

exploring today's touch therapies

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The New Fountain of Youth

Face Lift Massage

Face Lift Massage is a healthy and less expensive alternative to invasive treatments like Botox, laser resurfacing, fat injections and plastic surgery - which accounts for its growing popularity in both spas and private massage practices across the United States.

by Kamala Thiagarajan

There are 78 million baby boomers, those people born between 1946 and 1964, in the United States, and they aren't getting any younger.

A white paper released by The Boomer Project (visit www.boomerproject.com) notes that "Boomers have a simple goal; live longer and better. Yes, they agree, it's getting harder and harder to keep their figure or stay attractive. But that doesn't mean they are going to stop trying. If anything, they'll re-double their efforts."

The over-50 crowd isn't the only group showing



increased interest in appearance. According to research published on the site of the American Association of Retired Persons, "60 per cent of women and 35 per cent of men say they would be interested in having some procedure if it could be done safely, for free and so no one could tell."

What does this mean to all massage therapists?
Two words: [Facelift massage](#).

A new spa trend

The stress and emotional duress of our everyday lives can show up within the face's muscles and skin. As time progresses, this, coupled with each fleeting expression that crosses our features, accelerates the ageing process, leaving us with fine lines, wrinkles, a sagging brow and a dull complexion.

The ancient Chinese were the first to experiment with facial massage techniques. They found that facial massage combined with acupuncture produced remarkable results in retaining youth. Today, facelift massage is an well-evolved therapy comprising many different techniques.

Facelift massage involves a firming, lifting, contouring treatment that restores the skin's radiance while it tones the muscles. Indeed, its success lies in its potential to allow the client to look and feel radiant in few sittings. Because massage penetrates the deepest layers of sensitive facial skin and the underlying muscles, it increases circulation and repairs the damage wrought by pollution, stress and sunlight exposure.

Indian Face Massage

Kundan Mehta, a massage therapist based in London, together with her husband the Head Massage expert Narendra Mehta, is co-author of 'The Face Lift Massage' (published by Thorsons/HarperCollins ISBN 0-00-715741-X). Kundan has been practising bodywork for more than 10 years and has developed a facial rejuvenation technique based on her knowledge of massage and reiki.

Mehta's technique use slight pressure in eight distinct phases, designed to lead a client into a state of total relaxation. The therapist follows a procedure to smooth fine lines, iron out wrinkles and de-bag the under eye beg area. The focus here is on firming the deep muscle as well as the underlying connective tissue.

"It's surprising that even experienced bodyworkers find the small, precise and targeted moves a challenge at first but with practice, they soon realise

just how effective this system can be," says Mehta. "Their clients' glowing complexions are visible proof of the system's success."

A unique aspect of this technique is that it does not involve the use of any oils or creams.

"[With] totally dry massage, the techniques need not be varied for oily or dry skin, but special attention is given to the client's problem areas, such as under-eye bags, smile lines, wrinkles by the eyes and frown lines on the forehead and between the eyebrows," Mehta says. "Every client receives a treatment which is tailor-made."

Usually, to see dramatic results, six to eight sessions are recommended.

Face the potential

Facelift massage is an exciting treatment with the potential to reverse premature ageing, breathe life into sagging skin --- and augment the income of massage therapists and spas.

The London Centre of Indian Champissage International conducts training classes in the Metha Face Massage techniques. The current schedule (including training at various overseas locations) can be viewed by visiting www.faceliftmassage.com and clicking on the Courses section.

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