plastic, and the client is allowed to rest for 15 to 20 minutes. Paraffin commonly is used for the hands, feet, and face.

Spa Products

Cosmetologists are professionally trained in cosmetic and wellness skin care.

Dermatologists are medical doctors who specialize in treating skin disease.

The massage therapist needs to understand the reason a product is used and how various ingredients in the product work.

Spas use many products to provide benefits, especially to treat the skin and detoxify the body..

Massage therapists who work in spas need to understand the specific products used in their spa, and may even be required to use a certain products and to participate in the sales of products specific to the spa

BOX 13-6 Common terminology for spa products

Allantoin: A substance derived from comfrey root that is believed to aid the healing of damaged skin by stimulating new tissue growth.

Aloe vera: A regenerating, soothing, softening, and reparative substance with antimicrobial and antiinflammatory properties. It is rich in more than 200 nutrients and is very healing and moisturizing.

Alpha-hydroxy acids (AHA): These acids, which include lactic acid and glycolic acid, often are used as peeling agents. Most are fruit acids. At higher concentrations they also have a descaling or keratolytic action, thinning the stratum corneum.

Alpha-lipoic acid: A powerful water- and oil-soluble antioxidant, alpha-lipoic acid is 400 times more potent than vitamin C as an antioxidant. It also increases the level of glutathione, the body's most important antioxidant, and is a powerful antiinflammatory.

Bentonite: A substance that brightens dull, lifeless skin and leaves it with a fresh, renewed texture.

Borax: A cleansing agent that helps blend water and oil. A mild alkali, it cleanses without drying the skin.

Clay, kaolin: This substance draws out impurities and is used as a deep pore cleanser. It removes excess oil, dirt, and grime.

Cleanse: To clean and remove impurities from the skin's surface.

Cleansers: Products used to remove makeup and impurities on the skin's surface. They also remove sebum (oily secretions produced by the sebaceous gland) and dead skin cells.

Cream: A cream is a more occlusive, thicker barrier on the skin. Those that contain dimethicone are particularly useful for hand dermatitis.

Emollient: An ingredient that softens and soothes the skin. Emollients are used in moisturizers to correct dryness and scaling of the skin.

Emulsion: A substance made by blending oil and water in the right proportions with an *emulsifier*, an agent that prevents the oil and water from separating.

Exfoliant: An agent used in scrubs and wraps and in some facials to remove dead skin cells from the skin's surface.

Glycerin: A humectant and emollient obtained from plants. It absorbs moisture from the air and helps keep moisture in creams and other products.

Glyceryl stearate: A substance that helps produce a neutral, stable emulsion. It is also a solvent, humectant, and consistency regulator in water-in-oil and oil-in-water formulations. It is derived from palm kernel or soy oil for cosmetic use. It also is found naturally in the body.

Humectant: A substance that increases the water-holding capacity of the stratum corneum. It is particularly important in the management of ichthyoses (inherited or acquired scaly disorders of the skin).

Lanolin: A sebum-like product obtained from washing sheep's wool. It acts as an emollient and a humectant for the skin.

Lotion: A substance that is more occlusive than an oil. Lotions are best applied immediately after bathing to retain the water in the skin and should be used at other times as necessary.

Mask: A mask draws impurities to the skin's surface. Masks also slough off dead skin cells and stimulate blood circulation, leaving the skin feeling smoother and softer. Masks are applied after cleansing but before toning and can be used once or twice a week.

Moisturizers: Products that use advanced humectants to help the skin retain water; they also provide a protective barrier to prevent the evaporation of the skin's natural moisture.

Night creams: Creams that contain a higher concentration of nutrients that assist in the rebuilding of the molecular structure of the skin's underlying tissues. They also improve the skin's ability to retain moisture.

Ointments: Pure oil preparations (e.g., equal parts white, soft, and liquid paraffin or petroleum jelly), which are prescribed for drier, thicker, more scaly areas. Many clients find them too greasy.

Phospholipid: A substance derived from plants that reduces moisture loss from the skin and acts as a carrier for deep penetration.

Retinol: A vitamin A carotenoid with antioxidant and skin-renewing properties.

Rubefacient: A local irritant that reddens the skin.

Salicylic acid: A substance that softens the keratinized barrier cells, has antibacterial properties, and helps eliminate clogged pores.

Salt: A substance that is good for drying, cleansing, drawing, and soothing. It also can be used as an exfoliant. It dilates pores, allowing the skin to absorb trace minerals, and it encourages the skin to secrete its natural oil. It soothes irritated skin and aching muscles.

Serum: An intense concentration for exceptional revitalization of aging skin.

Shea butter: A moisturizing, soothing emollient fat that has cellular renewal properties.

