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Innovative Ideas from the Heat and Cold Therapy Experts

BOOST CLIENT COMFORT WITH Heat and Cold Therapy

by Brandi Schlossberg

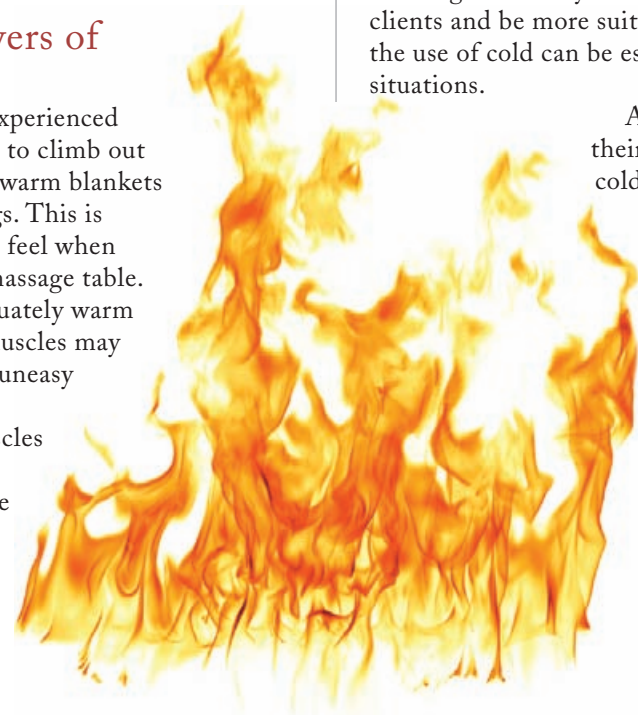
In the healing realm of massage therapy, client comfort is a top priority. Massage therapists should take time to consider every detail that could boost—or potentially inhibit—a client's comfort level. Oftentimes, it's the seemingly small touches that make the difference between a good massage and a great one.

The use of heat and cold therapy in a bodywork session is one easy way therapists can provide an added measure of comfort, while also increasing the efficacy of massage.

The healing powers of heat and cold

Most everyone has experienced how unpleasant it can be to climb out from beneath your bed's warm blankets on chilly winter mornings. This is often exactly how clients feel when lying undressed on the massage table. If they're not made adequately warm and comfortable, their muscles may tense, and they may feel uneasy during the session.

Beyond comfort, muscles relax faster and more thoroughly when they are warm, so adding heat to your bodywork also serves to enhance the effects of your hands-on



skills, in addition to helping the client feel an extra sense of pampering.

Moreover, according to the Mayo Clinic website, heat not only relaxes tightened muscles, it also reduces pain. Heat therapy is recommended for chronic pain conditions, such as arthritis and menstrual cramps, as well as general muscle relaxation.

Similar to heat therapy, the application of cold can provide several benefits to massage clients. Although heat may be appealing to a wider range of clients and be more suitable for increasing relaxation, the use of cold can be especially powerful in specific situations.

As anyone who has sprained their ankle knows, applying ice or cold packs to the injured area can quickly help relieve pain as well as reduce swelling and inflammation. If a client presents with muscular issues that are more acute than chronic, cold therapy will generally help ease discomfort as quickly and effectively as possible.

Simple solutions

Fortunately, adding heat and cold therapy to your practice doesn't mean



incurring outrageous energy bills or purchasing high-end, complicated equipment. There are numerous products, such as masks, wraps and pillows, available that are inexpensive and easy to use, and do not require continuing education or major changes to your massage routine.

Pillows, wraps and masks designed especially for heat and cold therapy come in an array of sizes and colors. These items are typically filled with flax seed, which holds temperature extremely well, does not clump together or get dusty, and is environmentally safe.

These products are made from comfortable fabric, such as silk or flannel, and they are designed to be heated or cooled simply by placing them in a microwave or freezer. Then they can be fitted on or around a client's body to soothe the particular area of the body that most needs the treatment or to bring about increased relaxation.

As an added benefit, some heat and cold therapy products also contain aromatic herbs or oils, such as lavender and eucalyptus, allowing one to combine the power of aromatherapy with the treatment.

Step up comfort

If you decide it's time to take the comfort level up a notch, consider blending heat and cold therapy into your bodywork practice. A heat treatment will help relax and release muscles as well as soothe chronic pain, while cold will boost your ability to relieve swelling and acute pain.

Together, the benefits of hot and cold therapy can result in far more relaxed and comfortable clients—the kind who will keep coming back for your massage.

For more information, contact Sootheze by phone at (888) 766-8439, by fax (510) 657-4227, by e-mail info@sootheze.com or on the Web at www.sootheze.com.

Effective Dry Heat and Cold Therapy

Massage therapists can readily see the advantages of dry heat and cold therapy. Hot towels, cold packs and other such methods can be messy and deliver temperature inconsistently. What's more, clients who can benefit from heat and cold therapy between massage sessions need an easy, reliable way to take the massage experience home.

Sootheze offers an array of heat and cold therapy products for a wide range of client needs, allowing therapists to not only use the products in their practice, but also retail the line to clients. Those retail sales add incremental revenues to a massage operation's bottom line, as well as providing clients with an enhanced experience and relationship with the massage provider.

Unlike traditional hot towels, cold packs and bags of ice, dry heat and cold therapy products deliver temperature evenly and consistently.

Heat and cold therapy products offered by Sootheze can be the solution massage therapists are seeking. Sootheze's In Session body wraps and eye pillows come with an insert that is composed of USDA food-grade flax seed and nine relaxing herbs. A removable white terry sleeve covers the insert and can be laundered after use.

The Sootheze product can be heated up in a microwave oven or placed in a plastic bag and put in a freezer to get cold. The temperature will stay even across the product, and after the treatment is finished, there is no need to pat them dry, as is the case with moist treatments.

Additionally, Sootheze offers elegant body wraps and eye pillows clients can purchase for use at home. They come in a variety of colors and designs, and are appealing to every taste, female or male. Sootheze also has a line of Toasty Spa Friends—heat and cold therapy products that look like stuffed animals, adding a bit of whimsy to the heat and cold therapy experience.

—Text supplied by Sootheze