

# Massage Therapy



Effects of Swedish Massage,  
Hot Stone, Value, and Price





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# Chapter 1



## 3 Leading Side Effects of Swedish Massage

**Swedish Massage provides many health benefits.**

Swedish Massage is the "king" of massage because Swedish Massage techniques are the foundation on which all therapists are taught. (At least in North America and Europe). When applying the basic techniques of Swedish Massage, a therapist can craft an experience that is beyond belief. Following are the 3 leading benefits of a great Swedish Massage (in no particular order).



# 3 Leading Side Effects of Swedish Massage

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## 1. Relief from chronic aches and pains

The studies are in. Swedish Massage is great for relieving chronic aches and pains, whether it's low back pain, shoulder aches, neck stiffness, arthritis or fibromyalgia back pain. Swedish Massage can help to decrease the duration and severity of the pain. This may be due to increases in circulation and lymphatic flow. And that's not all. Swedish Massage positively affects all the physical functions and systems of the body, such as movement, flexibility, and coordination. Swedish Massage also has a positive impact on body systems like digestion, circulation, respiratory, nervous and skeletal systems, etc.



# 3 Leading Side Effects of Swedish Massage

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## 2. Mood Enhancement

You may not think of Swedish Massage as a mood enhancer, but it absolutely offers that benefit. Swedish Massage has been shown to increase feelings of well being in many, many studies. It is a safe and drug less way that can help to treat depression, anxiety, low self esteem and mood swings. Massage is used to treat people with post traumatic stress syndrome and is showing some promising results in that area as well.



# 3 Leading Side Effects of Swedish Massage

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## 3. Stress Reduction

We all know that too much stress can affect our physical body. It can plague us and eventually affect our health. Swedish Massage is especially good at decreasing stress and increasing relaxation. Long gliding strokes are applied when someone is experiencing too much stress. These gliding strokes, which are basic strokes of Swedish Massage, bring a deep sense of relaxation by immediately calming and soothing the nervous system, slowing the breath and decreasing the cortisol (stress hormone) in the body.



## 3 Leading Side Effects of Swedish Massage

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### **Swedish Massage has so much to offer**

So look no further than a good Swedish Massage from a local massage therapist for physical benefits, emotional benefits and mind-body healing.





## Chapter 2



# MASSAGE - 4 Factors for Considering Value and Price

Getting a massage should always be a positive experience for your mind, body and wallet. You want to be sure you get what you pay for. Here are 4 factors for you to consider that will determine the overall value of your session.





# MASSAGE - 4 Factors for Considering Value and Price

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## 1. Experience

The experience of the therapist is a direct determiner of price. An experienced therapist provides you a level of service based on thousands of client histories before you. An experienced therapist has taken advanced trainings and workshops and is more competent in assessing the soft tissue and applying proper techniques. It correlates that a therapist with more “hands-on” time equals a more satisfied customer. Combine the therapist’s “hands on” time with his/her advanced education and you can clearly see the results - an enormous increase in consumer satisfaction and a steady growth in this profession. As the saying goes, “you can’t put a price on experience.”



# MASSAGE - 4 Factors for Considering Value and Price

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## 2. Modality

The modality or “style” of the massage is a factor that will also determine price. Advanced techniques often require additional training. For example, certain forms of deep tissue massage require their own certifications therefore affecting the price because the treatments are more specialized. Also included here would be special categories of customer, such as pre-natal massage or infant massage. The modality or style of massage counts when determining price.



# MASSAGE - 4 Factors for Considering Value and Price

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## 3. Setting

The location where you get your massage definitely determines the price. Medical offices, massage franchises, day spas, destination spas and gyms all offer massage with varying levels of amenities, ambiance, and facility comforts. If you want to go to a 5 star location you will get a 5 star price. It is a fact of life that location alone can lead to an increase (or decrease) in price based solely on amenities (or lack there of).



# MASSAGE - 4 Factors for Considering Value and Price

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## 4. Professionalism

The massage profession, which is a complimentary medical therapy, is changing on a moment to moment basis. A professional massage therapist will always be willing to educate you on the profession itself and will often talk about the latest developments in the field. The therapist will always answer any and all questions or concerns you may have about their education or advanced certifications. The therapist communicates and keeps you up to date on the goals in terms of session work. The professional massage therapist will have a knack for putting you at ease.



# MASSAGE - 4 Factors for Considering Value and Price

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## 4. Professionalism

The professional therapist has dedicated themselves to treat the body-mind with respect, reverence and with a listening heart. The therapist has a sense of refinement, nuance and level of sophistication that goes beyond the norm. Professionalism is definitely a factor when determining the value of massage.

Keep these points in mind when looking to schedule a massage session so that your mind, body and wallet can relax and enjoy this positive and healthy experience.