Silicone: A substance derived from silica, a naturally occurring mineral, that has a softening effect on the skin.

Skin lighteners: Products that help reduce the production of melanin, which causes coloration of the skin. These products are used to lighten the complexion. Skin lightening regimens include their own cleansers, masks, toners, moisturizers, and serums.

Sodium bicarbonate: A highly alkaline, gentle substance that cleans, soothes, and softens the skin. It also is deodorizing, and it draws out oil and impurities.

Toner: A substance that removes any residue left by cleansers and returns the skin to its proper pH by maintaining the skin's natural acidic balance. Toners and lotions prepare the skin for the application of a moisturizer.

Spa Treatments

Cosmetic treatments

Facial – cleanses, tones, and hydrates skin

Peels – removes surface layer of dead skin

Pedicures and manicures

Waxing and hair removal services

Application of permanent makeup

Tanning services

Hair styling

The most popular service in the spa is therapeutic massage.

The second most popular service is the facial.

Body treatments

Body scrub – exfoliating treatment

Body wrap – detoxifying and hydrating treatment

Body treatments are basically facials for the whole body.

Massage treatments

Swedish/classic massage

Stone therapy massage

Shiatsu and Thai massage

Reflexology

Trigger point therapy

Deep muscle/connective tissue massage

Sports massage

Hydrotherapy treatments

Bath treatments

Plain water (no additives)

Thalassotherapy (seawater), with additives of seaweed, sea salts, and sometimes sea mud

Vichy shower

Scrubs, friction rubs, and ablutions

Wraps

Steam inhalation

Many methods of applying hydrotherapy may be available at spas, and the massage therapist may be requested to perform variations offered in the spa environment.

Bath Treatments

Plain water baths with no additives, with or without underwater massage

Thalassotherapy (seawater) baths with additives of seaweed, salts and sea mud

Additives can include Spirulina (rich in vitamins and beta carotene, effective for reducing fatigue, stimulating metabolism and creating a sense of focus and alertness; Fucus, a type of seaweed rich in amino acids and vitamins; or, Chondrus crispus and Corallina officinalis, which are both remineralizers and revitalizers.

Vichy Shower : A row of shower heads suspended over a massage table. Client lies on the table, and entire body is sprayed from head to feet.

Scrubs, Friction Rubs and Ablutions : Help exfoliate and hydrate skin.

Scrubs usually are made of sugars, salts and other natural ingredients which are applied by hand or coarse mittens

Salt Glow

Aromatherapy

Oatmeal

Cold Rubbing

Whole Body Ablution

Wraps : Help exfoliate, hydrate and tone the skin; plus used to detoxify the body and improve circulation.

Based on two principles: absorption and compaction. Work by absorbing toxins and then compressing or tightening the skin to achieve a more toned look.

Steam Inhalation : Breaks up blockages in chest and opens up air passages. Specialized inhalation equipment can be used, or made simple with a small tub of hot water and a towel draped over the head.

Aromatherapy

May be used in conjunction with hydrotherapy and massage

Examples of oils appropriate for massage:

Sensual: Ylang ylang, sandalwood, and jasmine

Stimulating: Peppermint and rosemary

Mood lifter: Sweet orange, rose, and geranium

Relaxing: Lavender, rose

Soothing (for muscle aches): Grapefruit and lemongrass

Spas may have their own signature blend of oils.

A Day at the Spa

Client is greeted warmly. Intake interview is presented and spa menu presented.

Client changes into spa wear and offered a cup of tea.

Client's hair is protected with cap.

Aromatherapy oils and bath salts are used.

Client's feet are gently dried and then given a reflexology treatment.

Client is give signature massage.

Compress placed over client's eyes.



Hot Stones are prepared, tested and then gently placed at nodal points. A few stones can be placed on chakras.

Massage is performed with hot stone.

Therapy can warm hands with the stone and massage given with warm hands. Therapist finishes.

Therapist says good-bye and encourages client to visit again.



Massage Therapy Franchises

Business contract through which franchisee purchases rights to sell or market the products and/or services of a large group that has developed a brand (the franchisor)

Franchisee receives training and marketing support from franchisor and pays a fee for ongoing support

Massage therapy franchises are not marketed as spas, but the business model is very similar.

Massage therapists who work for massage franchises are typically employees.

Cross-Training Recommendations

Esthetician/cosmetologist

Cosmetologist is a licensed occupation

Assist customers with their physical appearance

Esthetician

Skin care specialist

Performs cosmetic skin treatments such as facials, light chemical peels, body treatments, and waxing

Cosmetologists include hair stylists and may also be trained to provide manicures, pedicures, scalp treatments, facials, maintain hairpieces, and give a makeup analysis.

Both of these occupations have state education and training requirements, and all estheticians must be licensed in the state in which they work.

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