



Light Touch, Big Impact

COURTESY THE UPLEDGER INSTITUTE

What's on your wish list?

- Expanding your customer base to reach more clients?
- Broadening your skill set to enhance your services and increase revenue?
- Increasing the perceived value of your services to support higher prices for what you offer?
- Extending your career by adding skills that are less physically demanding than deep-tissue work, yet still rewarding in their effect on your clients?
- Making the most of continuing education required to maintain your license and demonstrate your commitment to your clients?
- Discovering more satisfaction in your work from addressing concerns and conditions in your clients through an expanded and rewarding skill set?

You can achieve all of these—and more—by learning light-touch therapies and incorporating them into your practice.

Reach new clients

You can refresh yourself and your practice by expanding your skills to include light-touch therapies. These therapies typically involve very gentle hand pressure and address body systems other than musculoskeletal structures.

By offering light-touch therapies, you can reach a broader range of customers, enhance your services and

gain greater satisfaction from the types of conditions and clients you are able to address.

You can become a more resourceful practitioner and add more value to the services you provide, leading to more demand for your skills, a more efficient schedule and a more successful practice. For example, wouldn't it be great to be able to increase the fees for your services because you're able to offer more to your clients? Plus, more clients seeking your services will give your business a revenue boost and improve your bottom line.

Banish burnout

The gentle pressure used in light-touch therapies is easier on your hands, arms and body than typical deep-muscle work. That means you can see more clients in a given day, while feeling less physically stressed. Not to mention, you can enjoy a longer career with fewer hand, arm, neck and back problems.

You can also help clients with problems that are often not addressed by deep-tissue work alone. Light-touch therapies work with body systems other than muscles to improve overall health and well-being in your clients. With these skills, you can address more conditions than with your present clients, and you'll be able to have a profound impact on their outcomes.

Ultimately, this allows you to reach more customers with different needs, create a higher value for your services and discover even more joy in your work.

Looking into light touch

Ongoing education is part of every therapist's career. Whether you need CEUs to renew your license or you simply love learning new techniques, there are many classes available in light-touch therapies. Two examples of light-touch therapies widely available as continuing-education programs are craniosacral therapy (CST) and lymph drainage therapy (LDT).

CST focuses on the body's craniosacral system, which consists of the membranes and cerebrospinal fluid that buffer the brain and spinal cord. Releasing restrictions in these key areas helps boost the health of the central nervous system, which plays a pivotal role in overall wellness. Using no more than five grams of pressure (about the weight of a nickel), CST has been shown to offer effective relief for a number of symptoms and conditions, including migraine headaches, chronic pain, fatigue, fibromyalgia, colic, scoliosis and many more.

LDT addresses the flow and function of the body's lymph fluid. Practitioners of LDT keep their hands flat and use their fingers to move in a gentle, wave-like pattern along the body. This helps stimulate the circulation of lymph fluid, draining areas that may have become stagnant or blocked. Improved circulation of lymph fluid helps detoxify the body and rejuvenate tissue, and it's a lovely complement to standard massage treatments. LDT also benefits individuals with more specific concerns, such as swelling and lymphedema, burns or wounds, chronic pain, insomnia and cellulite.

Stock your toolbox

As you continue to develop your massage-therapy career, the importance of adding new tools and techniques should become increasingly clear. Not only does a broader menu of bodywork options draw more clients, but it means you have the training to address a wider range of client concerns. By learning light-touch therapies, you can add a new level to each session, while giving your body a break and your business a boost.

Consider the benefits of learning the gentle techniques of light-touch therapies. In doing so, your level of satisfaction as a therapist should skyrocket, right along with the success of your practice.

For more information, contact The Upledger Institute by phone at (800) 233-5880 in North America, (561) 622-4334 worldwide, by fax (561) 622-4711, by e-mail at upledger@upledger.com or on the Web at www.upledger.com.

The Upledger Institute

Few, if any, light-touch-therapy training venues have received as much critical acclaim as The Upledger Institute. The reason is clear—innovative new therapy protocols keep us on the leading edge of alternative-care modalities. Here, health-care practitioners can gain powerfully effective instruction on noninvasive bodywork direct from the developers. For more than 22 years, osteopathic physician Dr. John E. Upledger, his curriculum developers and his staff have been training many of the most highly regarded light-touch therapists in the world.

TIME Magazine's "The Next Wave of Innovators"

Dr. Upledger found himself assisting in a high-risk back operation when he discovered the craniosacral pulse. Holding the patient's dura membrane in his hands, Dr. Upledger

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recognized a distinctive—and as yet undiscovered—pulse that traveled through the dura and throughout the craniosacral system. Since then, Dr. Upledger's continued research, further discoveries and contributions to alternative health care have earned him the title of "Next Wave of Innovators" from *TIME Magazine*.

Compelling Curriculum Choices

The Upledger Institute offers an ever-expanding range of light-touch-training workshops. Students can choose from our front-running CranioSacral Therapy, Lymph Drainage or Brain and Spine programs to some of the more recently released courses of study, such as CST for Pediatrics and a one-of-a-kind dolphin-assisted CranioSacral Therapy program.

A history of innovation, a future of possibilities—The Upledger Institute—From Our Hands to Yours.

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