## Chapter 3



# Warm Up with Hot Stone Massage

### Winter in your bones?

Then how about a therapeutic HOT STONE massage? Hot Stones have been used as a compliment to massage therapy for hundreds of years. The history of the stones dates way back to Egyptian times. The stones were used regularly for their healing properties by Native Americans, as well as Chinese and Indian Cultures.



# Warm Up with Hot Stone Massage

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The heat from the stones is released deep into the muscles and offers a very sedative effect that definitely adds a lot of "aahhh" to a regular massage. The stones used are made of basalt, which is rich in iron and retains heat. The stones are very smooth to the touch and usually have come from moving river waters.

Before the Hot Stone session, the stones are immersed in water and heated until they reach 120 to 130 degrees. Sometimes the stones are placed gently on the body and left there. Another technique is that the stone is used as an extension of the therapists hands. It is also common to have a combination of those two techniques.





# Warm Up with Hot Stone Massage

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The therapist will introduce the hot stone to the skin, check in with you regarding temperature, and then begin to manipulate the muscle using the stone. At this point the therapist will become one with the stone and the heat will deeply relax the muscles and soft tissues.

## **Benefits of the hot stone massage are:**

- Alleviate aches and pains
- Improve circulation
- Reduce stress
- Improve lymphatic flow
- Decrease symptoms of arthritis
- Treat insomnia and depression
- Calm the central nervous system
- Help with fibromyalgia



# Warm Up with Hot Stone Massage

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**The stones are great for deep tissue work** because the heat assists to release the muscle and myofascial restrictions more efficiently.

Don't like deep work? That's okay because the heat penetrates into the layers leaving the therapist to glide without the need for excessive pressure.

Whatever pressure you like, a hot stone session will meet all of your expectations. Tension and stress melt away by combining heat with massage and offer a truly soothing experience for mind, body and spirit.



## Chapter 4



# A 50 Minute Massage - Let's Compare Price

### **Determining the value of a massage session**

When comparing price, it is important to remember that not all massages are of the same style or modality. Let's look at a few different types of massage and compare them based on a 50 minute session timeframe.



# A 50 Minute Massage - Let's Compare Price

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## Let's Compare . . .

### 50 minute Swedish Massage:

- Local Luxury Gym - \$110
- Local Day Spa - \$100
- Nuzzi Chiropractic - \$80
- Local Massage Franchise - \$60 member rate, non-member rate \$98

Based on time alone, the local massage franchise has the lowest price and the the local luxury gym has the highest price. The lowest price is based on a membership value. You must become a monthly member in order to receive that rate.



# A 50 Minute Massage - Let's Compare Price

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## **50 Minute Pre-Natal Massage:**

- Local luxury Gym - \$115
- Local Day Spa - \$110
- Nuzzi Chiropractic - \$80
- Local Massage Franchise - \$60 member rate, \$98 non-member rate

Again, the local massage franchise offers the lowest price, based on time value alone, and the requirement that you must be a member to receive that rate at a regular price. It is also interesting to note that the luxury gym and the day spa both charge more for this modality.



# A 50 Minute Massage - Let's Compare Price

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## **50 minute aromatherapy massage:**

- Local luxury gym - \$115
- Local Day Spa - \$105
- Nuzzi Chiropractic - \$80
- Local Massage Franchise - \$70 member rate, \$108 non member rate

Most establishments charge more for the aromatherapy massage. At Nuzzi Chiropractic, aromatherapy is offered at no additional charge.



# A 50 Minute Massage - Let's Compare Price

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At the time of publishing, the local market here in Northern NJ values a 50 minute massage session at the rate of around \$80 - \$110. If you want to get a lower price, you must buy a membership at a franchise. At Nuzzi, we offer a very fair market price for many different styles of massage and don't require any membership.

Again, these comparisons don't take into consideration experience and professionalism, two very important qualities that are hard to put a price on.





# A 50 Minute Massage - Let's Compare Price

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I recently heard about an experience from a client who had a massage at a local day spa and was not too happy with the massage she received. She felt the therapist didn't listen, didn't adjust pressure correctly and just didn't talk about her needs.

Unfortunately, I hear these things often. These types of experiences happen because the level of professionalism required is not being strived for by the therapist. And the client sometimes doesn't want to say anything or just doesn't articulate their needs. That shouldn't matter. The therapist is the professional responsible for setting the tone and determining the session plan. This includes talking about a lot of things. There must always



# A 50 Minute Massage - Let's Compare Price

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be a conversation, an intake procedure, and a follow up to check in on the service being performed.

It's good to know what the market is saying about price when determining the value of your massage. Hope this helps you to make your choices and validate them in this competitive market.

