



Innovative Ideas from the

Sports Massage Taping Experts

Attract Clients with Sports Massage Taping

by Jeremy Maready

As a sports massage therapist, you know weekly sessions with your clients aren't always enough to soothe the aches and pains of the high school athlete or weekend warrior.

But by adding a cost-effective component, such as sports massage taping, to your practice, you can simulate your healing methods to span the intervals between scheduled appointments.

While there are various taping methods available for massage therapists to utilize, the Japanese taping method is one of the fastest growing niches in today's industry.

"It's a fascinating technique," said certified Kinesio Taping instructor Pete Pfannerstill, Ph.D., L.M.T. "When they say it works, it works. The effects are almost immediate."

The Japanese taping method

differs from traditional sports taping by using an elastic tape made from lightweight cotton containing air circulation waves for breathability.

The tape is placed over and around muscle groups to assist and prevent over-contraction, said Pfannerstill, a Florida-based sports massage therapist. This technique gives the therapist the opportunity to give support while still maintaining the client's full range of motion. It also allows the client to still participate in normal physical activities, while having the support of the tape.

A second use for the Japanese taping method is in the acute stage of rehabilitation, where it helps prevent over-contraction of muscle groups as well as encourages healthy lymph flow.

Sports massage taping reduces pain and encourages lymphatic drainage by lifting the skin. As a result, pressure and irritation are removed from the neural and sensory receptors, alleviating pain.

Sports taping can be combined with various therapies, including cryotherapy, hydrotherapy and electrical stimulation. The application of sports massage taping can also be used in conjunction with physical therapy treatments, allowing

therapists to network with physical therapists in their area and offer this taping method as an integrative approach to the client's rehabilitation and well-being.

The tape is placed on the skin by a trained massage therapist. On the first day, the tape is applied after a client's massage session. The tape's elasticity is effective for about four to five

days. When that elasticity is lost, the client removes the tape to let the skin recover for about two days before the next session.

that it is reimbursable through many insurance carriers. While therapists aren't required to become certified to use the taping method, a class on taping techniques is highly recommended. "You have to learn how to use the tape effectively," said Pfannerstill.

The bulk of the overhead from adding this technique to your list of

"Putting the tape on is a way to simulate my hands being on them when they leave the clinic."

services comes from certified instruction, he added. Classes typically cost about \$700 for the 24-hour training course—but that can be quickly recouped in your practice. Instructional seminars are offered throughout the country.

Aside from training, the only overhead is the cost of tape, which runs about \$15 a roll. Each time tape is applied on a client, Pfannerstill estimates about \$2 to \$3 of tape is used.

"You can really make that back in a short amount of time," Pfannerstill said of the initial cost. "While I don't bill for it and just eat the cost, there are others that will charge between \$10 and \$25 for taping treatments. It's pretty much whatever the market will bear."

Per Dr. Kase's visionary design, each application of Kinesio® Tex Tape is approved for three to five days of wear. This extended wear time makes Kinesio® an economical alternative to other taping treatments, and because it doesn't limit range of motion, Kinesio® Tex Tape won't interfere with the daily activities you enjoy. Our tape is also completely latex-free!

The method can be used to treat common sports injuries to the rotator cuff, lower back, knees and ankles. Adding sports massage taping to any practice is relatively inexpensive. And by doing so, massage therapists can attract a brand-new clientele, ranging from high school athletes to Olympic medalists.

Another client convenience of sports massage taping—and a benefit to massage therapists—is

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Kinesio® Taping Method Offers MTs an Economical Alternative

It can be difficult to know exactly which products or techniques can be trusted to safely and effectively address your clients. In many cases, the most valuable tools are those that have not only withstood the test of time, but also continued to grow and evolve.

Kinesio® Tex Tape has been serving therapists and their clients for 35 years, since being invented by chiropractor Kenzo Kase. Since that time, Dr. Kase has modified and perfected Kinesio® Tex Tape and the groundbreaking, and often imitated, Kinesio Taping (KT) Method.

KT takes advantage of the interconnected nature of the body to treat the skin, circulatory systems, fascia, muscles and joints that make up the human machine. Virtually any area of the body where you can lay your hands can be addressed through Kinesio® Tex Tape.

Made from a gentle, elastic, cotton-fiber strip and 100-percent medical-grade acrylic adhesive featuring our patented wave pattern, Kinesio® Tex Tape is designed to mimic the qualities of human skin to deliver a degree of comfort equaled only by the depth of Kinesio® Tex Tape's therapeutic potential.



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